Proposal to Host
the ISWA World Congress
April 4, 2014

Mr. David Newman  
President  
The International Solid Waste Association (ISWA)  
c/o The General Secretariat  
Auerspergstrasse 15, Top 41  
1080 Vienna, Austria

Dear Mr. President,

The Solid Waste Association of North America (SWANA), the ISWA National Member for the United States and Canada, is honored to propose hosting the ISWA World Congress 2017 in the Baltimore-Washington, D.C. Metropolitan Area on September 25-27. We propose to co-locate the ISWA World Congress with WASTECON, SWANA’s Annual Conference and Equipment Exhibition. We believe that holding these two events in the same location and on the same dates will enhance the identity and brand of ISWA by providing the international Congress attendees the opportunity to network with thousands of solid waste management professionals from across North America.

The Congress would be held in the Baltimore Convention Center, a state-of-the art facility, which is conveniently located along side of the City’s shining jewel, the Inner Harbor (Cover Photo), with a wide range of hotels and attractions within easy walking distance. This location would also provide ISWA delegates with opportunity to visit Washington, D.C., the nation’s capital, and to include national and international agencies in the Congress program. The Baltimore-Washington Metropolitan Area is serviced by three major airports, railway and highways, making it a convenient destination for visitors from anywhere in the world.

We believe this proposal for the ISWA World Congress 2017 meets or exceeds each of the evaluation criteria specified in the Call for Expressions of Interest. Our ten-page proposal follows this letter and we have also attached an Appendix that provides the specifications for the Congress venue along with letters of support from prominent local, state and federal officials.

We believe that SWANA’s mission and programs are perfectly aligned with ISWA’s objectives and we are confident that SWANA and ISWA, working together, can create a major international, learning and collaboration experience for all attendees and establish invaluable professional and organizational relationships.

Sincerely yours,

John H. Skinner, Ph.D.  
Executive Director and CEO  
The Solid Waste Association of North America
EXECUTIVE SUMMARY


SWANA proposes that the ISWA World Congress be co-located with WASTECON®, SWANA’s 2017 Annual Conference and Equipment Exhibition. This would provide an unprecedented opportunity for the exchange of education and information between ISWA and SWANA members. This would also provide ISWA attendees free access to the WASTECON Equipment Exhibition, which typically has over 200 exhibitors showcasing innovative and state-of-the-art solid waste management products, equipment and services.

The co-located events would be held in the Baltimore Convention Center in the heart of downtown Baltimore. Boasting extensive exhibit space, 50 flexible meeting rooms and large ballrooms, this convention facility can easily accommodate the needs of both ISWA and SWANA.

Three major airports service the Baltimore-Washington Metropolitan area, making it easily accessible to visitors from all over the world. Baltimore’s Penn Rail Station serves more than 900,000 riders each year as a major stop on the Northeast Corridor.

The Baltimore Congress site would provide ISWA attendees with easy access by rail and highway to Washington, D.C., the nation’s capital, creating an ideal opportunity for the ISWA delegates to meet with representatives of national and international agencies (EPA, the State Department, the World Bank, the International Monetary Fund, and UNEP, etc.) and to include these agencies in the technical program of the Congress. The region also contains a wide variety of cutting edge solid waste management facilities that would be excellent choices for the technical tours. It will also be possible to include the Washington, D.C. attractions (the Smithsonian, the White House, the U.S. Capitol, the Mall and monuments) in the social tours.

The following description is organized to clearly demonstrate that this proposal for the ISWA World Congress 2017 meets or exceeds each of the thirteen evaluation criteria specified in the Call for Expressions of Interest.
2. Alignment of the World Congress with ISWA’s mission and objectives

ISWA’s declared mission is: To Promote and Develop Sustainable and Professional Waste Management Worldwide. SWANA’s mission, to advance the practice of environmentally and economically sound waste management, is identical within the North American context, as sustainable waste management must be both economically and environmentally sound. SWANA, similar to ISWA, provides a wide range of professional development services to its members, including training and education, professional certification, conferences and symposia, Technical Divisions (analogous to the ISWA Working Groups), research and development, online services, and publications.

