

Sponsorship prospectus

i-SUP2010

Innovation for Sustainable Production

April, 19 – 21, 2010

Bruges (Belgium)



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1 Contact addresses

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2 Invitation

Dear Colleagues and Friends,

i-SUP 2010 – 2nd International Conference on Innovation for Sustainable Production 2010 in Brugge

“Greening the economy” is not just a hype where we simply need to color the economy green. It asks for a fundamental rethinking of our consumption and production pattern. We must seek to integrate product and process design, make a proper choice of materials and energy used, to interconnect between industries both downstream and upstream but also with neighboring industries and residential areas. Only then will we be able to really achieve the promise of a sustainable economy and sustainable development. This path is not a path of less but a path of growth with respect for and in collaboration with others. The very nature of sustainable development implies the interconnection and intertwining of economy and ecology. It will be a path of revolution and not of evolution. Therefore it is only logic that a large international conference aimed at innovative sustainable production methods tries to intertwine different disciplines and methodologies.

i-SUP2010 will cover 6 separate international conferences at the same time and the same location, each aimed at a specific target audience of industry leaders, universities, research institutes and decision makers, covering such wide fields as :

- **Sustainable Production;**
- **Sustainable Chemistry;**
- **Sustainable Energy;**
- **Materials for Sustainable Production;**
- **Carbon dioxide capture and storage (CCS);**
- **In vitro methods replacing animal testing (CARDAM).**

Each theme holds the contents of a full-fledged conference with key-note speakers, presentations and posters. The unique feature of i-SUP2010 lies in assembling 6 full quality international conferences at one large, attractive site i.e. Oud Sint Jan’s in Bruges. The stimulating atmosphere and the opportunity for meeting and seeing other disciplines, scientists or industries offers the added value of i-SUP2010 over single topic international conferences.

i-SUP2010 believes that this integrated approach of meeting and conferencing will bring great benefit to all participants.

We are looking forward to meeting you in Bruges.

D. Fransaer
Chair of the local organizing committee

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3 Organizing committees

Scientific Advisory Board

The scientific advisory board is responsible for the selection of the presentations at the event based on the submitted abstracts. For each parallel conference with sub-themes a dedicated advisory board is set-up.

Overall Organizing Committee

The organization for the overall event is in the hands of VITO – the Flemish Institute for Technological Research – and MIP – the Environmental and Energy technology Innovation Platform Flanders.

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4 Official opening

The official opening of the event is foreseen on Monday April 19 2010, at the site of Oud Sint-Jan in Bruges.

That evening, at the famous Concert Hall in Bruges, one of the most prominent music complexes in Flanders, important international speakers will hold a key-note lecture:

- Introduction: Dirk Fransaer (Managing Director VITO and Chair of the local organizing committee)
- Key note 1: Rajendra Pachauri (Nobel prize winner and Chairman of the Intergovernmental Panel on Climate Change)
- Key note 2: Mildred Dresselhaus (Professor at the Massachusetts Institute of Technology (MIT) – Physics Faculty)
- Key note 3: TBC

The official opening will be concluded with a musical performance of international and supreme elegance: Scala & Kolacny Brothers. More info: <http://www.scalachoir.com/>

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5 Scientific program

The scientific program will start on Monday April 19 at 9:00 and will finish on Wednesday April 21 April 2010 at 16:00. Abstracts are invited on the following topics:

1. Sustainable Production – Theo Geerken

General Introduction

The focus of sustainable production varies across the world. In developed economies the focus lies on environmental improvements under acceptable socio-economic conditions, whereas the focus in the bottom of the pyramid economies is on socio-economic improvements under acceptable environmental conditions. In this conference we focus on the developed economies that need to survive themselves but also need to create environmental space for less developed economies.

Sustainable production already has a long track record, nonetheless the number of hard and soft policies for sustainable production are still increasing at all scale levels : substances, technologies, products, factories, companies, industrial area's, sectors, regions, countries, economic area's , world level etc. Also a wide array of policy instruments is applied ranging from informative and market based to command and control instruments. In one conference one cannot cover all these dedicated policy area's into detail but we would like to reflect on the success factors of these policies and their instruments, the need and practice for better regulation and the question whether there is still a need for more (complementary) policies.

