



i-SUP2008

*Innovation for Sustainable
Production 2008*

Sponsorship Prospectus

April | 22-25 | 2008

Bruges (Belgium)

www.i-sup2008.org



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Innovation for Sustainable Production 2008
April, 22 – 25, 2008
Bruges (Belgium)



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INVITATION

Dear Colleagues and Friends,

You are cordially invited to participate in the international event **"Innovation for Sustainable Production - i-SUP2008"** from 22 till 25 April 2008. The event will be organized in the splendid town of Bruges, Belgium, at the unique site of Ancient Saint-John's, located in the centre of Bruges.

This international event aims at uniting in a pleasant and stimulating environment different disciplines and technologies each with their own themes and semantics, while offering the opportunity to join up and exchange knowledge and experience from diverse fields of innovation and technology to enhance innovative methods for a sustainable production.

The event i-SUP2008 provides information on :

- smart materials for sustainable production including the production and application of nanomaterials, biomaterials for improved quality of life and advanced surface treatments
- separation technology including next generation membranes, solvent filtration and advanced water treatment
- smart and sustainable electricity systems including intelligent energy storage, distributed control and demand side integration and power electronics for a smart distributed electricity system
- industry and living in an urban society including megasites for soil- and groundwater contamination, urban growth, its economic drivers and feedbacks and air pollution
- environment, health and safety including promising screening methods for acute toxicity testing, latest developments of in vitro assays and implemented test strategies in pharmaceutical, cosmetic and chemical product safety assessment.

To get a complete overview on the program, we invite you to visit our website, <http://www.i-sup2008.org> The official opening of the event is foreseen on Wednesday April 23rd 2008, at the site of Ancient Saint-John's in Bruges.

In addition to enjoying and participating in the exciting scientific program, you will find opportunities to visit the attractive and charming medieval city of Bruges, known as the Venice of the North. Walking along the maze of winding cobbled alleys and romantic canals, you imagine yourself to be in medieval times.

We look forward to seeing you in Bruges and we will work hard to offer you an excellent scientific program and a friendly atmosphere.

Looking forward to meeting you. See you in Bruges!

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ORGANIZING COMMITTEES

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.

Scientific Advisory Board

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

Local Organization Committee

Chair: Francis Vanderhaeghen – VITO, Mol

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OBJECTIVES

Increasingly, sustainable production methods are rightly getting a hold of our economy and industry. They replace not only “end of pipe” solutions but pervade in the very heart of production.

The very nature of sustainable development implies the interconnection and intertwining of economy and ecology. It is therefore only logic that a large international event aimed at innovative sustainable production methods tries to intertwine different disciplines and methodologies.

The i-SUP2008 event will cover 5 separate international conferences at the same time, each location aimed at a specific target audience of industry leaders, universities and research institutes covering such wide fields as :

- smart materials
- separation technology
- smart electricity systems
- industry and living in an urban society
- environment, health and safety.

Each theme holds the contents of full-fledged conference with key-note speakers, extended abstracts, presentations, appropriate poster sessions and their proper location. The unique feature of i-SUP2008 lies in assembling 5 full quality international conferences at one large, attractive site i.e. Old Saint-John’s in Bruges.

The stimulating atmosphere and the opportunity for meeting and seeing other disciplines, scientists or industries offers the added value of i-SUP2008 over single topic international conferences.

i-SUP2008 believes that this method of meeting and conferencing will bring great benefit to all participants.

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OFFICIAL OPENING

The official opening of the event is foreseen on Wednesday April 23 2008, at the site of Ancient Saint-John's 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:

- **Janez Potocnik**, EU commissioner for Science and Research;
- **Jeffrey D. Sachs**, Professor Earth Institute at Colombia University;
- **Kris Peeters**, Minister-President of the Flemish Government and Flemish Minister for Institutional Reform, Ports, Agriculture, Sea and Rural Policy;
- **Patricia Ceysens**, Flemish minister for Economy, Enterprise, Science, Innovation and Foreign Trade
- **Ajit Shetty**, President and CEO Janssen Pharmaceutica and Vice-President Johnson & Johnson;
- **Thomas Leysen**, CEO Umicore.