SWANA’s mission, programs and areas of interest are perfectly aligned with ISWA’s objectives. Be assured that SWANA’s hosting the 2017 ISWA World Congress will fulfill the shared mission and values of both organizations.

3. Ideal Location

The time is right for an ISWA World Congress in North America. By 2017, almost two decades will have passed since the last ISWA Congress was held in North America (Charlotte, NC in 1998). Since that time, there have been major, innovative changes in the management of solid waste in North America.

Dulles International Airport - Washington, D.C.

Map of the Baltimore-Washington, D.C. Area
Stringent new environmental standards for waste management facilities have driven significant increases in resource conservation and resource management, waste reduction and the recovery of materials and energy from solid wastes. Holding the ISWA 2017 World Congress in North America will provide solid waste professionals from around the world the opportunity to witness this transition first hand while learning about the difficulties encountered and successes achieved.

The Baltimore-Washington, D.C. Metropolitan Area is a perfect venue for the 2017 ISWA World Congress for the following reasons:

- The Baltimore Convention Center is a state-of-the-art facility with ample meeting room and exhibit hall capacity along with top notch catering, audio-visual, telecommunications, and utility services.
- A wide range of affordable hotels restaurants, shopping and attractions, including the city’s shining jewel, the Inner Harbor, are all within easy walking distance.
- Washington, D.C. is one hour away by bus or frequent rail service, providing opportunities to network with national and international agencies as well as tours to various historical sites.
- Three major airports offer easy access for international visitors.
- There are numerous opportunities for technical tours of advanced solid waste recycling, recovery and disposal facilities in the metropolitan area.

4. Dates and Schedule

The dates for the ISWA World Congress would be September 25-27, 2017, a full year after the previous 2016 World Congress in Novi Sad, Serbia. ISWA governance meetings would be held the weekend before and technical tours the day after. The proposed general schedule for the ISWA World Congress is as follows:

- **Saturday, September 23, 2017**: ISWA STC and Board meetings
- **Sunday, September 24, 2017**: ISWA General Assembly
- **Monday, September 25, 2017**: Opening Ceremony, Plenary and Scientific Sessions
- **Monday Evening**: ISWA Welcome Cocktail Reception
- **Tuesday, September 26, 2017**: Plenary and Scientific Sessions
- **Wednesday, September 27, 2017**: Plenary and Scientific Sessions and ISWA Closing Ceremony
- **Wednesday Evening**: ISWA Gala Dinner
- **Thursday, September 28, 2017**: Technical Tours and Farewell Cocktail Reception
5. Scientific Program, Technical Tours and Social Programs

SWANA would work with ISWA to develop the major theme and sub-themes for the Congress along with the outline of the scientific and technical sessions throughout the event. The co-location of the ISWA World Congress with WASTECON will be designed to preserve and enhance the identity and brand of ISWA while providing ISWA attendees the opportunity to benefit from access to the WASTECON technical sessions and Equipment Exhibition at no additional cost.

There are many opportunities for technical and accompanying person tours in the nearby vicinity and an interesting variety of choices will be provided to the international guests. Possible tours include:

Montgomery County Maryland Division of Solid Waste Services, which operates several award-winning recycling and resource recovery facilities including the Shady Grove Materials Recycling Center, Dickerson Waste-to-Energy Facility and Dickerson Composting Facility, linked together by an Intermodal Rail Haul system. Montgomery County is also converting its fleet of refuse and recycling collection trucks to compressed natural gas (CNG) fuel and is providing CNG fueling facilities for public and county vehicles.
Northeast Maryland Solid Waste Disposal Authority, which operates three Waste-to-Energy Facilities processing more than one million tonnes of waste per year and providing steam and electricity to businesses and utilities in Baltimore and the nearby Maryland area. The Authority also operates four facilities that convert renewable landfill gas to electricity, provides electronics recycling to member jurisdictions, and has established solar energy projects at Authority transfer stations and closed landfills.

