



## Breaking Bias. Building Futures

Switzerland's Biennal Award 2026 – Where Equality Meets Innovation

**BFBI Biennal Award – 17th March 2026 at Gottlieb Duttweiler Institute**



ERNST GÖHNER STIFTUNG



**WISSENSCHAFT.  
BEWEGEN**  
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# United to the Path

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

From 2026 to 2030, **the BFBI Biennal 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 **Biennal 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 Biennal Award - March 2026

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

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

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

# Biennal 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.

# Biennal Award - March 2026

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Impact  
Report  
2030



Independent evaluation (external evaluator) with counterfactual analysis to estimate Biennal'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 Biennal 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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## Biennal 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

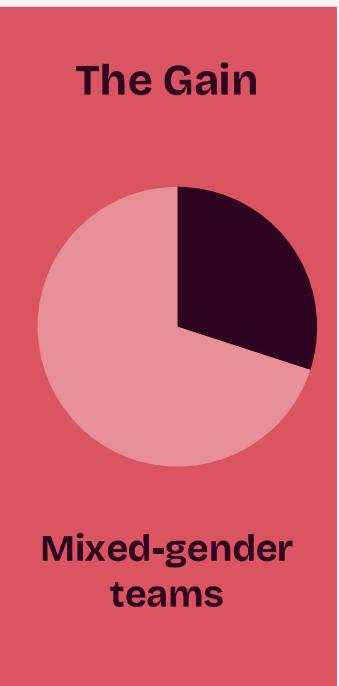
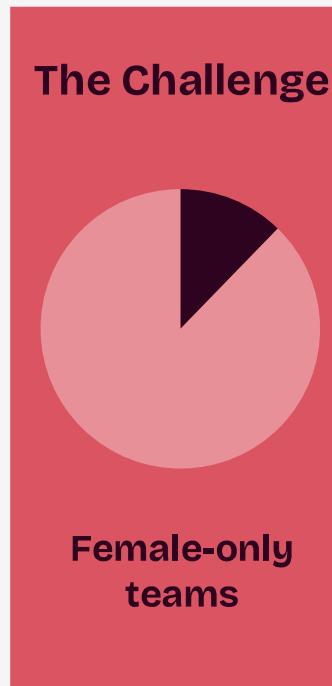
- Only 7% all-female teams

## Our Mission

- + 14% by 2030

## The Gain

- Billions in new value for Switzerland



## 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

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## 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 Biennal 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

<h2 style="text-align: center;">Sponsorship Packages 2026</h2> <p style="text-align: center;">Join the Movement – Break Bias. Build Balance</p>		
 <b>Main Sponsor</b> CHF 40.000/ in-kind	 <b>Knowledge Partner</b> CHF 15.000/ in-kind	 <b>Innovation Partner</b> CHF 10.000/ in-kind
<b>Branding &amp; Visibility</b>	<b>Content &amp; Co-Creation</b>	<b>Participation</b>
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
<b>Content &amp; Co-Creation</b>	<b>Communication</b>	<b>Content &amp; Co-Creation</b>
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
<b>Participation</b>	<b>Participation</b>	<b>Communication</b>
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

## Biennal Patron Package 2026-2028

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

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

**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 reléase 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.**

# Our Path to Success

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Edition	Year	Leaders	Gender Target	Focus
1st Biennal Build	2026	70	70% women / 30% men	Launch: mentorship, education, legal frameworks, networks, sustainable finance
2nd Biennal Scale	2028	105	60% women / 40% men	Scale programs, investor networks, regional hubs
3rd Biennal 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

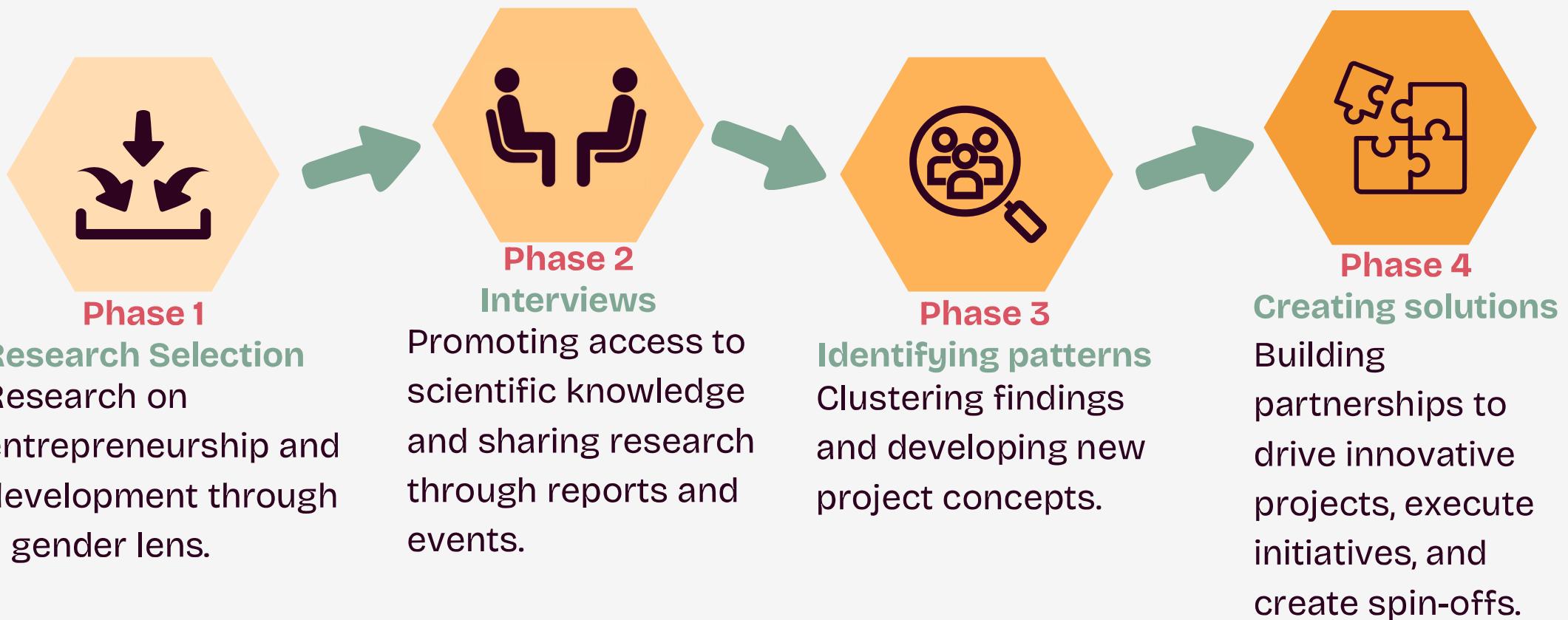
Staff support, volunteer teams, expert panels



### Sustainable Giveaways

Eco-friendly materials, technology tools

# FE+MALE Think Tank Approach



# Analytics & Media

Total  
**2171**



New followers in 365  
**633**



## Supporters

**WISSENSCHAFT.  
BEWEGEN**  
GEBERT RÜF STIFTUNG



**ERNST GÖHNER STIFTUNG**



# 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 \(BFI\) – Break Bias,  
Boost Business!](#)

