



AIDS 2010

XVIII INTERNATIONAL AIDS CONFERENCE
JULY | 18-23 | 2010 | VIENNA AUSTRIA

Rights Here, Right Now

IMEX Green Meeting Award 2011 APPLICATION

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Environmental indicators

1. Energy efficiency

The conference venue, *Reed Messe Wien*, was selected on the basis of several considerations, environmental capabilities being an important one. The venue has significant benefits in this regard, including:

- Numerous and large windows, limiting the need for additional lighting
- Limited use of air conditioning
- Shutter system operated via sensors to adjust the venue temperature
- Central heating system using district heating
- Water taps fitted with energy saving motion sensors
- Sorting bins throughout the venue to facilitate waste separation
- Location just a few minutes from the city center by direct public transport – two metro stations in front of each entrance of the venue
- Citybike pick-up point in front of the venue giving visitors access to Vienna’s low-cost bicycle hiring system
- Smoking prohibited in all enclosed areas
- Messeturm tower illuminated by its own photovoltaic array
- 100% fresh air used in the centre for heating, cooling and humidification.

AIDS 2010 Statistics:

PEOPLE:

- Over 18 000 participants, including:
- 13,841 delegates
- 848 scholarship recipients
- 1,824 speakers
- 1,276 media
- 770 volunteers
- 190 countries represented

INFRASTRUCTURE:

- 20 Session Rooms
- 20,000 sqm of Exhibition
- 280 Sessions

Highlights:

The conference venue was big enough and could perfectly accommodate an International AIDS conference; there was therefore no need to set up additional tents or temporary structures.

The organizers followed a policy of the “4 R” – *Reduce, Reuse, Recycle and Raise awareness* and constantly tried to implement these into their event management practices (see [Annex 1](#)).

To limit the energy usage in the 20’000 sqm of exhibition space, only one electrical station was provided to feed eight exhibition booths.

The hotels used for conference preparation meetings were selected based on a “*green meeting check list*” (see [Annex 2](#)) internally developed by the conference organizers. This was done to ensure a choice of a hotels with good environmental practices. High standard hotels were often replaced by ones of lower standard in order to be within walking distance to the venue, providing environmental and economic benefits.

2. Air & water quality

Flights linked to the conference were **carbon offset** whenever possible. The AIDS 2010 organizers offset all staff and speaker flights automatically. Delegates could also choose to tick a box on the online registration form to offset their flights.

In total **US\$30,000** were collected through the carbon offset project and given to the following organizations:

- **Action Carbone** (US\$12,000), an organization supporting sustainable development projects in developing countries. The donations were spent on two projects designed to protect the environment through reduction of CO2 emissions. <http://www.actioncarbone.org/en/projet.php?typ=co2&id=53&PHPSESSID=62509ab2090a052f3072a3d2abcb289a>
<http://actioncarbone.org/en/projet.php?typ=co2&id=48&PHPSESSID=8b3576e899ab3fc08d06f6e421856e19>
- **Township Patterns** (US\$13,000), an NGO which, in partnership with independent female sewing cooperatives in Cape Town townships, designs, produces and markets a range of eco-friendly products. The conference organizers chose to fund the Saambou Sewing Cooperative with a significant part of its donations. <http://www.township.co.za/the-township-story/sewing-co-operatives>
Township Patterns also provided all delegate bags for the IAS 2009 conference.
- **Austria Runde Sache** (US\$5,000), an organization run by young people collecting and recycling CDs and DVDs in Vienna. The company which recycles these products employs disabled people. The group also produces material for workshops on environmental issues. <http://katholische-jugend.at/runde-sache-auf-erfolgskurs/>

Fair Trade and *locally grown* food was served whenever possible.

The conference venue was in *walking distance* to many hotels and restaurants. When this was not the case, all participants were encouraged to use *public transportation*. No shuttle buses were provided but all participants had the opportunity to tick a box on the online registration sheet to get a transportation pass at a reduced rate negotiated by the conference organizers with the City of Vienna. Over 10'000 passes were sold and then directly incorporated into the conference badges to avoid unnecessary printing of tickets.

3. Water conservation

The following stickers were placed in all bathrooms at the conference venue:



Tapwater is drinking water

Delegates were thus encouraged to refill their water bottles from the tap.

4. Waste minimization

During the conference only *water jugs and glass bottles* were ordered by the organizers in order to avoid plastic waste (of disposable cups and bottles).