Baltimore County, MD Recycling Program, which has received international, national, and statewide honors. The County achieved a 66% combined waste prevention and recycling rate, the highest in Maryland, and is implementing a Ten Year Solid Waste Management Plan for waste minimization, recycling, resource recovery (waste to energy), and reducing landfilling.

### 6. Preliminary Budget for the World Congress

The proposed Registration Fees and a Preliminary Budget are presented below.

<table>
<thead>
<tr>
<th>Proposed Registration Fees</th>
<th>Early Bird Until April 15</th>
<th>Regular After April 15</th>
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<tbody>
<tr>
<td><strong>ISWA/SWANA Members</strong></td>
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<tr>
<td>Per Capita Income</td>
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<td>450</td>
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<tr>
<td>Per Capita Income</td>
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<td>Accompanying Persons</td>
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7. Engaging and integrating the academic, private, public/institutional sectors, the media and attracting participation of developing economies

SWANA and ISWA would work together to develop a marketing and communication plan for attracting, engaging and integrating participation in this event. In general, SWANA would be responsible for marketing in North America and ISWA for marketing worldwide outside of North America. SWANA has extensive contacts throughout North America, such as:

- Companies and agencies providing waste management services in both the public and private sectors,
- The consulting community providing a wide range of engineering, design, financing, management, marketing and related services in the solid waste management field,
- Colleges and universities offering courses and degrees in solid waste management,
- Federal, state, provincial and local regulatory agencies,
- The general media as well as the solid waste management trade press, and
- The social media groups interested in waste management issues (e.g. Facebook, Twitter and LinkedIn).

SWANA would work with ISWA to involve its National Members and Regional Development Networks (RDNs) to engage similar groups in countries around the world. The ISWA National Members and RDNs would be very helpful in reaching out to potential participants from countries with developing economies, encouraging submission of abstracts for the Scientific Program and advising them of the reduced registration fees.
8. Involvement of ISWA members, the Working Groups and the STC in elaborating the scientific program, in providing speaking opportunities to ISWA members and ensuring the program is widely accepted by the ISWA community

In order to develop the technical and scientific program, a Program Committee will be comprised of:

1. Members from each of the ten ISWA Working Groups and from the Scientific and Technical Committee (STC),

2. Members from each of the three ISWA Regional Development Networks (RDNs), and

3. Members from each of the seven SWANA Technical Divisions.

The Program Committee would be co-chaired by the Chair of the STC and the Executive Director and CEO of SWANA. The Committee would manage the establishment of the Congress Program using the ISWA Scientific Management Program Software (SMPS) and its modules for abstract submission, abstract review, and program scheduling and proceedings.

The first task of the Program Committee would be to establish the major themes and session categories for the event. Each member of the Committee would be given the opportunity to propose themes and sessions based on his or her perspective and expertise. The Regional Development Network representatives would be responsible for nominating sessions based on the needs and interests from their regions with special emphasis on issues relevant to developing economies. The committee would work to reach consensus on the selected themes and would issue a call for abstracts based on those themes. SWANA would be responsible for advertising the call for abstracts in North America and ISWA would be responsible for issuing it worldwide.

The Committee would then break into sub-committees to evaluate and rank the abstracts received in each theme area. The higher ranked abstracts would be selected for oral presentations and lower ranked but acceptable abstracts would be offered poster presentations. The ISWA Editorial Group would be given the opportunity to select papers for publication in Waste Management & Research.

The final design of the program, including the number of themes and presentations in each, would be determined by the response to the call for abstracts. The program would likely be comprised of plenary sessions on significant policy, scientific and global issues, and a number of themes extending across the three days, with subthemes and sessions in each theme category. For planning purposes we propose eight themes with five reserved for ISWA priority subjects and three for SWANA priority subjects.
9. Conference Venue

The specifications and dimensions for the Baltimore Convention Center are presented in the Appendix.

