

SOUTH EASTERN EUROPEAN DIALOGUE ON INTERNET GOVERNANCE

SEEDIG

Chisinau, Moldova

22-23 September 2020

Sponsorship Proposal





About SEEDIG

SEEDIG is an initiative dedicated to facilitating multistakeholder dialogue and cooperation in addressing issues related to the use, evolution and governance of the Internet and other digital technologies across the SEE+ region.

Launched in 2015, under the framework of the United Nations-led Internet Governance Forum, SEEDIG has evolved into a one-of-a-kind regional initiative, developed through sustained community work and with valuable support from regional and international partners.

SEEDIG's practices

- Provides a platform for regional dialogue and collaboration on digital tech and policy issues, through annual meetings and intersessional activities
- Raises awareness and promotes a better understanding of digital technologies and digital policy issues among SEE+ stakeholders
- Strengthens the capacity of regional stakeholders to meaningfully contribute to Internet governance and digital policy processes
- Inspires and supports communities throughout the region to launch national initiatives and to get involved in regional and international Internet governance processes focused on addressing digital policy issues
- Builds partnerships in the SEE+ and at the international level

Why support SEEDIG?

ENGAGE WITH THE DIGITAL TECH AND POLICY COMMUNITY

SEEDIG sponsors are exposed to regional and international policy-makers, governmental authorities and regulators, industry leaders, academics, technical experts, civil society and thought leaders in the area of digital technologies and policies.

BENEFITS FOR SPONSORS

- Unique access to influential digital technology professionals and thought leaders
- Special brand awareness possibilities
- Excellent opportunity to make valuable contacts and increase your regional footprint
- Exclusive access to SEEDIG's international and regional partners

HELP PROMOTE SOUTH-EASTERN EUROPE'S DIGITAL GROWTH

- Help bringing more participants from the South-Eastern Europe and neighbouring areas (SEE+) to attend SEEDIG annual meeting
- Facilitate SEEDIG capacity development programmes for nurturing talents and encouraging high-potential individuals to actively contribute to the region's digital development
- Enable carrying out SEEDIG intersessional activities that encompass advocating the SEE+ digital agenda and promoting multistakeholder collaboration across the region
- Support SEEDIG to be represented in regional/international digital policy development processes and events



SEEDIG Audience

ATTENDEES INCLUDE:

- High-level government officials
- Leaders and decision makers from government agencies, regulators, and international organisations
- Telecom operators and Internet service providers
- Content providers and online platforms representatives
- Domain name registries (ccTLDs) and registrars
- Business associations
- Academic, research and educational institutions
- Non-government organisations

SEEDIG annual meetings attract people from within and beyond SEE+, and are typically attended by 150–200 participants.

SEEDIG meetings are supported by a network of international partners and by national parliaments, governments, regulators, technical and business associations, and civil society.

Each year, local partners from the host country are key in organising annual meetings. SEEDIG 2020 local partners include, amongst others, the Ministry of Economy and Infrastructure of Moldova, the E-Governance Agency of Moldova, the Moldovan Association of ICT Companies (ATIC), and the Digital Governance Association.

[Read more about SEEDIG's international, regional and local partners.](#)

SEEDIG ²⁰¹⁵ ²⁰¹⁹ in Figures

PARTICIPATION BY GENDER



MAJOR STAKEHOLDERS

Civil society / NGOs (31%)
Governments (22%)
Businesses (19%)
Technical community (13%)
Academia (10%)

FROM WHERE

Institutional partners



Committee on
communications and
information technology



Committee on
information and
communications
technology



MINISTRY OF
COMMUNICATIONS AND
INFORMATION SOCIETY



Local partners



Supporting organisations



Regional partners



Sponsors



SEEDIG 2019 Partners

Highlights from 2019



SEEDIG's 5th annual meeting was held on 7–8 May 2019 in Bucharest, Romania, with the support of the Parliament of Romania, the Ministry of Communications and Information Society, and the National Authority for Management and Regulation in Communications, and in cooperation with more than 40 international, regional and national supporting organisations, partners and sponsors. Under the overarching theme 'Shaping a trusted Internet for all', the discussions had a strong regional focus, exploring opportunities, challenges, good practices, and action plans specific to the SEE+ region.



SOME OF THE MAIN CONCLUSIONS OF THE SEEDIG 5 DISCUSSIONS:

- Businesses in SEE+ countries should strategise to build ecosystems that foster the potential of human capital and digital skills of the region. In addition, regional cross-sector cooperation is needed to strengthen the digital business landscape in SEE+, to improve the regulatory frameworks, and to develop a strong regional digital market. SEEDIG can serve as a platform for such cooperation.
- The entrepreneurship culture and marketing skills in the region need to be developed in order to stimulate the growth of national and regional economies.
- The cyber dialogue at the EU level should consider bringing in regional multistakeholder processes such as SEEDIG, that can increase trust in existing processes, help exchange good practices and reach out to wider communities.
- It is important for the SEE+ countries to keep Internet traffic local to assure optimisation and reduce latency and cost, through local Internet exchange points (IXPs) and peering.
- Better cooperation among countries in the region is needed to enable faster deployment of 5G networks, while considering lessons learnt during past technological transitions. Cooperation among relevant stakeholders needs to be reinforced in order to address policy and regulatory issues associated with 5G deployment.
- Fighting misinformation through blocking or removing content is never effective. Real efforts, including financial allocations for nation-wide projects, need to be put into education on digital media and developing critical thinking skills, so that users can make informed decisions about trusting or not trusting online content and media sources.

