



IN PARTNERSHIP WITH

The logo for Havey Pro Cinema, featuring a large, stylized white letter 'H' with a horizontal bar across its center. The text "HAVEY PRO CINEMA" is written in white, sans-serif font across the horizontal bar.

HAVEY PRO CINEMA

PRESENTS





# BEYOND ZERO

**EUROPE FILM SCREENING TOUR**





AND REGIONAL EMMY AWARDS  
Sacramento - Program/Special  
"Spirit of the American Dream"  
By Channel 8, Broomfield  
Jim Havey, Director

PORTLAND REGIONAL EMMY AWARDS  
Documentary - Historical  
"Water in Water: Reflections on a Century of Service"  
HaveyPro Cinema & Denver Water  
Jim Havey, Director

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HaveyPro Cinema & Denver Water  
Jim Havey, Director

**Beyond Zero tells the true story of Ray Anderson's decision to take his global, public company, Interface, on a quest to eliminate all negative environmental impacts of their company by 2020.**

**To succeed, they must overcome deep skepticism and abandon the status quo. Filled with inspiring leadership insights and lessons about the power of dreaming big, this film leaves audiences hopeful and inspired to take action in their own lives.**

*“Beyond Zero tells a powerful and hugely hopeful story about what it means to build a business around restoring the earth and just why we must reimagine capitalism to heal the world — and ourselves.*”

*Don't just see this movie, bring its lessons into your company, and fast.”*

**Rebecca Henderson**

Professor at Harvard Business School

Author of *Reimagining Capitalism in a World on Fire*

*“The film shows that business can be more successful and resilient, simply by doing the right thing.”*

**Paul Polman**

Former Unilever CEO

UN Global Compact Board

# BEYOND ZERO TRAILER



*"Wowza!"*  
**SETH GODIN**  
Author & Entrepreneur





# PAST EVENT ROADSHOW CLIP AMSTERDAM, THE NETHERLANDS





**EVENT FLOW**

**EXAMPLES**



## EVENT FLOW STANDARD

WALK-IN (30 min)

INTRODUCTION (10 min)

FILM EXPERIENCE (90 min)

PANEL DISCUSSION (45 - 60 min)

AWARDS (10 min)

DRINKS & NETWORKING (60 - 90 min)

**TOTAL TIME: 4 - 4.5 hod.**





## EVENT FLOW - WORK DAY

08:30 - 09:00	CHECK-IN
09:00 - 09:10	INTRODUCTION
09:10 - 10:30	FILM EXPERIENCE
10:30 - 12:00	PANEL DISCUSSION
12:00 - 13:30	LUNCH BREAK
13:30 - 15:00	(PRACTICAL WORKSHOP)
15:00 - 15:15	SHARING & CLOSING

**TOTAL TIME: 6 hod.**



## EVENT FLOW - WORK AFTERNOON

2:00 PM - 2:30 PM: CHECK-IN

2:30 PM - 2:40 PM: INTRODUCTION

2:40 PM - 4:10 PM: FILM EXPERIENCE

4:10 PM - 4:30 PM: TEA BREAK

4:30 PM - 5:30 PM: PANEL DISCUSSION

5:30 PM - 6:30 PM: PRACTICAL WORKSHOP

*Workshop can be possibly taken another day or removed*

6:30 PM - 8:00 PM: DRINKS & NETWORKING

**TOTAL TIME: 5 - 6 hod.**





## EVENT FLOW - EVENING RELAX

5:00 PM - 5:30 PM: CHECK-IN

5:30 PM - 5:45 PM: INTRODUCTION

5:45 PM - 7:00 PM: FILM EXPERIENCE

7:00 PM - 7:15 PM: SHORT BREAK

7:15 PM - 8:00 PM: PANEL DISCUSSION

8:00 PM - 9:00 PM: DRINKS & NETWORKING

**TOTAL TIME: 4 hod.**

# EVENT FLOW: KEYNOTE + WORKSHOP



1:30 PM - 2:00 PM:	CHECK-IN
2:00 PM - 2:20 PM:	INTRODUCTION
2:20 PM - 2:30 PM:	KEYNOTE SPEECH
2:30 PM - 3:50 PM:	FILM EXPERIENCE
3:50 PM - 4:00 PM:	TEA BREAK
4:00 PM - 5:30 PM:	CORPORATE WORKSHOP (Ticket fee)
5:30 PM - 7:00 PM:	DRINKS & NETWORKING





