



# World Village Festival

- Takes place on 27–28 May 2023 at the Suvilahti Event Venue in Helsinki
- Finland's leading event for global action
- Annual total of 50,000–70,000 visitors
- Organised since 1995
- Free admission, family friendly
- A trade fair for sustainable development – 300 exhibitors from NGOs to companies and street food vendors
- The main organiser is Finnish Development NGOs Fingo, an umbrella organisation for NGOs and an expert organisation in development and global justice

# World Village Festival

- To stimulate debate about global issues
- To inspire people to act for a more just and fairer world
- To organise an event that is useful for Fingo member organisations and other partners
- To build a high-quality, diverse festival and offer the festivalgoers an impressive, memorable experience



# Finland's leading event for global action

- Provides an arena for global dialogue
- Raises awareness about global problems and searches for solutions
- Brings people together because it is only together that we can change the world
- Increases people's awareness and provides concrete ways to make a positive change in the world
- Is a joyful event for the whole family and an innovative and diverse international festival with free admission



# Festivalgoers

- 55% from Helsinki + 20% from other Helsinki Metropolitan Area cities
- Around 20% first-timers and 50% having attended the festival for at least 5 times
- Topical talks and discussions, top world music acts, delicious food, exhibitor stands and unique international festival vibes bring festivalgoers back year after year.
- Women account for around 70% of the total.
- 25–34-yos 24%, 35–44-yos 26%, 45–54-yos 23%
- [Visitor and exhibitor surveys](#)

# Festival organiser Fingo



- Fingo is the umbrella organisation for Finnish civil society organisations (CSOs) engaged in development cooperation and an expert in global development.
- Fingo inspires and engages people in Finland to take action for a more just world by increasing people's understanding of global issues
  - sustainable development and economy
  - climate justice and biodiversity
  - equality and human rights
  - civil society development

The logo for Fingo, consisting of the word "fingo" in a bold, lowercase, sans-serif font. The letter "i" has a small yellow dot above it. The logo is positioned in the bottom right area of the slide.

**fingo**

# Programme in 2023

- Concerts on the Music Stage
- Keynote talks, discussions, interviews and film screenings on the Speaker's Stage
- Exhibitions, installations, workshops
- Street Art Area
- Kids' Corner and programme
- Programme at exhibitor stands



# 2023 theme: Force for Change!



- It is difficult to change the world on your own, but together we can do it. Together we are a force for change.
- Inequalities and injustices are increasing. Human rights are being violated and restrictions are being placed on free civil society actors. The challenge posed by climate change to humanity is growing bigger every day. It will take all of us to reverse the unsustainable course that our planet is on. We believe that we can do it, but only as a united force acting together.
- The World Village Festival will bring individuals and communities interested in the Earth's future together for solutions and actions in May 2023. Join in to change the word and to create a collective force for change!





**Muutosvoima!**  
**Force for Change!**

# Cooperation opportunities



## Various types of exhibitor spaces

- Large tent spaces
- Small tent spaces and Market of Possibilities table stands
- Food and bazaar vendor spaces
- Early Bird discount for those who sign up by 22 December 2022

## Advertising opportunities

- Festival magazine
- Screens on the festival site, with a 40% discount for exhibitors and programme partners

## Programme cooperation

- Call for factual programme submissions (talks and discussions, films) open until 28 November 2022
- Call for cultural programme submission open until 15 January 2023

## Main and content partnerships

- Broad range of cooperation and many kinds of tailored options
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# Large tents

- The festival offers many different sizes of space for your own exhibitor tent, for example 6 x 6 m, 6 x 9 m or 6 x 12 m. Setups may also be tailored based on your needs.
- Large tent spaces include logo visibility on the festival website, the name of the stand on the site map and access to the Magito networking space.
- Resale rights and shared setups of multiple actors are possible only for large spaces and always agreed upon separately.
- Please note that there is a limited number of spaces and that spaces are sold on a first-come, first-served basis. Large spaces will be confirmed within two weeks from the sign-up date. Those with a tent space must take care of putting up their own tent and ensuring it is appropriately secured.

# Small spaces



- Table stands at the Market of Possibilities (2 x 2 m and 2 x 4 m). The Market of Possibilities is located indoors in Kattilahalli.
- Small assigned space for your own tent (3 × 3 m or 4 x 4 m)
- Affordable spaces for small organisations
- Special discount for Fingo member organisations
- Due to high demand and limited number of places, not everyone who signs up for a small space will be able to get one. Fingo member organisations are guaranteed a space.



# Vendor spaces

## Food vendor spaces

- For cuisines from all over the world
- We give preference to vegetarian, organic and locally grown food.
- 4 × 4 m assigned spaces for the vendor's own tent or food truck
- Spaces for approximately 60 food vendors

## Bazaar spaces

- For commercial crafts vendors and vendors selling domestic or international design products
- Available assigned space sizes 2 × 2 m, 3 × 3 m and 4 × 4 m. Vendors will need to bring their own tents.
- Approximately 50 bazaar spaces.



# Advertising space



- The World Village Festival magazine will be published in May with a large distribution of around 100,000 copies. The festival magazine is a tabloid-sized (280 x 400 mm) publication with 16–20 pages.
- Your video ad on festival screens may consist of still or moving images. It may feature a commercial message or some other activating element. The screens will be placed in high-visibility locations at the festival site throughout the World Village Festival weekend.



# Programme cooperation



- The programme application period is open for organisations that wish to produce programme items linked to the festival theme.
- The factual programme application is for speeches, interviews, films and discussions related to these programme items. Applications can be submitted until **28 November 2022**.
- Organisations can also suggest kids' programme, exhibitions, workshops, performances and other cultural programme linked to the festival theme. Applications can be submitted until **15 January 2023**.



# Content partners



- As a content partner, you will be involved in providing unique experiences and enjoyment for festivalgoers.
- Partnership may entail branding an area to reflect what you do, such as the Kids' Corner, Garden Area, Backyard, Street Art Area or the lounge area near the main stage.
- Partnership may also entail programme or art exhibition production, artist partnership or tastings and demonstrations of a new product.
- As a content partner, you will be included in festival communication and gain visibility at the festival site, in the festival magazine and on the festival website.



# Main partners



- As a main partner of the World Village Festival, you will be featured at Finland's largest sustainable development event, playing a strong role in enabling the festival and in showcasing solutions relevant to the theme.
  - Main partnership (4–6 partners) enables a broad range of content cooperation, and mutually beneficial bundles will be implemented with main partners.
  - In return for your contribution as a main partner, you will receive a special location for your stand, extensive visibility at the festival site and in festival communication and marketing, your own factual programme as well as other programme cooperation opportunities and many exclusive benefits.
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# Magito networking space

- The Magito networking space is a new meeting place in the festival area.
- Magito is an excellent venue for meetups, coffee and relaxing in the middle of the vibrant festival atmosphere.
- Magito gives access to meeting influencers, performers and many representatives of Fingo's member organisations and the civil society in general.



# On social media

- *Aftermovie 2022* <https://www.youtube.com/watch?v=602RCvtGJLM>
- *Photos 2022* <https://www.flickr.com/photos/kepa-ry/albums/72177720299260120>
- <https://www.instagram.com/maailmakylassa/>
- <https://www.facebook.com/maailmakylassa/>
- <https://twitter.com/maailmakylassa>



# Contact us to join in!

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