

IWA World Water Congress & Exhibition 2028

Guidelines for Host Country and Venue Proposal

December 2022: *Updated March 2023*

A. Introduction

The IWA World Water Congress & Exhibition is the single largest and most influential event on the IWA calendar. It is a landmark water event conducted every two years anywhere around the world, attracting up to 10,000 delegates and participants.

It fulfils many roles including, but not limited to:

- Promoting the art, science and leading practice of water solutions and management.
- Providing a venue for IWA members, participants and all those interested in sustainable water management solutions to network.
- Bringing key IWA constituencies together for collateral meetings and events.
- Providing tangible benefits to members.
- Promoting and growing IWA membership.
- Contributing to IWA's revenues.

As a major showpiece for IWA, it is critical that IWA – through its Board of Directors and Executive Director – maintain appropriate control over the conduct of the event.

Accordingly, the IWA World Water Congress & Exhibition is conducted under the auspices of the IWA Board of Directors but delivered through a close collaboration between the Executive Director and his team on the one hand, and the Host Country Committee on the other.

To ensure the necessary degree of alignment between IWA and the Host Country Committee, it is essential that the Host Country is a Governing Member of IWA in good standing.

IWA's approach for selecting the venue for the World Water Congress & Exhibition has always been one of regional rotation. This aims to ensure that each World Water Congress & Exhibition is hosted in a different region to the preceding one.

IWA believes that by issuing an open call to its Governing Members for Expressions of Interest to host the congress, this will generate a strong pool of high-quality proposals to select from. Such a process will ensure that the selected candidate is able to deliver a highly successful World Water Congress & Exhibition.

The IWA Board of Directors welcomes Expressions of Interest proposals for the venue of the IWA World Water Congress & Exhibition 2028 from Africa, Asia, Oceania or Latin America and the Caribbean.

B. Congress Selection and Procedure Overview

Phase One: Regional preference expression by the Board, Expression of Interest, pre-selection and proposal development, and final selection.

1. Regional preference Process

As the next two congresses are planned in North America (Toronto, 2024), and Europe (Glasgow, 2026), the IWA Board of Directors has a preference for the 2028 edition to be hosted in Africa, Asia, Oceania or Latin America and the Caribbean.

2. Call for Expressions of Interest from Venues

IWA Head Office (IWAHQ) issues an invitation for preliminary expressions of interest to host the IWA World Water Congress & Exhibition in 2028 from the IWA Governing Members.

3. Receipt of Expressions of Interest to Propose

Receipt of Expressions of Interest to propose to host the IWA World Water Congress & Exhibition in 2028 is to be received by IWAHQ within the specified time limit.

4. Call for Full Proposals

IWAHQ issues the proposal instructions and pro-forma framework agreement to would-be proposers.

5. Receipt and Evaluation of the Full Proposals

The Secretariat undertakes screening and evaluation to ensure that proposals meet the minimum requirements for hosting the congress and consults with the Board to develop a shortlist.

6. Development of Preliminary Shortlist of Proposals and Site Visits

Proposers are preliminarily shortlisted by the IWA Secretariat and Board. Site visits of those locations that have been shortlisted are conducted based on submitted proposals. All aspects of the proposal and proposing entity are considered in the course of preparing for and conducting site visits.

7. Development of a Final Shortlist of Proposers

If through the site visit process it is determined that a shortlisted candidate is not institutionally or financially capable of hosting the IWA World Water Congress & Exhibition, the IWA Secretariat in consultation with the Board of Directors eliminates such a candidate from further consideration.

8. Call for Best and Final Proposals

Remaining shortlisted candidates are asked to submit "best and final" proposals. This step will provide bidders with the opportunity to revise their proposal following the site visit and shortlisting. In issuing the request for best and final proposals, the IWA Secretariat seeks to achieve proposals that are comparable on key dimensions. Proposals that are inconsistent with the basic terms of the pro-forma Framework Agreement provided to proposers at the

beginning of the process (Step 4) are regarded as non-responsive and are eliminated from further consideration.

9. Development of Recommendations for the Board of Directors

The Secretariat undertakes an evaluation and comparison and reports its findings to the Board.

