



Breaking Bias. Building Futures

Switzerland's Biennial Award 2026 – Where Equality Meets Innovation

BFBI Biennial Award – 17th March 2026 at Gottlieb Duttweiler Institute



ERNST GÖHNER STIFTUNG



**WISSENSCHAFT.
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GEBERT RUF STIFTUNG

United to the Path

A Pathway to 2030: Together We Can Beat Gender Unconscious Bias in Switzerland

From 2026 to 2030, **the BFBI Biennial Award** will drive **every two years** systemic change in Switzerland's entrepreneurial ecosystem through three milestone biennials — **2026, 2028, and 2030** — uniting leaders from organizations, government, business, academia and, policy makers to advance gender equity and inclusive entrepreneurship.

The first **Biennial Award** is to be held at **GDI Institute** on the 17th of March, 2026 and will gather **60-70 decision-makers** to share best practices

The Road to the Biennial Award - March 2026

A Pathway to 2030: Together We Can Beat Gender Unconscious Bias in Switzerland

4 preparatory pre-biennial labs will shape an **Outcome Document** featuring **3 concrete initiatives for impact** and a memorandum of commitments guiding collective action through 2030.

Each Biennial will build on the last, measuring progress and renewing momentum — until equity becomes the norm, not the exception, in Swiss innovation.

Biennial Award - March 2026

A Pathway to 2030: Together We Can Beat Gender Unconscious Bias in Switzerland

Strategic Goal

- Increase **gender diversity in Swiss entrepreneurship by 14%:**
37.7% (2022) → 43.0% female participation (2030)
- Achieve **balanced gender awards** engaging individuals' males, females.
- Drive **systemic impact** via education, legal frameworks, mentorship, investment, and policy influence.

Pathway to 2030

2026 – Build → Gender & growth foundations.

2028 – Scale → Education + entrepreneurship ecosystem.

2030 – Impact → National transformation: 14% increase in gender-diverse entrepreneurship.

Biennial Award - March 2026

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**Impact
Report
2030**



Independent evaluation (external evaluator) with counterfactual analysis to estimate Biennial's attributable % of the national 14% gain. Last, measuring progress and renewing momentum — until **equity becomes the norm**, not the exception, in Swiss innovation.

Empower. Connect. Transform.



Purpose: Unite 70 leaders to beat bias & fuel entrepreneurship.



How: Panels, Workshops, Award, Outcome Roadmap, Best Practices Guide.



Impact: 3 actionable commitments yearly for Switzerland 2026–2028- 2030.

United to the Path!

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What is the value?

The Biennial Award aims to be a national platform that rewards best practices, mobilizes cross-sector collaboration, and drives systemic gender equity and better decision making by eliminating unconscious bias, ultimately increasing gender diversity entrepreneurship in Switzerland.

Strategic Objectives

- **Raise** awareness of gender inequality in startup funding.
- **Share** and reward best practices and success stories.
- **Drive** policy change and stakeholder commitments.
- **Foster** collaboration across sectors.

What you can expect!

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Biennial structure (every 2 years)

- **1-day event:** Keynotes, Breakouts, Workshops, 3 Awards dinner.
- **Data-driven** sessions with real-world business cases.
- **Roadmap** Outcome Document.
- **Min 50 participants – target 70 participants.**
- **Topics:** legal, financial, networks, education.

Steering Committee

- **6-8 experts** from Government, Business, Academia.
- **At least 60%** with Swiss political/legal/economic expertise.
- **Strategic planning**, alignment and fundraising.

Our Communication KPI's

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Communications & Media Metrics

- 5 national media mentions
- 300+ social media likes, 25,000+ hashtag impressions
- 2 press releases
- NPS \geq 60, Satisfaction \geq 4.5/5

Impact Goals (2026–2028)

- Up to 10 institutions commit to increasing funding for women-led startups by 20%

Our Vision's Heartbeat: Core Components for Impact

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Expected Outcomes 2030

- **333** leaders empowered (50/50 gender balance)
- **9** winners
- **3** best practices guide published featuring 60 organizations in Switzerland
- **9** new initiatives powered
- Regional hubs & leadership academies established
- Policy influence: funding, procurement, education equality

1 - Impact Report 2030: +14% female entrepreneurship, 500+ jobs, CHF 5M+ mobilized, program expansion EU-wide

Some figures and insights!

