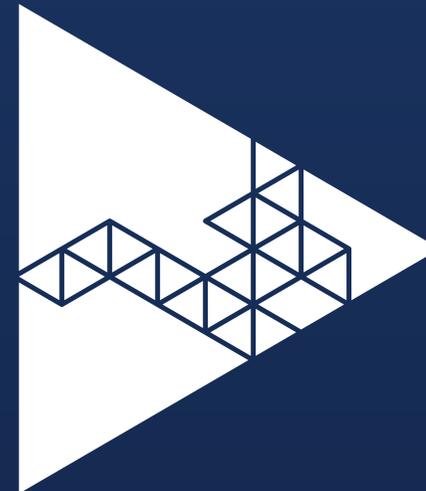


SUSTAINABLE FINANCE HACK 2024

11-12 OCTOBER | GENEVA



Geneva
Responsible
Entrepreneurship
Center



SUSTAINABLE FINANCE HACK

BY OPEN GENEVA

OPEN GENEVA

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SUSTAINABLE FINANCE HACK 2024

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SUSTAINABLE
FINANCE
HACK 2024



by

open
GENEVA



OPEN GENEVA

Mobilising collective intelligence for greater good

Since 2017, Open Geneva, our non-profit association based in Geneva, has been dedicated to mobilising collective intelligence and promoting open innovation. With a community of over 5000 members, we nurture their ideas, showcase their projects, and support their development across science, technology, art and society.

We're committed to democratizing the practice of innovation, ensuring accessibility for all. Through collaborative events like hackathons, we foster skill development and knowledge sharing to actively shape a new generation of sustainable change-makers to approach the major challenges our society faces.

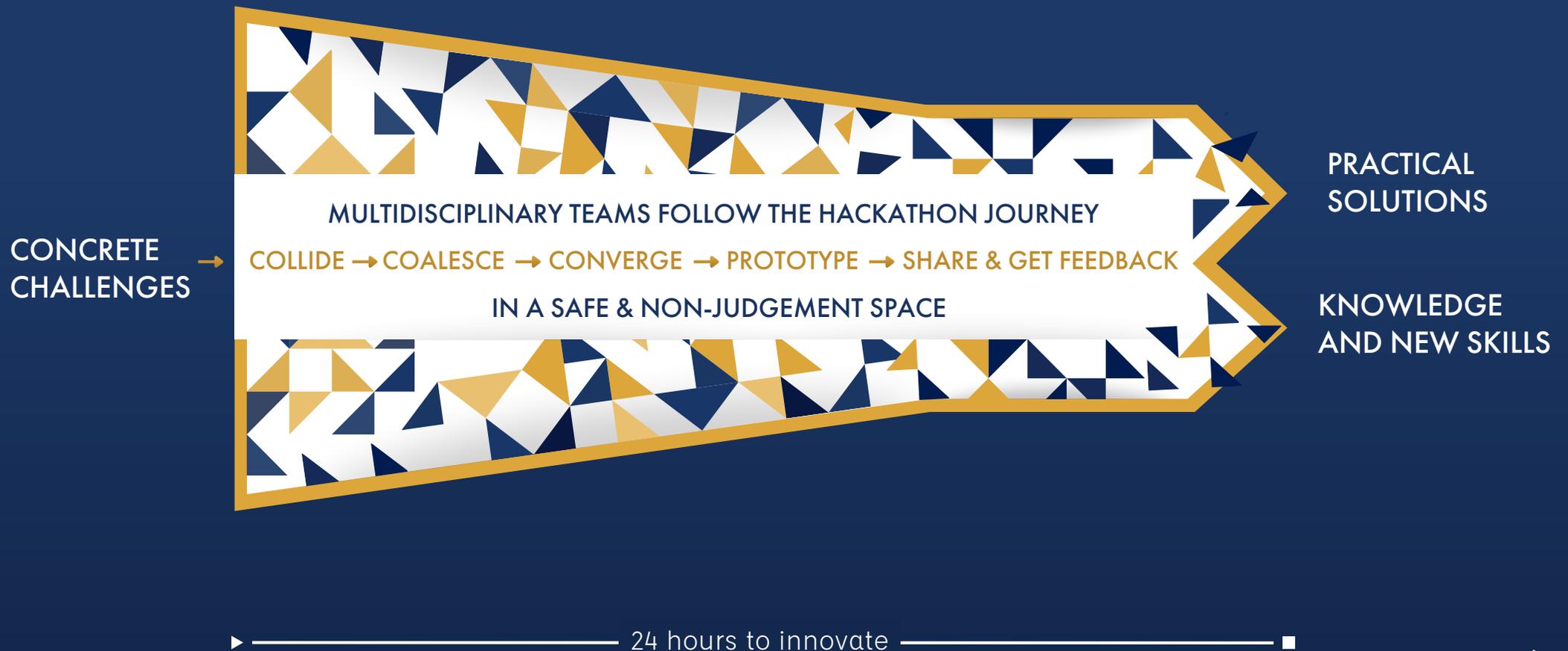
Our events provide fundamental insights, driving the research and development efforts of our academic partners. Continuously refining our understanding into collaboration dynamics, we enhance our ability to mobilize collective intelligence and establish new open innovation standards for positive impact.