With 28,000 m² (300,000 ft²) of contiguous exhibit space and 8.5 m (28 ft.) high ceilings, the center is extremely versatile. SWANA has reserved 22 meeting rooms (numbers 301-323), Exhibit Halls A, B and C, and Ballrooms 1 and 2, all of which should be more than sufficient to accommodate the ISWA Congress and WASTECON.

Located in the heart of downtown Baltimore, the Convention Center will provide a delightful meeting experience for the ISWA attendees. Linked by a series of overhead walkways to Baltimore's renowned Inner Harbor, hotels and fine dining, the Center offers attendees with an affordable venue and a wide variety of things to see and do within walking distance.

The Center can provide a full range of professional meeting and exhibition services including catering, audio-visual, telecommunications, utility services, translation services, and food and retail outlets.

The Center is committed to building and implementing an innovative environmental management system and is the first in the country to operate SOMAT, a two-part waste reduction system that reduces solid waste up to 90 percent and produces a useable soil product.

Included in the Appendix is the location of several hotels within walking distance of the Convention Center. SWANA has reserved 1,670 peak night rooms in eight of these hotels, at rates ranging from €135 to €185.

10. Compliance with the ISWA Standards for Sustainable Events

In the year 2000, SWANA's International Board of Directors established a formal written policy that requires SWANA to adopt preferred practices that maximize source reduction, reuse recycling, and composting in both our in-house activities and in all meetings, training courses, symposia and WASTECON. In accordance with that policy, SWANA's goal is for the ISWA 2017 World Congress to achieve the Gold Level of ISWA's Standards for Sustainable Events. Without question, SWANA will meet all of the Standard Silver Level Criteria and will also take the initiative with our vendors, exhibitors, attendees, caterers and the host community to achieve as many of the Gold Level Criteria as possible.

11. Visa and entry requirements

Visa and entry requirements for the United States are specified on the U.S. Department of State website http://travel.state.gov/content/visas/english.html. Visitors to the United States must obtain a visa from one of the United States’ diplomatic missions unless they come from one of the visa exempt countries or Visa Waiver Program countries. The Visa Waiver Program allows qualifying citizens of thirty-seven participating countries to travel to the United States without a visa for stays of 90 days or less.
The Solid Waste Association of North America (SWANA)

establish sustainable solid waste management programs that will preserve and protect the environment for current and future generations. Holding the ISWA 2017 World Congress in North America will provide solid waste professionals from around the world a unique opportunity to witness this transition.

SWANA members would also benefit from learning about practices in other countries that have not yet fully taken root in North America, such as Extended Producer Responsibility, and about international issues such as globalization trends, international markets for recyclables, and waste trafficking, which transcend national borders and have significant effects on domestic programs. With a carefully developed program involving ISWA members from around the world along with SWANA members from North America, the 2017 World Congress could represent a major international, learning and collaboration experience for all attendees, and establish invaluable professional and organizational relationships.

12. Experience in organizing and hosting major and international events

SWANA has extensive experience in organizing and managing major annual events, having hosted the ISWA World Congress in the U.S. in 1998 and in Toronto in 1991. SWANA’s WASTECON is a major event bringing together 3,000 attendees, exhibitor personnel, speakers, instructors, and international guests.

Several ISWA leaders and other international participants have spoken and participated in WASTECON.

SWANA also hosts a biannual Canadian Conference and organizes five other specialty conferences and two training centers annually.

13. How ISWA and the waste management sector would benefit from this event, and how this event would differ from previous ISWA World Congresses and contribute to ISWA’s mission and vision

North America is transitioning waste management from a conventional disposal-oriented approach to a comprehensive, forward-looking strategy emphasizing resource conservation and resource management. Today, solid waste managers across North America are applying new technologies and practices to establish sustainable solid waste management programs that will preserve and protect the environment for current and future generations.

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14. Confidentiality

This proposal is for the exclusive use of the ISWA Board, General Assembly, and General Secretariat for the purpose of selecting the venue of the ISWA 2017 World Congress and should not be released to any other party.