The Challenge

- Only 7% all-female teams

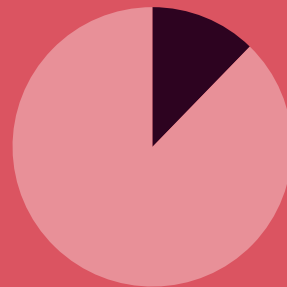
Our Mission

- + 14% by 2030

The Gain

- Billions in new value for Switzerland

The Challenge

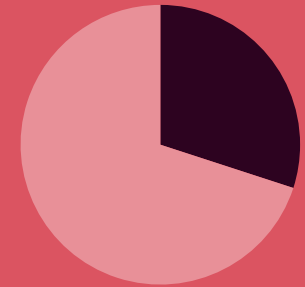


Female-only
teams

Our Mission

+14%
By 2030

The Gain



Mixed-gender
teams

Impact Goals (2026–2028)

Up to 10 institutions commit to increasing funding for women-led startups by 20%

Becoming a Sponsor – Our Why's!

A Pathway to 2030: Together We Can Beat Gender Unconscious Bias in Switzerland

Why Sponsor?

- Align with gender equality, sustainability, and innovation.
- High visibility among Swiss government, investors, academia, organizations, founders.
- Be part of systemic change improving female entrepreneurship in Switzerland.
- Media and social impact: national press + LinkedIn + Best Practices Guide.

Audience & Reach min 70 high level individuals

- 5 Government decision-makers.
- 10 Associations & networks.
- 20 Organizations, corporations.
- 25 Female founders & entrepreneurs.
- 10 Researchers, Academia, Educators.

The Keypoints at a Glance

A Pathway to 2030: Together We Can Beat Gender Unconscious Bias in Switzerland




Thematic Areas

- **Data-driven** sessions with real-world business cases.
- **Assessing** Gender Funding Inequality.
- **Developing** Acceleration Strategies.
- **Legal** & Regulatory Compliance for Equity.
- **ESG** & Responsible Investment Practices.

Projected Outputs & Impact

- 1 Biennial Conference + Awards Dinner
- 1 Conference Outcome Document (Roadmap 2026–2028)
- 4 Breakout session strategy papers
- 1 Deepdive training on unconscious bias
- 2 Press releases + 1 national awareness campaign
- 3 Recognized Award winners
- 1 Best Practices guide

Sponsorship - Overview

Sponsorship Packages 2026 Join the Movement – Break Bias. Build Balance		
 Main Sponsor CHF 40.000/ in-kind	 Knowledge Partner CHF 15.000/ in-kind	 Innovation Partner CHF 10.000/ in-kind
Branding & Visibility	Content & Co-Creation	Participation
Logo on all materials. Stage presence, exclusive co-branding of 1st place winner, speaking possibilities.	Welcome speech or panel input interview in newsletter/blog, 1 page roadmap or best practices guide.	3 Att. Tickets 10 people Bias Deepdive training + 10 online licences
Content & Co-Creation	Communication	Content & Co-Creation
1 newsletter feature, 1 page roadmap, 1 page best practices guide, 3 social post & press release mentions	1 social post & mention in post- even report	1 promo page in Best Practice Guide
Participation	Participation	Communication
8 Att. Tickets 15 people Bias Deepdive training + 10 online licences	5 Att. Tickets 10 people Bias Deepdive training + 10 online licences	1 social post & mention in post- even report

Sponsorship - Special

Biennial Patron Package 2026-2028

Founding Partner for change. Empower equality. Create lasting impact.

Patron Package 26-28
CHF 68.000/ in-kind

Branding & Visibility

Logo on all materials.
Stage presence, exclusive co-branding of 1st place winner, speaking possibilities.

