



# GRF One Health Summit 2012

One Health – One Planet – One Future  
Risks and Opportunities

International Conference  
19–23 February 2012  
Davos, Switzerland

## PARTNERSHIP BROCHURE

Programme, Partnership Packages & Exhibition

Global Risk Forum  
GRF Davos



[onehealth.grforum.org](http://onehealth.grforum.org)



*„From Thoughts to Action“  
by closely linking practice, science,  
policy and decision making in the  
search for sustainable solutions.*



## Chairman's Statement



Dr Walter Ammann,  
President GRF Davos

As an earthquake engineer by education, my daily work unfolded around cost-effective risk management of natural or technical hazards for sustainable development on a global scale. My professional interest in public health might therefore not be straight forward at first sight. However, the direct inter-linkages are manifold.

For instance, in the aftermath of a natural disaster the population affected immediately faces health threats not only from injuries suffered but also epidemics prompted by interruptions in sanitation services. A different example is currently shown in Japan, where radiological contamination as a consequence of a cascading effect led to a nuclear catastrophe and puts thousands of people at risk.

Holistically managing such health threats is in line with our multi-measures and multi-stakeholder risk management solution at GRF Davos. One Health – a school of thought that acknowledges the systemic nature of public health by linking human, animal and environmental factors – provides an excellent basis for doing so.

I am looking forward to discuss innovative measures for integrative health risk management at the GRF One Health Summit 2012 with representatives from the health workforce, agriculture, pharmaceutical and food industry, science and policy.

Dr Walter J. Ammann  
President and CEO Global Risk Forum GRF Davos  
Chairman GRF One Health Summit 2012



## What does "One Health" stand for?

### Integration of Human, Animal and Environmental Health in close relation to Agricultural Production and Food Safety/Security

Public health is not only determined by socio-economic factors, but also significantly influenced by animal health, the environment, agricultural food production and food safety and security. For instance, the avian and swine influenza impressively demonstrate health related human-animal interference; environmental pollution is a significant driver of cancer or allergies, and a society's nutrition pattern strongly influences public health.

Bundled under the term "One Health", the GRF One Health Summit 2012 addresses health at the interface of human-, animal- and environmental health and ties the knot to food safety and security. Striving for intensified collaboration among experts and practitioners from the different sectors and disciplines tangent to such a comprehensive health perspective, especially the pharmaceutical and food industry as well as health insurers engagement will provide significant added value.

### Integrative Components of One Health are:

- ⊙ Human Health
- ⊙ Animal Health
- ⊙ Environmental Health
- ⊙ Food Safety and Security
- ⊙ Agriculture





## Why support One Health?

### Towards Integrative Health Risk Management – Collaboration among Sectors and Disciplines for Cost-Effective Overall Risk Reduction

The Global Risk Forum GRF Davos actively promotes and fosters an integrative approach in managing environmental, technical, societal or economic risks. Such a holistic method must account for multiple hazards and integrate the knowledge of all disciplines in order to produce cost-effective measures.

The concept of One Health asks for more, better and closer cooperation between the many actors and agents related to health. GRF Davos aims to pool the two concepts of One Health and Integrative Risk Management to save lives and livelihoods, improve public health and reduce costs. Additionally, much attention is given to issues regarding agricultural production and food safety and security. This integrative management strategy is a key tool to ensure sustainable public health in an era of climate change, resource depletion, land degradation, urbanisation, hunger and development challenges.



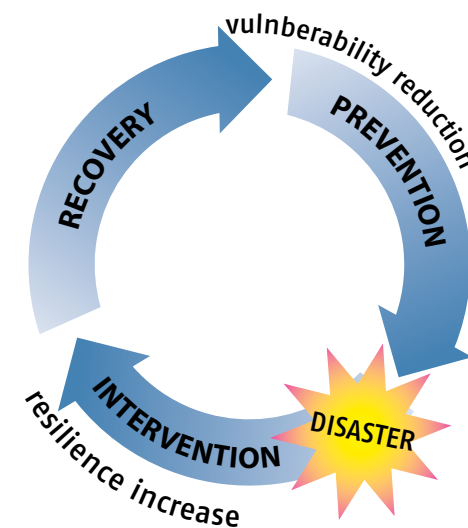
### The Integrative Risk Management Approach:

How to cope with the broad array of risks and disasters society is facing today?

A multi- sectors, multi- stakeholders and multi- disciplines approach is needed to assess and reduce risks and manage risks and disasters at all levels. Inter- and transdisciplinarity is essential.

