

SUSTAINABLE ENERGY FOR ALL

# FORUM

KIGALI 2022

Become a  
sponsor



17-19 May 2022  
Kigali, Rwanda



Co-hosted by





# SEforALL Forum:

## The defining event in sustainable energy

17-19 May, 2022  
Kigali, Rwanda



The **2022 SEforALL Forum** is the fifth convened by Sustainable Energy for All (SEforALL) and the first to be co-hosted by a national government, the Government of Rwanda.

The **SEforALL Forum** is the landmark global gathering bringing people together to take stock of progress, showcase success and identify solutions to achieve faster, broader gains towards sustainable energy for all. It serves as a platform to broker new partnerships, spur investment, address challenges and drive action towards realizing Sustainable Development Goal 7 (SDG7) and a global clean energy transition.

**The Forum takes place at a pivotal juncture in the final decade to achieve SDG7 and will allow us to build on the momentum from the UN High-level Dialogue on Energy and COP26, generate new and bolder commitments and spur increased ambition at COP27.**

**BE BOLD**

SEforALL 10th Anniversary

FEB  
2021

JUNE  
2021

SEPT  
2021

NOV 2021

MAY 2022

SEPT  
2022

NOV  
2022

SEforALL  
YOUTH  
SUMMIT

UN MINISTERIAL  
THEMATIC  
FORUMS ON  
ENERGY

UN HIGH-  
LEVEL  
DIALOGUE  
ON ENERGY

UNFCCC  
COP26

SUSTAINABLE ENERGY FOR ALL  
**FORUM**  
KIGALI 2022

UN GENERAL  
ASSEMBLY  
ENERGY  
ACTION DAY

UNFCCC  
COP27





I am looking forward to welcoming you at our SEforALL Forum. The Forum is an important platform for focusing the energy access community on implementation and creating a renewed bold commitment to the actions necessary to achieve SDG7 by 2030. The 2022 SEforALL Forum will be an opportunity to review all commitments made in Energy Compacts since the 2021 UN High-level Dialogue on Energy, and in energy transition commitments made at COP26 in Glasgow, and to look ahead to COP27 in Africa.

### **Damilola Ogunbiyi**

CEO and Special Representative of the UN Secretary-General for Sustainable Energy for All, Co-Chair of UN-Energy



We are excited to co-host the 2022 SEforALL Forum and look forward to welcoming in the near future entrepreneurs, community leaders, policy makers, financiers and investors to Kigali.

### **Hon. Dr. Jeanne d'Arc Mujawamariya**

Minister of Environment,  
Republic of Rwanda



Co-hosting the SEforALL Forum with our Government reaffirms the continent's commitment to achieving Sustainable Development Goal 7. It will also be a chance to share experiences with the rest of the world and mobilize resources to turn ideas into reality.

### **Hon. Dr. Ernest Nsabimana**

Minister of Infrastructure,  
Republic of Rwanda



Meeting between Hon. Dr. Édouard Ngirente, Prime Minister, Republic of Rwanda, and Damilola Ogunbiyi, CEO and Special Representative of the UN Secretary-General for Sustainable Energy for All and Co-Chair of UN-Energy, on 21 February 2020, in Kigali, Rwanda

# The 2022 SEforALL Forum will seek to:

- **Inspire and mobilize further bold action**, partnerships, commitments, and resources by showcasing innovation and impact that underpin economic recovery, empower women and youth, drive universal access to healthcare and disrupt business as usual in order to achieve SDG7 by 2030.
- **SDG7 and the Just and Equitable Energy Transition:** Further shape what a just and equitable energy transition looks like across economies at different stages of development.
- **Bring non-state, private sector actors, women and youth to the forefront** of shaping solutions required to achieve energy access and a just and equitable energy transition at scale.
- **Leave No One Behind** (Sahel, small island and climate vulnerable states): Amplify the urgency of supporting SIDS and climate vulnerable states, framing the important energy component and solutions to challenges faced.



## An in-person format with a virtual presence

This format will underpin a hybrid event with clear planning, a common goal and a connective, unified audience experience.

