

CALL FOR SPONSORSHIP - BCSDH's corporate programs 2024

Dear Partner,

In 2024, BCSDH is asking for your company's support to implement its **activities** and to help accomplish our shared goals.

Now is the time to act, we still have the chance to transform our companies. The BCSDH says companies must lead the change. The past period has shown us that we can **respond quickly and effectively to a common goal**.

The **Time to Transform 2030 program**, as a follow-up to Action2020, is a **guideline program for corporate sustainability**. It is actively contributing to **accelerating change** according to the pathways set out in Vision 2050. Also in 2024, the emphasis is on the "how". In addition to **exploring partnership opportunities, concrete methods and solutions**, we are also inviting our member companies to **think together and share knowledge**. We support member companies to formulate specific goals according to the **Race to Zero** initiative, and to meet expectations related to ESG. As the **voice of the business world**, we will also continue to **consult with policy makers**.

Within the framework of the **Circular Economy Platform**, professional work will continue in order to help disseminate the concept of the circular economy through the **Circular Economy working groups** to expand impact and hosting the international **Circular Economy Summit**.

The successful **For a Sustainable Future Award** will be awarded in 2024 too. In highlighting the winners, we are seeking to promote the topic and the related individual and corporate performances to a wider audience.

In order to help develop the **form of cooperation that best supports the goals and plans of your company, our sponsorship packages can be combined and personalized to your needs**.

Programs	Main sponsor*	Highlighted* sponsor	Sponsor*
	HUF***		
Time to Transform 2030 program	1 500 000	800 000	450 000
Race to Zero program	1 500 000	800 000	450 000
Circular Economy Platform	1 500 000	800 000	450 000
ESG Program	1 500 000	800 000	450 000
Future Leaders Talent Program		700 000	350 000
Future Leaders Scholarship Program		500 000	350 000
Future Leaders Alumni Program			500 000
Future Leaders Alumni Mentor Program – pilot			500 000
'For a Sustainable Future' Award	1 000 000	700 000	
Sponsor of the Change Leader category**		800 000	
Sponsor of the Leading Women category**		800 000	
Featured Event			
Featured Event – Host**			Event sponsor*
Sustainability Matchmaking event – January 2024	1 500 000		600 000
Business Breakfast and Forum – April 2024	1 800 000		700 000
BCSDH Business Lunch – October 2024	1 800 000		700 000
Circular Economy Summit – November 2024	1 800 000		700 000
BCSDH 2024 carbon consciousness sponsor**:	2 000 000		

* Non-exclusive sponsor status

** Exclusive sponsor status

*** Not including 27 % VAT.

You can read more about the programs and sponsorship packages below.

Thank you in advance for supporting our efforts!

We have a narrow time frame available for the fundamental and immediate transformation of our systems.
It's time to act. We believe that businesses have a leading role in this.

Program 2024

Our primary goal is to support our member companies and the business sector to operate in a **climate-neutral way**, to meet **biodiversity restoration objectives**, and to develop an **inclusive corporate culture** and form of operation that **promotes equality, diversity**, and the elimination of any form of discrimination and the highest level of **transparency**.

Time to Transform 2030 – Now is the time to act

The time for transformation has come - an action plan for **immediate implementation** has been defined in cooperation with the leading member companies of WBCSD, which is aligned with the Sustainable Development Goals (SDGs) and the targets of the Paris Agreement. Vision 2050 is designed to help companies **drive transformative change in their strategies, business operations, and impact on society**. The local implementation of the previous goals is supported Time to Transform 2030 Program.

Our most urgent challenges are **achieving climate-neutral operation**, climate adaptation, restoring biodiversity and nature values and **eliminating growing social inequalities**, in accordance with the Paris Climate Agreement and the **SDG goals**.

Inequality has become a systemic risk: it threatens the economic and political environment in which companies operate, grow and innovate. In addition, technological progress and the emergence of artificial intelligence are fundamentally changing the world of work.

While environmental issues are becoming an increasingly important part of corporate operation, **understanding the social issues at the corporate level** is still a major challenge for many organizations. It is a priority for us to provide our member companies with the **tools to accelerate the transformation in the social aspects of sustainability in 2024**.

