“DO NO HARM” IN THE ERA OF ENVIRONMENTAL EMERGENCY: REVISITING INFORMATION MANAGEMENT IN THE AID SECTOR

GEONG 2022

8TH HUMANITARIAN & DEVELOPMENT DATA FORUM

CHAMBÉRY & ONLINE 24-26 OCTOBER 2022

FOLLOW US ON CARTONG.ORG ... #GEONG2022!

SPONSORSHIP PACKAGE

www.cartong.org/geong/2022
Organized by CartONG every two years since 2008, the GeOnG is a three-day conference which gathers humanitarian and development actors and professionals specialized in Information Management.

It is dedicated to addressing issues regarding program data management in the humanitarian and development sectors, covering topics related to (web) mapping and GIS, Mobile Data Collection, data literacy and responsible data, and more generally the use of new technologies.

To this end, the forum is designed to allow participants to debate current and future stakes, introduce relevant and innovative solutions, and share experience and best practices.

The GeOnG is one of the biggest independent forums on the topic in Europe, with 180+ participants from 100 organizations in the most recent on-site editions, and 350+ participants in the 2020 online edition.

"Great conference, among the most useful ones I’ve attended in 3 years as a data management specialist in Geneva!"
- Participant from the 2020 edition
A few words about CartONG

Created in 2006, CartONG is a French NGO specialized in Information Management (IM) whose mission is to put data—in particular geographical data—at the service of humanitarian, development and social action projects. Our goal is to improve the quality and accountability of field activities by facilitating their needs assessment and monitoring and evaluation.

GIS & MAPPING

MOBILE DATA COLLECTION

DATA PROCESSING

IM CROSSCUTTING APPROACHES

As a multidisciplinary resource and expertise center, our team of staff and volunteers supports the organizational strategy and field operations of a wide array of actors. We also help build knowledge on IM tools and methodologies and help build capacity of our partners and within the sector as a whole.

An important aspect of CartONG’s associative project is indeed to support the dissemination of relevant, innovative and reliable Information Management solutions to the humanitarian and development sector. Similarly, CartONG facilitates capacity building of international aid actors by publishing tutorials, benchmarking, lessons learned, etc. on the IM Resource Portal and by organizing events such as the GeOnG forum.

“From Perfection vs Good enough to People centered approaches to Do no harm in the era of environmental emergencies for this year’s edition, the GeOnG forum sheds a light at evolving Information Management practices, processes and solutions. It is frequented by IM practitioners, sector specialists and field staff from a humanitarian, development, research as well as a private sector background to exchange, discuss and learn from each other. Three days packed with different conferencing formats exploring the key topic of the moment and opportunities to network with a variety of actors in a friendly setting have turned the GeOnG into a popular event quite unique in Europe.”

Sandra Sudhoff, Technical Director
Why support the GeOnG in 2022?

THIS YEAR, WE’RE GOING HYBRID!

1 – Support a unique event
2 – As sponsor, introduce your tools and services both on-site and online
3 – Get a chance to network with a diverse audience in Chambéry, but also via the online platform that will be selected for hosting the event
4 – Get valuable feedback from experienced professionals throughout the event
5 – Associate your image with organizations with a high social impact

PROMOTING INCLUSIVENESS!

In line with the chosen main theme and CartONG’s values, we have decided to renew our commitment to include a diverse range of aid stakeholders in this year’s edition.

To this end, we have opted for a hybrid format, with the participants joining us in Chambéry getting the full experience and having access to all sessions and networking events (for a paying fee). Online tickets will also be made available for people not able to attend the forum in France, which will give them access to the livestreaming of a selection of key sessions (for free) as well as a few online workshops (for a paying fee).

We will also work towards inviting as many actors from the Global South as possible to speak and share their expertise at the forum, a goal you can help us achieve - see how page 5.

THEY TOOK PART IN THE LAST EDITION

WHO WILL YOU MEET?

