

a better world
by design  **9**

sponsor package



BETTER X DESIGN

Better x Design integrates the communities of Brown, RISD, and Providence through interdisciplinary experiences that foster a responsible local and global educational environment. Our goal is to enhance classroom and studio education while generating student interest in social and environmental design, promoting Brown and RISD as world leaders in these disciplines.

In addition to many initiatives and projects on campus and around the world each year, the students of Better x Design hold A Better World by Design to create a forum for design as a catalyst for social and environmental change.

Please visit our website for more information:
www.betterxdesign.com



BROWN UNIVERSITY

Brown University is an Ivy League University located in Providence, RI. Founded in 1764, Brown is the third oldest college in the United States. With just over 7,000 undergraduate and graduate students, Brown has established itself as a worldwide leader in liberal education championing a unique open curriculum allowing students to create their own academic path.
www.brown.edu



RHODE ISLAND SCHOOL OF DESIGN (RISD)

Rhode Island School of Design (RISD) has earned a worldwide reputation as the preeminent college of art and design in the United States. Founded in 1877 in Providence, RI, RISD educates undergraduate and graduate students in the fine arts, architecture and design disciplines.
www.risd.edu



PROVIDENCE, RI

Founded in 1636, Providence is the capital and largest city of Rhode Island. Dubbed in the nineties as America's "Renaissance City," Providence is known for its rich history, amazing dining and beautiful scenery. Ideally and conveniently located between New York City and Boston, Providence has made a name for itself as a center for creativity and social entrepreneurship - an effort that our conference will continue to reinforce.
www.providenceri.com

Dear Sponsor,

Thank you for considering a partnership with **a better world by design 2009**, the second annual student-run conference on globally conscious design. Brown University and the Rhode Island School of Design (RISD) are hosting this conference for the second year to present the power of design, appropriate technology, and business strategy to improve the world. Join us again as we continue to discuss the latest creative solutions to some of the world's largest threats.

Whether you are a technology firm, a creative company, or a humanitarian, there's something for you at A Better World by Design 2009. We recognize that the solutions to issues like poverty and global warming must be interdisciplinary. Addressing these problems requires the participation of designers, engineers, entrepreneurs, scientists, economists, architects, and enlightened individuals from a number of other fields. This year's conference will bring together 15 speakers and 500 audience members from across the globe. Sponsors of A Better World by Design can feel confident that they are reaching an audience of innovators.

We look forward to partnering with you and appreciate your commitment to improving the planet. Remember that by supporting A Better World by Design 2009, you are furthering the study and practice of design with mankind in mind.

Best Regards,

a better world by design committee

Andrea Jones, Brown '10
 Frieda Kay, Brown '12
 Andrea Krukowski, Brown '11
 Seungkyun Lee, RISD '10
 Eugene Nelson, Brown '11
 Ambika Roos, Brown '11
 Matt Severson, Brown '11
 Joyce Tu, RISD Grad '10
 Willem Van Lancker, RISD '10

a better world by design is an international conference that creates connections to make our world a better place.

A Better World by Design brings a global community of innovators to Providence, Rhode Island, to reach across disciplines and unite under a common goal. Presenters share engaging stories, workshops teach creative skills, and discussions reframe perspectives. A Better World by Design is an immersive experience that deepens our understanding of the power of design, technology, and enterprise to reshape our communities and sustain our environment.

A Better World by Design will inspire you, connect you with incredible people, and impel you to make tangible change locally and globally. The conference will expose you to different perspectives—both theoretical and practical—on many issues. How does an architect build for the poor? In 2008, we heard from Architecture for Humanity Founder Cameron Sinclair and learned to build with bamboo from RISD Professor of Architecture Miya Buxton. How can an enterprise be both green and profitable? Last year, we heard from Better Place Vice President Aliza Peleg and discussed pragmatic steps for implementing a triple bottom line approach with Ecolect Founder Matt Grigsby. Dozens of pertinent questions like these are addressed in presentations, panels, workshops, tours, and projects. And you'll meet hundreds of inspiring professionals and students at social events. Any casual conversation could spark opportunities for collaboration.