Our activities:

- Measuring corporate maturity according to the Vision 2050, identifying key areas for improvement, assisting in the development of focused action
- Corporate and sectoral collaborations along the value chain based on the nine pathways
- Encouraging specific commitments from BCSDH member companies and the wider business community
- Presentation of the most inspiring commitments, outstanding business solutions, change leaders, and the publication of the results that have been achieved
 - At BCSDH's annual business lunch, in the form of an online publication in Hungarian and English
 - On our website in Hungarian and English
 - Through publishing press releases through events, websites and partners

Events:

- **BCSDH Business Breakfast and Forum** – Larger forum with speakers and showcasing business solutions in social topics
- **Transform Talks** - CEO roundtable discussions about opportunities, difficulties, initiatives, and pre-existing solutions and results related to climate adaptation and achieving zero emissions, ESG and Circular economy topics.
- **BCSDH Business Lunch** – (approx. 200 participants) – For a Sustainable Future award-giving ceremony, disseminating business solutions and recommendations to stakeholders, and the Future Leaders Talent Program diploma-awarding ceremony.

For our Time to Transform 2030 sponsors we provide:

	Time to Transform program			Business Lunch		Business Breakfast and Forum	
	Main sponsor	Highlighted sponsor	Sponsor	Host (Only one company)	Event sponsor	Host (Only one company)	Event sponsor
Value of sponsorship (HUF)	1 500 000*	800 000*	450 000*	1 800 000*	700 000*	1 800 000*	700 000*
Opportunity to be a speaker at one of the highlights	Yes, on Transform Talks	-	-	Yes, on Business Lunch	-	Yes, on Business Breakfast	-
Advertisement in BCSDH's annual online publication in Hungarian and English	1 page	½ page	Logo	-	-	-	-
Placement of the sponsor's logo on all communication materials related to the program (BCSDH website, publications, ...)	Yes, as main sponsor	Yes, in a prominent place	Yes	Yes, in the slider and invitations of the event as main sponsor/ host	Yes, within a logo cloud in the invitations	Yes, in the slider and invitations of the event as main sponsor/ host	Yes, within a logo cloud in the invitations
Placement of the sponsor's logo on the BCSDH website	Yes	Yes	Yes	Yes, regarding the Business Lunch	Yes, regarding the Business Lunch	Yes, regarding the Business Breakfast	Yes, regarding the Business Breakfast
Mention of sponsor, and placement of their logo at events that introduce the program	Yes, in a prominent place	Yes, within a logo cloud	Yes, within a logo cloud	Yes, in a prominent place at announcement of the event and in the Business Lunch as main sponsor/ host	Yes, within a logo cloud at the Business Lunch	Yes, in a prominent place at announcement of the event and in the Business Breakfast as main sponsor/ host	Yes, within a logo cloud at the Business Breakfast
Mention of sponsor in press releases	Yes	Yes	Yes	Yes, in a prominent place regarding Business Lunch	Yes, regarding the Business Lunch	Yes, in a prominent place regarding Business Breakfast	Yes, regarding the Business Breakfast

* Not including 27 % VAT.

We hereby thank our Time to Transform sponsors for 2023:

Main sponsors:



Jó étellel teljes az élet

Main sponsor:



Race to Zero – The path toward climate-neutral Operations and preserving biodiversity

The **transition** to climate-neutral operations, **climate adaptation** and preserving biodiversity for all companies in any industry is an important task, and a factor that significantly influences the competitiveness of the business sector. The focus is on **immediate action** – “**business as usual**” is **no longer an option**. BCSDH helps companies to **make concrete commitments and to find related business solutions**.

Our activities:

- **Assisting companies in finding areas** where they can achieve immediate impact and take action to achieve specific results.
- **Exploring and developing business solutions** that support climate neutrality, climate adaptation, and biodiversity goals, and publishing the achieved results.
- **Promoting corporate and sectoral collaborations** along the value chain to achieve climate neutrality.
- **Encouraging BCSDH member companies and a broader business community to make specific commitments to climate and biodiversity support**, providing professional support for identifying these commitments, and collecting them.

