



REDUCING PAPER CONSUMPTION AT A CONGRESS

We recognise our responsibility to act in a sustainable manner and to reduce the environmental impact caused by conferences. Even small actions can have a positive effect on the environment. We made this our slogan for the Swiss Society of Cardiology (SSC) / Swiss Society of Cardiac Surgery (SSCS) Joint Annual Meeting in 2018, which took place at the Congress Centre Basel in June. This was also the year the SSC celebrated its 70th anniversary!

THE CHALLENGE

Together with our client, we set ourselves the goal of substantially reducing paper consumption. A huge amount of paper is thrown away after a conference, either by attendees or later by the congress organiser. Using less paper not only helps the environment, but also helps reduce the congress budget. The price of paper might seem insignificant compared to other conference expenses, but because of the large amount used the cost of paper can quickly add up.

HOW CONGREX MASTERED IT

In order to reduce paper consumption we did not produce a full-size printed programme for the Joint Meeting 2018, but so as not

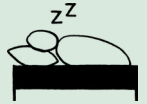
so diminish the congress experience for the delegates, we decided to print a small, pocket-sized programme, providing the most important congress information. Further information about the conference, the scientific programme and the exhibition were all available in the user-friendly conference application. An event 'App' offers many advantages, besides the reduced paper usage: It keeps attendees informed of the latest updates, allows more effective networking and provides data from which the society can gain useful insights.

There are a lot more small actions which can help to reduce paper consumption at a congress, such as using both sides of paper when printing, creating reusable printed documents or simply sending as much information as possible electronically.

OUR SERVICES PROVIDED



Project Management



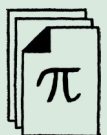
Hotel Accommodation



Registration



Exhibition & Sponsorship Planning



Abstract Management



Networking Events Planning



Destination Management