Abstract Books were only *printed upon order* prior to the conference. Consequently, no abstract books were leftover after the conference. To compare with previous congresses: In 2008, 10'000 abstract books were printed and only 5'000 sold. In 2010, only 4'000 were printed and all were sold. This equals **7 tons of paper saved!**

All delegates were provided with a *CD-ROM* in each conference bag where abstracts and posters could be freely uploaded online.

Recycling stations were available throughout the conference venue and at loading docks for exhibitors.

Food was served as "*buffet*" style instead of individual lunch boxes whenever possible to avoid unnecessary packaging and waste.

The left over food was *donated* to a local NGO - "Gruft" (<http://www.gruft.at/>), which distributed it to the homeless community. The non-consumed food from AIDS 2010 was enough to feed **160 people daily**.

Donation boxes were placed in several locations in the venue (indicated with the following pictogram  **Donation Box** on all conference signage – see [Annex 3](#)), enabling participants to donate items they did not want to take home. Out of the 3'124 delegates interviewed online, 76% reported to have used these donation boxes. Examples of donations: furniture, banners, printers, copy machines, stationary, clothes. All donations were given to "Wiener Tafel" (<http://www.wienertafel.at/>), which distributed everything to social organizations in Vienna. The left over bags (about 800) were *donated* to the local "Rom" community.

5. Environmental purchasing

All “Requests For Proposals” released prior to the conference had *CSR criteria*, which played an important role when selecting suppliers.

All suppliers received information about the IAS CSR policy; *Reduce, Reuse, Recycle, Raise Awareness*.

All contracts with suppliers now include the 10 principles of the *Global Compact*. Suppliers thus agree to adhere to these principles when working with the IAS.

All printing for the conference publications was done on *eco-friendly* paper, approved by the PEFC (Programme for the Endorsement of Forest Certification).

At previous congresses, all media participants were given a printed information kit. For AIDS 2010, all information for the media representatives was distributed on USB-sticks.

The conference invitation programme was sent out *electronically* only, not in hard copies as for previous congresses.

Economic indicators

A more sustainable conference management saved:

US\$ 15'000 by not printing invitation programmes

US\$ 18'000 by not printing general information booklets

US\$ 20'000 by printing abstract books only upon order (instead of printing stock)

US\$ 500'000 by not providing shuttle busses (based on AIDS 2008 transportation budget)

US\$ 50,000 by not having to buy water for delegates (based on AIDS 2008 water budget)

TOTAL SAVED compared to previous congresses: **US\$ 603,000**



Social indicators

6. How did your meeting help commitment to change in the community?

The location of the AIDS 2010 Conference was not random. The selection of Vienna as host for AIDS 2010 reflected the city's open and unprejudiced attitude toward those affected by HIV. Furthermore, the proximity to Eastern Europe and Central Asia made Vienna the ideal location to discuss HIV issues in the region, as well as globally. Furthermore, the conference fees were adjusted according to whether the delegate was from a low, medium or high income country.

The conference organizers conducted a major *accessibility* project for the AIDS 2010 conference including the following measures:

- Having an email address for all accessibility related questions
- Having an accessibility information desk close to the registration area staffed by a volunteer and a sign language interpreter
- Offering sign language interpretation for opening, closing, plenary sessions and key sessions in British English and/or Russian
- Offering Austrian sign language interpretation upon request
- Printing Braille and large printing copies of the conference pocket programme
- Renting wheel chairs to delegates
- Offering free registration for disabled delegate's accompanying person upon request
- Offering a level A website (www.aids2010.org). When you conform to Level A, it means that you eliminate the major accessibility barriers. It makes content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these.

AIDS 2010 also had a diverse cultural program open to the public. Among other things, this included a Global Village event encouraging and promoting cultural diversity (<http://www.aids2010.org/Default.aspx?pageId=268>).

Conference organizers arranged *engagement tours* for delegates to local social institutions. The aim was to “*exchange knowledge, best practices, successes, challenges, and innovative solutions through dialogue and hands-on activities*” (<http://www.aids2010.org/default.aspx?pageId=301>).

The International AIDS Society is one of few NGO's who actually measure and evaluate their events and outcomes. This is clearly shown in the AIDS 2010 Evaluation Report (http://www.iasociety.org/Web/WebContent/File/AIDS2010_evaluation_report.pdf).

Delegates responded positively to the CSR measures when filling out the conference *evaluation* forms. When asked about what benefits had been gained from the conference, the most frequently noted benefits were new knowledge and new contacts and/or opportunities for future collaboration, including professional development and career

development. Many also followed AIDS 2010 online. Surveyed delegates in this group felt the main benefits drawn from the event was sharing experiences and lessons learned and affirmation/confirmation of current work/research direction, approach and/or practice. Most of the delegates and online followers anticipated sharing the information gained with colleagues, peers and/or partners.