A virtuoso piano concert will be performed by Liebrecht Vanbeckevoort, laureate at the Queen Elisabeth International Music Competition of Belgium for Piano 2007

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SCIENTIFIC PROGRAM

The scientific program will start on Wednesday April 23 at 9:00 and will finish on Friday April 25 April 2008 at 16:00. Extended abstracts are invited on the following topics:

Innovative Materials for Sustainable Production

Advanced materials technology is a key enabler for sustainable growth in our competitive economy. Strong porous and foam structures allow novel membrane and catalytic processing applications to reduce emissions and enhance processes. Advanced surface treatments enable the environmentally friendly industrial production of ever more compact products, requiring less raw materials, and often even more functionalities. Tribological improvements result in machinery that dissipate less frictional energy to produce commodities that last longer. Advances in biomaterials result in smarter, economically viable systems to enhance the quality of life. Under the i-SUP 2008 theme Innovative Materials for Sustainable Production, contributions to this exciting research and development area are welcome for the following session topics:

Theme 1: Production and application of nanomaterials

Nanotechnology is expected to evolve through overlapping stages of industrial prototyping and commercialization. A first route involves the development of passive nanostructures, mainly involving manufactured nanoparticles (metal oxides, quantum dots, carbon nanotubes, etc) serving as raw materials, ingredients or additives in existing products.

A second route focuses on active nanostructures that change their size, shape, conductivity or other properties during use. For example, drug-delivery particles that release therapeutic molecules in the body when they target their diseased tissues. Papers are welcomed that describe the synthesis of nanostructured materials and addressing their potential applications and contribution towards sustainable economic development.

Theme 2: Biomaterials for improved quality of life

Bioceramics, hybrid materials, improved orthopedic implants, bio-inspired ceramics, tissue engineering, bio-nano coatings, biomedical devices.

Theme 3: Porous materials for environmental protection

The processing and characterization of the porous materials, modeling aspects and their use for different applications as filter, membrane, sensor, isolation materials, ...

Theme 4: Advanced surface treatments: eliminating solvents by dry processing

Surface treatments are often used to improve the performance of products or components, their useful working lifetimes, aesthetic appearance or economics of

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production. Typical surface treatment processes are cleaning, etching, sterilisation, chemical activation and coating deposition. The purpose of coating deposition may be to control adhesion and release properties, minimise corrosion, reduce friction and wear, act as a diffusion barrier, provide thermal or electrical insulation, enhance biocompatibility, control optical properties or simply improve the aesthetic appearance for the surface. Papers are invited on developments and applications of innovative solvent free surface treatments using low, intermediate or atmospheric pressure processing technologies. Special attention will go out to plasma assisted chemical vapour deposition processes.

Theme 5: Controlling friction and preventing wear in industrial processing

All aspects of tribology are welcomed including experimental, modeling and theoretical work, as well as case studies. Papers dealing with practical problems and their solutions with respect to wear prevention and frictional effects on functionality and power gain of machines are especially welcome to promote the effective transfer of research results into industrial practice.

Theme 6: Looking at materials at the nano scale

The development of nanomaterials for various fields of applications triggers the need for different characterization techniques able to investigate extremely small volumes and with high spatial resolution. Tools designed for surface analysis, scanning probe techniques, AES, TOF-SIMS and electron beams are only a few examples of possible characterization techniques. Papers, describing useful characterization techniques of nanostructured materials are welcomed.

Invited speakers

Gary Messing, Penn State Univ. (USA)

Marc Hendriks, DSM (NL)

Jurriaan Huskens, Univ. Twente (NL)

Smart and Sustainable Electricity Systems

Theme 1: Distributed and Renewable Generation and the Impact on the Electricity System

Papers are solicited on 1) developments and prospects for individual distributed and/or renewable generation (solar, wind, domestic CHP) and 2) the resulting challenges for the future electricity system (infrastructure and markets)

Theme 2: Distributed Control and Demand Side Integration

Papers are solicited on experiences and/or studies with 1) novel approaches and ICT-technology for distributed control in smart electricity systems, 2) demand side integration programs and technology.

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Theme 3: Intelligent energy storage

Papers are solicited on experiences and/or studies on new ways to integrate existing or near-future energy storage technologies into the smart electricity grid (e.g. vehicle to grid plug in hybrid vehicles, the use of thermal storage as an indirect energy buffer, an overview of the technology trends in energy storage, etc.)