Research actors and communities continuously are improving or extending existing tools, methodologies, general concepts and approaches like industrial ecology, material flow accounting, life cycle management, (hybrid) IO-LCA, eco-efficiency, circular economy, system innovation , transition management or trying to define new ones. We would welcome contributions from new developments in these fields, illustrated with their added value for sustainable production and some empirical evidence of their application.

Business actors and producers independently from policy measures increasingly have taken up sustainability issues as a strategic driver and are using for instance sustainability reporting as a communicating instrument but also as an internal driver for continuous improvement on sustainability performance. In this conference we welcome contributions from businesses on their experience and lessons learned about improving their sustainability performance.

Finally consumption and production are closely related, two sides of a coin, which means that also consumers and end-users have a role to play. Approaches that aim for sustainable production through demand side measures are for example carbon footprint labelling, eco-labelling, green public procurement, rating systems for green building. Both at international (UNEP), European and national level Sustainable Consumption and

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Production (SCP) is a subject of growing interest, sometimes called “sustainable development in practice”. The SCP area, which addresses both production and consumption, is still under development and we would welcome contributions that show successful pieces or approaches for the SCP puzzle, or show a promising way forward to develop this new emerging field.

Theme 1: Policies for sustainable production

Theme 2: New approaches, methodologies, tools for sustainable production

Theme 3: Sustainable production: Business examples and research cases

Theme 4: No production without consumption: the two sided coin from SCP

2. Sustainable Chemistry – Ludo Diels

General Introduction

Scarcity of resources (fossil fuels, water, minerals,...), economical and ecological costs of waste streams (mineral and organic waste, CO₂,...) as well as social awareness force the modern society to sustainable production and consumption processes. Chemistry plays a key role in the production of intermediate products for further processing and manufacturing. Sustainable chemistry has a big impact on sustainable production of consumer goods.

Process Intensification is the methodology to develop innovative processes based on higher conversion rates, less resources consumption and reduction of its emissions. Intensification can be achieved by optimization of downstream processes, new pathways, better green solvents, new (immobilized) catalysts to improve efficiency and specificity. Most important in intensified processes, downstream processing can no longer be seen as a separate step coming after the reaction. Integration of downstream processes will directly impact the efficiency of the (bio)chemical reaction. Integration of different disciplines will thus be inherent and crucial to the success of this development.

New research for cheap and renewable feedstock production as well as fractionation, separation and modification will lead to alternative building blocks for a new sustainable chemistry based on a cradle to cradle principle.

In order to take the right decisions concerning new developments an all-embracing evaluation system is needed to calculate the real benefits for the people, the planet while still making profit.

Theme 1: Biorefineries and biorenewables (From biomass to product)

Theme 2: Process intensification (Re-inventing chemical processes)

Theme 3: Sustainability evaluation (Are we doing it really better?)

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3. Sustainable Energy – Guy Vekemans

General Introduction

"Energy, the new connection between people, money and technology"

Since ages it is well known that energy drives people in many different ways. Now we are entering an age where energy can be more than a driver. It can become an essential connection in a new society, linking people, money and sustainable technology. A sustainable and smart energy society is within our reach. This of course requires integration of mobility and housing, interaction of actors and efficient communication. How can this be achieved?

This session focuses on business cases, technological solutions and new energy actors or new activities of energy actors in the market. Most of these items are related with what is often called "smart grids". In this field more and more results become available from field trials or pilot projects. These results will be highlighted in this session.

Theme 1: Energy connects people

Theme 2: Energy connects money

Theme 3: Energy connects technology

4. Materials for Sustainable Production – Jan Luyten

General Introduction

Advanced materials technology is a key enabler for sustainable growth in our competitive economy. Materials technology will be of prime importance to solve the urgent societal problems concerning energy, the environment and health issues.