### The multi measures approach along the risk cycle in Integrative Risk Management

Integrative risk reduction and disaster management implies vulnerability reduction and resilience increase. A multi-measures approach along the risk cycle including prevention, intervention and recovery is required.





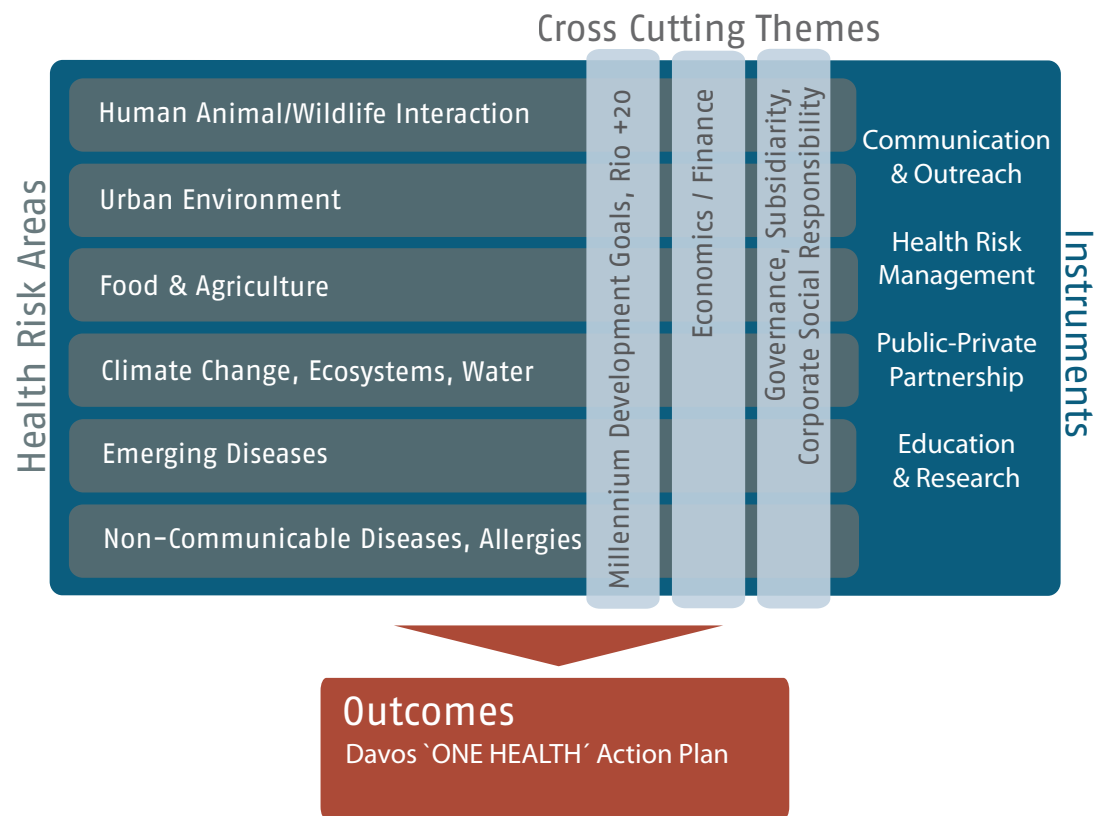
## What will be achieved?

### The "Davos One Health Action Plan"

The envisaged outcomes of the GRF One Health Summit 2012 are to further explore, advance and agree on the need for a global integrative One Health approach, to advocate and mobilize resources for closer cooperation between regions, disciplines, sectors and the growing variety of stakeholders, to investigate the need for a global subsidiarity principle and to promote enhanced PPP-models. The conference shall end by approving the "Davos One Health Action Plan", pinpointing ways on how to achieve added value by multi-sectorial and multi-stakeholder cooperation.