open
GENEVA

WE UNLEASH COLLECTIVE INTELLIGENCE

Through the unique hackathon format



WE MOBILISE A LARGE ECOSYSTEM

Connecting varied actors for open innovation



WE ANIMATE A DIVERSE COMMUNITY

Uniting individuals with different competencies and backgrounds



More than 5000 passionate professionals, students, professors,
civil servants and citizens in Greater Geneva and globally

WE ADVANCE RESEARCH & LEARNING

with our institutional partners

Advancing scientific research through hackathon data

Data from our hackathons fuel the scientific research of our academic partners. These studies deepen our understanding of collaboration dynamics and participant motivations, allowing us to refine our practices and better harness collective intelligence. Research has shown that hackathons foster intrinsic motivation, enable playful co-creation, and provide a sense of purpose in contributing to social good. For more information, read: ["Play and Work for Greater Good: The Case of Hackathons"](#)

Certifying participants in collaboration with the United Nations

Since 2020, we've collaborated with the United Nations Institute for Training and Research to grant official learning certificates to our hackathon participants. These certificates recognize their involvement in a innovative learning experience for sustainable development.



WE OFFER A DIGITAL PLATFORM TAILORED FOR HACKATHONS

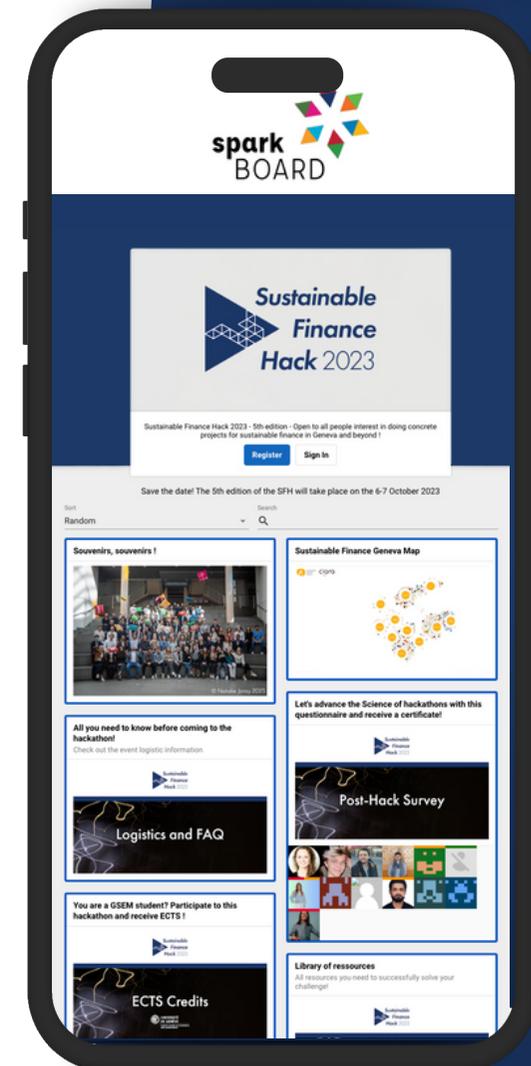
The Sparkboard

Open Geneva has developed the Sparkboard, an open-source web platform specially tailored to manage hackathons and open innovation events.

The Sparkboard is a tool used before, during and after the hackathons, gathering all event content and work results created by the hackathon teams.

It acts as a unifying platform for the innovation community, fostering connectivity among all members during hackathons.

