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# INTERNAL RULES of EHEDG

## Bylaw No. 5.1 on Communication

### EHEDG Events Policy

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This document was adopted by the EHEDG Executive Committee on 10<sup>th</sup> December 2020

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## **EHEDG Events Policy**

Further to the main events mentioned in Bylaw No. 5, EHEDG offers a variety of other events and meetings of which the most common ones are specified and classified hereunder. EHEDG Working Group meetings and training courses are not described in this document, but are referred to in the SCP's of Sub-Committee Product Portfolio.

### **1 EHEDG Event Policy – INTERNAL**

#### **INTERNATIONAL EHEDG EVENTS**

##### **1.1 EHEDG World Congress on Hygienic Engineering & Design**

##### **1.2 EHEDG Plenary Meeting**

##### **1.3 EHEDG workshops, symposia or seminars on occasion of international exhibitions and other NON-EHEDG events**

#### **REGIONAL EHEDG EVENTS**

##### **1.4 EHEDG ...**

- Workshop
- Seminar
- Webinar
- Conference
- Info Day
- Round Table
- Annual Meeting
- ...

### **2 EHEDG Event Policy – EXTERNAL**

#### **NON-EHEDG EVENTS (national and international)**

## INTERNATIONAL EHEDG EVENTS

Title	Financed by	Organizing Team	Frequency	In scope of SubCom	Keywords & Criteria
<b>1.1 EHEDG World Congress on Hygienic Engineering &amp; Design</b>	<ul style="list-style-type: none"> <li>- Sponsors</li> <li>- Delegate fees</li> <li>- EHEDG International (if not fully self-financing)</li> </ul>	<ul style="list-style-type: none"> <li>- <b>EHEDG International</b> Treasurer/Secretary, Program Chair, EHEDG Headquarters</li> <li>- <b>Hosting Regional Section</b> Chair and/or local Committee</li> <li>- <b>Professional local event or exhibition organizer</b></li> </ul>	<p>Every second year (currently in even years)</p>	<p><b>COM</b> (to be approved by ExCo)</p>	<ul style="list-style-type: none"> <li>- international &amp; high-level participants from all over the world</li> <li>- target groups: EHEDG membership &amp; other stakeholders</li> <li>- broad audience (+/- 300)</li> <li>- aimed to be self-financing</li> <li>- multidisciplinary, oriented towards new trends/innovations, commercial and sustainability aspects in HD, processing and food safety</li> <li>- two full days lecture program by invited high-level EHEDG speakers</li> <li>- by preference no parallel sessions</li> <li>- sponsorship &amp; exhibition opportunities</li> <li>- networking opportunities (1:1 meetings)</li> <li>- social program</li> <li>- own website <a href="http://www.ehedg-congress.org">www.ehedg-congress.org</a></li> <li>- for further details see Annex 1</li> </ul>
<b>1.2 EHEDG Plenary Meeting</b>	<ul style="list-style-type: none"> <li>- EHEDG International</li> </ul>	<ul style="list-style-type: none"> <li>- <b>EHEDG International</b> Treasurer/Secretary, Program Chair, EHEDG Headquarters</li> <li>- <b>Hosting Regional Section</b> Chair and/or local Committee</li> </ul>	<p>Annually, either jointly with the EHEDG World Congress or on a stand-alone basis in non-congress years.</p>	<p><b>COM / RD</b> (to be approved by ExCo)</p>	<ul style="list-style-type: none"> <li>- major <b>internal</b> EHEDG event (all Advisory Board &amp; ExCo members, SubCom Chairs, RG/WG Chairs), upon invitation only</li> <li>- information, updates &amp; news about the EHEDG SubCom work, interactive sessions, discussions, Q&amp;A sessions</li> <li>- two-day program in non-congress years (with lectures on day two)</li> <li>- one-day program if jointly organized with the EHEDG World Congress on Hygienic Engineering &amp; Design</li> <li>- networking and social program</li> </ul>
<b>1.3 EHEDG Workshops or Symposia on occasion of international exhibitions and events</b>	<ul style="list-style-type: none"> <li>- EHEDG International</li> </ul>	<ul style="list-style-type: none"> <li>- <b>EHEDG International</b> Treasurer/Secretary, Program Chair and/or Committee, EHEDG Headquarters</li> <li>- <b>External organizer</b></li> </ul>	<p>To be individually decided</p>	<p><b>COM</b> (to be approved by ExCo)</p>	<ul style="list-style-type: none"> <li>- International audience</li> <li>- All kinds of stakeholders</li> <li>- Number of participation can vary significantly</li> <li>- half- or one-day lecture program</li> <li>- Promotion by EHEDG International and external organizer</li> <li>- invited high-level EHEDG speakers</li> <li>- meant to increase the visibility of EHEDG</li> </ul>