The SEforALL Forum will provide a space for voices from across the global sustainable energy movement to share success and a vision of the future.

The Forum will welcome **the SDG7 community:** Government, international/regional organizations, development banks and funds, the private sector, entrepreneurs,

## Forum format



In-person



Virtual

philanthropies, NGOs, INGOs, civil-society organizations, academia, think-tanks, youth-led organizations, SDGs influencers...

The Forum will **extend its participation digitally** to allow our audience worldwide to join us.

The Forum will welcome the start of the **10 Year Anniversary Celebrations** of Sustainable Energy for All.



## Confirmed Speakers



**Hon. Svenja Schulze**

Development Minister, Federal Ministry for Economic Cooperation and Development (BMZ), Germany



**Hon. Jutta Urpilainen**

Commissioner for International Partnerships, Directorate-General for International Partnerships, European Commission (pre-recorded)



**Hon. Dr. Mohamed Shaker El-Markabi**

Ministry of Electricity and Renewable Energy, Government of Egypt



**H.E. Hajia Samira Bawumia**

Second Lady of Ghana, CEO of Samira Empowerment and Humanitarian Projects (SEHP)



**Ban Ki-moon**

8th Secretary-General of the United Nations, President and Chair of Council of the Global Green Growth Institute GGGI (pre-recorded)



**Francesco Starace**

Chair of the SEforALL Administrative Board, Chief Executive Officer and General Manager of Enel S.p.A.



**Francesco La Camera**

Director-General, International Renewable Energy Agency (IRENA)



**Per Heggernes**

Chief Executive Officer, IKEA Foundation



**Dr. Nawal Al-Hosany**

UAE's permanent representative to the International Renewable Energy Agency



**Mark Carrato**

Coordinator, Power Africa



**Dymphna van der Lans**

Chief Executive Officer, Clean Cooking Alliance (CCA)



**Leonardo Beltrán Rodríguez**

Member of the SEforALL Administrative Board, former Deputy Secretary for Planning and Energy Transition, Government of Mexico



**Daniel Klier**

Member of the SEforALL Administrative Board, President of Arabesque and CEO of Arabesque S-Ray (virtual)