[Discover the Sparkboard](#)



WE CAN CREATE A GREATER IMPACT TOGETHER

Why collaborate with Open Geneva

Mobilize
**collective
intelligence** for a
positive impact

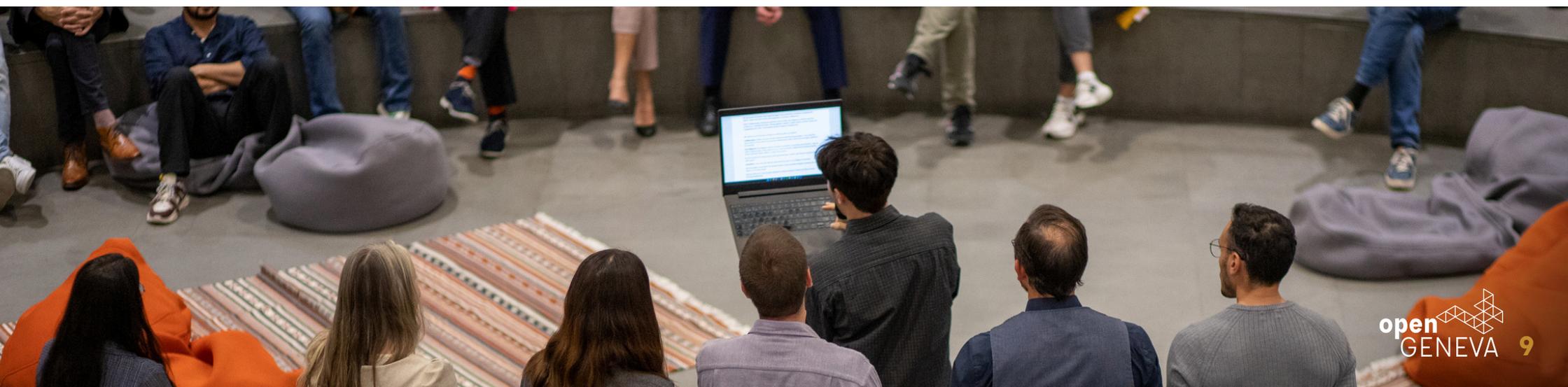
Access a wide,
**cross-sector
ecosystem**

Integrate
into a dynamic
and **diverse
community**

Benefit
from learning
and **research
opportunities**

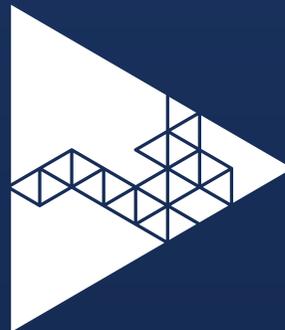
Receive
official
recognition
and **certifications**

Use our **digital tools**
to maximize
the impact of
your initiatives



SUSTAINABLE FINANCE HACK 2024

11-12 OCTOBER | GENEVA



24H TO BECOME A CHANGE-MAKER IN SUSTAINABLE FINANCE

The Sustainable Finance Hack

Since 2019, Open Geneva has organised its annual hackathon on Sustainable Finance, on the sideline of the Building Bridges week, with the support of Geneva's leading financial institutions, the University of Geneva and the United Nations Institute for Training and Research.

