



5.1 IARU Conference on Environmental Sustainability (2013)

Reporting:	Australian National University & National University of Singapore	
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Document type:		Progress update
		Workshop
		Discussion paper
	√	Project proposal
Action required:		For information only – no further action required
	√	Presidents' endorsement requested
Funding provided to date:	N/A	
Funding requested:	USD\$30,000	

Previous recommendations:

Senior Officers' Meeting (October 2011)	<p>The meeting resurfaced the idea of having an IARU Sustainability Conference to be held at the end of 2012 or in 2013. This would be a good way for the Alliance to demonstrate thought leadership and value for the university sector, and not just for IARU members. The conference also has the opportunity to appeal to a wide audience, including learning from other universities from the same climatic regions. The conference program will be a combination of campus sustainability implementation, education and research. The Chair also suggested drawing more case studies from the participants at this conference to supplement the website repository that was being developed. Mr Griffith asked if the group would consider exclusive invitations for each partner to invite universities or business partners from their network, as a way to increase goodwill within their own circles. Partners emphasized that such a conference would have to be unique, as there were many generic sustainability conferences. Dr John E. Andersen (Copenhagen) offered to share experiences from its IARU Sustainability Congress, which was held in conjunction with the COP-15 meeting in 2009.</p>
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5.1 IARU Conference on Environmental Sustainability

The IARU Senior Officers' Meeting held at the Australian National University in 2011 agreed that staging a conference would be consistent with the broader goals of the Alliance to work jointly to address "the grand challenges facing humanity" and to be a leader within the tertiary sector. The Senior Officers recommended that the proposal be put to the IARU Presidents' Meeting in 2012 for consideration.

IARU Sustainability Officers were tasked to coordinate a conference on community and organisational environmental sustainability, with particular focus on the experience of tertiary institutions in developing models for operational and behavioural change that could be applied in wider corporate and social contexts. While the conference will build on work undertaken as part of current IARU projects (such as Campus Sustainability and Sustainable Cities), the conference will include presentations on relevant case studies from other institutions, if relevant. This will provide a much wider sector scope and potentially be attractive to a broader range of delegates.

A particular theme of the conference will be to explore is the importance of collaborations to advance sustainability practices on campuses and beyond. Not only can universities partner with each other, but they can also leverage on the expertise of partners in their communities and the private and public sectors.

The following requests are submitted for the Presidents' consideration and approval:

1. Stage an international conference on campus/community sustainability using various IARU case studies and research projects as the basis for the program. The conference to be held at the National University of Singapore in January or February 2013, with Asian universities being a key target audience.
2. IARU to provide seed funding of USD\$30,000, with the balance of the costs recovered from delegate registration fees.

Details of the proposal, including a draft budget are included in this paper.

Detailed Conference Proposal

Dates:

2 Days in Jan or Feb 2013

Theme:

Making the Change – Collaborative Models for Sustainability on Campus and Beyond.

Objectives:

The primary objectives of the conference will be to provide delegates with knowledge to:

- Establish holistic campus sustainability programs that include integration of the academic and operational, through formal and informal curriculum

- Design a sustainability toolkit suited to the culture and values of their institution and campus community, which will include tools for auditing environmental performance, synchronising corporate policies and procedures with organisational goals and developing strategies for behaviour change.
- Identify opportunities for community leadership, including modelling of sustainable systems at a campus level that could be applied in a wider urban setting.

Subject to the assessed success of the conference, a follow up symposium will be offered in 2014 to allow delegates to review progress against these objectives.

Program Structure

The Conference Management Committee would need to agree on a program structure, but this would include several key note speakers as well as, discussion panels. ***The following is an example of the program.*** Please note the table shows broad subject areas aligned to the conference objectives and a detailed program needs to be developed by the Organising committee. Several parallel sessions will be held and the structure will include presentations and interactive panels.

Conference Day 1	Conference Day 2
Opening	
Plenary 1 – Campuses as “Living Laboratories” for Sustainability (keynote)	Plenary 5 – Sustainability in a Post GFC World (keynote)
Morning tea	Morning tea
Panel 2 (or Parallel Sessions) – Sustainable Campuses / Sustainable Cities	Panel 6 (or Parallel Sessions) – Collaborations for Sustainability
Lunch	Lunch
Panel 3 (or Parallel Sessions) – Best Practices in Campus Sustainability, with particular focus on Asia Pacific	Panel 7 (or Parallel Sessions) – Educating for Campus Sustainability (with students)
Afternoon tea	Afternoon tea
Panel 4 (or Parallel Sessions) – Sustainable Technology – Research & Design case studies	Closing plenary, preferably with IARU Chair and Presidents
Dinner	End of conference