Events:

- **Sustainability Matchmaking Event** – a larger-scale business "speed dating" event: connecting sustainability services and needs to achieve net zero and biodiversity goals.
- **Race to Zero and Nature-Based Climate Solutions Working Groups** - sharing business solutions and best practices, presenting professional innovations, and facilitating networking to promote cooperation.
- **Towards Net Zero Research** - to understand the development of net zero goals and efforts to support biodiversity and identify the next steps.

We offer the following opportunities to our Race to Zero sponsors:

	Race to Zero program			Sustainability Matchmaking Event	
	Main sponsor	Highlighted sponsor	Sponsor	Host (Only one company)	Event sponsor
Value of sponsorship (HUF)	1 500 000*	800 000*	450 000*	1 500 000*	700 000*
Opportunity to be a speaker in one of the conversations	-	-	-	Yes, at the Matchmaking event	-
Advertisement in BCSDH’s annual online publication in Hungarian and English	1 page	½ page	Logo	-	-
Placement of the sponsor’s logo on all communication materials related to the program (BCSDH website, publications ...)	Yes, as a main sponsor	Yes, in a prominent place	Yes	Yes, in the slider and invitations of the event as main sponsor/ host	Yes, within a logo cloud in the invitations
Placement of the sponsor’s logo on the BCSDH website	Yes	Yes	Yes	Yes, regarding the event	Yes, regarding the event
Mention of sponsor, and placement of their logo at events that introduce the program	Yes, in a prominent place	Yes	Yes	Yes, prominently regarding the event	Yes, within a logo cloud at the event
Mention of sponsor in press releases	Yes, in a prominent place	Yes	Yes	Yes, prominently regarding the event	Yes, regarding the event
Placement of a roll-up	-	-	-	Yes, prominently at the event	-

*Not including 27 % VAT.

We hereby thank our Race to Zero sponsors for 2023:

Main sponsors:



Sponsors:



The Circular Economy Platform – for disseminating the concept of the circular economy

In 2018, the Circular Economy Platform was established, and **nearly 100 organizations** and companies have since joined. The topic has engaged numerous economic stakeholders, including decision-makers.

Our activities:

In 2024, we will continue our professional work within the Circular Economy Platform. We hold **three working group meetings for Platform members** each year in winter, spring, and one in autumn. Additionally, **we organize the Circular Economy Summit** to expand our impact.

The support provided ensures the background and resources for this professional work, enabling BCSDH (Business Council for Sustainable Development Hungary) to remain a prominent player in the Circular Economy Platform, thus playing a defining role in sustainability within the business sphere while representing the interests of the business community.

Events:

- **Circular Economy Summit – November 2024:** an annual event with nearly 200 participants, the most significant event of the circular economy, featuring numerous domestic and international speakers and experts.
- **Circular Economy Working Group:** held three times a year.

We offer the following opportunities to our Circular Economy Platform sponsors:

	Circular Economy Platform			Circular Economy Summit	
	Main sponsor	Highlighted sponsor	Sponsor	Host (Only one company)	Event sponsor
Value of sponsorship (HUF)	1 500 000*	800 000*	450 000 *	1 800 000*	700 000*
Placement of sponsor's rollup at the Circular Economy Summit	Yes	-	-	Yes	Yes
Opportunity to be a speaker at one of the events	Yes	-	-	Yes, on the Summit	-
Display of sponsor's logo at the Circular Economy Summit	Yes, as a main sponsor	Yes, in a prominent place	Yes	Yes, as the host of the Summit	Yes, as event sponsor
Placement of sponsor's logo on all communication channels related to the Circular Economy	Yes, as a main sponsor	Yes, in a prominent place	Yes	Yes, as the host of the Summit	Yes

Platform (BCSDH website, newsletter)					
Mention of the name of the sponsor and display of logo at related events.	Yes, in a prominent place	Yes	Yes	Yes, as the host of the Summit	Yes
Mention of sponsor in press releases	Yes, in a prominent place	Yes	Yes	Yes, as the host of the Summit	Yes

* Not including 27 % VAT.

We hereby thank the sponsors of the Circular Economy Platform in 2023:

Main sponsor:



Highlighted sponsors:



Sponsors:



ESG (Environmental, Social and Governance) Programs

There is an increasing societal and investor expectation for companies to operate in an environmentally and socially responsible manner. Business leaders agree that incorporating **ESG (Environmental, Social, and Governance) criteria into decision-making processes is important**. While the theoretical framework of ESG is becoming widely known, its practical implementation often poses significant challenges for companies.