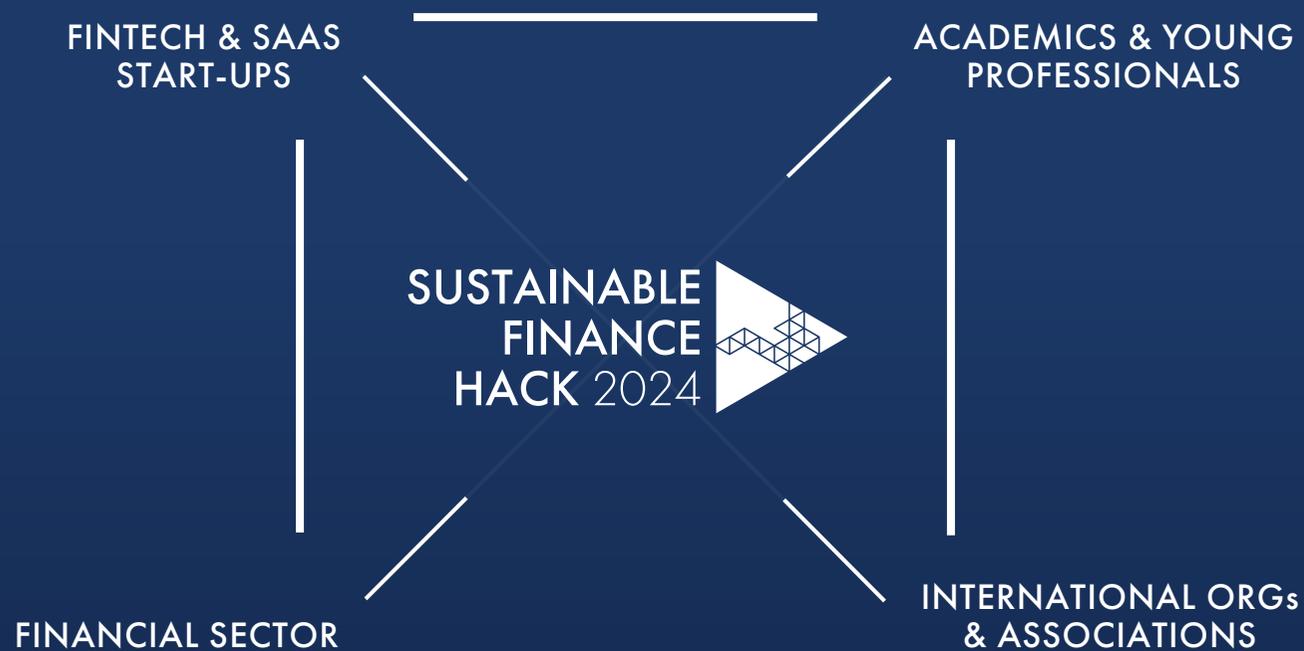
This 24-hour hackathon aims to find concrete solutions to real-world problems faced by the finance sector. The hackathon unites multidisciplinary teams to tackle challenges presented by hackathons partners such as financial companies, start-ups, international organizations and academics.

This year marks the 6th edition of the hackathon, taking place on October 11th-12th in the SDG Solution Space in Geneva.



A UNIQUE PLATFORM

for cross-sector collaboration



The Sustainable Finance Hack is as a unique platform for co-creation between diverse actors to harness collective intelligence.



AN ANNUAL GATHERING

for change-makers in finance and sustainability

THE
FIRST EDITION

2019

- Held in-person at Fintech Fusion
- 80 participants
- 9 challenges

THE
SECOND EDITION

2020

- Held 100% online due to COVID-19
- 110 participants
- 15 challenges

THE
THIRD EDITION

2021

- Held in a hybrid format; Campus Biotech/online
- 65 participants
- 9 challenges

THE
FOURTH EDITION

2022

- Held in-person at UNIGE, Uni Mail
- 90 participants
- 11 challenges

THE
FIFTH EDITION

2023

- Held in-person at UNIGE, Uni Mail
- 80 participants
- 11 challenges



[Explore outcomes from SFH editions](#)

WHY PARTICIPATE

As a financial company



Demonstrate corporate social responsibility

Enhance your brand reputation and attract customers who prioritize sustainability

Promote innovation

Support the development of new ideas and contribute to the growth of the sustainable finance ecosystem

Identify new talent passionate about sustainability and finance

Stay up-to-date with industry trends by gaining insight into customer desires, emerging technologies and business models

Foster partnerships by collaborating with other organizations

THE HACK STORY OF JEANNETTE

A commodity trader's enriching experience



It was my first hackathon, and I came feeling a bit nervous about my contribution. However, I quickly realized that **I could definitely contribute.**

Meeting and interacting with new people especially from the banking world, was been an enriching experience.

I also saw how the next generation is knowledgeable, open, and **eager to advance sustainability**, which is so important.

- Jeannette Delebecq, UBS



[Watch the interview](#)