Content & Co-Creation

3 newsletter feature,
1 page roadmap, 1 page best practices guide,
6 social post & press release mentions

Participation

10 Att. Tickets
20 people Bias Deepdive training
+ 15 online licences

Long-term partnership for real change.

2 years of active collaboration: As Main Sponsor, you are an integral part of our Roadmap 2026-28.

Co-create the future: Participate in Steering Committee meetings, actively influence strategic direction, and contribute to the Best Practices Guide.

Exclusive visibility and co-creation: Your branding will be consistently highlighted in all programs and communications.

Continuous impact: Your involvement drives long-term change and positions your brand as a leader in innovation & equality.
Invest in a long-term partnership. Create lasting impact.

**Exclusively
unlocked
once the
2026
Main
Sponsorship is
secured**

Our Path to Success

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Edition	Year	Leaders	Gender Target	Focus
1st Biennial Build	2026	70	70% women / 30% men	Launch: mentorship, education, legal frameworks, networks, sustainable finance
2nd Biennial Scale	2028	105	60% women / 40% men	Scale programs, investor networks, regional hubs
3rd Biennial Impact	2030	158	50% / 50%	Achieve parity; publish Impact Report 2030

In-Kind Contributions - Your chance to shine

IN-KIND CONTRIBUTIONS

Contribute your strength. Shape the change



Media & Promotion

Advertising space, media partnerships, social media reach



Event Infrastructure

Venues, equipment, technical support



Products & Services

Catering, printing, logistics, IT & streaming



Professional Experts

Design, legal, consulting, content co-creation



People Power

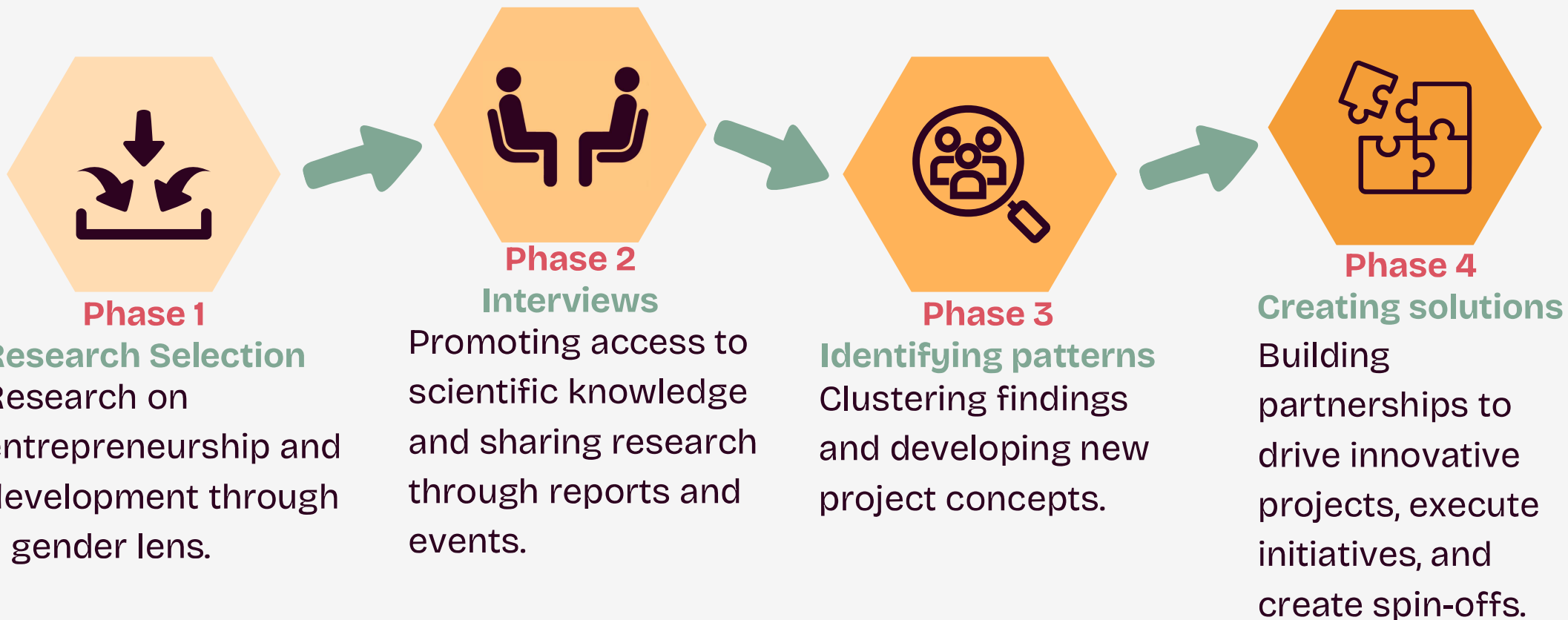
Staff support, volunteer teams, expert panels