For 2009, A Better World by Design has grown to 500 attendees. Be prepared to step outside the convention center because sessions take place around the Brown University and RISD campuses, which share space and minds on College Hill. We'll also give you a peek at the creative practices that could only happen in Providence, Rhode Island, that is until you take our secrets back home with you.

For more information, please visit our website at www.abetterworldbydesign.com.

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professionals, academics, and students will come together from around the world to providence, ri.

Whether your company is local or international, you will reach the right mix of creative professionals, student, and academic individuals alike. Our on-site audience will be just over 500 guests but we will reach hundreds of thousands of individuals through our website, promotional campaigns, and lasting impact. Our conference will be featured in a variety of media outlets, including national magazines, newspapers, blogs, radio, and television.

It is our goal that A Better World by Design becomes *the* student conference on design, integrative thinking, and social and environmental change to excite students and professionals alike on the amazing potential of these ideas.

Thinking Globally, Locally

We are inviting speakers from five continents to provide truly global perspectives on how design can be used to improve the world around us. Bridging between Brown and RISD, our conference champions leaders who are pioneering integrative thinking and new approaches to solving our world's problems creatively and sustainably.

october 2-4, a weekend of creative discussion, cooperation and action.

We have formatted our conference in a way that allows for participants to immediately interact and learn from one another from the first day. We will not have a passive audience. Speaker sessions will form the backbone of our conference but the topics covered by our world class speakers will generate discussions and create unlikely connections in panels, social events, and exhibitions throughout the weekend.

our weekend's schedule.

FRIDAY, OCTOBER 2

9:00-9:30 Opening Remarks
 9:30-11:15 Speaker Session 1
 11:30-12:30 Panels
 12:30-2:00 Lunch
 2:00-3:00 Keynote Speaker
 3:30-5:30 Workshops and Tours
 7:00-10:00 Social Mixer

SATURDAY, OCTOBER 3

9:00-10:45 Speaker Session 2
 11:00-12:00 Breakout Competition
 12:00-1:30 Lunch
 1:30-2:30 Panels
 2:45-4:30 Speaker Session 3
 4:30-6:30 Workshops and Tours
 8:00-11:00 Gala Party

SUNDAY, OCTOBER 4

9:00-10:45 Speaker Session 4
 11:00-12:00 Panels
 12:00-1:30 Lunch
 1:30-2:45 Keynote Speaker
 3:00-3:30 Closing Remarks
 3:30-4:00 Reception

Other Weekend Initiatives

In addition to our full range of lectures, workshops and panels we are looking to engage the greater Providence community and create a larger impact beyond the walls of the auditorium.

- Seed Fund

We will be launching a seed fund at the conference to give funding to groups of individual students looking to launch social or environmental enterprises or projects. The application will be available on our website and at the conference. The winners of last year's Seed Fund will present their completed projects at this year's conference.

- Exhibition

RISD and Brown will be hosting a number of exhibitions during the month of November including a gallery of social design projects from students and faculty, as well as a green materials "petting zoo" brought to our campus by Ecolect.

- Limited Edition Prints

We will be commissioning speaker, faculty, and student artist and designers to create original works of art to be sold for charity at the conference. This will offer guests and participants a creative way to take something home with them from the weekend that isn't just another conference water bottle or t-shirt.

- Carbon Footprint

We're working to minimize our carbon output in printing, materials, packaging, and energy use with the goal of going carbon neutral through offsets!

we need you to make this amazing opportunity a reality!

Basic Package

ALL SPONSORS WILL RECEIVE:

- Homepage web recognition and sponsor link
- Informational listing on program
- Two complementary admissions
- Promotional materials in attendee gift package
- Access to 500+ attendees and extensive web audience

Principal Sponsor

\$15,000

Listed on all promotional materials and in all press releases as "Brought to you by [company name]"

Company name displayed on program cover

Company name announced at every speaker session.

