

Sofa Convenor Conditions World Water Week

Sofa proposals – guidelines and information

The window into World Water Week is the Sofa, a cross between a speakers' corner and an interview studio. Broadcasted live beyond the walls of the Week, experts, decision-makers and leaders will be interviewed on a variety of water-related issues.

Sofa proposals submitted by organizations are selected by SIWI. Once selected, the Sofa programmes are developed and managed fully by the organization(s) that submit the proposals (convenors) and a journalist that will do the interviews.

Previous interviewees have included SIWI, Rockefeller Foundation, Embassies, WaterAid, United Nations, CocaCola and many others.

[Watch all the videos from the 2017 Sofas on the SIWI Mediahub.](#)

New this year: the Sofa format which is more social media friendly (two interviews: one 15 minutes and one 3 minutes)

Sofa proposal format

SIWI welcomes all water/development related proposals.

Proposals should be text only, include no graphics and be submitted through the online system in the following format:

- Category (Select the theme of your proposal)
- Sofa title* (max. 9 words)
- Sofa summary* (max. 50 words)
- Convenors of the sofa*
- Sofa description* (max. 200 words)
- Tags* (max. 5 tags)
- Objectives and outcomes (100 words)
- Type of Sofa (25 min or 15+3 min)
- Preferred time of Sofa (Sun 26th-Thur 30th August)

*Will be published on the programme website if the Sofa is accepted.

Sofa selection criteria

SIWI welcomes all water/development related proposals and will design the programme after review. The following criteria will guide the selection:

- Development focus: the integration of aspects of poverty reduction, sustainable development, gender equality, integrity and human rights.
- Outputs and impact: the concreteness of key messages for improving the science, policy and practice.
- New thinking, findings or approaches: the focus on current debates and the generation of new ideas and solutions, including learning from failure.

- Project or organization focus: with the purpose to promote a particular project (i.e. tool, report, network...) or the work of an organization

Proposals are encouraged to consider gender balance and youth representation when selecting speakers.

Creating the programme for World Water Week is no easy task. When selecting Sofas, other parameters are also considered, for example:

- How many proposal have we have received in total and how much capacity do we have?
- How many similar proposals have we received?
- How do the selected proposals complement each other and contribute to a breadth of topics?
- Is the proposal innovative or does it bring in a new perspective?

Fees for hosting a Sofa

25 min segment	SEK 27,000 excl. VAT (approximately EUR 2 604*)
15+3 min segment	SEK 30,000 excl. VAT (approximately EUR 2 894*)

Professional filming of the segment, uploaded to the SIWI Media Hub within 24hrs.

*Exchange rate from November 2017.

Included in fee

Logistics

- Full editorial support, ie. help from a professional (independent) journalist to identify the best angle and draft questions. He/she will also conduct the interview (If interview is conducted in English/with English translation)
- Stage with lighting and audio equipment, filming equipment
- Technical and logistical support before and during your session.

Marketing

- Inclusion and detailed programme in the World Water Week programme (digital format)
- Dedicated Sofa page on the World Water Week programme website
- Access to the World Water Week app
- World Water Week logo, texts and advisory support for your marketing
- Conclusions and presentations on your Sofa page
- Your Video/Podcast segment will be shared through SIWI Media Hub within 24hrs
- Your Video/Podcast segment will be yours to share and use as you please within your own channels.

NOT included in the fee

- Registration fees. Everyone attending World Water Week sessions needs to be registered to enter the venue
- Translation services

Allocation of times

SIWI retains the right to determine the most appropriate time slot for each session. Certain time limitations may also be introduced due to other activities in the programme.

Terms of payment and invoicing information

All Sofa fees will be invoiced by end of July 2017.

Invoicing information that are not stated correctly in the online system and needs to be changed after the invoice has been produced will be charged a SEK 700 administrative fee. Invoices that are not paid on time will be charged 1% delay interest per month.

VAT Information

For Swedish organisations/companies 25% VAT will be added to all prices.

For organisations/companies within the EU, please specify your VAT number if applicable. Organisations/companies outside the EU region are exempt from VAT.

Cancellation policy

Should you cancel you Sofa between 30 April and 30 June 2018, you will be refunded 50% of the showcase fee.

Cancellations after 1 July 2018, no refunds will be made.

Tasks and deadlines for convenors

Task	Deadline
Submit Sofa proposal	30 April 2018
Update detailed description and relevant background documentation programme website	On-going from May 2018
Submit signed convenor contract.	15 May 2018
Update invoicing information and media contact in the programme website	31 May 2018
Update showcase information in the programme website for the mini programme. Finalize speakers and content of your session	30 June 2018
Early-bird registration discount ends	30 June 2018
Invoices for sofa fees are sent out	End of July 2018
World Water Week	26-31 August 2018
Submit conclusion of your sofa	31 October 2018

Other Information

Convenor contract

The signed convenor contract is binding agreement between SIWI and the convenor, and has to be submitted by 15 May June 2017.

Registration for World Water Week

It is the responsibility of the Sofa convenor to ensure that officials, including themselves and speakers, register for the World Water Week. Anyone attending the World Water Week or its sessions needs to be registered to enter the venue. Details for registration can be found on our website www.worldwaterweek.org

Promotion of the Sofas

Sofa are competing with other parallel sessions for onsite participants. We stress the importance for convenors to inform their networks and actively promote their session and to share both the live stream link and the video through their channels to get maximum outreach.

Using your personal information

Personal information which you supply to us may be used for the following purposes:

- To contact you regarding your proposal if your proposal is accepted

We will not disclose personal information to anyone outside SIWI except if required to do so by law.

You have the right to request information concerning personal data about you that is processed by SIWI. To receive this information, you must submit a signed request to SIWI by mail to the address indicated below. You are also entitled to request correction, blocking or erasure of data if you believe that SIWI has processed your personal data incorrectly.

For further information on your rights, how your information is used and how we maintain the security of your information, please contact siwi@siwi.org or write to the address below.

Stockholm International Water Institute
Box 101 87
100 55 Stockholm
Sweden