## Thematic Context

Uniquely, the GRF One Health Summit 2012 addresses the future of truly integrative health risk management in the context of the following areas of selected health risks, important cross-cutting themes and instruments for applicable solutions:





# Specific Topics, Methodologies, Tools and Frameworks

## Specific Topics for Abstract Submission

### Public Health

healthcare services  
 pandemics  
 pet animals  
 pharmaceuticals,  
 vaccination & resistances  
 public health  
 sanitation & hygiene  
 socio-economic  
 determinants

### Environment

biodiversity  
 ecosystem goods &  
 services  
 fisheries & wildlife  
 land degradation  
 logistics & transportation  
 natural hazards  
 pollution  
 resource depletion  
 water & energy

### Global Change & Sustainable Development

climate change  
 demographics  
 globalisation  
 displacement & migration  
 poverty  
 sustainable development  
 urbanisation



### Diseases

allergies  
 communicable diseases  
 emerging diseases  
 lifestyle diseases  
 mental illnesses  
 non-communicable  
 diseases  
 wildlife diseases  
 zoonoses

### Food & Agriculture

agricultural production  
 agro chemistry  
 biofuel  
 food design  
 food safety & security

## Methodologies, Tools and Frameworks for Abstract Submission

### Health Risk Management

best practice  
 ethics & stewardship  
 integrative risk  
 management  
 intervention/response  
 recovery/rehabilitation  
 resilience & adaptation  
 best practice

### Financial Tools

financing methods  
 funding strategies  
 insurance  
 sustainable investments

### Capacity Enhancement

capacity building  
 education  
 research, innovation &  
 technology  
 social learning &  
 behavioural change



### Early Warning & Prevention

early warning  
 monitoring, surveillance &  
 early detection  
 predictive modeling  
 preparedness

### Collaboration

alliances & partnerships  
 communication  
 corporate social  
 responsibility  
 institutions  
 One Health strategies  
 policy & governance  
 public diplomacy



## Programme

The GRF One Health Summit 2012 features various session formats such as workshops, parallel sessions and plenary panel discussions.

The GRF One Health Summit 2012 programme consists to a large part of topical plenary sessions with keynote presentations and panel debates. Accepted contributions submitted to the call for abstracts will be presented in parallel and poster sessions. Scientific, operational and policy-oriented discussions will evolve; workshops will be held to foster good practice and experience exchange, discuss state of the art research and build capacity. A number of working groups will address specific topics and come up with suggestions to be integrated into the Davos One Health Action Plan.

Social events and company exhibitions offer additional opportunities to discuss ideas, initiate partnerships and increase networks.

Formats Summary:

- ⦿ plenary sessions with keynotes & panel debates
- ⦿ parallel sessions
- ⦿ poster exhibition
- ⦿ company exhibition
- ⦿ workshops
- ⦿ working groups

## Programme Structure

	Sat, 18.02	Sun, 19.02	Mon, 20.02.2012	Tue, 21.02.2012	Wed, 22.02.2012	Thur, 23.02	Fri, 24.02	
			Exhibition	Exhibition	Exhibition			
8.30-10.00	Pre Conferences & Workshops	Pre Conferences & Workshops	Plenary I	Parallel Sessions	Semi-Plenary VII   Semi-Plenary VIII	Post Conferences & Workshops		
			Break	Break	Break			
10.30-12.00			Plenary II	Plenary V	Plenary IX			
12.00-13.00			Networking Lunch in Exhibition Area	Networking Lunch in Exhibition Area	Networking Lunch in Exhibition Area			
13.00-14.15			Workshop	Parallel Sessions	Parallel Sessions			Parallel Sessions   Working Groups
				Break	Break			Break
14.30-16.00			Registration	Working Groups	Working Groups			Closing Ceremony
16.30-18.00			Opening Plenary	Semi-Plenary III   Semi-Plenary IV	Plenary VI			
18.00-18.30			Key Note Lecture	Key Note Lecture	Key Note Lecture			
			Break	Break	Break			
18.45-19.30			Welcome Reception	Poster Session & Dinner Buffet in Exhibition Area	Poster Session & Dinner Buffet in Exhibition Area			
20.00-21.00								
			Networking Evening	Networking Evening				



## Participants Profile

An international gathering of top experts, opinion leaders and decision makers from the health sector, academia, food & pharmaceutical industry and public services

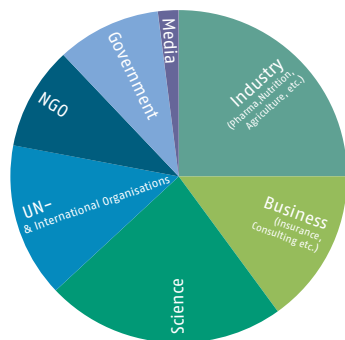
The GRF One Health Summit provides vast opportunities for knowledge and experience exchange, first-hand information and networking. Take stock of what has already been achieved through co-ordinated multi-sectorial approaches so far and learn which strategies might prove most effective.