41% of participants worked for an NGO (decision-makers, specialists working in HQs, field staff, representatives of small CSOs...)
32% of participants work in the private sector (inc. consultants)
17% of participants are from the research & university sector
10% of participants worked for the United Nations or an institutional organization

This year, we hope to welcome 200 participants onsite and 300 attendees online, for our biggest crowd ever!
## Sponsorship package options

### Partnership

*Only companies sponsoring the GeOnG are allowed to promote their products, services and initiatives during the event!*

### Sponsorship Levels

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<thead>
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<th>Level</th>
<th>Cost</th>
<th>Packages</th>
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<tbody>
<tr>
<td>Diamond</td>
<td>16,000 €</td>
<td>5 packages</td>
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<tr>
<td>Platinum</td>
<td>8,000 €</td>
<td>4 packages</td>
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<tr>
<td>Gold</td>
<td>4,000 €</td>
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<tr>
<td>Silver</td>
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</tr>
<tr>
<td>Bronze</td>
<td>800 €</td>
<td>1 package</td>
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### Full-conference passes to the on-site event

*inc. 3 lunches and 1 diner, and up to 1 workshop attendance*

<table>
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<tr>
<td>Bronze</td>
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### All sponsors

- Visibility of your organization on the website, online platform, video teaser and poster of the event
- Onsite booth for 3 days for up to 2 people *(table, 2 chairs, plug, etc.)*
- Participation to the demo hour *(indicated on the agenda and open to all on-site attendees)*
- Access to the online platform and possibility of contacting all online participants via a chat and/or video chat

### Starting from the Silver sponsorship package

- Online booth *(logo, description, names of staff, files of your choice)*
- Presentation of one of your solution, service or project in a pre-recorded video accessible via the online platform
- Insert of your choice in the conference bag distributed to participants

### Starting from the Gold sponsorship package

- Dedicated session to introduce a solution, a service or a project
- One promotional post on all CartONG’s social media networks before the event *(more than 12,000 followers combined)*
- Visibility on all GeOnG newsletters sent to ~2,000 contacts & in all the networks the GeOnG is promoted

### Starting from the Platinum sponsorship package

- Dedicated space in the event booklet
- 5-minute speech during the plenary session

### Exclusively for the Diamond sponsor

- Sponsored on-site event *(to be discussed with CartONG)*

### On-site workshop

- *90-minute workshop*

### On-site event

- Full page in the event booklet
- Half a page in the event booklet
Beyond regular packages...

**HYBRID EVENT SPONSOR**
By directly supporting the livestreaming of the main sessions of the event, you are making the GeOnG forum accessible to the largest audience possible and helping raise awareness about existing data challenges in the aid sector. It will also help us improve the user experience of online attendees.

By default, Bronze Package* + special thank you on the platform and in the event booklet, social media post and logo added to the recordings of the main sessions published on YouTube after the event.

*If you've already committed to a higher level and are taking a second package as an add-on, then the advantages of the higher level package apply of course by default.

**LUNCH & COFFEE BREAK SPONSOR**
Lunch and coffee breaks are very important moments of the GeOnG forum - this is when most of the informal and networking discussions take place. Help us make these moments as unique as possible for all attendees by supporting the breaks throughout a full day!

By default, Bronze Package* + special thank you during the Plenary and in the agenda (paper & online), as well as logo showing on all coffee break and lunch tables. Possibility to display rolls-up.

**INCLUSIVENESS SPONSOR**
CartONG is committed to having Global South actors take part in the discussion by facilitating their attendance. Via this sponsorship, you will help us fund the travelling and accommodation costs for a speaker coming from the Global South so he/she can share his/her expertise and experience.

By default, Bronze Package* + special thank you in the event booklet, mention in all publications (agenda online and in event booklet, social media posts) related to the sessions made possible by your support.

**A SUGGESTION MAYBE?**
If you have an idea in mind for another way your organization could help make the GeOnG happen, let us know!

Get in touch!

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3,000€

1,500€

1,500€

2 available

4 available

Only 1 available

2 available

1,500 €

1,500 €
Get in touch!

THANK YOU FOR YOUR SUPPORT

How does it work? CartONG and your organization will formalize their collaboration via a GeOnG sponsorship agreement.

You have some question? Don’t hesitate to drop us an email or to reach out to schedule a quick call.

And keep in mind that we are open to personalized propositions. Talk to you soon!

For any enquiries, please contact Nina and Yelena at:

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