## REGIONAL EHEDG EVENTS

Title	Financed by	Organizing Team	Frequency	In scope of SubCom	Keywords & Criteria
<b>1.4 EHEDG...</b> <ul style="list-style-type: none"> <li>- <b>Workshop</b></li> <li>- <b>Seminar</b></li> <li>- <b>Webinar</b></li> <li>- <b>Conference</b></li> <li>- <b>Round-table</b></li> <li>- <b>Annual RG meeting</b></li> <li>....</li> </ul>	<ul style="list-style-type: none"> <li>- Delegate fees and / or sponsorship</li> <li>- If not or only partly self-financing, EHEDG International to provide support upon request and approval, based on the annual budget &amp; activity planning as well as on a detailed calculation to be submitted by the RG in advance.</li> </ul>	<ul style="list-style-type: none"> <li>- <b>EHEDG Regional Section</b> Chair and/or organizing Committee</li> <li>- <b>in coordination with EHEDG International</b> SubCom, EHEDG Headquarters Co-Chair (if required)</li> </ul>	<p>To be individually decided and co-ordinated in accordance to the overall EHEDG events calendar. Depending on resources and time, at least one regional event should be organized every year</p>	<p><b>RD</b> (ExCo to be informed about annual planning)</p>	<ul style="list-style-type: none"> <li>- regional / national scope</li> <li>- local language</li> <li>- (potential) EHEDG members &amp; other stakeholders</li> <li>- small to medium scale audience (10 to +/- 100 persons)</li> <li>- usually one-day program</li> <li>- introduction of EHEDG as an integral part</li> <li>- local speakers and/or one or two invited international EHEDG speakers</li> <li>- lectures rather focused on a limited scope of topics</li> <li>- mostly irregular</li> <li>- coincidence with other EHEDG events to be avoided</li> <li>- organized in close cooperation with SubCom RD announcements, invitation and all at-site organization to be arranged by Regional Section</li> <li>- additional promotion in EHEDG website news &amp; newsletter</li> </ul>

<b>Workshop:</b>	Characterized by group work. Meeting of a small group of experts who are intensively working on a topic in a limited time frame. Participants closely cooperate with each other to achieve a common goal and to learn from their professional colleagues. Workshops are chaired by a discussion leader.
<b>Seminar:</b>	Singular educational event not only meant for information purposes, but with the intention to impart knowledge or certain skills. Contrary to a lecture program, the participants are more actively involved and asked for their contributions by questions or discussions.
<b>Webinar:</b>	Internet-based, same purpose like seminar. Participants can communicate via microphone and webcam or chat.
<b>Conference:</b>	Formal meeting of professionals where experts and researchers present their results and activities in a given subject, scientific or technical developments. Conferences have a broader scope of topics and a broader attendance compared to seminars and are usually organized on a local or national basis by a national body. Often held annually or on some other recurring basis.
<b>Roundtable:</b>	Oral presentations followed by discussion with attendees seated around a table. Roundtables typically include 15 min. of presentation, followed by 30 min. of discussion and feedback. Roundtable presenters should ask targeted questions to others at the table in order to learn from and with those attending. Ideal format for networking and in-depth discussion on a particular topic.