## Confirmed Sponsors

### Premium Partners

**Bloomberg Philanthropies**

 **Global Energy Alliance**  
for People and Planet

 **The ROCKEFELLER**  
FOUNDATION

**All ON**

 **OPEC FUND**  
for International Development

### Platinum Partners

 **aecf**

**ENERGY**  
CATALYST

### Gold Partners

**POWER AFRICA**  
A U.S. GOVERNMENT-LED PARTNERSHIP

 **ESMAP**  
Energy Sector Management Assistance Program

 **GWEC**  
GLOBAL WIND ENERGY COUNCIL

 **aes**

 **MECS**  
Modern Energy  
Cooking Services

 **Google**

 **enel**  
Green Power

 **European Union**

 **CLEAN COOKING**  
ALLIANCE

 **Ecobank**  
The Pan African Bank

### Silver Partners

 **Copper Alliance\***

 **IsDB**  
البنك الإسلامي للتنمية  
Islamic Development Bank

 **IKEA Foundation**

 **climateworks**  
FOUNDATION

 **InfraCredit**  
Securing Infrastructure Finance

### B2B Matchmaking Partner

 **GET.invest**  
Mobilising Renewable  
Energy Investments

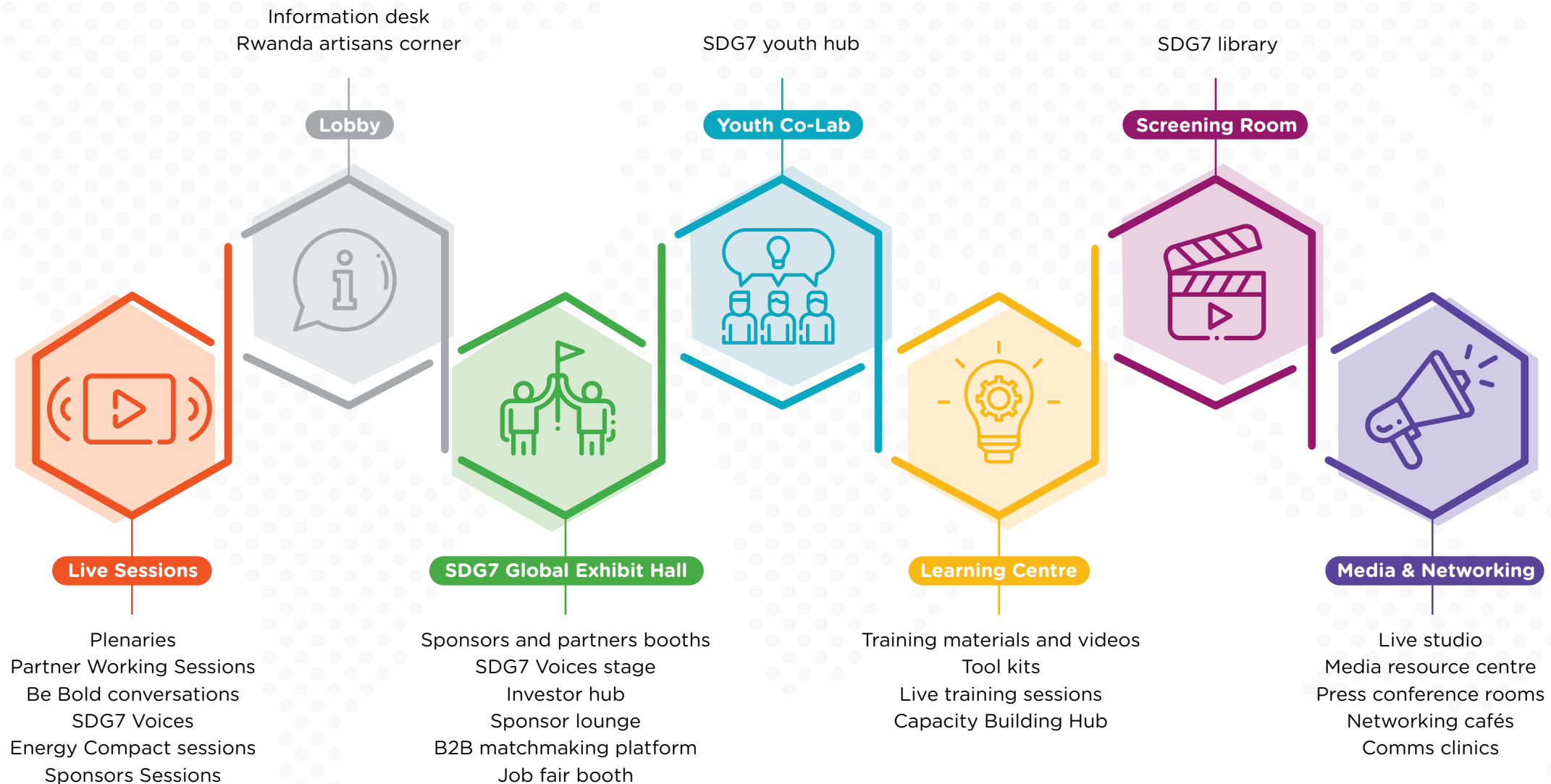
### Cooling & Efficiency Partner

 **UN**  
environment  
programme

## Current SEforALL Funders

- All On
- Austrian Development Cooperation
- Bloomberg Philanthropies
- Clean Cooling Collaborative
- Climate Emergency Collaboration Group
- ClimateWorks Foundation
- Denmark, Ministry of Foreign Affairs
- Department for Business, Energy and Industrial Strategy, UK
- Enel Foundation
- German Federal Ministry for Economic Cooperation and Development (BMZ)
- Global Energy Alliance for People and Planet
- Google
- Iceland, Ministry of Foreign Affairs
- IKEA Foundation
- Ministry of Foreign Affairs and International Cooperation, Italy
- Mott Foundation
- NAMA Women Advancement Establishment
- Rockefeller Foundation
- Shell Foundation
- Swedish Postcode Foundation
- Swiss Agency for Development and Cooperation
- Transforming Agency Access
- UK Aid
- USAID Power Africa
- Wallace Global Fund

# SEforALL Forum Structure



# Ministerial Roundtables at the SEforALL Forum

## The Africa Ministerial Roundtable

### Objective

A Ministerial Roundtable will be convened jointly by SEforALL and the UN Economic Commission for Africa (UN ECA) at the SEforALL Forum with the purpose of providing a platform for a critical mass of countries to discuss and agree on a shared position regarding a “just and equitable energy transition” for African countries, which can be developed into a signed joint communiqué to support and inform the African Group negotiating bloc to the UNFCCC.

