



# 2025 PROSPECTUS

Partner with **FDI World Dental Federation**

[fdiworlddental.org](https://fdiworlddental.org)

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## 2025 PROSPECTUS

### Partner with FDI World Dental Federation

# INTRODUCTION TO FDI WORLD DENTAL FEDERATION

As a membership organization rooted in commitment to ensuring optimal oral health globally, FDI World Dental Federation (FDI) works with its members to promote best practices in the sector through effective knowledge exchange approaches, lead global advocacy focused on oral health to promote political action in all countries, and build capacity through grants, awards, and a development fund. FDI is the leading voice of the dental profession and represents over one million dentists globally.

## FDI: A reliable, experienced and credible international organization

With an impactful history as one of the oldest dentistry-focused organizations, FDI is a leader in the global fight to deliver optimal oral health to all. FDI and its members are committed to expanding awareness of the vital importance of good oral health and its critical role in securing overall health and well-being.

FDI's staff team is based at the FDI Headquarters in Geneva, Switzerland. We work together to serve our members and support our leadership, and we are passionate about increasing awareness of oral health issues.

## Working in partnership

FDI recognizes and values industry and partners as a vital part of the global fight to improve oral health worldwide. The entire oral health community relies on quality, products, services, materials and equipment to serve their patients. FDI is delighted to work in partnership with forward-thinking, like-minded companies who demonstrate a clear commitment to FDI's mission.

## Why partner with FDI?

- Benefit from a wide range of partnership opportunities that can be aligned with your strategic objectives and deliver on your corporate social responsibility commitments and vision.
- Extend your reach by helping FDI empower individuals to take care of their mouths and bodies by supporting awareness-raising campaigns and projects.
- Leverage our pool of oral health experts at both the national and international levels.
- Collaborate with our member national dental associations on projects in specific geographies to improve oral health outcomes.
- Support our work to raise the profile of oral health on the global health and development agenda.



# CURRENT PARTNERSHIP OPPORTUNITIES

Opportunities to partner with FDI fall under different areas of our work. The investment can start from CHF 3,000. Listed below is a short summary of the current partnership opportunities available. For each of these opportunities, we have a detailed and fully costed proposal available on request. In addition, FDI will be pleased to explore with you a particular topic of interest.

## Health communication (advocacy)

### World Oral Health Day

On 20 March every year, we ask the world to unite to help reduce the burden of oral diseases, which affect individuals, health systems and economies everywhere. World Oral Health Day (WOHD) aims to empower people with the knowledge, tools and confidence to secure good oral health.

#### Duration

WOHD is a year-round campaign, launching in September each year, usually at the FDI World Dental Congress.

#### Partners currently involved



### Vision 2030

Integral to FDI's Advocacy strategy is Vision 2030: Delivering Optimal Oral Health for All (Vision 2030). Launched in January 2021, the report identifies challenges that will confront dentistry and the oral health community over the next decade and it proposes strategies for how these can be turned into opportunities to improve oral health, reduce oral health inequalities, and contribute to reducing the global burden of oral diseases.

FDI recognizes and values industry as a vital part of the global fight to improve oral health worldwide. Vision 2030's Industry Action Group meets up to four times a year. Its purpose is to

- receive updates on global oral health matters,
- help translate FDI's advocacy objectives into practical actions through programmes and campaigns,
- contribute industry perspectives on the ways to address the priorities set out in Vision 2030.

#### Duration

A year-round campaign. Partners renew their commitment each calendar year.

#### Partners currently involved



## Sugar advocacy

The adoption of FDI's [Position on Free Sugars](#) and its strong alignment with recent developments in the oral health policy landscape provide FDI and its members with a significant opportunity to take a leading role in global efforts to address this major risk factor for the world's most common health issue – dental caries – as well as other noncommunicable diseases more broadly. FDI would like to strengthen its advocacy and capacity-building work on the harmful effects of sugar to oral health and general health.

### Duration

To be defined depending on the activity.

### Partners currently involved

Available for partnership.