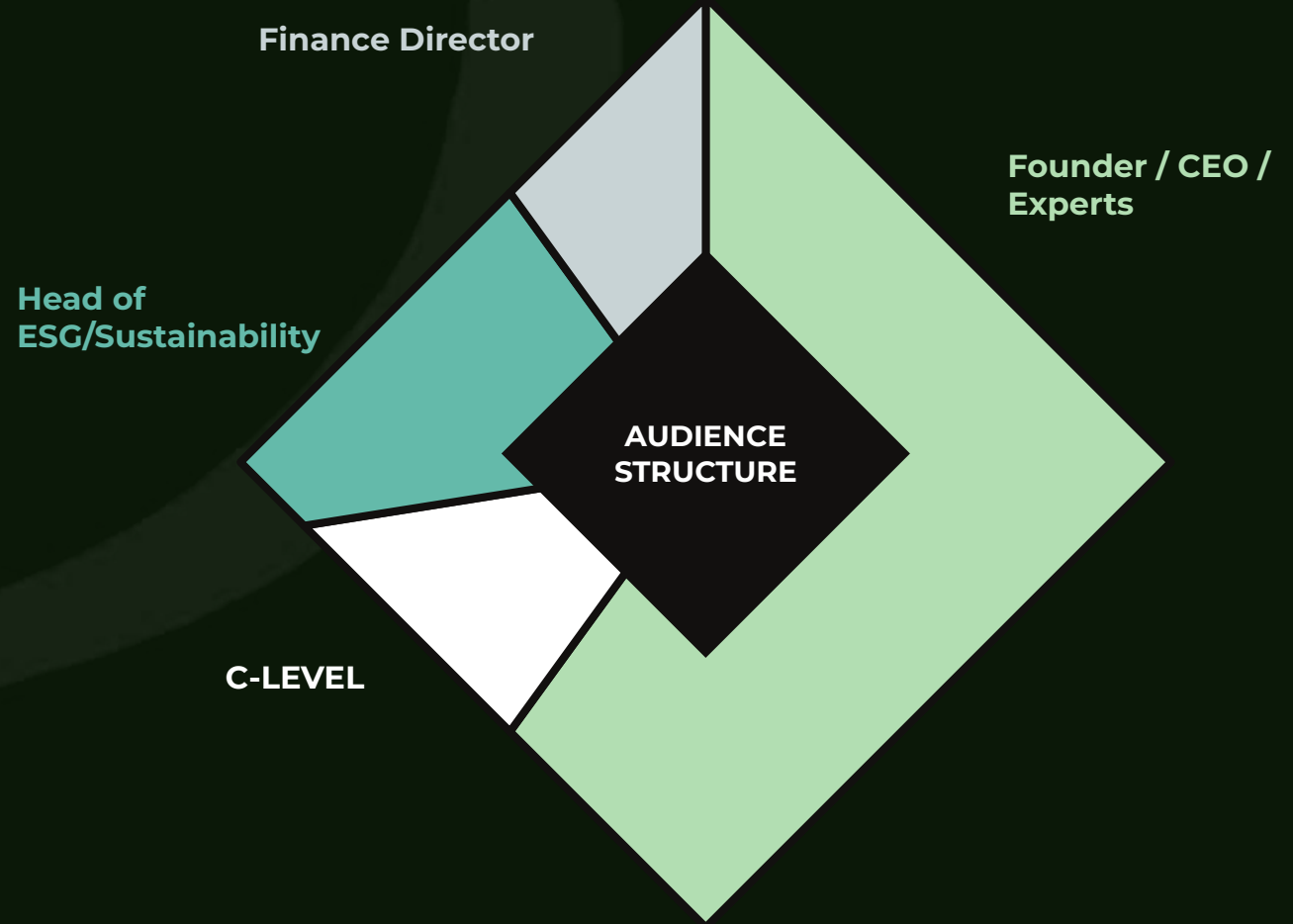
## EVENT STRUCTURE

- Hosting:** Sustainova Inc.
- Co-hosting:** Fellow local sustainability-oriented associations/organizations
- Partners:** Business sustainability oriented companies  
*(Main Sponsor, Sustainable partners, Media, F&B, In-kind, Lucky Draw)*
- Guests Entry:** Free, Invite-only
- Audience:** Leaders & experts with the ambition to be pioneers in transition  
*Founders, C-levels, Finance Directors, Heads of Sustainability/ESG, Experts*