### Thematic Focus

The focus of this draft joint communiqué will be the **“Just and Equitable Energy Transition” in Africa**, which will address the different equitable needs of African countries, including universal access to energy, a modern energy minimum for industrialization, agriculture and economic development, the use of gas as a transition fuel, and energy resilience for social institutions (healthcare and schools).

The process of developing an African communiqué for just and equitable energy transitions is intended to be open to all interested governments. Even after the launch of the communiqué at the SEforALL Forum there will be opportunities for additional governments to add their signatures.

After SEforALL Forum, the joint communiqué will be presented at different global events including COP27 in Egypt with the purpose of garnering more support both among potential new signatories (governments) as well as among other global actors.







# The Asia-Pacific Ministerial Roundtable

## Objective

A Ministerial Roundtable will be convened jointly by SEforALL and the United Nations' Economic and Social Commission for Asia and the Pacific (UN ESCAP) at the SEforALL Forum with the purpose of providing a platform for a critical mass of governments from Asia and the Pacific to discuss achieving SDG7 and energy transition financing requirements with key private sector investors and agree on viable next steps. Progress made towards potential private sector investment would help inform discussions focused on the role of private finance during the UNFCCC COP27 meeting.

## Thematic Focus

As more governments take the next step in implementing their plans to achieve their net-zero ambitions, **a more robust approach for financing key investments will be needed.** The Asia-Pacific Ministerial Roundtable will provide a highly visible opportunity for Asia-Pacific Ministers to discuss their net-zero priorities as well as highlight key investment needs.

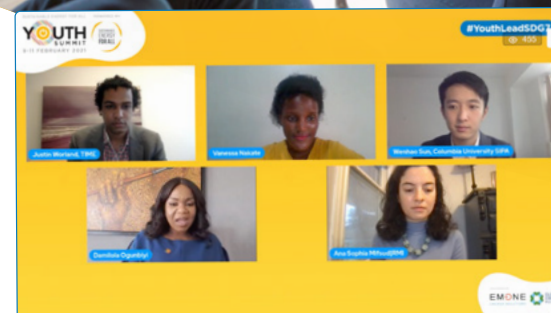
Following the Ministerial, the next steps identified would be monitored and any milestones achieved before COP27 would be highlighted at COP27.

# Youth at the SEforALL Forum

## #YouthLeadSDG7

The core objectives of the first SEforALL Youth Summit, held in February 2021, were to educate youth on the scope and importance of SDG7 for global development; connect youth across the globe to networks, academic and career opportunities in the energy sector; and inspire young people to actively participate in achieving SDG7 during the Decade of Action.

Under the auspices of the 2022 SEforALL Forum, youth delegates from around the world will gather in Kigali to **continue critical global dialogue and to inspire active participation in the achievement of SDG7** by 2030 and the Paris Agreement by 2050.



**As part of the largest youth generation in history, these young energy leaders are our future—and what a bright future it is. That is why I strongly believe engaging youth in the energy transition is not just desirable, it is essential.**

**Damilola Ogunbiyi**, CEO and Special Representative of the UN Secretary-General for Sustainable Energy for All, Co-Chair of UN-Energy



Do you want to sponsor leading youth delegates to travel to Kigali, Rwanda and join the SEforALL Forum? Contact us via [partnerships@seforall.org](mailto:partnerships@seforall.org).



# An engaging online experience: Switch ON to the SEforALL Forum Platform

Switch ON to the  
SEforALL Forum



## The 2022 SEforALL Forum is more than just a one-time event. It is a long-term experience.

Switch ON to the SEforALL Forum will allow people to engage in the Forum experience by connecting with other SDG7 stakeholders, building dialogue that will carry into the Forum, and by receiving inspirational and informative content, all through the SEforALL Forum virtual platform.