Platinum Sponsor

\$5,000

Listed as Platinum Sponsor in all promotional materials

half page advertisement in program

Silver Sponsor

\$1,000 or In-Kind Goods

Listed as Silver Sponsor in all promotional materials

In-Kind goods will be featured throughout weekend

Exhibitor

\$7,500

Listed as Exhibitor in all promotional materials

Table in lobby of all venues featuring and displaying your product or service

Gold Sponsor

\$2,500

Listed as Gold Sponsor in all promotional materials

Bronze Sponsor

Less than \$1,000

Listed as Bronze Sponsor in all promotional materials

What you're really supporting with your contribution.

- A student-run, student-led conference combining an array of disciplines and viewpoints.
- Pertinent and generative discussion on social and environmental design.
- Future student design projects.
- Cross-disciplinary integration between students, professionals, and academics that isn't happening anywhere else in the world.

- Your own business! By supporting our conference you are associating yourself with a positive movement to change our world for the better!

- All donations are tax deductible.

Please make all checks to "Brown University" with "A Better World Fund" in the memo line.

Mailing Address

A Better World by Design
c/o Matt Severson
Brown University
69 Brown Street #2450
Providence, RI 02912

for more information please email matt@abetterworldbydesign.com.

other ways to contribute!

Saturday Night Gala

Listed as Platinum Sponsor in all promotional materials

Provide funding for dinner, music, and an open bar

Provide shuttle service to Gala venue

Workshops

Listed as Platinum Sponsor in all promotional materials

Provide all print materials resources for workshops

Workshops will bear your company's name

Flights

Listed as Platinum Sponsor in all promotional materials

Provide round trip flights for all speakers

Speaker Honorarium

Listed as Gold Sponsor in all promotional materials

Bestow a tax-deductible gift to a non-profit of the speaker's choice

Listed as a donor to the organization.

Printing

Listed as Gold Sponsor in all promotional materials

Cover printing costs for all conference printed material

Printing with recycled paper and ink

Friday Night Mixer

Listed as Gold Sponsor in all promotional materials

Provide funding for dinner, music, and an open bar

Provide shuttle service to Gala venue

Not on the list?

Let us know if you can think of another way to partner with us and help make our conference a reality whether its a media sponsorship, catering, shuttle service, or gift and publications for conference attendees we'd love to know!

9 of our 15 speakers have been announced!

The individuals on the right represent about half of our impressive speaker roster with confirmations rolling in daily. These fifteen individuals will represent a cross section of some of our world's preeminent creative minds and all have a unique story they will share this fall.

Among our announced speakers is one of our keynote guests, Jan Chipchase. He is the principal engineer at the Nokia Research Center where he is studying the way we behave, communicate, and interact with each other in the modern technological world. His work focuses on the future three to fifteen years from now and how we can better understand today's base human motivations to better allow technology to help all of the world's people - not just the top 1%.

In addition to Mr. Chipchase our other announced speakers range from award-winning authors, social researchers, and university deans to social design pioneers, humanitarians, and individuals seeking to make our world a better place.

Please visit our website, abettworldbydesign.com for updates and more in depth biographies and links on this year's guests.

2009 Speakers (9 of 15 announced)



Jan Chipchase, keynote

Nokia Research Center
and Future Perfect

Los Angeles, CA



Stefan Behnisch

Behnisch Architekten

Stuttgart, Germany



Stuart Harshbarger

Johns Hopkins University

Baltimore, MD



Jaime Lerner

Parana State

Curitiba, Brazil



William Drenttel

Winterhouse, and
Design Observer

Falls Village, CT



Kigge Hvid

INDEX:

Copenhagen, Denmark



Emeka Okafor

TED Africa and
Maker Faire Africa

*New York, NY and
Arusha Tanzania*

2009 Speakers Continued



Emily Pilloton
Project n Design
San Francisco, CA



Nathan Shedroff
California College of
the Arts
San Francisco, CA

the people who made a better world 2008 an amazing success.