# TARGET AUDIENCE



- Interested in gaining practical sustainability & ESG knowledge and inspiration
- Lead/Work in the company committed to sustainability transformation
- Regularly visiting Networking events and Workshops about Sustainability and ESG





# LOCAL CO-ORGANIZING PARTNERS RESPONSIBILITIES



- **Locate a Venue:** ideally for 100+ people
- **Select a Date:** ideally 3 months before event date
- **Choose a Moderator:** experienced MC who works in ESG & Sustainability
- **Select a Panel Speakers:**
  - Sustainova Co-founder
  - Co-hosting Partner
  - Main Partner speaker
  - Business Case Study speaker
  - Expert in ESG / Sustainability
- **Secure Partners / Sponsors:** financial, in-kind, F&B, media
- **Event organizing & promo:** Sustainova supports, but most work is on the Co-host

**Whole event runs ideally zero-waste, including partners and guests!**

# CITY EVENT INFORMATION



**Venue:**

**Date:**

**Moderator:**

**Panel Speakers:**

- Sustainova co-founder speaker
- Co-hosting Partner speaker
- Main Partner speaker
- Business Case Study speaker
- Expert in ESG / Sustainability

**Occupancy:** 100 - 200

**Dress code:** Smart casual

**Language:** Local (Film: English with Local subtitles)





# CITY EVENTS CO-HOSTING PARTNERS



**LOGO**

**LOGO**

**LOGO**



# WHY TO JOIN THE EVENT

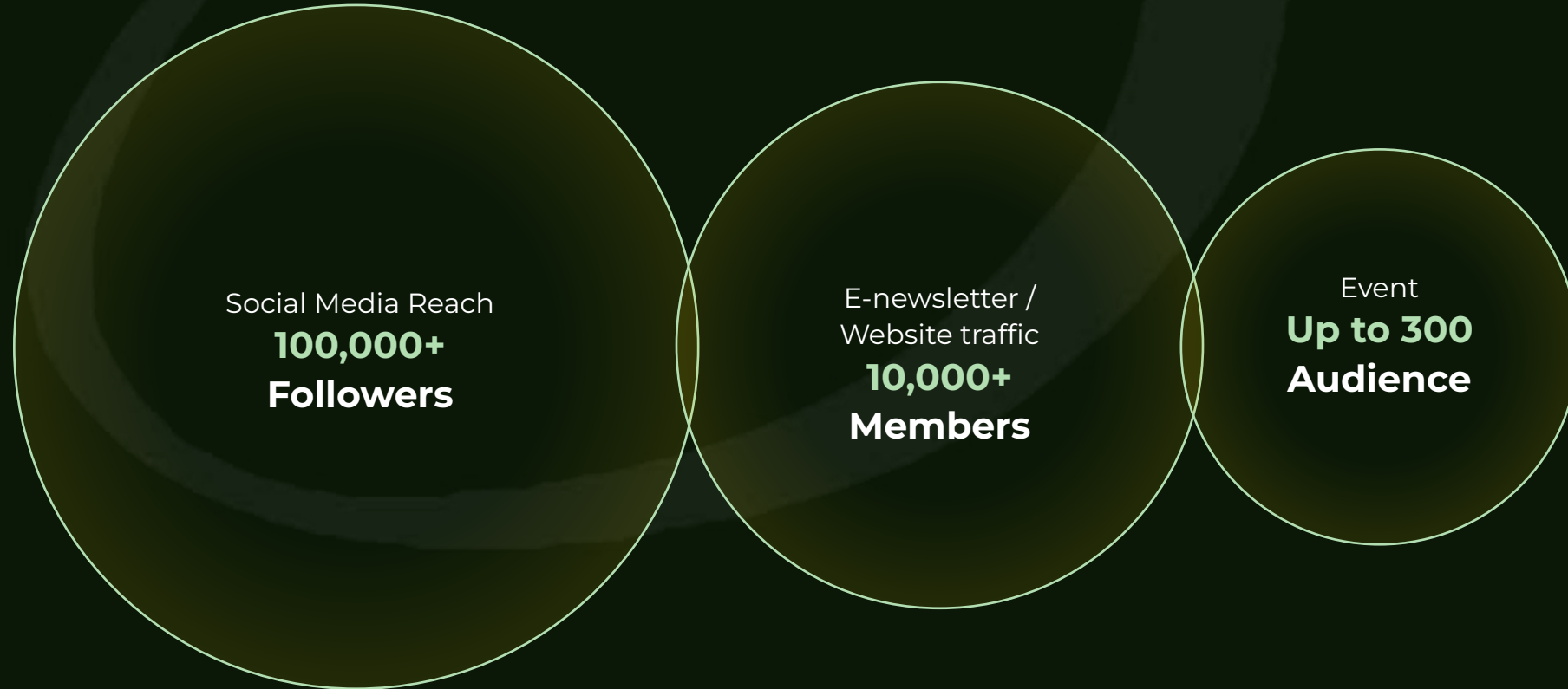
- A **unique highly-practical sustainability oriented event** for companies who are seeking an inspiration.
- An **effective channel full of resourceful contacts, experts, tools and practical examples.**
- A great opportunity to **gain exposure for your business**