At the end of 2022, the CSRD (Corporate Sustainability Reporting Directive) came into effect, which is the sustainability reporting system mandated by the European Union. According to this directive, a specific group of companies will be required to publish reports on their 2024 results with a forward-looking perspective, starting in 2025, and this group will gradually expand.

BCSDH aims to assist its member companies in these matters by providing up-to-date professional and practical knowledge, offering recommendations for company executives, and showcasing successful corporate practices.

Our activities:

- Encouraging the integration of ESG criteria into decision-making processes at BCSDH member companies.
- Presenting changes in the international and domestic regulatory environment.
- Showcasing the most successful corporate practices and processes, and publishing the achieved results."

Events:

- ESG working groups
- Business Lunch – October 2024: presenting results

For our ESG sponsors we provide:

	Main sponsor	Highlighted sponsor	Sponsor
Value of sponsorship (HUF)	1 500 000 *	800 000 *	450 000 *
Placement of the sponsor's logo on all communication materials related to the program (BCSDH website, invitations, publications, press advertisements, events)	Yes, as a main sponsor	Yes, in a prominent place	Yes
Placement of the sponsor's logo on the BCSDH website	Yes	Yes	Yes
Mention of sponsor, ad placement of their logo at events that introduce the program	Yes	Yes	Yes
Mention of sponsor in press releases	Yes, in a prominent place	Yes	Yes

*Not including 27 % VAT.

We hereby thank our ESG sponsors for 2023:

Main sponsor:



Highlighted sponsor:



Sponsors:



Future Leaders Talent Program

The **Future Leaders Talent Program**, the Hungarian adaptation of the Future Leaders Program of the WBCSD, plays an important role in BCSDH's programs. **Through practical examples, the program introduces the complex system of sustainability to talented leaders at corporate venues with the help of leading executives and other professionals.** It helps them integrate these principles into decision-making processes throughout their careers as leaders. **In 2015, the WBCSD mentioned the Hungarian adaptation of the program to the international network as an example of good practice.**

Supporter companies promote the professional development of the program.

	Highlighted sponsor	Sponsor
Value of sponsorship (HUF)	700 000 *	350 000 *
Appearance of sponsor in movie about the program	Yes	-
Appearance of sponsor in an online book for participants	Yes, in a prominent place	Logo
Placement of sponsor's logo on all communication materials related to the program (program slider, presentations)	Yes, in a prominent place	igen
Placement of sponsor's logo on the program subpage of the BCSDH website	Yes, in a prominent place	Yes

*Not including 27 % VAT.

We hereby thank our sponsors for 2023:

Highlighted sponsors:



Sponsors:



Sponsor of the carbon-conscious realization of the professional days of the "Future Leaders" Talent Program:



Hosting companies:



Future Leaders Scholarship program

Since 2014, one university student per year has been given the chance to participate in our Future Leaders Talent Program. The scholarship program is promoted at several universities.

Future Leaders Scholarship program, call for Sponsorship:

	Highlighted sponsor	Sponsor
Value of sponsorship (HUF)	500 000*	350 000*
Participation on the jury	Yes	Yes
Placement of the sponsor's logo in movie about the program	Yes	-
Mention of sponsor in press releases	Quote	Company name
Placement of the sponsor's logo in a book for participants	In a prominent place	logo
Placement of the sponsor's logo on the BCSDH website, and on the promotional letter sent out to CEOs	Yes, in a prominent place	Yes
Opportunity to provide POS materials to shortlisted students	Yes	Yes

*Not including 27 % VAT.

Offering support will generate (beside the direct effects of the sponsorship) a wide range of opportunities for publicity and raise awareness of sponsors among college students and their instructors.

More information: <http://bcsdh.hu/programok/osztondij/>

Thanks to the Highlighted Sponsor of the program in 2023:



Future Leaders Alumni program

The Alumni Club of the Future Leaders Talent Program was initiated in 2016 to provide a forum for program graduates to meet each other and engage in professional development related to sustainability issues. There are now more than 250 alumni.