## Continuing education and professional development

### FDI World Dental Congress

The FDI World Dental Congress is a flagship continuing education event for FDI, and a unique opportunity to strengthen ties and foster collaboration within the global oral health community. Mark your calendars and take part in this event, where you will have the chance to get together and meet with leaders within the oral health profession, and beyond, from around the globe.

### Opportunities

There are many ways that industry can engage with the Congress. They can be found in the [Exhibition and Sponsorship Prospectus](#). Details about the Congress can also be found on the [WDC website](#).



FDI is delighted to announce that the FDI World Dental Congress 2025 (WDC25) will be co-hosted with our member the Chinese Stomatological Association (CSA) in Shanghai, China, from 9-12 September 2025.

## Master CE Programme

The Master CE Programme is a face-to-face (classroom) continuing education programme that is expected to be delivered in all FDI global regions. The first programme is focusing on adhesive and aesthetic dentistry.

The curriculum content is targeted to a general practitioner audience with the aim to increase the quality of every day practice thanks to some hands-on components. Delivered as in-person courses, the programme includes the following 5 modules:

- Aesthetic diagnostic & analysis
- Principle of adhesion
- Minimally invasive and preventive aesthetic treatments
- Direct aesthetic restorations
- Indirect aesthetic restorations

### Duration

Ongoing. Partners are invited to sponsor for two years.

### Partners currently involved



**fdi** **CE**  
Continuing Education  
Programme

## International Dental Journal

The *International Dental Journal* (IDJ) features peer-reviewed, scientific articles relevant to international oral health issues, as well as informative articles aimed at clinicians. Partners may support the creation of a dedicated IDJ supplement (3-5 articles) on a specific topic. IDJ is an open access journal with no subscription charges. Gold open access means that authors who publish in IDJ can make their work immediately, permanently, and freely accessible to researchers worldwide. An IDJ supplement can be built as part of a wider project or it can be set up as a specific stand-alone activity.

### Duration

Flexible, depending on the nature and size of the supplement.

### Partners currently involved



as part of a project on Infection Prevention & Control.



## Young Dentists Forum

The Young Dentists Forum aims to allow young graduates to engage in their generation's hottest topics and to develop their career through continuing education, panel discussion and social networking. Development through continuing education is an essential part of the dental profession and one of FDI's key programmes. The Young Dentists Forum provides a unique opportunity for a cohort of the world's best and brightest young dentists to meet during FDI's World Dental Congress each year to learn, to share and to network.

### Duration

Annual programme with a preference to support a two-year cycle.

### Partners currently involved



## Webinars

FDI delivers an extensive series of webinars through its [Oral Health Campus](#). Webinars can be included as a specific deliverable in an education project. They can also be designed and produced on a stand-alone topic. FDI webinars are usually CE approved by ADA-CERP.

### Duration

Flexible.

### Partners currently involved

Various projects include webinars.



FDI designs and delivers a wide range of projects to both inform and equip its members in their daily work. These projects usually rely on partner funding to support the various materials and other resources developed on the chosen topic. Listed below are a sample of the projects that are either underway (due to FDI or partner funding) or are approved, ready and waiting to start once funding is secured.

## Developing knowledge

### Sustainability in Dentistry

The healthcare sector is responsible for around five per cent of global greenhouse gas emissions, of which oral healthcare is an important contributor. The Sustainability in Dentistry project aims to provide oral health professionals and their teams with the required resources and tools to play an active role in reducing the environmental impact of their practice.

#### Duration

Phase II of the project runs to the end of 2025. New partners are invited to commit to the end of the current phase.

#### Partners currently involved

Partners:



Supporters:



Additional partners welcome to participate.



### Tobacco Cessation

Tobacco use is one of the major challenges to international health and all health professionals have an important role to play in helping to stop the global tobacco epidemic. Through the Tobacco Cessation Project, FDI is training and supporting oral health professionals to help their patients reduce or quit tobacco use.

#### Duration

12 – 24 months

#### Partners currently involved

**LION**

Additional partners welcome to participate.





## Antimicrobial Stewardship

Antimicrobial resistance is recognized as one of the biggest threats to global health by the World Health Organization and is expected to be responsible for ten million deaths each year by 2050. Dentists are responsible for prescribing 10 per cent of all antibiotics for humans. Over the last few years, FDI has been working to establish a framework and provide tools for dentist, dental teams and national dental associations to tackle ABR.