At COP26, we officially announced in partnership with the Government of Rwanda the official dates of the SEforALL Forum from 17-19 May 2022. We are launching **Switch ON the SEforALL Forum** through the Forum's virtual platform to:

### Build momentum and a sense of community towards the 2022 SEforALL Forum

- Highlighting the critical roles of access to sustainable energy in development and economic recovery from the COVID-19 crisis
- Showcasing inspiring people and projects around the world, and countries that demonstrate political will and action to achieve universal energy access

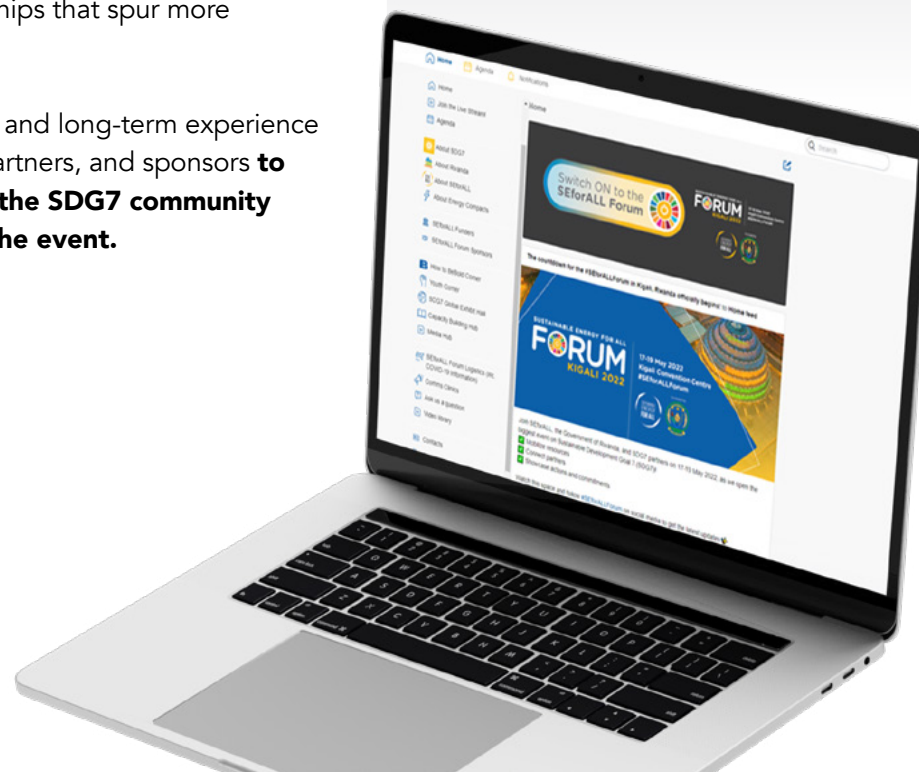
### Inspire and Focus key stakeholders on implementation

- Connecting people, organizations and businesses for curated conversations on challenges, innovative solutions and opportunities
- Spotlighting 7 transformative global initiatives for SDG7, their synergies and potential collective impact
- Fostering new partnerships that spur more ambitious action

Our approach is a powerful and long-term experience that will allow attendees, partners, and sponsors **to engage with content and the SDG7 community before, during and after the event.**



Using the Forum platform, the audience will be informed of all **COVID19-related news regarding the SEforALL Forum logistics and measures taken in place in Rwanda.**





# About Kigali, Rwanda



SEforALL is proud to partner with the Government of Rwanda to host the SEforALL Forum in Kigali. Rwanda is ranked by the World Bank as **one of the easiest places to do business in Africa** and has been awarded for its leadership in tourism and economic competitiveness by the World Travel and Tourism Council (WTTC) and the World Economic Forum respectively. Rwanda has undergone an astonishing transformation to become one of Africa's top destinations for business events; the International Congress and Convention Association ranked Rwanda as **Africa's number three tourism destination for meetings, incentives, conferences and exhibitions.**

Kigali is a thriving African capital city located in the heart of the country and has been recognized for its many innovations in building a modern sustainable city symbolized by a zero-tolerance policy for plastics and improved garbage collection. Kigali offers unique experiences in one of the fastest growing countries in Sub-Saharan Africa. Participants will enjoy exploring the rich cultural activities that Rwanda has to offer such as the **Volcanoes National Park** – which is home to a third of the world's remaining mountain gorillas – museums and some of East Africa's most memorable dining experiences.