Theme 4: Power electronics for a smart distributed electricity system

Papers are solicited on research results on intelligent power electronics, within the distribution grid or connected to the distributed energy resources themselves, and their potential contribution to grid stabilization

Theme 5: The market environment and regulatory challenges

Papers are solicited that frame the technical developments in the context of the European, national and/or local market environment of the electricity market and the challenges that are faced to make a real smart electricity system possible

Invited speakers:

- **Nouredine Hadjsaid**, Director of IDEA (Institute D'Electricité de l'Avenir') Grenoble
- **Pier Nabuurs**, CEO of KEMA, Chairman of the Advisory Committee of the EU Technology Platform Smart Grids
- **Ronnie Belmans**, KULeuven, chairman of Elia

Separation Technology

Technologies to control, recover and conserve industrial resources

Theme 1: next generation membranes

Papers are solicited on innovative membrane materials, modules and applications

Theme 2: solvent filtration

Papers are solicited on new developments and application cases related to treatment of harsh streams, product separation and re-use

Theme 3: advanced water treatment

Papers are solicited on developments targeting reductions in energy consumption or production of energy from waste water, cost reductions and operational optimizations in (waste) water treatment and reuse

Invited speakers:

- **Erik Hoving**, DSM Solutech (NL)
- **Andrew Livingston**, Imperial College (UK)
- **Willy Verstraete**, UGent (BE)

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Industry and Living in an Urban Society

Modern urbanized societies experience increased pressures on land use and its associated environmental quality. This urges governments and planners to find balances in the use of land for residential, industry, transport, nature and other purposes. Solutions for this increased stress on urbanized environments may be found in a better management of polluted areas (e.g. brown fields and mega sites), a local and regional clustering of industrial activities and a sustainable urban design.

We invite city planners, environmental authorities, industry representatives, private investors and scientists to share their experience in this field and to discuss about tools, opportunities and risks of future industrial and urban site development.

Theme 1: Mega sites for soil and groundwater contamination (L. Diels)

Contamination of mega sites, being e.g. large industrial sites, docklands, mining sites etc, forms a large environmental threat, but also a challenge for further socio economical developments. An integrated management approach will allow to combine remediation actions (as much as possible integrated and passive treatments) with new developments and going-on commercial activities.

Theme 2: Sustainable industrial cooperation through local and regional clustering (W. Van Aerschot)

Sustainable industrial cooperation creates opportunities in the environmental, economic and social field, by exchanging by-products (energy, water, waste, ...) and by sharing common infrastructure and facilities. This results in a significant reduction in environmental impact, reduced consumption of resources and economic benefit.

Theme 3: Urban growth and economic development (Guy Engelen / Paul Campling)

Cities have typically been nuclei of economic activity and growth. Today over 50 % of the world population lives and works in a city. This proportion will only grow in the near future. In order to ascertain the quality of life and economic prosperity in urbanised areas, planning and policy making authorities responsible for their management require more than ever scientifically rooted tools enabling the careful assessment of alternative plans and policies. State of the art geo-technology and integrated modeling bring about instruments capable of providing the support required. They are spatially-explicit, holistic and prognostic in nature. In this session experiences on the development and use of the latter tools are discussed.

Theme 4: Urban growth and air pollution (K. De Ridder)

Cities and towns experience increasing signs of environmental stress, notably in the form of poor air quality. A sustainable urban design has therefore become a necessity. This session will focus on the relation between urban growth and air quality and on the effect of design measures.

Invited speakers:

- **Huub Rynaart**, TNO (NL)

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- **Greet Van Eetvelde**, UGent (BE)
- **Elias R Gutierrez**, Director - Graduate School of Planning, University of Puerto Rico
- **Carlos Borrego**, Director - University of Aveiro (PT)

Environment, Health and Safety (EHS)
Alternative testing: the future for safety testing

Toxicity testing is approaching the frontier of innovation while meeting the societal demand for reliable information on hazards of chemicals which are present in our environment and in consumer products. Important drivers are EC regulations such as the Directive for Registration, Evaluation and Authorization of Chemicals, which requests producers and importers of chemicals in volumes of 1 ton or more per year — around 30.000 substances — to test and evaluate them. One of the objectives of the new chemical policy is reduction of the use of animals by stimulating alternative test methods. The 7th amendment of the Council Directive relating to cosmetic products requests a ban on animal testing for finished cosmetic products and cosmetic ingredients from 2009 on for all human health effects except for repeated-dose toxicity, reproductive toxicity and toxicokinetics for which animal tests should be banned after 2013. Development of alternatives to animal testing, the validation and international adoption of harmonised methods is under high pressure. Besides attributing to the policy objectives, *in vitro* methods will also play a major role under the future chemicals policy by accelerating testing, rendering it more efficient but they may also offer better science.