<b>Annual Meeting:</b>	Get-together of all members of a Regional Section, periodically once a year. Introduction of EHEDG, update on achievements, membership and finances of the RG. Often accompanied by a lecture program. Opportunities for networking and discussion.
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## 2 NON-EHEDG EVENTS (national and international)

### General

#### “The EHEDG Policy on external events is reactive”

Bylaw No. 5: “Non-EHEDG local events can be organized and managed by SubCom Regional Development when required. Funding can be made available from central funds but has to be included in the annual central budget process and approved by the ExCo (see page 2).”

“Participation in international exhibitions shall be planned by SubCom COM, managed by the EHEDG Headquarters and included in the approved EHEDG budget. Participation shall be limited to the world's leading trade fairs. The purpose of participation shall be to promote the EHEDG product portfolio and capabilities, and to attract and acquire new members (see this page)”.

#### Exhibitions:

Proposed exhibitions for an EHEDG participation by a booth (manned by EHEDG experts and EHEDG Headquarters staff), probably accompanied by a symposium, seminar or a lecture program:

- Drinktec (Munich/Germany), every 4 years
- Anuga FoodTec (Cologne/Germany), every 3 years
- Other exhibitions as defined minimum two years in advance by SubCom COM and agreed by the EHEDG ExCo.

Bylaw No. 5: “Invitations to international events not organized by EHEDG will be evaluated by SubCom COM before acceptance by the ExCo. EHEDG will participate only if participation provides value to EHEDG and if the right representation can be made available.”

#### EHEDG speaker participation in non-EHEDG events:

Individual inquiries of an event organizer are to be handed in to the EHEDG Headquarters, evaluated and agreed by SubCom COM and approved by the ExCo.

#### The benefit of an external event to EHEDG is evaluated based on the following criteria:

	Participation recommended if	Participation disapproved if
<b>Timing</b>	Inquiry is received with a leadtime of <b>more than six months in advance</b>	Inquiry is received <b>less than six months in advance</b>
<b>Internationality</b>	Target groups are international, cover the EHEDG membership and related stakeholder groups from food equipment and food industries (not too scientific) and are rather large and high-level	Target groups are rather local, either with very specific or unspecific expertise, local language
<b>Topics</b>	the overall program is in the scope of EHEDG	the program is out of the scope of EHEDG (also if too scientific)
<b>Importance</b>	Evaluation by screening of the event website and post-event reports, as well as by investigations with (EHEDG-)speakers in earlier events of the same organizer	

	<ul style="list-style-type: none"> <li>• addressing EHEDG target groups</li> <li>• broad audience of &gt; 100 persons)</li> <li>• multidisciplinary, oriented towards new trends and innovations, commercial and sustainability aspects of HD, processing, packaging and food safety</li> <li>• opportunity to submit scientific papers</li> </ul>	<ul style="list-style-type: none"> <li>• Rather non-EHEDG target groups</li> <li>• small audience of &lt; 100 persons</li> <li>• focusing on one or a few discipline/s</li> <li>• usually no scientific paper submission</li> <li>• clearly promotional/marketing oriented</li> </ul>
<b>Costs</b>	Organizer agrees on free-of-charge participation of the EHEDG speaker/s, and optionally covers the costs for travel and accommodation	Speaker participation is at own (EHEDG) expense

**Additional criteria for EHEDG participation in external events**

(not to be considered as a knock-out if not fulfilled):

- The event helps to increase the visibility of EHEDG and makes the organization well-known
- EHEDG is optionally shown by name and logo on the event website
- Other opportunities offered by the organizer to present EHEDG (e.g. by a booth)

**Event partnership:**

Same criteria as described above. No speaker participation, only publication of the EHEDG link and logo on the event website. Vice-versa publication of the event in the EHEDG website news and in the EHEDG newsletter. Details to be agreed on a case-to-case basis.

## ANNEX 1

### **EHEDG World Congress on Hygienic Engineering & Design – Additional Criteria**

#### **Title**

The denomination of this event to be used in all communication is “**EHEDG World Congress on Hygienic Engineering and Design Year – Country**”

The title ‘Congress’ signifies that the event is large and multidisciplinary contrary to a ‘Conference’ which is smaller and focused on a few topics only. EHEDG World Congresses are meant to disseminate, share and update on latest developments in the field of hygienic engineering & design as well as on hygienic processing know-how, but will also address scientific topics like food safety or economic aspects like cost savings by hygienic design.