Partnerships with local NGO's and organizations like the Wiener Tafel and Gruft (as explained in detail above) enabled conference organizers to have a positive influence and "give back" to the local community. AIDS 2010 organizers also committed to use local suppliers whenever possible.

Delegates normally spend between 20 and 25 million USD during the conference week on shopping, hotels, local transport and restaurants (Source: University of Toronto, study on AIDS 2006 impact).

Moreover, the donations made to Action Carbone and Township Patterns contributed to have a positive impact on a more global scale.

Volunteers, who mainly came from the local community, were given the possibility to participate in condom workshops as well as being free to enter any session during the entire conference whenever not on duty.

An *online brochure* on HIV/AIDS for non-delegates was developed and circulated to provide external staff and suppliers (AV, build up, signage, catering, etc...) with basic information on what the conference was held for and what the impact was in the response to the HIV/AIDS epidemic.

A "*green team*" of volunteers were on site during the entire conference to inform delegates about the CSR programme and all the actions taken to keep the conference as sustainable as possible, they were all wearing green t-shirts to be easily identified.

Information was also provided on session room screens before each session and during breaks (see Annex 5), on signage throughout the conference venue and on the conference website.



Annexes

ANNEX 1 – SOCIAL RESPONSIBILITY POLICY

AIDS 2010 is Socially Responsible

In an effort to ensure that AIDS 2010 is socially responsible, the conference secretariat has taken measures to:



REDUCE the environmental impact of the conference while supporting the local economy by:

- Using local suppliers who have good social responsibility policies, whenever possible
- Offsetting carbon emissions and giving conference attendees the opportunity to do so
- Reducing the number of publications printed, and printing on Forest Stewardship Council-certified paper.

REUSE conference surplus by:

- Implementing a donation programme
You can contribute to this initiative by leaving any items you do not wish to take home (delegate bags, stationary, printed materials, etc.) in one of the “donation boxes” located in Foyer A, Foyer D, the concourse and the Global Village.
- Collecting surplus food and redistributing it to homeless people in Vienna.

RECYCLE conference waste by:

- Giving conference attendees the opportunity to recycle their waste through sorting bins placed throughout the venue.

RAISE AWARENESS on:

a) Our greening efforts by:

- Communicating these efforts to our staff, suppliers, delegates and exhibitors.

b) HIV and AIDS issues for non-delegates by:

- Expanding our online coverage of conference issues
- Extending outreach by holding conference hubs in Eastern Europe and Central Asia for those who are unable to attend the conference
- Giving our volunteers access to the sessions and content of the conference.

ANNEX 2 – GREEN MEETING CHECKLIST

Meeting preparation – Selection of venue

Discuss these points with venue/hotel before decision. Make it a point that these issues are important to the IAS and that we will base our bars decision (also) on their collaboration in green matters. If necessary, put important points into contract (eg non-exotic, regionally grown food, tap-water instead of bottled water).

Does the hotel:

- use solar/wind energy or a green power supplier
- have a water recycling system
- use ecologically sound means to clean the pool water
- only wash towels that guests throw on the floor
- doesn't change bed-sheets every day
- turn off the stand-by mode of electronic devices (esp. TVs)

Contract: Include a green preference clause in the offer/contract, such as:

The International AIDS Society gives preference to venues that have active and ongoing sustainability programs and policies. Specifically, preference is given to facilities that have:

- *A comprehensive environmental policy;*
- *Programs to recycle and otherwise reduce solid waste;*
- *Programs for the conservation of energy and water;*
- *Programs to reduce the use of harmful chemicals;*
- *Programs to improve indoor air quality; and*
- *Environmental initiatives above and beyond those listed herein.*

Reduce

Meeting rooms

- Turn equipment off (not on stand-by)
- Turn heat / air conditioning down and open windows frequently (meeting rooms)
- Provide eco friendly strationary

Food and Bev

- Provide tap-water (no bottled natural water)
- No plastic bottles
- Buffet style instead of individual boxes
- Food should be seasonal/, regionally grown/organic with vegetarian options
- Keep the dishes/snacks simple (eg avoid seafood)

Reuse

Meeting rooms

- re-use towel for the duration of the stay
- re-use notepads, no need to change every day

Recycle

Food and Bev

- Donate left-over food to charity

Stationery and meeting materials

- Provide different collection bins for
 - waste that can be recycled (paper, plastic bottles)
 - waste that can be re-used (name-tags, binders, blank paper, brochures)
 - donations