10. Selection of Preferred Candidate from the Final Shortlist

The preferred candidate is decided by the Board. The Board's decision is based on the Best and Final Proposals, the evaluation by the Secretariat, the strategic interest for IWA, and from presentations by and question and answer sessions with each of the shortlisted candidates.

Phase Two: Negotiation and endorsement of Framework Agreement

11. Negotiation of a Framework Agreement with the Preferred Candidate

The term "preferred" rather than selected is used, so that negotiations with the preferred venue can begin, but in the event that negotiations are unsuccessful there is the option of moving to one of the other candidates. Once the negotiation process is complete and a successful framework agreement is reached, then that venue is formally designated as the selected venue.

Phase Three: Reaffirmation of intentions and qualifications

12. Update Framework Agreement and Overall Budget

The framework agreement, negotiated at the time of final selection, is updated and a project budget agreed. Failure to reach agreement on these points would also be grounds for termination/de-selection. As part of this process the Congress President would need to be formally nominated to IWA and endorsed by the IWA Board of Directors.

13. If Necessary, Initiate Termination/New Selection Process

To ensure that institutional and personal circumstances are still acceptable to IWA (and/or to the local partner), an "off-ramp" would be created that would allow termination/de-selection if the changed circumstances were deemed critical and for which no mitigation path could be mutually agreed. Obviously making a change in the venue/partner at this point in the process would not be desirable for either party. However, it would be possible and could be required.

Phase Four: Pre-Congress planning and contract development

14. Finalise Responsibility Matrix

IWA, through its Board of Directors and its delegate, the Executive Director, has overall responsibility for the conduct of the IWA World Water Congress & Exhibition in 2028. Within that context, the organisational responsibilities of the parties can broadly be divided as follows:

- IWA is responsible for the overall project management, scientific and technical programme, the exhibition and international sponsors
- The Host Country Committee provides advice for local arrangements and suggestions for issues of local interest considered in other aspects of the 2028 IWA Congress. Roles for the local hosts will typically include:
 - Promoting and marketing of the 2028 locally and regionally;
 - Securing sponsorship from local sources;
 - Facilitating exhibition sales to local stakeholders;
 - Liaising with the local government and other key stakeholders;
 - Making suggestions and recommendation for technical site tours;
 - Evaluating and recommending social events and related venues throughout the 2028 IWA Congress;
 - Facilitating opportunities for the local and regional water sector to participate in the 2028 IWA Congress through papers, workshops and side events, including pre and post Congress workshops or the like in the region.

There will be many areas where collaboration and joint efforts will be required between IWAHQ and the local host, especially in co-operating on Sponsor and Exhibitor sales.

15. Formally Establish the Congress Joint Organising Committee

The Congress Joint Organising Committee is typically comprised of between 4 and 6 people and includes the Congress Director from IWAHQ, the Congress President, and other individuals key to the oversight and management of the Congress.

16. Develop and Formally Agree on the Final Budget

The Congress budget is divided into three enterprises: conference, exhibition and sponsorship, with separation of finances between each, and elimination of implicit subsidies between one another.

17. Develop Necessary Contracts

The principal contracts to be negotiated are:

- The Framework Agreement with the local Host Country Committee; and
- The PCO contract between the PCO, local partner and IWA; and
- The contract with the venue.

C. Timeline

06 December 2022	Call for Expressions of Interest
17 February 2023	Receipt of Expressions of Interest to propose
28 March 2023	Call for Full Proposals
05 May 2023	Receipt of Full Proposals
18-19 May 2023	Consultation with Board of Directors
25 May 2023	Notification of Shortlist of Proposals
01 June – 15 July 2023	Site Visits of Shortlisted Venues
31 July 2023	Call for Best and Final Proposals
31 August 2023	Receipt of Best and Final Proposals
01 - 14 September 2023	Consultation with Governing Members
14 – 15 September 2023	Selection of Preferred Candidate by Board

D. Key Selection Criteria

The following are eleven key criteria against which all proposals to host the Congress will be evaluated. The criteria are listed together with explanatory notes. Also included are advisory notes to guide local partner responses.