Our shared goal with the Alumni Board, formed in 2020 from representatives of the program rounds, is to activate the Alumni community to a greater extent. The presence of the Alumni representative on the BCSDH Advisory Board also indicates the increase in the value of the community.

Alumni program, call for sponsorship:

Sponsorship will support the implementation of professional programs and promote the existence of a community of sustainability professionals.

The sponsor's logo will appear:

- at Alumni events
- on the BCSDH website on the Alumni subpage
- in a book for the participants of the Future Leaders Talent Program

Value of sponsorship: **500 000 HUF** (not including 27 % VAT).

Future Leaders Alumni Mentoring Program

We believe that it is essential to continue to support those talented young managers who have successfully completed the Future Leaders talent program so **the sustainable approach and initiatives can appear widely and have an impact in the business world through our member companies**. Our vision is to **support the Alumni community** in helping their companies transition to more sustainable operations (for example, through transformation of projects and processes, awareness-raising), as well as to provide with the opportunity the responsible, high-level managers of our member companies to share their knowledge, experience and outlook with young talents and gain insight into their thinking, into their challenges.

For our Future Leaders Alumni Mentor Program sponsors we provide:

	Highlighted sponsor
Value of sponsorship (HUF)	500 000*
Opportunity to be a speaker at the opening ceremony of the Future Leaders Talent Program	Yes
Opportunity to be a speaker in one of the Alumni events	Yes
Placement of the sponsor's logo on the BCSDH website	Yes
Appearance of sponsor in an online book for participants	Yes

*Not including 27 % VAT.

We hereby thank to our sponsors in 2023:



For a Sustainable Future Award

When establishing the award, our goal was to create an award that recognizes individual change leaders, female leaders, and, in a separate category, business solutions that can initiate real changes in sustainability in front of a broader audience.

For our 'For a Sustainable Future' Award sponsors, we provide:

	For a Sustainable Future Award			
	Main sponsor	Highlighted sponsor	Sponsor of the Change Leader category (only for one company)	Sponsor of the Leading Women category (only for one company)
Value of the proposal (HUF)	1 000 000*	700 000*	800 000*	800 000*
Awarding of prize to a winner	Yes	-	Yes, to the Change Leader	Yes, to the first winner of the category
Placement of the sponsor's logo on all communication materials related to the program (BCSDH website, announcement, slider).	Yes, as a main sponsor	Yes, in a prominent place	Yes, on the website of the Change Leader category and on the announcement of the award	Yes, on the website of the Leading Women category and on the announcement of the award
Mention of sponsor, placement of logo at events that introduce the program.	Yes, in a prominent place	Yes	Yes, prominently at the Change Leader category	Yes, prominently at the Leading Women category
Mention of sponsor, placement of logo at press releases and interviews about the winners.	Yes, in a prominent place	Yes, in a prominent place	Yes, at the Change Leader category	Yes, at the Leading Women category
Mention of the sponsor in press releases.	Yes, in a prominent place	Yes	Yes	Yes

* Not including 27 % VAT.

We hereby thank the sponsors of the 'For a Sustainable Future prize' for 2023:

Main sponsors:



Sponsor of the Leading Women Award:



BCSDH carbon consciousness sponsorship package

Since 2017, BCSDH has been organizing its business lunches in a carbon-conscious manner within a multi-stakeholder collaboration framework, and since 2019, more and more events have been included in this initiative. As a leading organization committed to climate protection and sustainable development, we aim to set an example for both corporate and civil society actors with our carbon-conscious events.

Sponsorship offer:

The sponsorship will contribute to the implementation of carbon conscious professional programs and the Future Leaders Talent Program.

Value of sponsorship: **2 000 000 HUF** (not including VAT).

The logo of BCSDH's carbon-offsetting sponsor will appear:

- at BCSDH's carbon-conscious events – on displays located in a prominent place
- in BCSDH's annual press release, in a prominent place
- in all communication materials related to the carbon-neutral initiative (website – event page; press releases about the carbon-neutral event; reports; slider about carbon-neutrality).

We hereby thank our sponsor for 2023:



ALD
Automotive



Further information:

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Thank you in advance for supporting our efforts!