Functionalised porous structures allow novel membrane and catalytic processing applications to reduce emissions and revolutionise process performance. Advanced surface treatments enable the environmentally friendly industrial production of ever more compact products, requiring less raw materials and offering much more functionalities.

Advances in biomaterials result in smaller, economically viable systems to enhance the quality of life.

Under the I-SUP 2010 theme "Materials for Sustainable Production", contributions under this exciting umbrella of research and development are welcomed. The following session topics are foreseen:

Theme 1: Materials for Energy and Environment

Theme 2: Materials for Health

Theme 3: New Materials Processing Routes

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5. Carbon dioxide (CO₂) capture and storage (CCS) – Roland Dreesen

General Introduction

CCS has the potential to reduce overall mitigation costs and increase flexibility in achieving greenhouse gas emission reductions. The UN Climate Panel sees CCS as offering great potential: in various scenarios it accounts for between 15 and 55 percent of the reduction of greenhouse gases by 2100. The EU also is promoting CCS, suggesting that it be included in the trading of emission rights, for example. CCS is based on capturing carbon dioxide (CO₂) from large point sources such as fossil fuel power plants and storing it instead of releasing it into the atmosphere. CCS applied to a modern conventional power plant could reduce CO₂ emissions to the atmosphere by approximately 80-90 % compared to a plant without CCS. Storage of CO₂ is envisaged either in deep geological formations (geological sequestration), in deep ocean masses, or in the form of mineral carbonates. Because of environmental constraints ocean storage is not considered by the EU as an option. Geological formations are currently considered the most promising sequestration sites: they are estimated to have a storage capacity of at least 2000 Gt CO₂. Alternatively, CO₂ can also be trapped or recycled in the production of new products or building materials.

Under the I-SUP 2010 theme “Sustainable development and climate change mitigation - Carbon dioxide capture and storage”, contributions under this umbrella of research and development are warmly welcomed. The following session topics are foreseen

Theme 1: CO₂ capture technology

Theme 2: CO₂ geological sequestration

Theme 3: Mineral carbonation and the industrial utilization of CO₂

Theme 4: Legal and regulatory issues

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**6. Centre for Advanced Research and Development of Alternative Methods
(CARDAM) – Greet Schoeters/Bart De Wever**

General Introduction

The implementation of alternative *in vitro* methods for the replacement of animal testing under the REACH legislation: State of the Art.

The European REACH (Registration, Evaluation and Authorisation of Chemicals) legislation endorses every chemical that is produced and/or sold in the EC has to be evaluated for environmental health and safety to an extent dependent on tonnage level and degree of concern based on existing data. Any REACH compliant substance should preferentially be tested using non-animal methods, however before they can be implemented, these '*in vitro*' methods must be scientifically validated and approved by regulatory authorities. A number of alternative methods has now been accepted as 'valid' test that can be used under REACH. However a majority of toxicological endpoints are still under development. This session aims at providing a state-of-the-art update on new promising alternative methods, on validated alternative test methods as well as on test strategies that are sufficiently well developed so they allow pre-screening of test compounds that require REACH documentation. Both regulators as well as industrial scientists are invited to share their experiences.

Theme 1: New promising methods for the replacement and reduction of animal tests

Theme 2: Validated models and test methods

Theme 3: New concepts for integrated test strategies for hazard and risk assessment.

Time will be available for exhibition of posters and discussions during the coffee breaks and lunch.

**More detailed information about the parallel conferences can be found on:
[www.i-sup2010.org/program/scientific program](http://www.i-sup2010.org/program/scientific_program).**

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6 Workshop venue and facilities

The venue for i-SUP2010, Innovations for Sustainable Production, is the Site of Oud Sint-Jan in Bruges, Belgium

Accommodation

Participants will be able to choose and book a hotel by means of the concerning reservation form.

Of course you are free to book a hotel of your own choice.