To give you a better background on our conference, the following is a list our last year's speaker guests to help you better understand our goals and vision today.

Please visit our website, abettworldbydesign.com for more information on the entirety of last year's conference and all of its attendees.

Keynote Speakers



Iqbal Quadir

GrameenPhone and MIT Legatum Center for Development and Entrepreneurship

Cambridge, MA and Dhaka, Bangladesh



Cameron Sinclair

Architecture for Humanity and the Open Architecture Network

San Francisco, CA

Shifting Landscape Segment



Al Hammond

Ashoka, World Research Institute, and Next Billion

Arlington, VA



Luka Feiriess

Architecture for Change

Berlin, Germany



Monica Bueno

Bruce Mau Design and Massive Change

Chicago, IL and Bogota, Columbia



Paddy Harrington

Bruce Mau Design and Massive Change

Toronto, Canada



Christian Werthman

Harvard Graduate School of Design

Cambridge, MA and Munich, Germany

Design for Development Segment



Bernard Amadei

Engineers Without Borders

Boulder, CO



Clarice Odhiambo

Africa Center for Engineering Solutions

Kisumu, Kenya



Sheila Kennedy

Kennedy and Violich Architecture and Portable Light Project

Boston, MA and Sierra Madre, Mexico



Ross Evans

Worldbike and XtraCycle

Beverly, MA and Nairobi, Kenya

Greening the World Segment



Aliza Peleg

Better Place

Palo Alto, CA and Herzliya, Israel



Denise DeLuca

BioMimicry Institute

Missoula, MT



Steven Glen

Living Homes

Santa Monica, CA



Krista Botsford

Botsford EcoTech

Nashua, NH

Technology to Kick Start Economies Segment



Paul Polak

International Development Enterprises and D-Rev

Lakewood, CO and Dhaka, Bangladesh



Erik Hersman

AfriGadget, White African, and Ushahidi

Orlando, FL and Kijabe, Kenya



Niti Bahn

Emerging Futures Lab

Singapore City, Singapore



David Tate

Emerging Futures Lab

Johannesburg, South Africa



Ken Banks

Kiwanja and Frontline SMS

Cambridge, United Kingdom

an exciting range of topics are covered by professional and academics in our 18 panelist sessions.

To provide our attendees with a more personal experience and to accommodate more specific aspects of our mission we will be holding multiple panelist sessions throughout the weekend allowing attendees to attend multiple events and gain exposure to many different ideas and perspectives.

Our collection of panelists represent the best and brightest of our local community as well as a large number of professionals and educators from around the world. The panels will comprise of three panelists and one moderator, enabling a great deal of participation by all guests.

Please visit our website, abettworldbydesign.com for a complete list of our 2009 panelists and moderators.

2009's panelist topics.

Affordable Urban Housing

Appropriate Technology

Building in the Developing World

Clean Energy

Developing Economies

Disaster Relief and Response

Green Building and Architecture

Green Consumer Products

Information Design for Consumer Education

Local Agriculture

Medical Design

The Decentralization of Technology

The Future of Transportation

The Integration of Design and Business

Urban Arts

Urban Education Development

Social Entrepreneurship

Visual Communication for Activism

we look forward to working with you soon!

Thank you for the opportunity to present our event to you. We hope that you will decide to sponsor our conference. Though economic times are hard, it is events like this that will generate curiosity, conversation and action to so we can all succeed as a civilization and culture. It is with this notion that we believe there is no more critical time to invest in our future—a future of bright possibility for a better world.

Thank you,

a better world by design committee

Andrea Jones, Brown '10
Frieda Kay, Brown '12
Andrea Krukowski, Brown '11
Seungkyun Lee, RISD '10
Eugene Nelson, Brown '11
Ambika Roos, Brown '11
Matt Severson, Brown '11
Joyce Tu, RISD Grad '10
Willem Van Lancker, RISD '10

Please direct all inquiries and
questions to:

Matt Severson, Sponsorship
Coordinator

matt@abetterworldbydesign.com.

Mailing Address

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