COLLABORATION WITH BUILDING BRIDGES

to expand the hackathon's impact

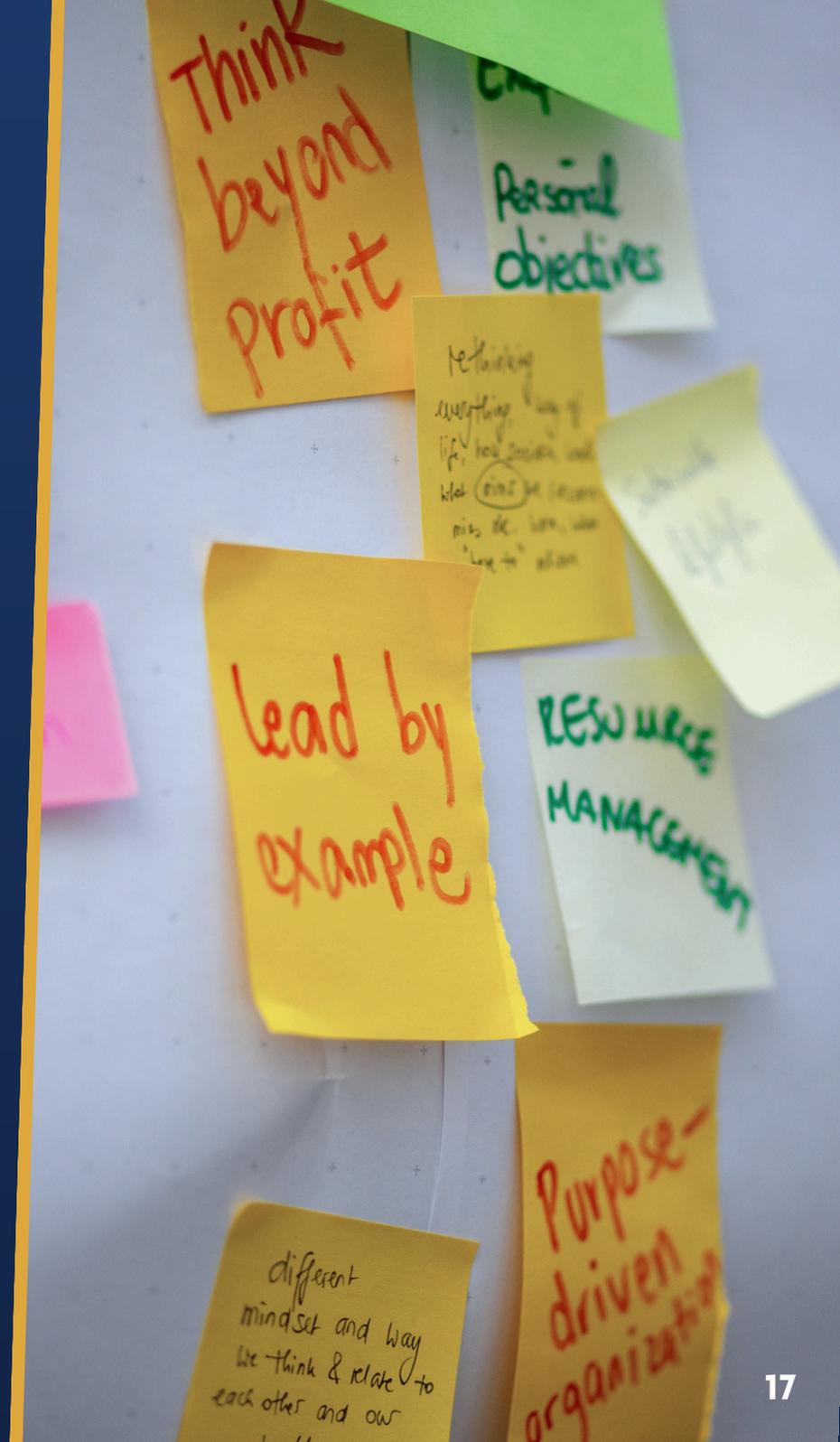
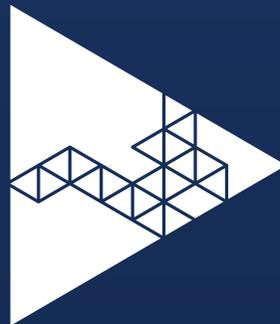
Building Bridges is a joint initiative by Swiss public authorities, finance institutions, the United Nations, NGOs, and international partners, that aims to advance sustainable finance in Switzerland and around the globe.

Building Bridges was the catalyst for the creation of the Sustainable Finance Hack in 2019. The idea was to hold a hackathon prior to their annual international event in December, where insights and solutions from the hackathon's collective intelligence efforts could be shared.

Today, the Sustainable Finance Hack stands as Geneva's premier annual hackathon in sustainable finance, collaborating with Building Bridges to cultivate partnerships within their community.



BECOME A
PARTNER
SFH / 2024



CHALLENGE EXPLORATION

Finding your critical innovation challenge

An important aspect of any successful hackathon is to include well-defined innovation challenges. They should be solution-oriented and concrete enough to guide teams, striking a balance between specificity and complexity, encouraging both creativity and diverse perspectives.