Hotel information

For a description and pictures of the hotels that have been reserved in Bruges for this congress, you can visit the website of “Meeting in Brugge”: www.meetinginbrugge.be

Transport

Thanks to its favourable location, Bruges can easily be reached by car, train, ship and even plane. Ghent is at 30 minutes by car, Brussels at 1 hour.

www.brugge.be/internet/en/toerisme/praktische_info/bereikbaarheid-parkeren/index.htm

Bruges, city information

Bruges (Brugge)

Bruges is a fascinating city. Its monuments, museums and particularly the unspoilt historical city centre with its canals attract millions of visitors every year. The port of Zeebrugge and the cultural/historic patrimony of Bruges give the city a European and international dimension.

Bruges is called the “Venice of the North”. In the Middle Ages, Bruges became the most important trade centre of north-west Europe. Already at that time, Flanders was one of the most urbanized areas in Europe. In the fourteenth century Bruges had expanded to become a rich international port. The Burgundian period in Bruges started in 1384. Art and culture flourished as never before. Around 1600 Bruges was a provincial city with a modest maritime reputation. Since the end of the nineteenth century Bruges became also known throughout Europe as a city of art and a tourist centre.

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7 Official social/cultural program

Sunday, April 18, 2010

Welcome reception at the Provincial Court Bruges



Monday, April 19, 2010

Walking dinner and concert in the Concert Hall of Bruges



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Tuesday, April 20, 2010

Medieval evening at Celebrations in Bruges

<http://www.celebrations-entertainment.be/>

Wednesday, April 21, 2008

Closing ceremony and Farewell at the site of Oud Sint Jan's



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8 Sponsorship opportunities and return packages

Companies may decide to become one of the main sponsors as **Platinum** or **Gold**.

Other sponsorship opportunities by which companies may contribute to the success of i-SUP2010 will also be appreciated.

Sponsoring of the i-SUP2010 event will provide you the following **benefits**:

- Instant international recognition and association with the most influential people in the industry;
- Increase your customer contacts, business opportunities and standing in your technological and scientific field;
- Instant national and international exposure at this international event;
- Exposure to a wide range of other professionals;
- Contribute to sustainable development and to sustainable production methods in industry and government;
- Draw attention of decision makers to your company and its possibilities and solutions, regarding sustainability;
- Invite your most important customers to a world-class opening event and associated social and scientific program;
- Recognized as a leading company in sustainable development.

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PLATINUM SPONSOR

EUR 15.000

As Platinum Sponsor of the i-SUP2010 event, your company will receive an outstanding level of exposure through a range of mediums. This will ensure that your presence stands out and will increase your exposure through the following benefits:

- Acknowledgement as Platinum Sponsor including the sponsor's logo in the conference guide;
- Acknowledgement as Platinum Sponsor on the i-SUP2010 website, including the sponsor's logo with a link to the company's home page;
- 12 m² exhibition space and priority of booth location choice;
- 6 free conference registrations for guests or company staff;
- 6 additional admission tickets to the VIP dinner on April 19;
- Use of the conference logo for own advertising
- Expression of thanks at the plenary opening ceremony;
- Company logo on audiovisual slides before and after the plenary session.
- Company leaflet or information note in the conference guide.

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GOLD SPONSOR

EUR 7.500

An excellent cost-effective Gold Sponsor package that ensures your company name is predominantly displayed throughout the entire i-SUP2010 event through the following benefits:

- Acknowledgement as a Gold Sponsor including the sponsor's logo in the conference guide;
- Acknowledgement as a Gold Sponsor on the i-SUP2010 website, including the sponsor's logo with a link to the company's home page;
- 6 m² exhibition space and priority of booth location choice;
- 3 free conference registrations for guests or company staff;
- 3 additional admission tickets to the VIP Dinner on April 19;
- Use of the conference logo for own advertising;
- Expression of thanks at the plenary opening ceremony;
- Company logo on audiovisual slides before and after the plenary session;
- Company leaflet or information note in the conference guide.

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ADDITIONAL SPONSOR OPTIONS

Additional sponsors are free to make their selection from the list of sponsorship options, bearing in mind that Platinum and Gold Sponsors are granted first choice.