## Kigali Convention Centre

The SEforALL Forum will take place in the iconic **Kigali Convention Centre (KCC)**, which has been the premium events venue in Rwanda since its opening in 2016 and is a popular destination in the East African region. Designed to reflect traditional Rwandan architecture, the KCC is a hub for meetings and events and with its world-class facilities has been chosen to host the next Commonwealth Heads of Government Summit in 2022.



# Discover your sponsorship opportunities

## Engage with your audience

Communicate your message to the Forum audience and showcase your leadership in sustainable energy and climate change

## Increase your brand exposure

Boost your brand's influence in the global sustainable energy sector

## Be visible in the venue

Put your brand at the forefront of the SEforALL Forum

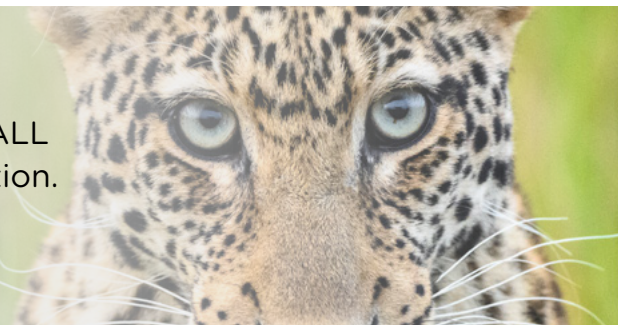
## Focus your marketing efforts

Reach a dedicated cross-sector audience with your marketing messages through SEforALL Forum communication channels



### Looking for a custom solution?

If you would like to explore additional opportunities to partner with the SEforALL Forum, we would be happy to hear your ideas and develop a tailor-made solution. Contact our partnerships and event teams at [partnerships@seforall.org](mailto:partnerships@seforall.org).