# FINANCIAL SPONSORSHIP PACKAGES

**BECOME OUR PARTNER**

# BENEFITS OF SPONSORSHIP

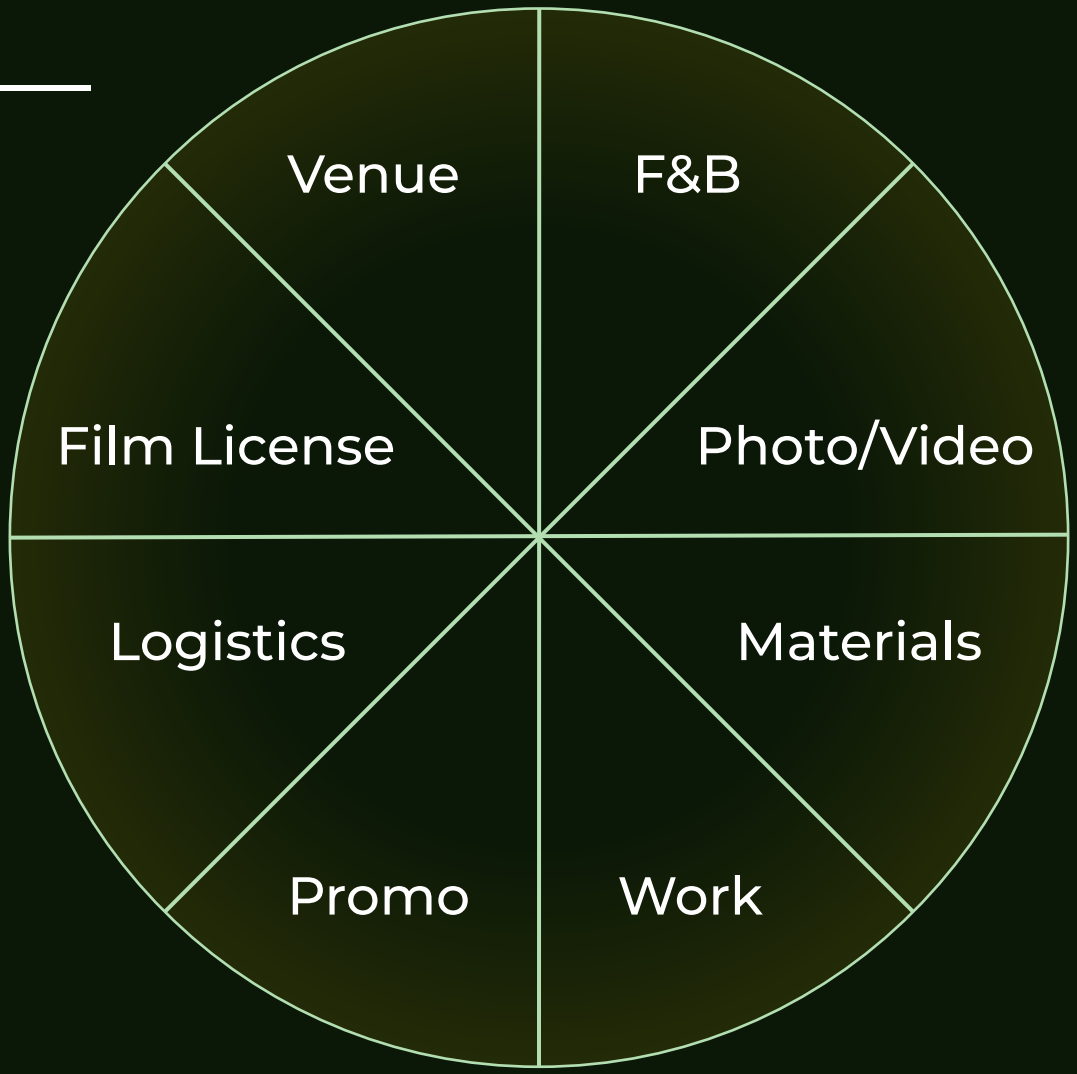














**Present your company name & logo at global/local business sustainability community**



# SPONSORSHIP TO COVER EVENT COSTS

Total Event Cost = € \_\_\_\_\_



PACKAGE CONTAINS	MAIN PARTNERS	SUPPORTING PARTNERS
Displaying your own promotion materials (table, standees, banners, leaflets)		
List of attendees and their contact information		
Reserve your seats for your colleagues	3 SEATS	2 SEATS
Event photo album		
Report after the event for PR purposes (Photos, Analytics, feedback, article)		
Featured post on Social Media		
Panel Discussion seat		
1 slide in the welcoming presentation (Can be own presentation)		<b>Shout-out in “thanking Partners &amp; Sponsors” part</b>
<b>EVENT COST COVERAGE</b>	<b>50% - 100%</b>	<b>15% - 25%</b>

# IN-KIND SPONSORSHIP PACKAGES



PACKAGE CONTAINS	FOOD & BEVERAGES	GIFTS TO AUDIENCE & SPEAKERS
Distribution of your goods/services and informational materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event photo album (Products)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Report after the event for PR purposes	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Featured post on Social Media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Your company logo in the presentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
1 slide in the welcoming presentation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>



