



**Tshwane University  
of Technology**  
*We empower people*



# **EMAN-GLOBAL CONFERENCE 2007**

**ENVIRONMENTAL AND SUSTAINABILITY MANAGEMENT ACCOUNTING  
GLOBAL NETWORK (EMAN-GLOBAL)**

**TSHWANE UNIVERSITY OF TECHNOLOGY  
(PRETORIA) SOUTH AFRICA  
24– 26<sup>TH</sup> OCTOBER 2007**

**INTEGRATED ENVIRONMENTAL  
MANAGEMENT ACCOUNTING (EMA) FOR  
SUSTAINABLE DEVELOPMENT**

## **APPEAL AND MOTIVATION FOR SPONSORSHIP**



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## **1. INTRODUCTION AND BACKGROUND**

Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their needs. Environmental management accounting (EMA) incorporates and integrates two of the three building blocks of sustainable development - environment and economics - as they relate to an organisation's internal decision-making. Meeting the needs of the future generation depends on how well economic, social, and environmental objectives of sustainable development are interconnected and balanced during current decision-making processes. EMA provides the economic rationale for organisational involvement in sustainable development. Environmental management accounting serves as a mechanism to identify and measure the full spectrum of environmental costs of current production processes and the economic benefits of pollution prevention or cleaner processes, and to integrate these costs and benefits into day-to-day business decision-making.

An **environmental management accounting network (EMAN)** is a network of researchers, consultants, business people, government authorities, policy advisors and corporate representatives interested in Environmental and Sustainability Management Accounting as a tool of Sustainable Development. It aims to provide a medium through which those interested in EMA can interact with others, and to organise regular events for the dissemination and exchange of innovation, practice, case studies, theories, and research in order to drive strategy, policy, promote and disseminate EMA to achieve sustainable development.

EMAN-Global aims to support capacity building and awareness in environmental and sustainability management accounting in the world through its networks in Africa, the Americas, Asia-Pacific and Europe, through research, training, networking, workshops, seminars, conferences and public education activities.

There are currently four regional chapters of EMAN-Global including; EMAN-Europe (established in 1997), EMAN-Asia Pacific (established in 2001), EMAN-Americas (established in 2002) and EMAN-Africa (established in 2005)

## **2. EMAN in AFRICA (HOST NETWORK) AND TUT R&I NICHE AREA ON EMA/SMA**

Environmental Management Accounting Network Africa (EMAN-Africa) is an inclusive group of pan African EMA stakeholders independently operating under close relationship with EMAN-Global, EMAN-Europe, EMAN-Americas and EMAN-Asia Pacific. Established in February 2005 and formally launched on the 5th of August 2005, EMAN-Africa links the various efforts of organisations and individuals towards the development and promotion of EMA in Africa.

This 1<sup>st</sup> EMAN-Global Conference is organised in partnership with the Research and Innovation (R&I) Niche Area - Environmental and Sustainability Management Accounting (EMA/SMA) of the Faculty of Economics and Finance at TUT. The focus of the niche area is to integrate environmental management methodologies and business management systems in order to construct a sustainable socio-economic system by developing and implementing environmental management accounting (EMA) tools through applied research.

### 3. CONFERENCE THEME

The conference theme “**Integrated Environmental Management Accounting (EMA) For Sustainable Development**” addresses the question of how organisations can integrate EMA with other environmental management tools (Cleaner Production, Environment Management Systems, Risk Management, Sustainability Reporting and Audits) to achieve sustainable development. It seeks and brings together an international and interdisciplinary audience to begin to tackle many of the issues connected with EMA and sustainable development - to share experiences and to begin to work towards solutions. By building informal partnerships and in offering opportunities to share ideas this conference seeks to move this complex debate forward.