Raise awareness

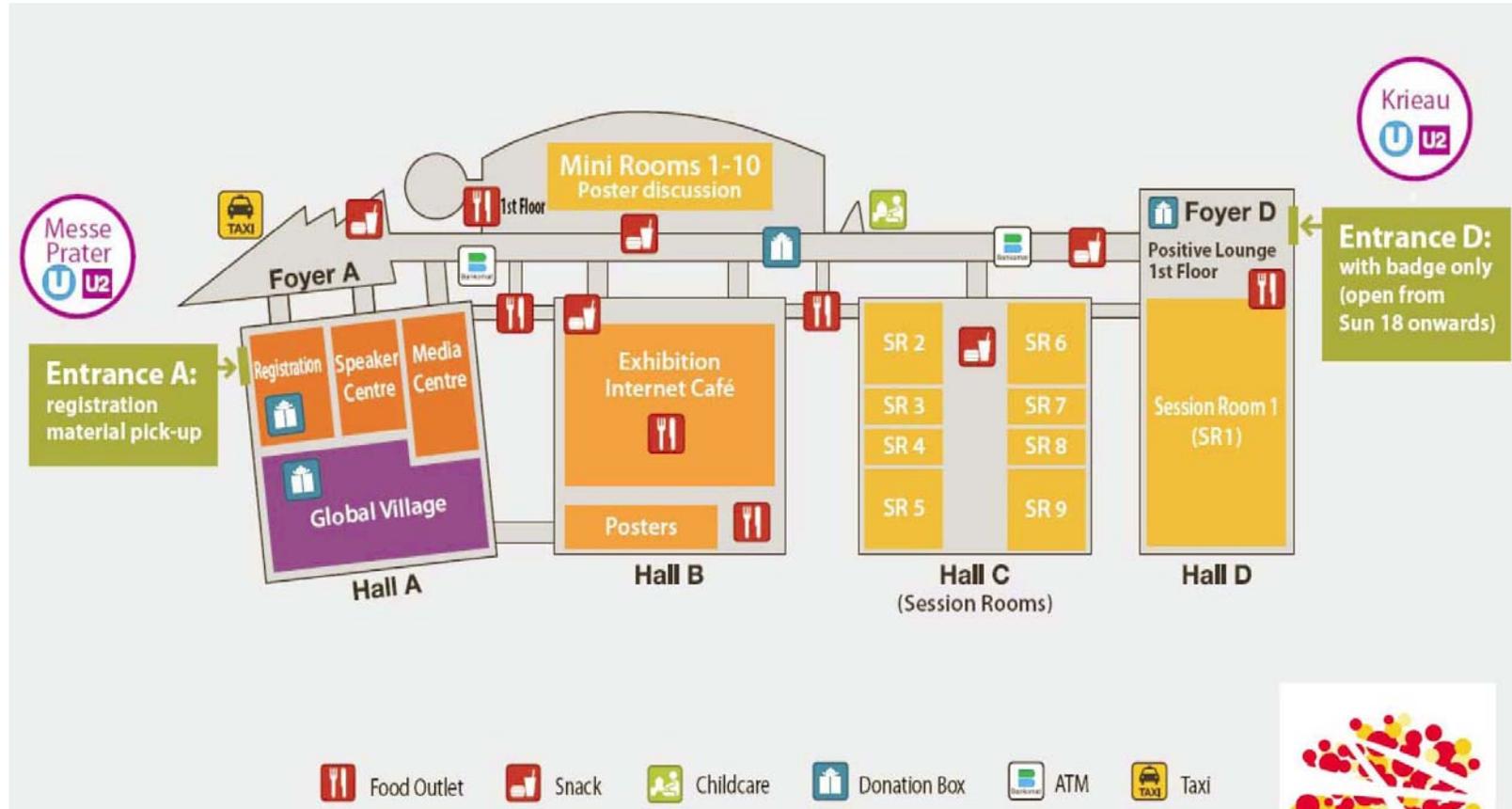
Greening Efforts

- Provide meeting attendees with explanation on our greening programme

HIV/AIDS awareness

- Send the "HIV/AIDS awareness guide for non-delegates"

ANNEX 3 - FLOORPLAN



www.aids2010.org



ANNEX 4 – EXAMPLE OF SCREEN DISPLAY DURING SESSION BREAKS



AIDS 2010

www.aids2010.org

DONATION PROGRAMME

Donation boxes are available throughout the conference venue for you to leave any material you do not wish to take home (delegate bags, pens, pads, stationary, etc.)

All collected items will be donated to established social institutions who offer basic care for people in need.

Thank you!