[More conclusions can be found in the Messages from SEEDIG 5.](#)

I truly believe that SEEDIG, as one of the most successful regional forums on Internet governance, is a remarkable place where we can explore the opportunities for the countries of the region to benefit from digital technologies. [...] Policymakers, private sector, NGOs, tech industry, startups and citizens, all have a role to play in the digitalisation of society and must engage in a constructive dialogue. SEEDIG is an ideal platform for this dialogue to take place.

Mariya Gabriel,
EU Commissioner for Innovation,
Research, Culture, Education and Youth



Sponsorship opportunities

- Sponsoring SEEDIG is a valuable opportunity to increase the visibility of your organisation among the regional and global digital tech and policy communities.
- Your brand will be associated with a long-standing, professionally organised event that is highly valued by government representatives, decision makers, international institutions, technical community and digital policy professionals.
- **SEEDIG offers flexible sponsorship options, ranging from day, session and social event sponsorship packages to sponsoring our capacity building programmes, intersessional activities and special projects. We can also tailor a package to your interests and budget.**
- SEEDIG is based on the spirit of cooperation, merging strengths within and across borders to overcome individual weaknesses. Cross border cooperation is a necessary precondition for improving the image of the region abroad, strengthening regional economic ties, encouraging the activities of local business communities, and showcasing the further prospects of growth within SEE+ countries. With your support, SEEDIG will continue to stimulate dialogue and exchange of experiences contributing to the sustainable

22-23
September, 2020

SEEDIG 6 | Chişinău, Moldova

AT THE SEEDIG MEETING, DELEGATES:

- Engage with the region's and world's leading digital technology and policy experts
- Discuss the most relevant digital development issues identified by stakeholders from the region
- Network with their peers
- Contribute to the formulation of key policy messages, relevant for the SEE+ region and shared afterwards with decision makers

SOCIAL EVENTS

SEEDIG social events are very popular and memorable. They are an effective way for participants to network and share experiences in an informal way. Social events at SEEDIG 2020 will highlight Moldovan culture and include local entertainment.

ONLINE PARTICIPATION

Online participation helps to widen involvement at SEEDIG annual meetings. It allows participants from across the region and beyond to access the meeting content through live audio and video streaming and chat.

ACCESSIBILITY

SEEDIG promotes digital inclusion and increasingly provides accessibility of its annual meetings to community members with special needs, for example by providing sign language interpretation and captions.

INTERSESSIONAL ACTIVITIES

SEEDIG performs a variety of intersessional activities, including [regional surveys](#) and monthly digital development [SEEs summaries](#). Since 2019, it is also running new initiatives such as the Road Show, Ambassador Programme, dedicated thematic projects and video interviews. All these initiatives provide an excellent opportunity for sponsors that want to promote their brand and enhance their visibility in more targeted groups and throughout the year.



Youth SCHOOL

CLASS OF 2020

21 September 2020 & online

The SEEDIG Youth School provides undergraduate and master students from the SEE+ region a space to learn, network, exchange views and prepare to participate in digital tech and policy processes. First, students learn online about the digital policy ecosystem and then participate in a one-day onsite Youth School and the SEEDIG annual meeting.

21 September 2020

The SEEDIG Fellowship is a capacity building programme dedicated to professionals interested in digital tech and policy issues. It provides a forum for learning, networking, and exchanging views and experiences on the most pressing issues at the national, regional and international levels. Fellows participate in a dedicated one-day pre-event and the SEEDIG annual meeting, where they may contribute in various roles (such as rapporteurs, moderators, etc.).

Fellowship PROGRAMME



Deadlines

Please, take note that sponsorships will close five weeks before the meeting to ensure all materials with sponsor logos can be printed on time. After that date, it will still be possible to become a sponsor but, please, be aware that your company logo will not appear on printed materials.

Sponsorship benefits (inclusion of logo on the website, etc.) will be granted only after the conclusion of the sponsorship agreements/contracts.

Interested parties should submit an expression of interest to: execom@seedig.net

Intersessional Activities Sponsors

A sponsoring organisation can also commit itself to funding one or few SEEDIG intersessional activities (SEEssummary, Road Show, Ambassadors Programme, etc.). Details and amounts of sponsorship contributions will be discussed on a case-by-case basis with the SEEDIG Executive Committee.

[SEEssummary](#) is a one of a kind initiative in the region. It is issued in a form of a monthly newsletter and provides an overview of Internet governance and digital policy developments and activities occurring in South Eastern Europe and the neighbouring area (SEE+).

[SEEDIG Ambassadors](#) are selected on an annual basis and enhance SEEDIG's visibility and presence at the national, regional and international levels by raising awareness about SEEDIG among all stakeholder groups within and beyond the Ambassadors' native countries. They act as liaisons between SEEDIG and respective local Internet communities.

[SEEDIG Road Shows](#) are aimed at strengthening SEEDIG's presence and visibility at the national level through fostering dialogue, cooperation and capacity development. They can take various forms, including: (a) training sessions or workshops for a particular stakeholder group (allowing a focus on specific issues and solutions sought by that group); and (b) debates on specific Internet or digital tech and policy issues of interest to the broader local communities.

Contact us



execom@seedig.net