### Duration

12 – 24 months

### Partners currently involved

This is currently supported using FDI own funds.



## Diversity & Inclusion

It is widely accepted in all industries that hiring people from diverse backgrounds, nationalities, and cultures brings a fresh array of perspectives. This can lead to more innovation, better performance and increased profits. Dentistry is a healthcare field that lags in diversity, with less than 15 per cent of dental students in the U.S. coming from underrepresented backgrounds, according to a January 2019 study in the Journal of Dental Education.

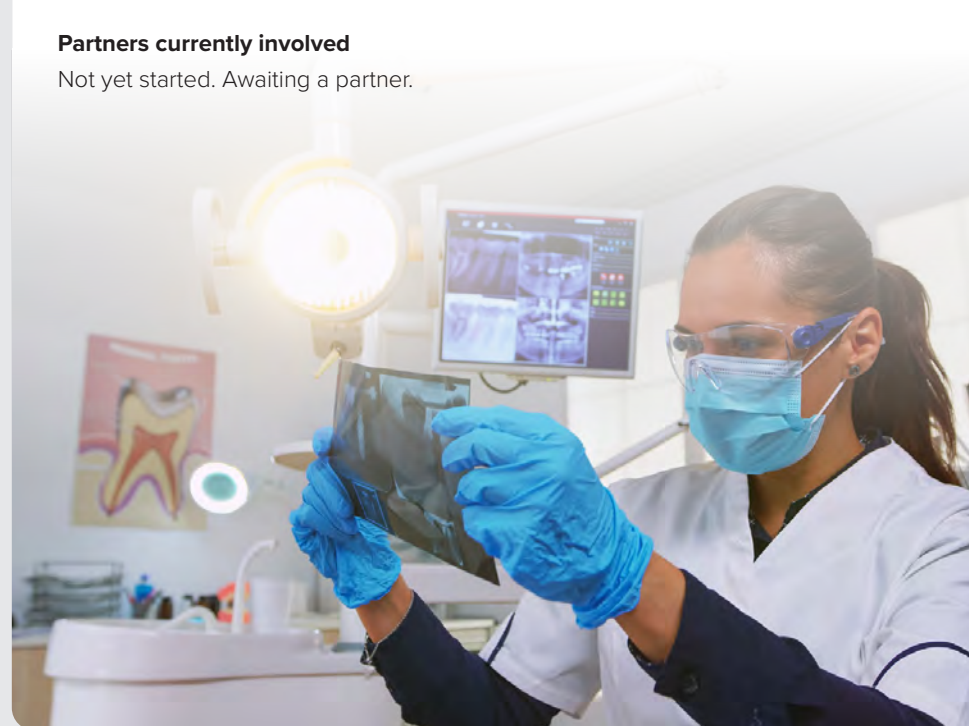
This project aims to raise understanding of the importance and benefits of a diverse and inclusive oral healthcare workforce, develop a suite of multi-media resources to educate and equip National Dental Associations in the field of D&I and provide development opportunities for emerging leaders from low & middle-income countries.

### Duration

24 months

### Partners currently involved

Not yet started. Awaiting a partner.



## Human Papillomavirus Project

Human papillomavirus (HPV) has been linked to several oral health conditions, including oral cancers, oral warts, and other lesions in the oral cavity. Dentists and dental teams spend their days looking into the mouths of patients. They are therefore well placed to play a crucial role in risk assessment and prevention, early detection & diagnosis, patient education, referral and advocacy.

FDI proposes to deliver an education project on HPV for its members. The project will serve to raise their awareness and enhance their understanding of the virus and its implications. Moreover, it will provide them with the knowledge and tools to engage with their patients on this important subject.

### Duration

16 months

### Partners currently involved

Not yet started. Awaiting a partner.



## Artificial Intelligence

FDI has published a [white paper](#) on Artificial Intelligence (AI) in dentistry, covering its scope, applications fields, limitations, and future governance requirements. A major identified aspect was the limited literacy of dental professionals around AI and data-derived applications for healthcare.

### Duration

Depending on agreed project outputs.