#### **Target groups**

The event is aimed for an audience of 300 to 350 delegates, both experts and newcomers from EHEDG membership and other stakeholder groups on a worldwide level, e.g.:

- CEOs, decision makers and experts from companies involved in the manufacturing of food and food equipment, professionals from companies supplying engineering services, quality managers responsible for food safety control, sales & marketing managers.
- Scientists and students, governmental officials and NGO representatives working in the fields of hygienic engineering and design, food production, food processing, food quality and safety, innovative technologies, new trends in food safety, disinfectants, sanitizers and auditors.

#### **Frequency**

Every second year (currently in even years), as long as applications are available

#### **Applications and Approval**

The EHEDG Regional Sections are invited to apply for the organisation of a future EHEDG World Congress in their countries. The EHEDG Headquarters sends out a call for applications to all Regional Sections minimum two years in advance to the intended Congress year. After due consideration of all incoming proposals and upon recommendation of the Sub-Committees Communication and Regional Development, the EHEDG Executive Committee finally selects and approves the most suitable congress venue, the budget and the overall congress program.

#### **Duration and combination with other meetings**

The Congress program covers two full days which are required to adequately cover a broad range of topics and presenters. The EHEDG Plenary Meeting of all Board & ExCo members, Sub-Committee Chairpersons, Regional Chairpersons and Working Group Chairpersons is to be scheduled by preference on the pre-congress day.



## **Location and timing**

The Congress location should be easily accessible and in close distance to an international airport. EHEDG Congresses should be held in Europe for the time being as the majority of attendees come from European countries. Cost and time for travelling have to be taken into consideration by the organizers same as reasonable hotel rates. The Congress should be held by preference in a hotel where all participants are accommodated or at a venue nearby, like a conference or exhibition centre. This will enhance networking and facilitate the at-site organisation. Time conflicts with important international events and trade fairs as well as with any other EHEDG events shall be avoided. No other major EHEDG meeting or event should be scheduled in a period of minimum six weeks in advance or after the Congress.

## **Organization**

The Congress is organized by a team of EHEDG International consisting of the Treasurer, the EHEDG Headquarters, a Co-Program Chair and a representative of SubCom Communication, the Regional Section Chair and a professional local event organizer. The title “EHEDG World Congress” can be used by these parties upon prior written agreement only. EHEDG World Congresses should not be combined with training courses or Working Group meetings. The organizing committee members jointly and proactively undertake all efforts to make the Congress a success by promoting participation to national and international target groups from the EHEDG membership and other stakeholders, by setting up a high-level program, by recruiting speakers as well as by gaining a sufficient number of sponsors with the aim of making the event self-financing.

It is strongly recommended to involve a professional event or exhibition organizer for all at-site arrangements, accommodation, registration, social events, dinners etc. The event organizer is responsible for the professional organization and marketing of the Congress. Promotion to potential participants and the acquisition of sponsors are jointly followed up by the local organizers and EHEDG International based on an agreed marketing & promotion plan.

## **Congress Program & Speakers**

The search for and recruitment of speakers is a common task both of the local organizer and EHEDG International. The Congress program is drafted by the Regional Chair in co-operation with the Program Co-Chair of EHEDG International and subject to approval by the EHEDG Executive Committee.

Speakers are high-level, internationally renowned experts from the EHEDG Working Groups or membership, or have in-depth know how in the field of the Congress topics.

Speakers receive guidelines for submission of their abstracts and presentations. These details will be published in the book of abstracts, both in electronic format on the congress webpage and in hardcopy together with the congress handouts. Full presentations in.pdf format will be made available for download from a password-protected area of the Congress webpage to Congress delegates only.

## **Financing**

EHEDG World Congresses are aimed at being self-financing by delegate fees and sponsorships.