



Long Finance

FUNDING OPPORTUNITIES

2012 to 2015

Long Finance began with a question: “When would we know our financial system is working?” Our aim is to improve society’s use and understanding of finance over the long term by offering an innovative approach to long-term financial thinking. Our core objectives are to:

- ◆ **Expand frontiers** by developing new methodologies to solve financial problems
- ◆ **Change systems** by providing evidence-based examples of how financing methods work and don’t work.
- ◆ **Deliver services** including conferences and training using collaborative tools;
- ◆ **Build communities** through meeting, networking and events and enhance collaboration.

Thanks to the generosity of our sponsors and partners, Long Finance is working towards these goals through its four programmes, two publication series and numerous events including the bi-annual conferences.

Our ultimate goal is to establish a Long Finance foundation which would have the long-term stability to become even more effective and to reach a wider audience. Over the next two to five years Long Finance will continue to look for funding and sponsors for individual programmes, publications and events. During this time we will be establishing a coherent governance structure and set of organisation principles from which a foundation can grow with the appropriate support.

Long Finance is looking for committed sponsors who share our overarching goal of improving society’s use and understanding of finance over the long term. Through their support of the Long Finance initiative such sponsors would provide the leadership that is required in financial services to make a lasting impact on the future of the global network that is affected by finance including policy makers, governments, financial services professionals, academia, entrepreneurs and the wider public.

Long Finance currently delivers its agenda through four programmes, two series of publications and a number of events such as round table discussions and seminars. The four programmes are:

The London Accord – a channel for disseminating more widely existing information on environmental, social and governance (ESG) issues in long term finance;

Financial Centre Futures – benchmarks the competitiveness of existing financial centres with a view to quantifying their sources of long-term sustainable advantage;

Meta-Commerce – seeks to identify the key questions of sustainable long-term finance and stimulate new thinking about potential answers;

The Eternal Coin – seeks to engage with the next generation which has the most to gain from sound long-term financial thinking.

The outputs from across all four programmes contribute to two series of publications:

Finance Shorts – concentrating on contemporary issues explored through a long-term lens;
Eternal Brevities – initiating discussion on new ideas that encourage a long-term view of commerce.

Long Finance sponsorship brings the following types of benefits:

◆ **Reputational:**

By being identified as a promoter of Long Finance, sponsors are immediately exposed to relevant stakeholders that will view them as part of an initiative that thinks strategically about the long term and has a wider view of the world and how finance affects and is affected by it. The financial services sector has an important role to play in securing sustainable development and engagement with the Long Finance initiative demonstrates an understanding of this potential and a means of actively fulfilling it.

◆ **Organisational Development:**

Long Finance works with its partners to achieve mutual enrichment and learning, offering them access to workshops, training and conferences with experts, and the opportunity to contribute to the strategic direction of innovative research projects.

◆ **Network Building**

The Long Finance community includes members of the financial services, policy-making, academic and business sectors, which come together at events and on our online platform. The online community has some 400 members with a shared interest in long-term thinking and sustainable investment, while the wider Long Finance community includes over 2,000 people.

A number of Long Finance funding opportunities are available. These centre on our programmes, publications and events, and are detailed below.

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1 PROGRAMME SPONSOR

£100,000/year for three years (core sponsor)

Sponsorship of one of Long Finance’s programmes is based on a three year commitment. Programme sponsorship offers the opportunity to impact substantially on long-term financial thinking while adding value to your institution, allowing you to play a proactive role within the Long Finance community and its wider network.

Long Finance’s four programmes each have distinct objectives. Details of sponsoring each programme are laid out below. The Long Finance Advisory Board reserves the right to accept up to three core sponsors and six secondary sponsors per programme.

1.1 The London Accord

SCOPE

The London Accord acts as a nexus between the financial services sector and society to encourage long-term thinking on finance and environmental, social & governance (ESG) issues. The portal provides free access to nearly 200 investment research reports shared by 42 organisations mostly from the financial services sector.

OVERARCHING BENEFITS

The benefits of sponsoring the London Accord include:

- ◆ reaching a targeted audience of financial services experts in finance & ESG issues;
- ◆ associating your brand and expertise with a prominent programme in the area of sustainable finance;
- ◆ becoming part of the Long Finance brand(s) and being positioned as an organisation committed to long-term improvement in finance.