### 4. KEYNOTE SPEAKERS

Keynote speakers for the 1<sup>st</sup> EMAN-Global 2007 conference will include;

- **Prof. Dr. Stefan Schaltegger**, Chair of Corporate Environmental Management, University of Lüneburg, Germany, He is the chair person of EMAN-Global and EMAN-Europe, is editor of many journals and in the board of many organizations.
- **Mr. Tarcisio Alvarez-Rivero**, Works for the Division for Sustainable Development of the United Nations Department of Economic and Social Affairs (DSD/UNDESA). He has been the driver of the development of EMA from the UN and lead the UN EMA Expert Working Group 1999-2005.
- **Dr Christine Jasch** is Director, Austrian Institute for Environmental Management & Economics, Vienna, Austria. She is the co-author of many EMA publications of the UN and the International Federation of Accountants (IFAC) international guidance document on EMA.
- **Prof. Dr. Roger L. Burritt** is Professor in Accounting, School of Commerce, University of South Australia, Adelaide, Australia. He is a Fellow of CPA Australia, CMA and an Associate of the Chartered Institute of Accountants in Australia.
- **Professor Don Huisingh** is a senior scientist in Sustainable Development in the Center for Clean Products and Clean Technologies, at the University of Tennessee in Knoxville, U.S.A. He is the founder and Editor-in-Chief of the Journal of Cleaner Production.

## 5. EXPECTED OUTPUTS, OUTCOME AND BENEFITS

EMAN-Global 2007 conference will benefit the entire continent of Africa being host of the event and stakeholders including government agencies, policy-makers, academic institutions, business and industry, consulting organisations, professional associations and environmental non governmental organisations in providing EMA benchmarks, tools and models through the exchange of experiences, practice, case studies and develop strategies to deal with the integration of EMA with other ecological tools for sustainable development.

The EMAN-Global 2007 conference will create the opportunity for researchers, consultants and companies to acquire ready and willing support from a community of leading world scholars and practitioners on EMA implementation and practice. The conference will create a learning environment and stimulate interest to promote and disseminate environmental and sustainability management accounting in the continent of Africa and the world.

Conference proceedings will be published after a peer-review process. An edited book on "Integrated Environmental Management Accounting for Sustainable Development" from selected papers will also be prepared for publication. In addition, accounting and environmental management journals will be approached to publish a special issue of materials generated from the conference.

## 6. ORGANISING COMMITTEE

The following people are responsible for organising EMAN-Global 2007 conference:

Maryna Möhr-Swart (Chair)	Chamber of Mines, South Africa
Cosmas M. Ambe (Convenor)	Tshwane University of Technology, South Africa
Marie Janse van Rensburg (Secrétaire)	Tshwane University of Technology, South Africa
Seakle Godschalk (Treasurer)	Consultant, South Africa
Thembi Kodisang	Maqhawe Waste Consultancy, South Africa
Visemih William Mufe	University of Buea, Cameroon
Rosie Chekenya	Roscam Strategic Development Consultancy, Zimbabwe

## 7. BUDGET FOR EMAN-GLOBAL 2007 CONFERENCE

No.	Activity Item	Details	Costs in Rands
1	Initial funding for preparatory work, marketing, brochures, conference website, information management system and communication	<ul style="list-style-type: none"> <li>Development &amp; hosting of conference website R25 000</li> <li>Management of abstracts and papers R15 000</li> <li>Pre-conference, during and post conference marketing in radio, news papers, posters, brochures, professional journals, magazines and banners R60 000</li> </ul>	R100 000
2	<ul style="list-style-type: none"> <li>Conference venue</li> <li>Venue logistics (including chairs, tables, data projector, speakers, microphones etc)</li> <li>Audio-visual facility</li> </ul>	<ul style="list-style-type: none"> <li>Prestige Auditorium venue hire @ R3 000 per day x 3 days = R9 000</li> <li>Two breakaway venues @ R1 500 x 2 x 3 days = R9 000</li> </ul>	R18 000
3	Sponsorship of emerging economies delegates from the African continent and – (registration, travel and accommodation) with condition that they conduct research on EMA and presents findings at the conference.	R10 500 x 70 delegates <ul style="list-style-type: none"> <li>An average of R7 000 for flit ticket per delegate</li> <li>Registration fees R2 000 per delegate</li> <li>Accommodation @ R500 per day x 3 nights R1 500 per delegate</li> </ul>	R735 000
4	Logistics and Transport	<ul style="list-style-type: none"> <li>Transportation of delegates of delegates (hotel-venue-social events-hotel) R6 000 x 4 x 60 seated buses x 3 days</li> </ul>	R72 000
5	Catering during conference including morning & afternoon tea and lunch	<ul style="list-style-type: none"> <li>R200 per person x 300 delegates x 3 days</li> </ul>	R180 000
6	Conference materials	<ul style="list-style-type: none"> <li>Conference bag R150 x 300 =R45 000</li> <li>Book of Abstracts R100 x 300 =R30 000</li> <li>CD of Conference Proceedings R100 x 300 = R30 000</li> <li>Conference DVD = R150 x 300 delegates</li> </ul>	R150 000
7	Welcome Cocktail function	<ul style="list-style-type: none"> <li>R200 x 300 delegates</li> </ul>	R60 000
8	Gala Dinner	<ul style="list-style-type: none"> <li>Gala dinner (R400 x 300 delegates) =R120 000</li> <li>Hire of DJ and Music R20 000 (e.g. Glen Lewis of Metro FM)</li> <li>Hire of MC R10 000 (e.g. Norleen of SABC 3 Talk)</li> <li>Hire of artists, dance groups and entertainers R15 000</li> </ul>	R165 000
9	Administration and other sundries and accessories	<ul style="list-style-type: none"> <li>Honoraria, airfare, lodging and meals of guest speakers</li> <li>Gift for guest speakers</li> <li>Part-time admin assistant for conference secretariat</li> <li>Stationary and postage</li> <li>Provision for inflation</li> <li>Delegate badges and name tags</li> <li>Telephone and fax cost</li> <li>Miscellaneous expenses</li> </ul>	R80 000
	<b>Total Expenditure</b>		<b>R1 560 000</b>
	Internally generated income: <ul style="list-style-type: none"> <li>R2 000 x 300 delegates</li> <li>Sponsorship secured from TUT Faculty of Economics and Finance in support of venue</li> </ul>		<b>(R600 000)</b> <b>(R18 000)</b>
	<b>Total Income required from funding organisations</b>		<b>R942 000</b>