Restating what has been said elsewhere, the Congress is not just a conference; it is IWA's main meeting of its members and beyond IWA's members to the global network of water professionals. IWA wants the Congress experience to encourage participants' commitment to the Association, make them want to attend future events and engage more deeply with the Association's full range of activities. They must enjoy the overall experience - strong technical quality, thought leadership, leading edge practice, good social programme, interesting city/country, friendly welcoming atmosphere, efficient organisation, a feeling of good value for money.

The successful venue will be that which, on balance, best satisfies the majority of the different requirements set out below.

1 Capacity to Organise the Conference

- a. Strong Governing Membership (Host Association) and organisation committee with good organisational resources.
- b. Previous experience of large international conferences.
- c. Support of all sections of the water industry in the country - utilities, manufacturers/suppliers, government, research/academic, consultants in both the water supply and wastewater sector.
- d. Good financial sponsorship prospects.

It is a fundamental condition of eligibility to bid for a Congress that the bid is lodged by a Governing Member of good standing in IWA. The Governing Member will, unless otherwise agreed by IWA, be the Host Association for the Congress.

Note: The Congress is a large, complex event. There will be 3,000 – 4,000 delegates, 300 or more accompanying persons, 1,000 – 1,300 exhibitor staff, and 3,000 – 6,000 visitors to the exhibition. The event comprises:

- pre-congress official IWA meetings;
- conference with high level plenary keynotes and panels, 15 – 20 parallel sessions, 600 scientific posters, workshops, panel discussions, formal meetings of IWA Specialist Groups, half-day and one-day visits to technical installations;
- exhibition/trade show of 3,000 – 4,000m² of space sold;
- social programme for pre-conference week and conference itself; pre- and post-conference technical and tourist tours; and
- hotel accommodation.

The host country committee plus the country's support infrastructure (the local water industry, professional conference organisers, hotels, transportation, restaurants, travel and hotel booking agents, tourist industry must all be adequate to cope successfully).

Advice: Host Associations should state how they meet criteria (a) to (d) above including what sponsorship, in cash or in kind (e.g., sponsorship of reception or part of conference dinner) they can provide for the IWA World Water Congress & Exhibition. Suitable PCO/DMC firms with experience of large international events must be available in the country and evidence of this should be provided.

2 Financial Contribution to IWA

The Congress is a substantial undertaking both logistically and financially. The local partner should demonstrate the extent of financial underwriting that will be available to support it until Congress revenues become available.

Further, IWA has set a target of:

- Covering its own internal costs as well as outgoings
- Recovering the cost of funds invested in the lead-up to the Congress
- Achieving a net surplus to contribute to the funding of Association activities

IWA will agree to a surplus share arrangement with the local partner that recognises the level of investment/risk undertaken by the partner.

Notes: Congress revenue sources include delegates' registration fees, exhibition income, and sponsorship (in cash or in kind).

- The major contribution to a Congress surplus derives from sponsorship, both in the form of sponsorship from international sources and sponsorship from the host city/country. Host city/country sponsorship will be a key criterion in the evaluation of bids. Host city/country sponsorship can take the form of financial contributions to the Congress to supplement sponsorship from international sources and/or a guarantee of minimum net proceeds from the Congress
- Another key criterion is the exhibition potential of the event

Advice: Host Associations must advise IWA on any financial aspects special to their country, e.g., non-recoverable value added tax or sales taxes on goods and services bought in the country, or on registration fees; problems, e.g., (currency restrictions), moving financial surplus out of the country.

3 Strong Support from local Delegates

A minimum of 600 delegates from the host country or from the host country plus immediately adjacent countries is essential

Notes: IWA Congress venues to different continents to allow maximum opportunity for water professionals from around the world to attend. If very few local delegates are able to attend, for whatever reason, this limits the effectiveness of hosting the Congress there.

Advice: Host Associations must provide convincing evidence that 600 plus local delegates will attend, e.g., statistics from comparable previous events. If this would involve a lower local registration fee then this must be stated together with the level of local fee in British Pounds.

4 Attraction of the Venue to Overseas Delegates

The venue should be attractive to both overseas and local delegates and accompanying persons.