Sustainable Giveaways

Eco-friendly materials, technology tools

FE+MALE Think Tank Approach



Analytics & Media

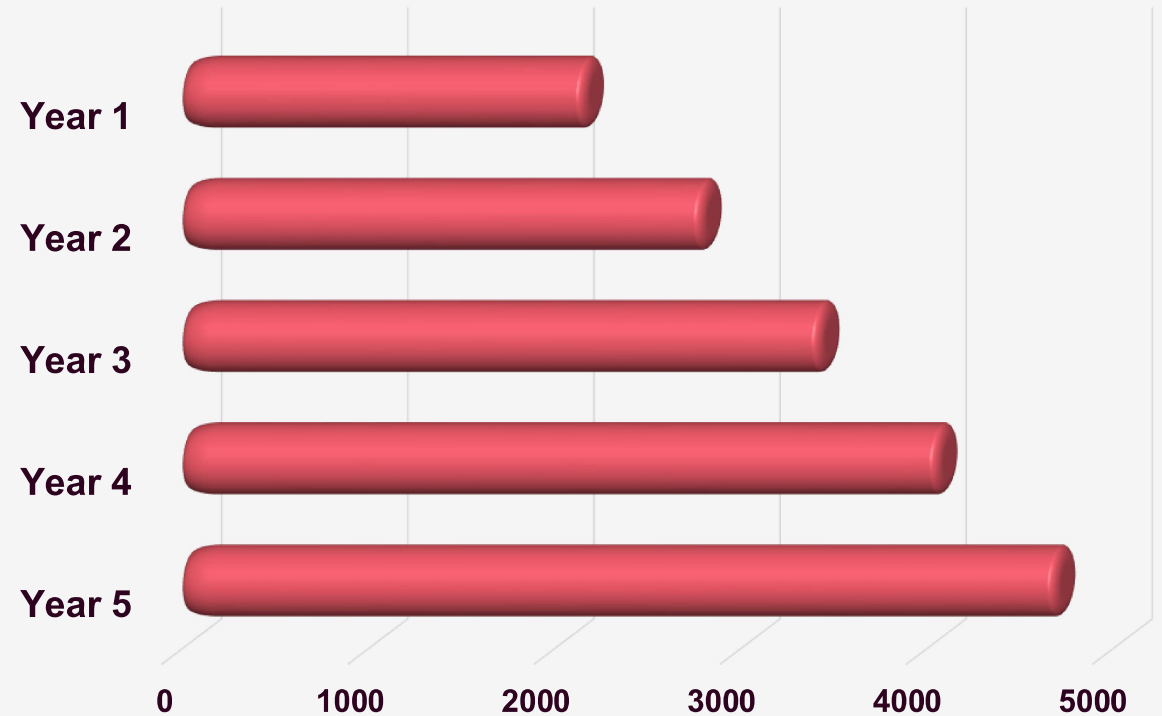
Total

2171



New followers in 365

633



5 years projection

Supporters

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Together we're not just beating bias — we're shaping history

Contact

[FE+MALE Think Tank – Boosting Gender Diversity
in Entrepreneurship](#)

[Beat Funding Bias Initiative \(BFBI\) – Break Bias,
Boost Business!](#)



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