### Partners currently involved

Not yet started. Awaiting a partner.



## Citizen (Patient) Engagement Initiative (CEI)

The CEI aims to inspire individuals to advocate for oral health and demand that their well-being be prioritized. Poor oral health can significantly impact quality of life, affecting economic, social, emotional, and mental well-being. There is a need to hear from patients directly, so that they can share their 'lived' experience and help to identify the health system changes that are needed from a user perspective.

FDI's Citizen Engagement Initiative will leverage advocacy from and for those affected by oral diseases to enhance the oral health response. This initiative will also inform FDI's advocacy and public health efforts and serve as a model of patient engagement for other members of the oral health community.

### Duration

1 – 3 years depending on agreed project outputs.

### Partners currently involved

Awaiting a partner.



## Podcasts

FDI has a Podcast series titled *Dental Check-up*. It has proven to be a popular medium to deliver educational topics on topics of interest. Further podcasts can be embedded in a broader project or can be created as a stand-alone activity.

### Duration

Flexible.

### Partners currently involved

MPS as part of a project on Mental Health & Well-being.



## Enabling change, transforming lives

### World Dental Development Fund

The aim of the FDI World Dental Development Fund (WDDF) is to improve oral health globally, primarily through the establishment of innovative prevention and access programmes in disadvantaged populations. WDDF illustrates FDI's commitment to its members and the funded projects reflect the core values and principles of FDI, which are integrity, a culture of inclusiveness, excellence, and ethical behaviour.

#### Duration

The funding awards are made annually. Partners are invited to support for 1 – 3 years.

#### Partners currently involved



support two projects per year. More partners are invited.



### Mouth Heroes

Mouth Heroes for Schools is a teaching resource for children aged 5–9 years. It gives teachers everything they need to deliver engaging lessons to make sure children take good care of their teeth and mouth.

Toothie, our child-friendly spokesperson for Mouth Heroes, takes children on an exciting journey to develop important health-related life skills. By the end of their Mouth Heroes work, children will understand how to take care of their mouth, beware of certain foods that can harm their teeth and body, take greater responsibility for their own oral health and feel empowered to practice healthy behaviours – now and in the future.

#### Duration

Ready-made resources that can be downloaded and used anytime.

#### Partners currently involved

Awaiting a partner.



## Building Customer Confidence

### FDI Recognition Programme

The FDI recognition programme provides the non-exclusive right for a partner to use the FDI logo on product packaging and in other external communications, along with a Supportive Statement for a particular product (or products). This can be printed physically on products and packaging. It can also be used digitally in online marketing. The cost is based on the markets or regions where the logo will be used.



FDI recognises that brushing twice a day with a fluoride toothpaste such as [this product] is beneficial to oral health.

For best cleaning result, change your toothbrush every 3 months or when the bristles splay.



### FDI Supporter

Companies who chose to become an FDI Supporter make an annual contribution to support the general work of FDI. In return FDI offers the following:

- Profile on FDI website by placing your logo on a “[Supporters’ wall](#)” with a hyperlink to the company’s website.
- Placed on FDI mailing list for FDI newsletter and President’s letter.
- A digital “FDI Supporter” seal/logo that you may use on the supporter’s homepage\*
- Two free places at a special FDI Supporters’ event during the FDI World Dental Congress.

\*The seal must not be used directly on product sales literature, packaging or other direct sales materials.

#### Duration

Renewed each year.

#### Partners currently involved

Hoffmann’s Dental, Purlife, DentalPlay.



## **Bespoke opportunities**

In addition to the opportunities listed in this prospectus, FDI is receptive to other collaborative activities that will help support the mission to work with its members to improve oral health worldwide. Please feel free to contact FDI if you would like to discuss other ideas or opportunities.

### **Contact David Cooke**

Associate Director, Partnerships & Corporate Relations

[dcooke@fdiworlddental.org](mailto:dcooke@fdiworlddental.org)

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Chemin de Joinville 26 • 1216 Geneva • Switzerland

T +41 22 560 81 50 • [info@fdiworlddental.org](mailto:info@fdiworlddental.org)

[fdiworlddental.org](http://fdiworlddental.org)