Recent advances in toxicogenomics, bioinformatics, systems biology, epigenetics, and computational toxicology have the potential to transform toxicity testing from a system based on whole animal testing to one founded primarily on *in vitro* methods that evaluate changes in biologic processes using cells, cell lines, or cellular components, preferably of human origin.

Our workshop aims to be a forum where novel test methods, test strategies and further challenges will be presented and discussed in the presence of major stakeholders.

Theme 1: Targeted toxicity testing

Insights in toxicity pathways and the use of target organ specific cell and tissue culture models have allowed development and validation of new *in vitro* assays which have the potential to replace animal testing for specific endpoints. This whole day session will focus on developments and state of the art. We invite *in vitro* toxicologists to present their approach and experience with novel *in vitro* test systems and alternatives for skin and eye irritation, sensitisation, use of metabolic systems, endocrine disruption, reproduction and developmental toxicity,

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neurotoxicity, liver toxicity, ecotoxicity.

Theme 2: Implemented test strategies in pharmaceutical, cosmetic and chemical product safety assessment

Complete replacement of animal testing has still a challenging way to go. Current testing strategies may incorporate different tools such as *in vitro* techniques in combination with computational toxicology, structure activity analysis and animal based tests. Safety assessors are invited to present and discuss their approaches and views on this topic.

Theme 3: The Regulatory Arena: challenges in method acceptance

Despite technical advances, acceptance of alternative methods is a slow and complex procedure with many pitfalls. The complexity of the human body, the diversity of endpoints and approaches, the need for harmonization of acceptance criteria for alternative tests remain major challenges. Different organizations play a major role in putting forward harmonization of protocols, validation of methods and stimulating further developments of alternatives. They are invited to present their views and experiences.

Theme 4: Industrial Centers of Excellence in *in vitro* services: Who does what?

This session will highlight initiatives of services for *in vitro* testing and the experience which has been gained over the last years on the use of alternatives for safety testing.

Invited speakers:

- **Elke Anklam**, EU, DG JRC, Head of Institute for health and consumer protection, Ispra (IT)
- **Coenraad Hendriksen**, RIVM-Bilthoven en Universiteit Utrecht (NL)
- **Vera Rogiers**, Head of the department of Toxicology, Dermato-Cosmetology and Pharmacognosy VUB (BE)
- **Klausrudolf Schroeder**, Phenion GmbH & Co. KG, Head of Development Animal Alternatives & Tissue Models – Düsseldorf (DE)
- **Philippe Vanparys**, Head of Mechanistic Toxicology, Johnson&Johnson Pharmaceutical Research and Development (BE)

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

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WORKSHOP VENUE AND FACILITIES

The venue for i-SUP2008, Innovations for Sustainable Production, is the Site of Old Saint-John's 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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OFFICIAL SOCIAL/CULTURAL EVENTS

Tuesday, April 22, 2008

Welcome reception in the Town Hall of Bruges



Wednesday, April 23, 2008

Walking dinner and concert by Liebrecht Vanbeckevoort in the Concert Hall of Bruges



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Thursday, April 24, 2008

Old Flemish Banquet in Bruges: Entertainment and gastronomy at the house brewery "Straffe Hendrik"



Friday, April 25, 2008

Closing ceremony and Farewell at the site of Old Saint-John's



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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-SUP2008 will of course be appreciated as well.

Sponsoring of the i-SUP2008 event will provide you the following **benefits**:

- Instant 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.

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PLATINUM SPONSOR

EUR 17.500

As Platinum Sponsor of the i-SUP2008 event, your company will receive an excellent level of exposure through a range of mediums. Ensure your presence stands out and increase your exposure through the following benefits:

- Acknowledgement as Platinum Sponsor including the sponsor's logo in the Workshop Program;
- Acknowledgement as Platinum Sponsor on the i-SUP2008 website, including the sponsor's logo with a link to the company's home page;
- 18 m² exhibition space and priority of booth location choice;
- Three free conference registrations for guests or company staff;
- Five additional admission tickets to the conference dinner on April 23;
- Company logo printed on all name badges alongside the conference logo;
- Company brochure or leaflet inserted in participants' bags (sponsor to provide material);
- 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.