Notes: IWA seeks maximum delegate attendance at the Congress for reasons of attracting as many participants and members as possible to get together (many overseas delegates are members), to maximise the cost effectiveness of the event and to maximise its impact in sharing expertise with as many professionals as possible worldwide.

Advice: If the proposed venue is a popular conference city the local partner should provide independent evidence of this. If not, then the local partner should set out convincing advantages of the proposed city as a visitor destination.

5 High Quality Convention/Exhibition Centre

Complex events like the IWA WDCE need a large, flexible, purpose-built convention centre, which is conveniently located to hotels, shopping facilities and restaurants. The following are IWA's basic requirements of the convention/exhibition centre:

- a. Auditorium for Opening, Closing Ceremony and Plenary Keynote Sessions – 1,200 1,500 minimum capacity, but preferably 2,000 or above.
- b. Sufficient break-out rooms for 20 parallel oral presentation sessions. Minimum recommended capacity 100 Pax theatre style for each room, and at least 8 rooms with 150 or more Pax theatre style.
- c. Adequate space to display simultaneously 600 scientific posters, with sufficient space to move around and view the posters.

- d. A minimum of 6 smaller meeting rooms minimum 30 Pax theatre style, 25 Pax boardroom style.
- e. Rooms and equipment for author slides and power point presentation preparation, adequate for a 18 parallel session conference.
- f. Secretariat and Committee meeting rooms.
- g. Simultaneous translation facilities (for local delegates if required).
- h. Exhibition/trade show space – 10,000 m² gross space for 4,000 m² space sold with all normal exhibition services and good access for exhibitors' goods. It is a good idea to have coffee, lunch facilities, etc in the trade show area to help maximise visitor attendance.
- i. Easy access to convention centre from hotels, by walking, metro or subway, tramcar system etc. If this is not possible then a shuttle bus service may be required and this should be indicated.

Advice: The local partner should provide data to answer the above requirements, including a location map of the convention centre and a map of it in relation to the city centre, airport and probable main hotels and guest houses, etc. If shuttle bus transportation is needed, an outline plan (e.g., number of buses, timings) is requested. If the convention centre is not big enough, please indicate how a combination of facilities in nearby hotels could meet the requirements.

5 No Entry Barriers to Bona Fide Delegates

IWA requires that all bona fide delegates, from any part of the world, must be able to obtain a visa or entry/exit permit without undue bureaucracy.

Advice: Local partner must provide a general statement of visa requirements plus a list of any countries for which special visa requirements apply and what these are.

6 Overall Affordability for Delegates

The Congress should be affordable to delegates from a wide range of economic backgrounds.

Note: Congress attendance costs include air fare, registration fee, hotel, eating and general subsistence. For delegates from higher income countries, few venues will present a cost problem. For others, hotels, local transportation and eating costs may be a problem.

Advice: Host Associations in high cost of living countries should indicate what lower cost accommodation and eating facilities will be available. Host associations should also provide indicative costs per day for a delegate attending with reference.

8 Venue Easily Accessible by Air from all Parts of World

Ideally the venue city will have an international airport with good connections to major cities worldwide. Failing this there should be good air connections between the main getaway airport in the host country and the venue city.

Advice: Host Associations should give details of connecting flight frequency and duration between getaway airport and venue city if the latter lacks an international airport.

7 Technical Facilities to Visit

Congress delegates like to visit interesting technical installations and organisations (which should not involve long journeys) on half- and one-day visits. Ideally a wide range of interesting water installations should be available within reasonably short distance of the venue city.

Notes: The technical installations can include water and wastewater treatment plants, urban storm drainage and flood control installations, control centres, research facilities etc.

Advice: Host Associations should list briefly up to 8 possible technical visits with an indication of distances from the venue city.

10 Site Visits and Inspections

Three key representatives from the IWA Secretariat will visit a potential venue city for 1-2 days. The intention is: to meet the Governing Member committee, likely Congress President,

chair and any members of organising committee; view the convention centre (congress and exhibition areas) and make a very quick tour of the city to ascertain its connections to convention centre etc; view a selection of hotels from luxury to low cost; and discuss the Congress organisation with all interested parties.