Location

National University of Singapore

Projected Delegate numbers

80 paying delegates + 20* invited IARU students

*travel and accommodation costs to be borne by sending institutions, but the conference fee will be waived

Delegate market

International tertiary sector - particularly Asia/Pacific

(There may be some interest in the commercial and government sectors, given the broad themes of change and collaboration)

Proposed Budget

Registration income from 80 delegates : USD \$27,000 (USD \$350 per delegate*)

IARU contribution : USD \$30,000

Income : USD\$ 57,000

Estimated expenditure : USD \$ 56,700

See attached preliminary budget (Annex A). This is an overview and a more detailed budget would be developed if the proposal is approved in principle.

*Note: Further adjustments needed for early bird discounts. For now, US\$1,000 overall discount is assumed.

Organisational arrangements

The key to a successful conference will be establishing an effective organisational management structure. The key elements that need to be addressed are:

- **Conference organisation:** Development of the program; identifying key note speakers and papers; oversight of the administration, and budget.
- **Conference logistics:** Organisation of conference venue, catering, transport, audio visual support; staff support during conference;
- **Conference administration:** Development and management of budget ; design and distribution of conference packages to delegates; management of registrations; managing enquiries, including delegate queries; development of a student participation program; managing any media requests during conference: management of real time social media during conference (e.g. Twitter, Facebook.)
- **Conference marketing:** Design and management conference web site and associated media; placement of press releases and advertisements in relevant media outlets; direct mailing campaign to University Presidents and relevant campus staff; development of social media strategies. As our delegate market is predominantly Asia Pacific, we will need strong assistance, especially from the Australian National University, National University of Singapore, The University of Tokyo and Peking University to market directly to their networks.
- **Post conference activities:** Publication of conference proceedings; on-line publication of presentations; placement of full papers with peer reviewed journals (if applicable).

The following organisational structure is proposed:

- Conference Management Committee: Members selected from IARU Project Groups, with the Chair/s to be nominated by the Presidents. This Committee will also approve the Workshop program and speakers, as well as oversee post conference activities.
- Conference Logistic Coordination Group: Team to be established by IARU Secretariat and NUS.
- Conference Administration (to manage administration, marketing and post conference activities): This person will report to the Conference Management Committee.

Project Timeline

26 Apr	: IARU Presidents' approval
Jun	: Content and website development, speaker confirmation
Jul	: Begin marketing efforts
30 Sep	: Early bird registration closes
30 Nov or later	: "Go-no-go" point, to proceed only if we have achieved 70% (i.e. about 60 delegate count)
Jan / Feb 2013 (tbc)	: Conference begins
Apr 2013	: Delivery of post conference report, and content uploaded on website

Risk Management

Risks are divided into 2 categories: Financial and Reputation

Financial : The risk of financial loss can be minimised by ensuring expenditure is back ended. That is, the bulk of costs are only accrued if the conference goes ahead. A minimum number of delegates for proceeding will be established and a cut off date to meet that target agreed.

Reputation : The primary factor in reputation will be the conference content. The presentation abstracts will be subject to a peer review from a panel, the composition of which will be determined by the Management Committee. The Management Committee will also approve the final program.

Annex A: Preliminary Budget

Income (based on 80 delegates)

Registration <i>@ USD \$350 per delegate*</i>	USD \$27,000
IARU Contribution	USD \$30,000
Total	USD \$57,000

*Note: Further adjustments needed for early bird discounts. For now, US\$1,000 overall discount is assumed.

Estimated expenditure (based on 80 delegates + 20 students)

Item	Cost (SGD)	Cost (USD) Exchange estimate = SGD 1.3
Venue & day time catering <i>@ SGD \$110 per delegate, tax included</i>	\$11,000	\$8,500
Conference dinner <i>@ SGD100 per delegate on campus restaurant, drinks and tax included</i>	\$10,000	\$7,700
Transport	-	\$1,000
AV, Filming & Photography	-	\$6,500
Speaker travel costs & accommodation, speaker gifts	-	\$10,000
Administrative support	-	\$5,000
Stationary & print materials		\$5,000
Marketing & publicity costs	-	\$5,000
Contingency	-	\$8,000
Total		\$56,700

Note:

For speaker budget, we may assume the following for estimates (high side) –

Economy flight from Beijing : USD\$900 round trip

Economy flight from New York : USD\$2,500 round trip

Off-campus hotel room : USD\$300 per night

On-campus, for conferences : USD \$40 – 100 per night

(we may also extend on-campus housing to international delegates)