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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-SUP2008 event through the following benefits:

- Acknowledgement as a Gold Sponsor including the sponsor's logo in the conference program;
- Acknowledgement as a Gold Sponsor on the i-SUP2008 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;
- One free conference registration for guests or company staff;
- Two additional admission tickets to the Conference Dinner on April 23;
- Company brochure or leaflet inserted in participants' bags (sponsor to provide material);
- 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.

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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 until the beginning of the registration process and abstract submission.

Additional Sponsors will be mentioned as Sponsors in all conference documentation (excl. the Proceedings) and on the i-SUP2008 website, and are entitled to use the conference logo for own advertising.

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

Workshop Bags | Euro 3,000

- Company logo printed on participants' bags alongside the i-SUP2008 event

Coffee Break | Euro 1,500 – max two

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

Conference Dinner | Euro 5,000/1 table of ten persons

Invitation to the Conference Dinner on Wednesday, April 23 in the Concert Hall of Bruges

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GENERAL INFORMATION FOR SPONSORS

Contacts and Deadlines

If you are interested in becoming sponsor of the i-SUP2008 event, please contact the Conference Secretariat:

Josiane De Keersmaecker
MIP Vlaanderen
Berchemstadionstraat 78 – B6
2600 Berchem, Belgium
Josiane.dekeersmaecker@mipvlaanderen.be
tel: +32 3 2867458 - fax: +32 3 2867456

A sponsorship contract will be concluded with the sponsor 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-SUP2008 event.

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

Terms of Payment and Cancellation for Sponsorship Contracts

- 30% of the contracted amount at contract signing
- 70% of the contracted amount before April 11
- 100% of the contracted amount before April 23
- In case of cancellation, written notification must be received by April 11, whereupon 50% of the contracted amount is due

Registration fees

Registration will be open as from October 22, 2007 and close on April 11, 2008. The registration fee is 300 Euro. Included in the registration fee are:

- Admission to all parts of the event, including all lunches
- Opening Ceremony and Welcome Reception in the Town Hall of Bruges
- Walking dinner in the Concert Hall of Bruges
- Concert by Liebrecht Vanbeckevoort in the Concert Hall of Bruges
- Conference satchel
- Abstracts on CD ROM

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EXHIBITION

The exhibition will be organized in the Ambassador room of the site of Old Saint-John's. Major sponsors are kindly requested to hand in their space requests by March 30, 2008. 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).

Dates

Set up	Monday	April, 21, 2008
Exhibition	Tuesday PM – Friday AM	April 22-25, 2008
Dismantling	Friday PM	April 25, 2008

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APPLICATION FOR EXHIBITION

Please send the completed form to the Conference Secretariat
Josiane De Keersmaecker
MIP - Environmental and Energy Technology Innovation Platform.
Berchemstadionstraat 78, box 6
B-2600 Berchem, Belgium
Fax: +32 3 286 74 56

EXHIBITOR DETAILS

Company Name:	
Contact Person:	
Street:	
City:	Postal Code:
State:	Country:
Phone:	Fax:
E-mail:	
Invoice information:	

EXHIBITION SPACE

Description	Amount	Price per unit	Price
Basic unit	6 m ²	1500 €1500 €
VAT on exhibition space	21%	€
Registration fee		300 €€
Total (incl. VAT)		€

Basic unit option: includes exhibition space (6 m² incl. table, chairs and electricity connection) in the room called Ambassador, where the lunches take place.

Signature of Exhibitor

Date & Place

Bank information

VITO account number 435-4528191-20 (KBC Bank, Havenlaan 12, B- 1080 Brussel)
BIC-code KREDBEBB and IBAN-code BE28 4354 5281 9120
Subject: i-SUP2008 - Bruges, 22-25 April 2008

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IMPORTANT DATES

October 22, 2007	Opening of registration
October 22, 2007	Call for extended abstracts
February 15, 2008	Deadline for abstract submission
February 25, 2008	Notification of acceptance of extended abstracts
April 11, 2008	End of subscription to event
April 22, 2008	Start of the event
April 25, 2008	End of the event

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