Potential host cities are expected to cover the costs of travel and accommodation costs in visiting the venues of potential host cities. Every endeavour will be made to minimise these.

Advice: Many convention centres have budgets to cover the cost of inspection visits and/or the likely main Congress hotel will often provide 1-2 nights' free accommodation. Include a suggestion of possible dates and agenda for the site visit with your bid.

E. Costings Required

In order to compare the various proposals, local partners are asked to provide the following indicative cost details (please use £ GBP).

- a. Cost of hiring conference venue.
- b. Tea/coffee/lunch costs per delegate per conference week.
- c. Hire of audio-visual equipment and technicians.
- d. Hire of poster panels for scientific posters (500 units).
- e. Cost of Shell Scheme for Exhibition
- f. Temporary staff (hosts and security)
- g. Signs and decorations (banners, flowers, etc)
- h. Shuttle bus transportation to/from hotels/conference (if required).
- i. Typical hotel costs per night:
 - 5-star
 - 4-star
 - 3-star
 - Guest House/Hostel (e.g., student, hostel or similar)
- j. If convention centre is far from hotels, typical single journey cost of:
 - Public transport (e.g., metro, bus – state which)
 - Taxi
- k. Value Added Tax/Sales Tax
 - Is there a value added tax/sales tax in your country?

- If YES, would this apply to all goods and services provided in connection with the conference?
- If it would not apply to all goods and services, please say whether any goods and services would be liable to the tax and, if so, which.

Provide information on how VAT can be managed for the event.

l. Taxation 1 – are registration fees subject to tax (value added or sales tax) or not?

- if YES, at what percentage rate?
- if YES, is this tax recoverable?
- if YES, how?

m. Taxation 2 – would any financial surplus be liable to corporation (or similar) tax?

- if YES, at what rate?
- if YES, would IWA's non-profit status enable it to avoid or mitigate the tax payable?
- if YES, please state how?

n. Currency Restrictions

- Are there any restrictions on currency movements into and out of the country?
- if YES, please give details

o. Sponsorship income

- Estimated total cash
- Other sponsorship in kind, please give details
- Likely sources of sponsorship – please indicate in general

F. Instructions to Bidders

Bid documents are required to follow the numbering and layout outlined in the selection criteria. (A template has **not** been prepared for this purpose – bidders should prepare their own document.)

Bidders are encouraged to provide any additional data or information that will assist IWA in making its decision. Note: Bidders must be a Governing Member of IWA in good standing or an organisation with previous or existing agreement (for example an MoU) with IWA.

1. Read the Guidelines for Venue Proposal. This document incorporates the Key Selection Criteria.
2. Your Bid Document should follow the numbering and layout outlined in the Key Selection Criteria and Costings Required.
3. Complete and sign the attached Warranty and Undertaking.
4. Bid Documents should comprise:
 - One electronic copy
5. All correspondence and any questions of clarification should be sent to:

Mr Kizito Masinde
Global Events and Awards Director
International Water Association
Export Building, First Floor, 1 Clove Crescent
London E14 2BA, United Kingdom

Tel: +44 20 7654 5500
Mob: +44 7517 109 855
Fax: +44 207 654 5555
Email: Kizito.masinde@iwahq.org

G. Warranty and Undertaking

To Executive Director
International Water Association
Export Building, First Floor
1 Clove Crescent, London E14 2BA,
United Kingdom

(IWA)

From _____

(Bidder)

In consideration of IWA considering our proposal to host the 2028 IWA World Water Congress & Exhibition, the bidder hereby warrants and agrees that:

1. The contents of the Bid Document are true and correct in all material respects.
2. There are no other facts or matters that might reasonably be required by IWA that would materially affect a decision by IWA.
3. That IWA has absolute discretion in the decision on where to locate the Congress and the Congress may be awarded to a bidder other than on financial considerations or it may not be awarded to any bidder.
4. The Bidder will, if successful, sign a Preliminary Conference Framework Agreement in the form provided by IWA.

Signed for and on behalf of Bidder:

Signature _____

Signature _____

Name _____

Name _____

Position _____

Position _____

Date _____

Date _____