SPONSORSHIP DETAILS AND IMPACT

Type	Description	Influence	Visibility	Impact
Governance				
Annual Assembly	Meeting with the London Accord programme advisors once a year	Contribute to strategy developments and year’s planning	Branding on invitations by email	10- London Accord programme advisors
Events				
Conferences	Bi-annual events gathering c. 200 financial services professionals in London Usual format: <ul style="list-style-type: none"> ◆ an afternoon ◆ 2 keynote speeches 	<ul style="list-style-type: none"> ◆ Direction of conference topic ◆ Possibility to suggest keynote speakers and panellist ◆ Option of hosting the meeting ◆ Welcome address 	<ul style="list-style-type: none"> ◆ Branding on all publicity materials (incl. programme, press-release and website) ◆ Sponsor’s guests (50) 	3000+ Long Finance community and wider network

Type	Description	Influence	Visibility	Impact
	◆ 2 panel discussions			
Contributors' sessions	Seminars with financial services organisations contributing to London Accord reports	◆ Direction of workshop topic	◆ Branding on invitations by email ◆ Sponsors' guests (10)	45+ London Accord contributors
Thematic workshops	Workshops to discuss current and future trends in sustainable finance and guide future expert research	◆ Welcome address ◆ Opportunity to suggest topic and panel members ◆ Option of hosting the workshop	◆ Branding on invitations by email ◆ Sponsors' guests (25)	500+ Long Finance community
ESG Research Awards				
The Farsight Award	Award category of the Sustainable City Awards organised by the City of London Corporation, rewarding excellence in research on extra-financial issues with a long-term outlook.	Sit on judging panel (between October and December each year)	◆ Branding on related communications materials produced by Long Finance team (including press-releases) ◆ Up to two sponsor guests invited to the awards ceremony	10 – judging panel 45 London Accord contributors 3000+ Long Finance community and wider network
Other London Accord Communications				
Newsletters	Bi-monthly updates circulated by email including latest reports, news, blog articles and relevant events.		◆ Branding on newsletters ◆ Circulation to your contacts	3000 + Long Finance community and wider network

1.2 Financial Centre Futures

SCOPE

Financial Centre Futures initiates discussion on the changing landscape of global finance, seeking to explore how finance might work in the future. The publication series comprises the Global Financial Centres Index, which measures and assesses the competitiveness of existing financial centres on a bi-annual basis; and in-depth research on topics that are of relevance to financial centres in the long term.

OVERARCHING BENEFITS

The benefits of sponsoring the Financial Centre Futures programme include:

- ◆ reaching to an active global financial services community;
- ◆ associating your brand and expertise with a key programme in the area of financial services competitiveness and evolution;
- ◆ becoming part of the Long Finance brand(s) and being positioned as an organisation committed to long term improvement in finance.

FUNDING DETAILS AND IMPACT

Type	Description	Influence	Visibility	Impact
Governance				
Annual Assembly	Meeting with Financial Centre Futures (FCF) programme advisors	Contribute to strategy developments and year's planning	Branding on invitations by email	10-FCF programme advisors
Publications				
Global Financial Centres Index (GFCI)	Bi-annual index ranking financial centres competitiveness; GFCI 9 released in March 2011 and GFCI 10 scheduled for September 2011	Associate your brand with the very latest analysis of financial centres' competitiveness based on original research	<ul style="list-style-type: none"> ◆ Branding on front and back cover ◆ Detailed mention inside front cover or foreword ◆ 200 copies for your own distribution 	10,000+ FCF global network
Financial Centre Futures – thematic publications	Bi-annual in-depth research addressing themes relevant to financial centres in the long term such as: <ul style="list-style-type: none"> ◆ Clustering ◆ Islamic Finance 	Associate your brand with innovative and ground-breaking research	<ul style="list-style-type: none"> ◆ Branding on front and back cover ◆ Detailed mention inside front cover or foreword ◆ 200 copies for your own distribution 	10,000+ FCF global network
Events				
Conference	Annual event gathering c. 200 financial	◆ Direction of conference topic	◆ Branding on all publicity materials (incl.	3000+ Long Finance