# Sponsorship Tiers



**Premium  
Partners**  
USD150,000



**Platinum  
Partners**  
USD75,000



**Gold  
Partners**  
USD50,000



**Silver  
Partners**  
USD25,000

Opportunity to hold a Sponsor Session



CEO speaking opportunity on the main stage



Premium booth at the marketplace



Onsite booth at the marketplace



Access to reserve a private meeting room



Opportunity to provide promotional materials for distribution to event guests



Social media posts highlighting partnership in advance of the event



Listed as 'in partnership' on all printed and electronic Forum materials



Other sponsorship opportunities



AFFORDABLE  
CLEAN ENERGY







SPONSORSHIP TIER

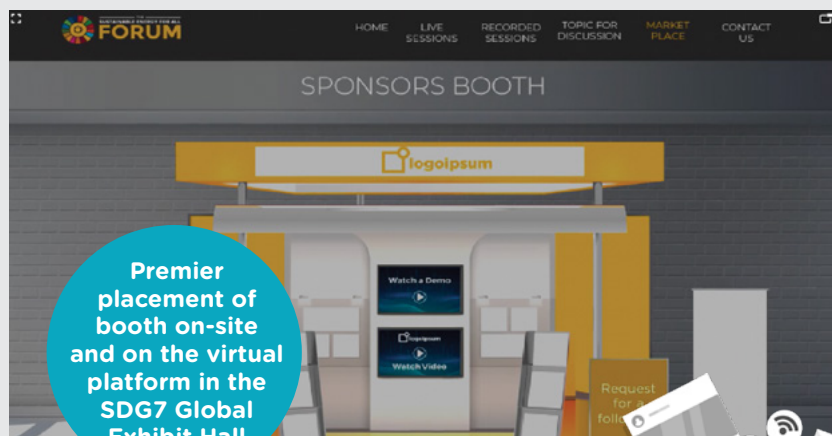
# Premium Partners

## USD150,000

**5-minute CEO  
speaking  
opportunity in  
the plenary**

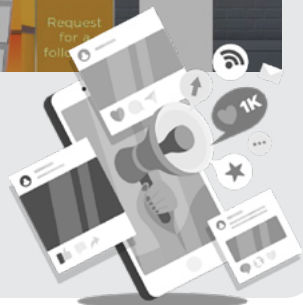


With an up to 5-minute address by your CEO at the SEforALL Forum opening session, you will ensure that your brand receives maximum visibility. You are also aligning your brand with the defining event in sustainable energy, setting you apart from your competitors as a leader and trailblazer. The opening ceremony will take place on 17 May 2022 and will be attended by all Forum delegates, government representatives and exhibitors.



**Premier  
placement of  
booth on-site  
and on the virtual  
platform in the  
SDG7 Global  
Exhibit Hall**

**Logo placement on email  
announcements and social  
media posts**



## WHAT'S INCLUDED IN THE PACKAGE?

- 10 Forum badges
- Opportunity to hold a Partner Working Session
- CEO speaking opportunity in the main plenary
- Premier placement of booth on-site and on the virtual platform in the SDG7 Global Exhibit Hall including the B2B matchmaking meetings
- Welcome video from sponsor CEO (to be played to the on-site and virtual lobby)
- Sponsor's promotional videos that loop or play during breaks (7 slots available)
- Co-branded email announcements and social media posts
- Co-branded logo placement on live video sessions
- Inclusion of your CEO welcome address during the opening ceremony in SEforALL Forum virtual platform
- Acknowledgement of your organization during the opening speech at the opening ceremony
- 1 industry-specific sponsored article in one of the related SEforALL e-newsletters
- 1 industry-specific sponsored article or interview on one of SEforALL's social media platforms
- 1 post mentioning your organization on social media made by SEforALL CEO
- Basic benefits (more information on page 15)

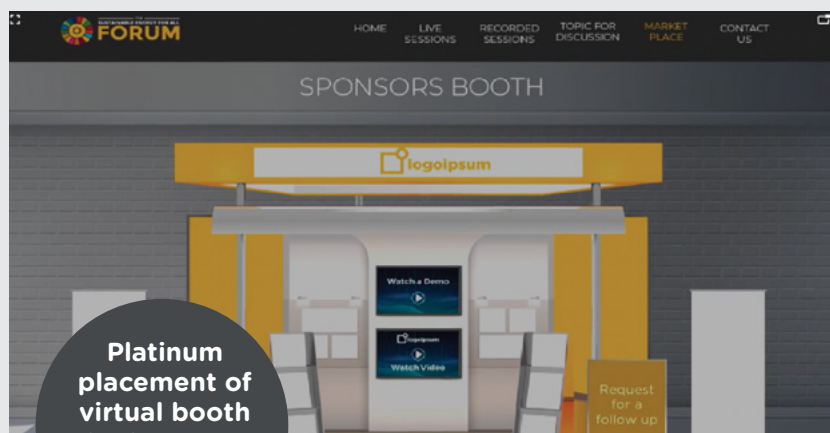


SPONSORSHIP TIER

## Platinum Partners

USD75,000

Welcome video from Sponsor CEO played upon entrance to the on-site and virtual lobby



Platinum placement of virtual booth in the SDG7 Global Exhibit Hall

1 industry-specific sponsored article or interview on one of SEforALL's social media platforms



## WHAT'S INCLUDED IN THE PACKAGE?

- 7 Forum badges
- Opportunity to hold a Partner Working Session
- Booth design and Platinum placement of booth on-site and on the virtual platform in the SDG7 Global Exhibit Hall
- Welcome video from sponsor CEO (to be played upon entrance to the on-site and virtual lobby)
- Sponsor's promotional videos that loop or play during breaks (7 slots available)
- Co-branded logo placement on live video sessions
- Co-branded email announcements and social media posts
- Inclusion of your CEO speeches, and other speakers from your organization in the SEforALL Forum virtual platform
- Acknowledgement of your organization during the CEO speech at the closing ceremony
- 1 industry-specific sponsored article in one of the related SEforALL e-newsletters
- 1 industry-specific sponsored article or interview on one of SEforALL's social media platforms
- 1 post mentioning your organization on social media made by SEforALL CEO
- Basic benefits (more information on page 15)