Additional Sponsors will be mentioned as Sponsors in all conference documentation (excl. the Proceedings), on the i-SUP2010 website and are entitled to use the conference logo for own advertising.

In return for the respective sponsorship options, following additional benefits are granted:

Coffee Break

Euro 2 500 (max 3)

Company logo printed on table signs and the opportunity to provide napkins featuring the company logo (provided by the sponsor).

VIP Dinner

Euro 5 000/per table (of 10 persons)

Invitation to the VIP Dinner on Monday, April 19 in the VIP lounge of the Concert Hall of Bruges: sponsoring 1 table means the participation to the dinner of 10 persons by your invitation.

Exhibition

Euro 2 500

An area of 6m² in the exhibition room will be at your disposal (incl. table, chairs, wireless internet and electricity connection).

One exhibition contract also includes the registration and participation of one person to all parts of the i-SUP2010 conference (as described in 9.3. Registration fees, page 19).

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9 General information for sponsors

9.1 Contacts and Deadlines

If you are interested in becoming sponsor of the i-SUP2010 event, please contact the Conference Secretariat:

Josiane De Keersmaecker
MIP Vlaanderen (Environmental and Energy Technology Innovation Platform)
Roderveldlaan 5
2600 Berchem, Belgium
tel: +32 3 2867458 - fax: +32 3 2867456
info@i-sup2010.org

Els Rymen
VITO (Flemish Institute for Technological Research)
Boeretang 200
2400 Mol, Belgium
Tel.: +32 14 33 69 04 – fax: + 32 14 32 65 86
info@i-sup2010.org

A sponsorship contract and application for exhibition form will be concluded with the sponsorship prospectus by the Conference Secretariat on behalf of the Organizing Committee. Platinum Sponsors have first choice, Gold Sponsors second choice. All other sponsors will be treated on a ‘first come, first served’ basis.

The contract must be countersigned and returned within two weeks from the day of proposal in order to be valid for the i-SUP2010 event.

Sponsors are not allowed to stage their own events parallel to the conference events without consulting the Conference Secretariat.

9.2 Terms of payment and cancellation for sponsorship and exhibition contracts

- 30 % of the contracted amount at contract signing;
- 70 % of the contracted amount before April 5;
- In case of cancellation, written notification must be received before April 5, whereupon 50 % of the contracted amount is due.

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9.3 Registration fees

Registration will be open as from March 2009 and close on March 31, 2010. The registration fee is 450 Euro and 250 euro for students. Included in the registration fee are:

- Admission to all parts of the event, including all lunches and coffee breaks;
- Welcome reception at the Provincial Court Bruges;
- Opening ceremony and walking dinner on April 19, 2010;
- Conference guide;
- Proceedings on memory stick.

10 Exhibition

The exhibition will be organized at the site of Oud Sint Jan's. Sponsors and exhibitors are kindly requested to hand in their space of preference by March 30, 2010. After this deadline assignment on preferred locations cannot be guaranteed.

Exhibit spaces will be assigned first to the Platinum, and then to Gold Sponsors. For allocation of space to other exhibitors, sponsorship contracts will be taken into account. The basic unit is 6 m² (not for Platinum sponsors) including a table, chairs, wireless internet and electricity connection.

One exhibition contract also includes the registration and participation of 1 person to all parts of the i-SUP2010 conference (see 9.3 Registration fees).

Dates

Set up	Sunday	April 18, 2010
Exhibition	Monday – Wednesday 16:00 PM	April 19-21, 2010
Dismantling	Wednesday after 16:00 PM	April 21, 2010

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11 Important dates

December, 2008	First Announcement i-SUP2010
March, 2009	Start of online registration
March, 2009	1 st call for abstracts
June, 2009	Second Announcement i-SUP2010
June, 2009	2 nd call for abstracts
October, 2009	3 rd announcement + call for abstracts
December, 2009	Deadline abstract submission
January, 2010	Final program + submission papers
February, 2010	Final announcement + deadline submission papers
March, 2010	End of subscription to the conference

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