The challenges of the Sustainable Finance Hack are owned by our partners, integrating them meaningfully into the event.

As a partner, we help you to explore, design and define your innovation challenge.

Challenge shaping workshop

Get a dedicated workshop with Open Geneva to help you to shape your innovation challenge.

Well-defined examples:

“**H**OW CAN CORPORATIONS PROVE THEIR INTEGRITY IN THEIR CONTRIBUTION TO BIODIVERSITY AND CLIMATE, TO AVOID GREENWASHING?”

“**H**OW TO TRAIN TODAY’S EXECUTIVES IN MANAGEMENT TO BETTER INTEGRATE THE ROLE OF SOCIAL RESPONSIBILITY OF THEIR FINANCIAL INSTITUTION?”

COMMUNICATION & VISIBILITY

to promote your commitment

As a partner, you gain direct exposure to a large community of innovators through Open Geneva's channels and communication efforts.

Social Media Exposure

Connect with a diverse and engaged audience of innovators through Open Geneva's social media with over 8500 followers across platforms and high engagement rates during event periods (LinkedIn: 7.89%, Instagram: 6.82%).

Newsletter

Capture prime attention by featuring in Open Geneva's newsletter, reaching approximately 1000 members each month with an average open rate of 40%.

The Journal of the Sustainable Finance Hack

Get presented in the hackathon journal with exclusive news by participants and collaborators. The journal will be distributed at the Building Bridges Action Days.



CONTENT PRODUCTION

to capture the hack experience



As a partner, you will receive exclusive visual and written content to showcase your involvement.

Hack Story Video

Benefit of a custom-made video highlighting your organization, your challenge, participant's experiences, and hackathon outcomes.

Article on Open Geneva's blog

Secure a featured article, including an exclusive interview with a spokesperson from your organization.

LEARNING & CERTIFICATION

Concrete value for participants

As a partner, you provide your organization with a unique learning opportunity, new knowledge and skills.

Up-skilling, knowledge and agility

Participants from your organization acquire new skills and knowledge in sustainability, finance and technology in an agile manner.

Learning certificates

Participants will obtain learning certificates signed by Open Geneva and the United Nations Institute for Training and Research.



IMPACT MEASURING & REPORTING

of the hackathon's concrete benefits

As a partner, you will receive a detailed hack impact report to help you gain a deeper understanding of the hackathon's concrete benefits for your organization.

This report measures key metrics such as hard skills, soft skills, agility, implication, and motivation.

Hack impact report and debrief session

Receive a personalized hack impact report tailored for your organization, followed by a debrief session with one of our specialists to review and discuss the findings.



FOLLOW UP

At the Building Bridges Week



The Building Bridges community meets every year around its flagship event in Geneva. The 2024 edition of Building Bridges will feature over 60 panel discussions, workshops, presentations, and networking events, showcasing innovative projects, fostering impactful discussions and proposing concrete solutions to advance the sustainable finance agenda.