Participation is recommended for representatives and delegates from:

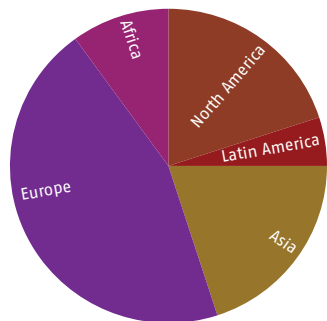
- science and research (medical, natural, economic and social sciences)
- the health workforce
- the pharmaceutical and food industry
- the insurance and financial services
- international organisations (including the United Nations and the European Union)
- public authorities
- civil society

In regard of the expanding One Health community, we expect up to 700 participants. Participation is expected to follow the subsequent distribution according to affiliation and geographic region:

### Affiliation



### Geographic Region



## Become a Partner

Partners of the GRF One Health Summit 2012 actively engage their company for the benefit of network & customer diversification, information gathering and brand trust

### Expand your business opportunities

Discuss risks and chances in emerging markets

### Introduce your products & services

to international health, nutrition and environment specialist

### Expose your company

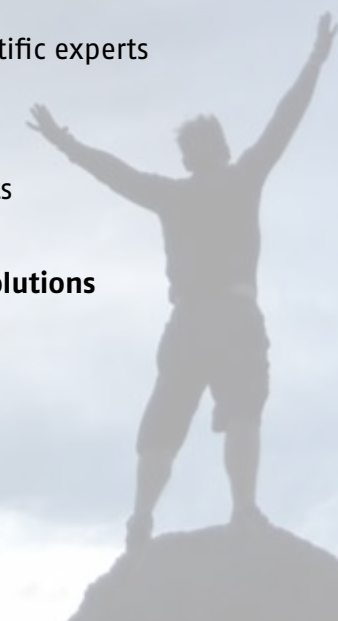
to international health workforce, scientific experts and relevant industry.

### Build strong customer relationships

and learn about the latest developments

### Represent your company's interest in

social responsibility and sustainable solutions





# Partnership Packages

## DIAMOND

Diamond Partnership includes the Platinum Partnership Package with additional options specifically tailored for your company.

The financial contribution for Diamond Partners is subject to negotiation.

## Platinum

CHF 75'000

Slot for a representative of your company to speak at a high-level plenary session.

Verbal recognition as Partner at the opening and closing of the conference. Logo on rotating slides pre- and post-sessions.

Exclusive meeting room for client meetings, workshops, demonstrations etc.. Organisation of dinners with Special Guests.

- 25% discount on additional registrations
- 5 passes to the invitation-only dinner
- 12 m<sup>2</sup> of exhibition space

Your company's name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company's brochure can be included in the conference bags.

Prominent recognition as platinum partner in the conference programme including logo and website address

Prominent logo recognition on GRF website with hyperlink to your company's website

10 registrations to the One Health Summit

## Gold

CHF 50'000

Logo on rotating slides pre- and post-sessions.

Access to meeting space throughout the conference (reserved ahead of time and on site as available)

- 25% discount on additional registrations
- 2 passes to the invitation-only dinner
- 8 m<sup>2</sup> of exhibition space

Your company's name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company's brochure can be included in the conference bags.

Prominent recognition as gold partner in the conference programme including logo and website address

Prominent logo recognition on GRF website with hyperlink to your company's website

5 registrations to the One Health Summit

## Silver

CHF 25'000

Your company's name and logo will feature prominently in all conference and promotional materials and on the conference website. In addition, your company's brochure can be included in the conference bags.

Prominent recognition as silver partner in the conference programme including logo and website address

Prominent logo recognition on the GRF website with hyperlink to your company's website

2 registrations to the One Health Summit



## Promotional Partnerships

### Real Time Web Cast

**Investment CHF 35'000**

Your company name and logo on the access page and on the cast window.

### IT and Internet Lounge

**Investment CHF 15'000**

Your company logo on signage and screen savers at each computer.

### Networking Lounge

**Investment CHF 15'000**

The Lounge will be renamed with your company's name. Prominent display of your logo, and possibility to display brochures etc.

### Conference Bags

**Investment CHF 5'000**

Your company logo on each conference bag distributed to all participants.

### Badge Cords

**Investment CHF 5'000**

Your company's logo on each badge cord.

### Water Dispenser

**Investment CHF 5'000**

Your company logo on each water dispenser in the conference centre.

### Abstract Book

**Investment CHF 5'000**

Your company advertisement as a full page inside cover.

### Proceedings CD / USB

**Investment CHF 5'000**

Your company's logo on the CD/USB.