# ABOUT ORGANIZER

**Sustainova** is a digital matchmaking platform connecting verified leading experts with companies committed to their sustainability transformation.

**Purpose:** Be the supporting one-stop partner for companies in every stage of their sustainability transformation.

The screenshot shows the Sustainova homepage with a dark green background and a network diagram. The main headline is "Get ESG chaos under control". Below it, it states "SUSTAINOVA is your one-stop partner and marketplace in the entire ESG and sustainability landscape." There are several category tags like "Scope 1,2,3", "SFDR", "Double materiality", "ESG reporting", "ESG Carbon management", "Scope 1,2,3", "SFDR", "Sustainability", "CSDDD", "Biodiversity", "Climate change", "ESG", "Taxonomy", "ESG Rating", "Data collection", "ESG software", "CSRD", "Business growth", "Scope 1,2,3", "Carbon footprint", "Data collection". At the bottom, there is a button labeled "ONE-STOP PARTNER" and a text box that says "Need a guidance through ESG and Sustainability chaos?".

The screenshot shows the "Sustainability Experts" page on the Sustainova Marketplace. The page has a white background and a navigation bar with "Experts", "Suppliers", "Organizations", "ESG Software", "Education", and "Case Studies". The main heading is "Sustainability Experts" with a search bar "Type name or keyword". On the left, there are filters for "Expert type" (Individual: 43, Agency: 28, Institution: 1) and "Categories" (ESG Strategies & Reporting: 53, Education: 29, Business Consulting & Services: 25, ESG E - Climate Change: 22, Circular Economy: 19). The main content area displays two expert profiles: "Robin Boustead" (ESG & Carbon Management Strategist, Lörrach, Germany, From €200 / hour) and "Flavio Affinito" (Biodiversity expert, Montreal, Canada, €100 - €200 / hour). Each profile includes a "View Detail" button.





**THANK YOU AND  
SEE YOU AT  
“BEYOND ZERO FILM”  
IN ...**