Type	Description	Influence	Visibility	Impact
	services professionals; Usual format: <ul style="list-style-type: none"> ◆ an afternoon ◆ 2 keynote speeches ◆ 2 panel discussions 	<ul style="list-style-type: none"> ◆ Possibility to suggest keynote speakers and panellist ◆ Welcome address ◆ Choice of location 	programme, press-release and website) <ul style="list-style-type: none"> ◆ Sponsor's guests (50) 	community and wider network
GFCIs Roundtables	Workshops discussing the results of the GFCI index (incl. key areas of competitiveness)	<ul style="list-style-type: none"> ◆ Visibility 	<ul style="list-style-type: none"> ◆ Branding on invitations by email ◆ Sponsors' guests (25) 	3000+ Long Finance community and wider network
Financial Centre Futures Communications				
GFCI Newsletters	Quarterly updates circulated by email and online		<ul style="list-style-type: none"> ◆ Branding on newsletters ◆ Circulation to your contacts 	10,000+ FCF global network
GFCI questionnaire	Ongoing survey and related promotion emails		<ul style="list-style-type: none"> ◆ Branding on all communication materials 	10,000+
Other benefits				
Tailored GFCI services	Two reports produced specifically for each core sponsor	<ul style="list-style-type: none"> ◆ Access anonymised GFCI data; ◆ Sponsor Centre specific research – supplementary analysis of results 	<ul style="list-style-type: none"> ◆ Primary recipient of the research 	Core Sponsors

1.3 Meta-Commerce

SCOPE

Meta-Commerce is an intellectual and collaborative attempt to set out a roadmap of the critical questions facing finance. By providing a forum to assess, enhance, contextualise and test innovative ideas, Meta-Commerce offers real opportunities to influence the future shape of finance. Already, proposals emerging through the programme - such as Confidence Accounting - are being discussed by thought-leaders in the financial services sector and by policy makers.

The Meta-Commerce programme was inspired by David Hilbert's project of 23 problems – the list of which was published in 1900. All unresolved at the time, several of the problems proved very influential for 20th century mathematical research, leaving only a few of them unresolved today.

Meta-Commerce attempts to replicate this approach in finance by defining a structured network of 15 to 25 questions that are critical to long-term commerce. The resulting roadmap could be used to prioritise research and influence action within Long Finance and beyond.

Possible sequences of questions might be:

- ◆ On counter-cyclicalities – How do we know there is a cycle? How do we know how long is a cycle? How do we price counter-cyclicalities?
- ◆ On the use of historic data to assess a financial trend – How far back is the data valid?
- ◆ When is an institution too connected to fail or too big to fail?
- ◆ Should a discount rate apply to a market or to an individual?

OVERARCHING BENEFITS

The benefits of sponsoring the Meta-Commerce programme include:

- ◆ engaging with thought leaders in finance;
- ◆ shaping the research agenda and supporting efforts to reform financial practices and systems in the long term;
- ◆ becoming part of the Long Finance brand(s) and being positioned as an organisation committed to long term improvement in finance.

FUNDING DETAILS AND IMPACT

Funding can be directed to individual research fellows, to exploring specific research questions (e.g. counter-cyclicalities) and to the development of collaborative software to build the network of critical problems in finance and allow people to participate within the same space.

This programme seeks partners interested in shaping and providing an environment where forward-looking conversations can be nurtured. In particular, individuals or organisations with a background in advisory services (accountants, actuaries), higher education or major suppliers to financial services (ICT) or financial centres could benefit from participating in such an innovative programme.

1.4 Eternal Coin

SCOPE

The Eternal Coin is an exciting proposal to build a learning community around the notion of long-term value. Based on the core premise that coins with lasting value will outperform those favouring transient gains, the programme is being developed around three ‘pillars’:

1. An online game inviting an audience between 7 and 16 years old to create a ‘coin’. This interactive approach would stimulate interest in, and foster understanding of, value and the different factors/elements shaping it over time;
2. Access to pedagogical materials, designed to support the game and facilitate its use or replication in primary, secondary and tertiary establishments;
3. Foster genuine links to existing financial markets (e.g. using Bloomberg or Thomson Reuters information) through the website hosting the game.

OVERARCHING BENEFITS

The benefits of sponsoring the Eternal Coin programme include:

- ◆ reaching out to the next generation that will impact finance (as a consumer, professional, investor, pensioner etc.);
- ◆ fostering enduring understanding around value and time ;
- ◆ becoming part of the Long Finance brand(s) and being positioned as an organisation committed to long term improvement in finance.

FUNDING DETAILS AND IMPACT

Funding can be directed to the development of the software supporting the game, to rolling-out pilot projects to schools, to the creation of tailored pedagogic materials and to the communication around, and promotion of, the programme.

