

**ITEM 3. KNOWLEDGE EXCHANGE SPONSORSHIP – WWF EVENT SERIES  
– A DEEPER DIVE INTO DISRUPTIVE TECHNOLOGIES****FILE NO: X005020.002****SUMMARY**

World Wide Fund for Nature (WWF) Australia, a not-for-profit organisation, has invited the City to sponsor the 2018 Greenhouse event series of six events, that will explore the opportunities for digital and disruptive technologies to help business and communities achieve the United Nation's Sustainable Development Goals.

The event series responds directly to the City's Tech Start Ups Action Plan, which states that the City should consider funding competitions or development labs that create technology solutions to City problems and that may provide business opportunities. It also responds to the City's environmental strategy in that it will encourage communities to collaborate in developing and implementing initiatives that significantly improve their environmental performance, including supporting the uptake of renewable energy.

WWF Australia is a non-government organisation with a global mission to build a future in which humans live in harmony with nature. Its Sydney branch has a strong track record for civic and corporate engagement and thought leadership.

In 2017, WWF Australia started to explore how to best respond to the United Nations Sustainable Development Goals and in particular how these can be brought to life by innovators and entrepreneurs in the community.

The project supports understanding in the tech start up community of the United Nations Sustainable Development Goals, specifically:

- Goal 7 – affordable and clean energy through the exchange of ideas about block chain and peer to peer energy sharing;
- Goal 8 – decent work and economic growth through encouraging a digital Sydney that focuses on community inclusion in the formation of new business models;
- Goal 9 – industry innovation and infrastructure through encouraging new business models, digital innovation and investor opportunities;
- Goal 11 – sustainable cities and communities through encouraging communities to actively participate in creating the future community that they want to see; and
- Goal 17 – partnership for the goals through encouraging collaboration.

WWF Australia will run a series of six events and the City's sponsorship will support the hackathon at the culmination of the program.

This request was evaluated against the City's Knowledge Exchange Sponsorship Program and support is recommended to the full amount requested. All sponsorship recipients are required to sign a contract, meet specific performance requirements and acquit their sponsorship.

**RECOMMENDATION**

It is resolved that:

- (A) Council approve a cash sponsorship of \$38,520 (excluding GST) to the World Wide Fund for Nature Australia for the Greenhouse Event Series – A Deeper Dive into Disruptive Technologies; and
- (B) authority be delegated to the Chief Executive Officer to negotiate, execute and administer a sponsorship agreement with the World Wide Fund for Nature Australia.

**ATTACHMENTS**

Nil.

**BACKGROUND**

1. Organised by the World Wide Fund for Nature (WWF) Australia, the Greenhouse Event Series will be a six-event series with keynote speakers, a panel of experts and community participation. It will explore the major disruptive technological trends and how they can be harnessed to solve real world problems that urban communities face when trying to achieve the Sustainable Development Goals in our cities. It will culminate in a hackathon, where attendees will create products and technical solutions that address some of the challenges and opportunities that they have learned about through the event series.
2. Emerging technologies have great potential to be harnessed for positive social and environmental impact to help solve the Sustainable Development Goals, but only if they are channelled in the right direction. It is vital that the community has the forums and frameworks to enable this. Currently there are limited places where people can learn about these technologies and consider how they could be applied to delivering the Sustainable Development Goals.
3. The emerging technologies and themes that will be explored include: Smart Cities, The Internet of Things, Blockchain, Artificial Intelligence and Machine Learning, Augmented and Virtual Reality, and the Future of Transport.
4. Last year, a similar WWF Greenhouse Event series sold out with approximately 120 participants attending each of the six events. The success was both in the popularity of the series, as well as the bringing together of unusual allies from business, finance, NGOs, energy and information technology companies to explore the potential of ideas generated.
5. Following the Greenhouse Events in 2017, WWF facilitated a Future Cities Hackathon and start-up incubator, which explored some of the ideas generated in the preceding events and enabled participants to collaborate in designing solutions.
6. Four of these ideas are now proceeding through a supported development pathway towards investment funding. For example, the Panda Token is a carbon footprint tool with reward tokens that could be traded to invest in conservation projects. Another project focused on energy poverty and saving money for low income households. Two venture capital investors and one large energy company are engaged in these collaborations.
7. WWF will follow a similar development model in 2018, where they will actively engage and build a community of practice with business, investors, students, NGOs, community members and entrepreneurs, and facilitate their collaboration in developing solutions to the ideas generated during the events and hackathon.
8. Speakers will be drawn from among the best in their field. Last year's speakers at the Future Cities Hackathon included WWF Australia CEO Dermot O'Gorman, leading indigenous digital agency founder Mikaela Jade, Blockchain for Social Impact ambassador, Dr. Jane Thomason, Australian Museum CEO Kim McKay, and Internet of Things Alliance CEO Frank Zeichner.
9. The application has been assessed and is recommended by the assessment panel to the full amount requested as contributing to the following Knowledge Exchange sponsorship program outcomes:

- (a) adoption and implementation of best practice approaches by organisations and individuals; and
  - (b) strong networks where participants share resources and acquire new knowledge and skills.
- 10. Evaluation of the sponsorship will measure the number of participants and ideas emerging for further development.
- 11. Sponsorship benefits include City of Sydney brand and collateral on display at the events and on their website, City of Sydney speakers on the panel, and five tickets for the City of Sydney.

## KEY IMPLICATIONS

### Strategic Alignment

- 12. *Sustainable Sydney 2030* is a vision for the sustainable development of the City to 2030 and beyond. It includes 10 strategic directions to guide the future of the City, as well as 10 targets against which to measure progress. This grant is aligned with the following *Sustainable Sydney 2030* strategic directions and objectives;
  - (a) Direction 1- Globally competitive and innovative city, specifically:
    - (i) This project will encourage the development of a community of practice and subsequent commercial opportunities for a digital Sydney with Sustainable Development Goals values at its centre. The project fosters knowledge exchange and collaboration between participants - important contributors to building the capacity of local entrepreneurs.
    - (ii) This project responds to the Tech Start Ups Action Plan Action 5.6, which states that the City should consider funding competitions or development labs that create technology solutions to City problems, or that enhance the experience of living and working in the city, and that may provide business opportunities.
  - (b) Direction 2 - Leading environmental performer, specifically:
    - (i) The project will encourage communities to collaborate in developing and implementing initiatives that significantly improve their own environmental performance and that of the city as a whole, including, but not limited to, supporting the uptake of renewable energy.

### Environmental

- 13. This event series encourages the community to participate and lead in new ways to stimulate the uptake of clean energy, which is a priority of the Environmental Action Plan.

### Economic

- 14. The project is aligned with the Tech Startups Action Plan in that it creates opportunities for entrepreneurs to solve city problems, and for those solutions, if viable, to be connected through supported pathways to potential investors.

**BUDGET IMPLICATIONS**

15. Funding is available in the approved 2017/18 Environmental Performance Grants Program budget, and will be provided in the draft 2018/19 grants budget as follows:
- (a) 2017/18 - \$33,520
  - (b) 2018/19 - \$5,000.

**RELEVANT LEGISLATION**

16. Section 356 of the *Local Government Act 1993*.

**CRITICAL DATES / TIME FRAMES**

17. The event series is planned for late March 2018 to November 2018.

**ANN HOBAN**

Director City Life

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