SPONSORSHIP TIER

**Gold Partners**

**USD50,000**

- 5 Forum badges
- Opportunity to co-host and co-brand a Partner Working Session
- Booth design and Gold placement of booth on-site and on the virtual platform in the SDG7 Global Exhibit Hall
- Co-branded social media posts
- Inclusion of your presentations in the SEforALL Forum virtual platform
- Acknowledgement of your organization during the closing ceremony
- 1 industry-specific sponsored article in one of the related SEforALL e-newsletters
- 1 industry-specific sponsored article or interview on one of SEforALL's social media platforms
- 1 post mentioning your organization on social media made by SEforALL CEO
- Basic benefits (more information on page 15)



SPONSORSHIP TIER

**Silver Partners**

**USD25,000**

- 3 Forum badges
- Opportunity to co-brand a Partner Working Session
- Booth design and Silver placement of booth on-site and on the virtual platform in the SDG7 Global Exhibit Hall
- Inclusion of your presentations in the SEforALL Forum virtual platform
- Basic benefits (more information on page 15)



## Basic Benefits for all Tiers



### PRE-EVENT MARKETING

- Your organization will be featured in the news section on the homepage of the event website: [www.seforall.org/forum](http://www.seforall.org/forum)
- 1 social media post announcing the partnership
- Mention in relevant press releases prior to the Forum
- Your logo featured on the homepage of the Forum website ([www.seforall.org/forum](http://www.seforall.org/forum)) with a link to a dedicated profile page and to your organization website
- Your logo as event partner in all SEforALL Forum promotional email campaign announcements
- Your logo on the partners page of the Forum website ([www.seforall.org/forum](http://www.seforall.org/forum))
- Your logo on the event programme
- Your logo on the partners acknowledgment wall

### LIVE MARKETING

- Listed as “In partnership with” on all electronic Forum materials
- Virtual event lobby signage
- Live interview of CEO
- Use chatbots to proactively engage visitors, and help them find sponsors
- 1 social media post (can include a short interview) on one of SEforALL’s social media platforms
- Opportunity to provide text content for one push notification via the SEforALL Forum App during the event to all participants.

### POST-EVENT MARKETING

- Inclusion of your videos, CEO speeches, sessions presentations in MyLibrary (SEforALL Forum digital library)
- Your logo as event partner in the wrap up video (shown in all post-event communications)
- Your logo as event partner in the wrap up report
- Your logo as event partner in post-event communications

## Sustainable Energy for All

Andromeda Tower 15th Floor,  
Donau-City-Strasse 6, 1220  
Vienna, Austria  
SEforALL.org



SEforALLorg



SEforALL



SEforALL



SEforALLorg

## Secure your sponsorship

**MARLY DIALLO**

Marly.Diallo@SEforALL.org

## Become a media partner

**SHERRY KENNEDY**

Sherry.Kennedy@SEforALL.org

## Ask us anything about the Forum

**MAJA GRASIC**

Maja.Grsic@seforall.org

Forum@SEforALL.org

## ORGANIZER



## Sustainable Energy for All

Sustainable Energy for All (SEforALL) is an international organization that works in partnership with the United Nations and leaders in government, the private sector, financial institutions, civil society and philanthropies to drive faster action towards the achievement of Sustainable Development Goal 7 (SDG7) – access to affordable, reliable, sustainable and modern energy for all by 2030 – in line with the Paris Agreement on climate.



## CO-HOST

## Government of Rwanda

SEforALL is proud to partner with the Government of Rwanda to co-host the SEforALL Forum. The Government of Rwanda has announced an ambitious climate action agenda that features a 38% reduction of greenhouse gas emissions compared to business as usual by 2030, equivalent to an estimated mitigation of up to 4.6 million tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e).