This programme seeks partners interested in fundamentally reshaping the notion of value by engaging with the next generation. In particular, individuals or organisations with a background in financial markets, trading, currency, education, on-line training or gaming would bring direct skills that could truly accelerate this programme.

2 RESEARCH AND PUBLICATIONS

£50,000 per publication

The Long Finance Advisory Board in conjunction with the publication sponsors direct the scope of the research undertaken under Long Finance's two series, Finance Shorts and Eternal Brevities. Publications can be sponsored on an individual basis.

Topics that we would like to feature on the Long Finance publication agenda include the following:

- ◆ **Confidence Accounting:** taking a scientific approach to re-think the fundamentals of accounting practices;
- ◆ **Index-linked Carbon Bonds:** index linked carbon bonds create a hedge for a risk that hitherto has flummoxed investors in low carbon technologies and projects: the risk that changes in government regulations destroy the economics of their investment;
- ◆ **Discount Rates:** research into the uses and abuses of discount rates, including an exploration of their social purpose and the interplay between valuation, discount rates, the efficient market hypothesis and fair value accounting;
- ◆ **Alternative Currencies:** research exploring the role and value of alternative currencies such as the Terra or the WOCU for long-term financial stability;
- ◆ **Standards Markets as regulation:** the current international regulatory system is struggling to prove effective and is sometimes in conflict with national regulatory systems. Using standards markets to regulate financial activity could be a way forward;
- ◆ **Bubbles:** can bubbles in financial markets be predicted and to what degree of accuracy? How might such predictions impact on wider market behaviour and regulatory decisions?
- ◆ **Where does policy originate?** Research to understand what sources of information are used by policy makers, particularly from the private sector. Is there a disconnect between public-private information sharing practices?

More information about these research opportunities is available online at www.longfinance.net

OVERARCHING BENEFITS

The benefits of sponsoring a Long Finance publication include:

- ◆ reaching to a targeted audience of financial services experts, 'independent thinkers' and academics;
- ◆ associating your brand and expertise with a specific topic/area of research in finance;
- ◆ becoming part of the Long Finance brand(s) and being positioned as an organisation committed to long term improvement in finance.

SPONSORSHIP DETAILS AND IMPACT

Sponsorship of a Long Finance publication would involve a 6 month partnership starting with a brainstorming session ('colloquy') to stimulate original thinking and ending with widely distributed publication that disseminates the collective wisdom and key conclusions.

Type	Description	Influence	Visibility	Impact
Related Events				
Colloquy	Brainstorming with eclectic group of domain experts	Direction of research and authorship	<ul style="list-style-type: none"> ◆ Branding on invitations by email ◆ Sponsors' guests (1 to 2) 	10-financial professionals/ domain experts
Workshop	Refine research direction with author	Direction of research and authorship	<ul style="list-style-type: none"> ◆ Branding on invitations by email ◆ Sponsors' guests (5) 	20-stakeholders in financial services
Round table launch	Launch event for publication	<ul style="list-style-type: none"> ◆ Welcome address ◆ Suggest panel members ◆ Option of hosting the launch 	<ul style="list-style-type: none"> ◆ Branding on invitations, programme and website ◆ Branding and mention in press-release 	3000+ Long Finance community and wider network

Type	Description	Influence	Visibility	Impact
Publication				
Publication	2000 printed copies and electronic version on website	Associate your brand with innovative and ground-breaking research	<ul style="list-style-type: none"> ◆ Branding on back cover ◆ Detailed mention inside front cover or foreword ◆ 200 copies for your own distribution 	3000+ Long Finance community and wider network

3 EVENT SPONSOR

Between £5,000 and £15,000 depending on the event

Sponsorship of a Long Finance event can be customised to suit the sponsor’s specific goals. The venue and catering would be arranged and managed by the Long Finance team.

Type	Description	Influence	Visibility	Impact
Bi-annual conferences	<ul style="list-style-type: none"> ◆ Long Finance Spring and Autumn conferences 	City-centred visibility	<ul style="list-style-type: none"> ◆ Branding on invitations, programme and website ◆ Sponsors’ guests (10) 	3000+ Long Finance network 200+ Attendees
Workshops	<ul style="list-style-type: none"> ◆ Tailored workshops addressing critical issues and targeting a specific audience 		<ul style="list-style-type: none"> ◆ Branding on invitations, programme and website ◆ Sponsors’ guests (5) ◆ Sponsors’ proposed panellist 	3000+ Long Finance network 20 to 50 Participants