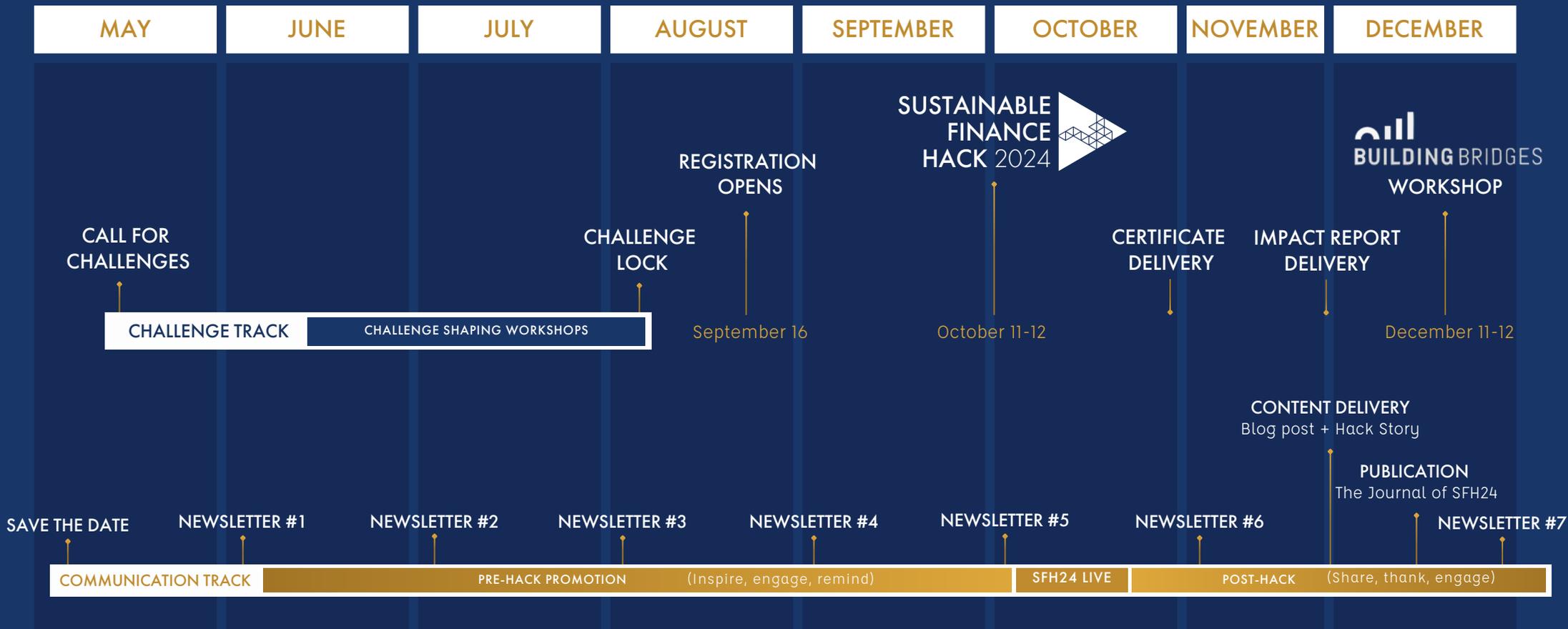
As a partner, your involvement and impact will be showcased through University of Geneva and Open Geneva's workshop and communication efforts at the event.

Hackathon Insights Workshop

A workshop to be defined will present results from the hackathon.

TIMELINE

Sustainable Finance Hack 2024



PARTNERSHIP PACKAGES

Sustainable Finance Hack 2024

*BRONZE PACKAGE FOR
ACADEMICS/INTERNATIONAL
ORG/START-UPS: 1'500 CHF

		1	GOLD 10'000 CHF	2	SILVER 7'5000 CHF	3	BRONZE 5'000 CHF*
CHALLENGE DEFINITION	Challenge Shaping Workshop with Open Geneva		x		x		x
VISIBILITY & COMMUNICATION	Logo on flyer and on website		Logo on 1st line		2nd line		3rd line
	Posts on Open Geneva's social media Linkedin (5.6k followers) & Instagram (1.5k followers)		Pre, during & post-hack		Pre & post-hack		Pre-hack only
	Article in Open Geneva newsletters (1k subscribers)		x				
	Mention in event press release		x				
	Presentation in The Journal of SFH24		Exclusive article		Logo		Logo
	Presentation of activities during the opening/closing ceremony		x				
CONTENT PRODUCTION	Production of impactful short videos "hack stories" to present your challenge and your collaborators		x		x		
	Blog post to present your challenge		x		x		
LEARNING & CERTIFICATION	Certification for each collaborator/participant		x		x		x
FOLLOW-UP	Presentation of your challenge during Open Geneva's workshop at Building Bridges		x		x		x
	Mention and presentation in the hackathon report		x		x		x
IMPACT	Personalised hack impact report and debrief session				1'500 CHF (optional add on)		

Next step: Connect with us
**EXPLORE EVENT DETAILS
& PARTNERSHIP POTENTIAL**

Lisa Cabado
Project Manager
Open Geneva

lisa.cabado@opengeneva.org
+41 78 743 07 04



Thomas Maillart
Executive Director
Geneva Responsible
Entrepreneurship Center
(UNIGE)

thomas.maillart@unige.ch



Julia Dallest
Executive Director
Open Geneva

julia.dallest@opengeneva.org
+33 6 26 03 46 28



Joy Kindt-Larsen
Communications
Manager
Open Geneva

joy@opengeneva.org
+33 7 78 77 44 54



JOIN US FOR THE 6TH EDITION

Discover what awaits you