We appeal to donors for a total of R942 000. This will cover support according to the table above. A range of sponsorship packages is available in part 8 below in association with the conference. Organisations may sponsor certain aspects of the conference and will receive recognition for their support.

## 8. SPONSORSHIP PACKAGES

No.	Packages	Amount	Benefits
1	Platinum Sponsor	R300 000+ (only one solicited)	<p>This is our Platinum package, offering the sponsor some exclusive opportunities to associate with the EMAN-Global 2007 Conference.</p> <ul style="list-style-type: none"> <li>• Exclusive branding and hosting of one “Exclusive Event” chosen from the following list: <ul style="list-style-type: none"> <li>○ Keynote speaker</li> <li>○ Host of Gala Dinner</li> </ul> </li> <li>• Logo on hanging banner for sponsors</li> <li>• Free 6 sqm exhibition booth in a special area</li> <li>• Free registration for 10 participants from your organisation</li> <li>• Choice of handout in the conference bag*</li> <li>• Your organisation will be mentioned on all publications, press releases, on the conference website and related EMAN websites”</li> </ul>
2	Gold Sponsor	R150 000+ (only one solicited)	<p>This package offers the sponsor some great opportunities for branding recognition including:</p> <ul style="list-style-type: none"> <li>• Branding of a Side Event (to be determined)</li> <li>• Logo on hanging banner for sponsors</li> <li>• Free 4 sqm exhibition booth in a special area</li> <li>• Free registration for 7 participants from your organisation</li> <li>• Choice of handout in the conference bag*</li> <li>• Your organisation will be mentioned on all publications, on the conference website and related EMAN websites.</li> </ul>
3	Silver Sponsor	R100 000+ (only one solicited)	<p>This package offers the sponsor some great opportunities for branding recognition including:</p> <ul style="list-style-type: none"> <li>• Logo on hanging banner for sponsors</li> <li>• Free 2 sqm exhibition booth in a special area</li> <li>• Free registration for 5 participants from your organisation</li> <li>• Choice of handout in the conference bag*</li> <li>• Your organisation will be mentioned on all publications and the conference website.</li> </ul>
4	Bronze Sponsor	R50 000+	<p>This package offers the sponsor some basic brand association with the EMAN-Global 2007 Conference. including:</p> <ul style="list-style-type: none"> <li>• Logo on hanging banner for sponsors</li> <li>• Free registration for 3 participant from your organisation</li> <li>• Your organisation will be mentioned on all publications and the conference website.</li> </ul>
5	Sponsor	R20 000+	<p>This package offers the sponsor some basic association with the EMAN-Global 2007 Conference. including:</p> <ul style="list-style-type: none"> <li>• Logo on hanging banner for sponsors</li> <li>• Free registration for 1 participant from your organisation</li> <li>• Your organisation will be mentioned on all publications and the conference website.</li> </ul>