### Notepads

**Investment CHF 5'000**

Your branded notepad in each conference bag.

### EcoPens

**Investment CHF 3'000**

Your company logo on each "green" pen given to all conference participants.

**Conference Bag Inserts Investment CHF 1'000**

Your promotional flyer will be included in the Conference bag.

## Event Partnership

**Conference Dinner (1 available)**

**Investment 40'000\***

Your company logo displayed prominently at the event on all event related prints. Naming of the Dinner with your company's name. Dinner speech held by a company representative.

**Conference Lunch (2 available)**

**Investment CHF 20'000 each or 40'000\* for all**

Lunch named after your company and logo displayed prominently in the area e.g. on the tables, buffets etc.

\*including Gold Partnership standards

### Coffee breaks (7 available)

**Investment CHF 5'000 each 35'000 for all**

Break named after your company and logo displayed prominently in the area e.g. on the tables, buffets etc.

### Opening Reception

**Investment CHF 15'000**

Welcoming remarks, company logo displayed prominently, and opportunity to distribute promotional material.

### Poster Exhibition

**Stand-up Dinner (3 available)**

**Investment CHF 15'000 each or 45'000\*\* for all**

Opening remarks, company logo displayed prominently, and opportunity to display advertising material.

\*\*including Silver Partnership standards

## Support Participants from Developing Countries

Emphasize your corporate social responsibility by Partnering participants from developing countries applying for travel grants.

**Investment CHF 1'000 per person**

## Advertising

### Conference Centre Advertisement

Wall advertising banner CHF 2'000

Ceiling advertising banner CHF 2'000

Floor advertising CHF 2'000

Standing advert. banner CHF 2'000

### Programme Book advertisement

Full Page Back Cover CHF 6'000

Full Page Inside Front Cover CHF 6'000

Full Page Inside Back Cover CHF 4'000

Full Page Internal CHF 3'000

Half Page Internal CHF 1'000

Quarter Page Internal CHF 500

Eighth Page Internal CHF 300





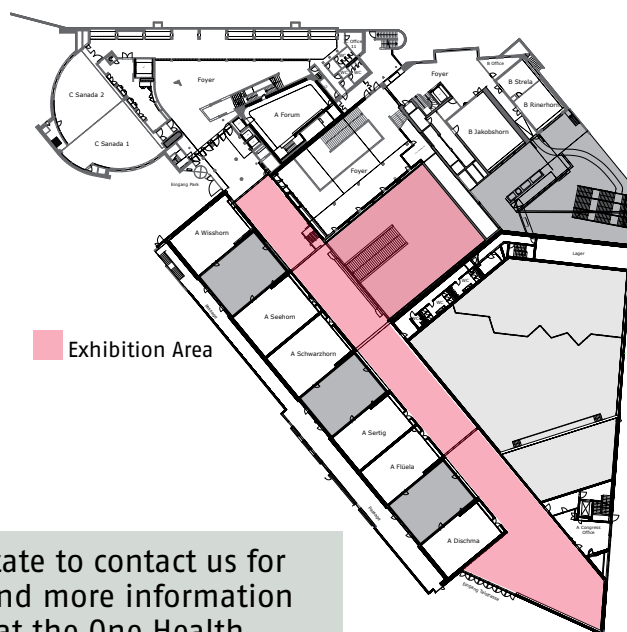
## Exhibiting

The One Health Summit offers approximately 1'450m<sup>2</sup> of exhibition space.

Within the Exhibition Area, companies and organisation have the opportunity to present their products, institution and meet potential job seekers.

In order to maximise the time participants spend in the exhibition area, refreshment points are integrated. The exhibition area is strategically situated, so that participants have to pass by on their way to plenary and parallel sessions.

### Davos Congress Centre Exhibition Area:



Please do not hesitate to contact us for exhibition prizes and more information on how to exhibit at the One Health Conference.

## Organisation – GRF Davos

The One Health Conference is organised by the Global Risk Forum GRF Davos



Through its various activities, GRF Davos serves as a centre of knowledge and know-how exchange for the application of timely risk management strategies, tools and practical solutions.

GRF Davos aims at reducing vulnerability and increasing resilience for all types of risks and disasters to protect life, environment, critical infrastructure, property and all means of business for the worldwide community on a sustainable basis.

GRF Davos addresses global issues on risk reduction, disaster management and global changes through three focal activities that complement each other.



For more information on GRF Davos please visit [www.grforum.org](http://www.grforum.org)

# Get in Touch

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