

# A2018 Amsterdam Planning Group

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# A2018 APG goals

1. Ensure that **Amsterdam is fully prepared** for hosting AIDS2018,
2. Guide and coordinate all preparations and activities that need to be/are undertaken by Dutch partners **in the run up** to AIDS2018,
3. Guide and coordinate activities that are carried out **alongside the official** Conference programme during AIDS0218,
4. Identify and manage **risks**.

Or

1. Increase political buy in in NL and EU
2. Make sure A2018 is NOT a one-off
3. Promote young leadership
4. Ensure that in the run up and/or at A2018, a European Action Plan is endorsed

# A2018 APG members

- Ministry of Foreign Affairs
- Ministry of VWS
- AIDS2018 local co-chair (Prof. Peter Reiss)
- Amsterdam Marketing
- Aidsfonds
- HIV Association Netherlands
- GNP+
- KNCV
- Amsterdam Diner Foundation (liaison to the private sector)
- Independent chair (ICSS)

# A2018 APG Working Groups

1. Arts, Events & Sponsoring
2. Eastern Europe & Central Asia
3. AIDS Free Amsterdam
4. Communications & Promotion

Friends A2018

# Arts, Events & Sponsoring

- Coordinate activities related to Arts, Events and Sponsoring in support of the work of the Amsterdam Planning Group in the run up towards and alongside the A2018 Conference in 2018.
  - A2018 launched at Amsterdam Light Festival
  - The AIDS Journey
  - Red Ribbon Concert
  - The Private Sector Challenge
  - Aids & Arts

# Eastern Europe & Central Asia

- Advance the goals of AIDS2018's focus on EECA.
- Support activities alongside the official conference programme during AIDS2018 that concern EECA.
- To advise the IAS on EECA.
- To advise the Amsterdam Planning Group on EECA.

# AIDS Free Amsterdam

- To leverage and support the work of the H-TEAM as showcase in the Netherlands.
- To provide opportunities for international exchange on strategies and interventions that help achieving cities free of HIV/AIDS
  - Session in Durban, Paris
  - One day meeting at A2018



# Communications & Promotion

- Awareness raising: ensure that the Dutch general public and politicians are aware of the HIV/AIDS and the relevance of A2018.
- Promotion and marketing: promotion of the A2018 Conference and the Netherlands as host country and the City of Amsterdam in particular.
- APG communication: support all communications activities of the Amsterdam Planning Group (AF & HVN in the lead)

# You?

- What will you do?
- How do you want to be engaged?
- How can we do a better job?
- Your role in sustainability?