

# TACTICS FOR CHANGE

## Educate and promote action



HOME SUSTAINABILITY ABOUT US OUR INITIATIVES TOOLS DOWNLOAD CENTER MICE Sustainability Thailand

THAILAND MICE SUSTAINABLE DESTINATION MASTER PLAN

ISO 20121 EVENT SUSTAINABILITY MANAGEMENT SYSTEMS

CARBON NEUTRAL EVENTS

FARM TO FUNCTIONS

**FOOD WASTE PREVENTION**

MICE SUSTAINABILITY FORUM

BICYCLE PARKING

### FOOD WASTE PREVENTION PROGRAMME

An independently verified 9-point commitment programme designed to cut food waste, save on food costs and get your efforts recognized.

- Financial Gains** By taking the pledge you can reduce your food waste by up to 40%, and gain a return on investment within 4-6 months of starting the programme. The food waste that is prevented results in pure savings.
- Employee Engagement** Our comprehensive training and staff support drives employee participation, resulting in more efficient performance. Surveys show that 95% of employees who have taken the pledge agree that it has changed the way they look at food waste.
- Branding** Your efforts to tackle food waste will produce financial savings as well as CO<sub>2</sub> savings. Data generated from these savings can be used for innovative future PR purposes and marketing or CSR campaigns.

**KEY FINDINGS**

5-Star Hotel in Thailand A 5-day audit reveals 270.03 kg of food waste per day.

**TOTAL FOOD WASTE (5 DAYS)**



## WE PLEDGE TO SUPPORT EU PLASTICS STRATEGY

-  INCREASE RECYCLING
-  USE MORE RENEWABLES
-  USE RECYCLED PLASTICS WHEN PROVED SAFE



# TACTICS FOR CHANGE

## Educate and catalyze action

*Cities such as Zurich are promoting a circular economy via food and beverages*



UNITED AGAINST WASTE  
Zurich hotels have reduce their food waste by 42%

# TACTICS FOR CHANGE

## Promote The Food Revolution

A local, regenerative and healthy approach to gastronomy, can be turned into a **competitive advantage**.

A pathway to  
job creation  
social inclusiveness  
reduce carbon emissions  
Improve environmental pressures.



# TACTICS FOR CHANGE

## Promote The Food Revolution

**7 out of 10 EU** shoppers expressed strong preference for buying local (3000 consumers across Europe)



# TACTICS FOR CHANGE

## Promote The Food Revolution

A local, regenerative and healthy approach to gastronomy, can be turned into a **competitive advantage**.

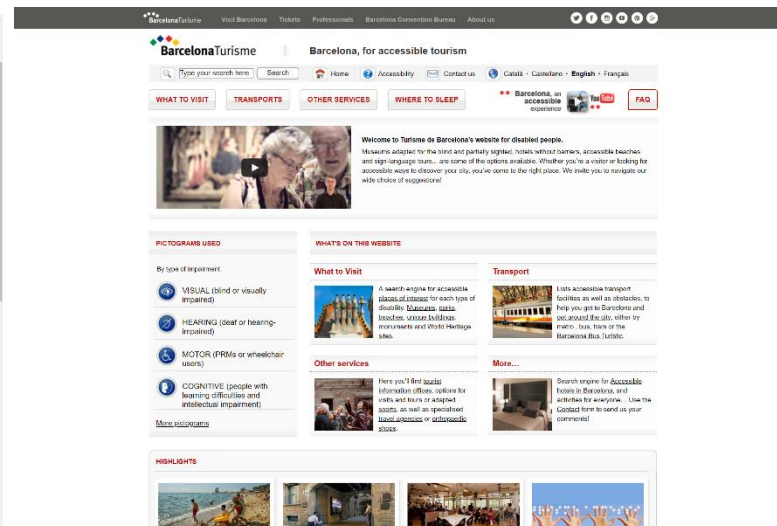
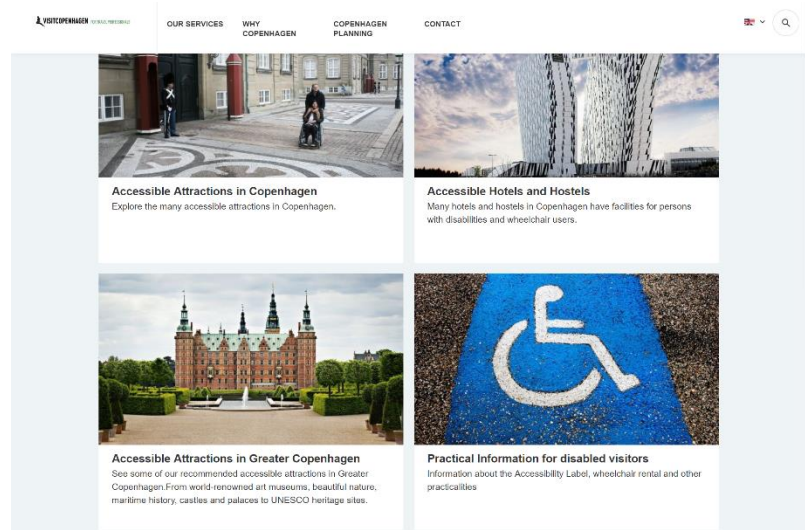
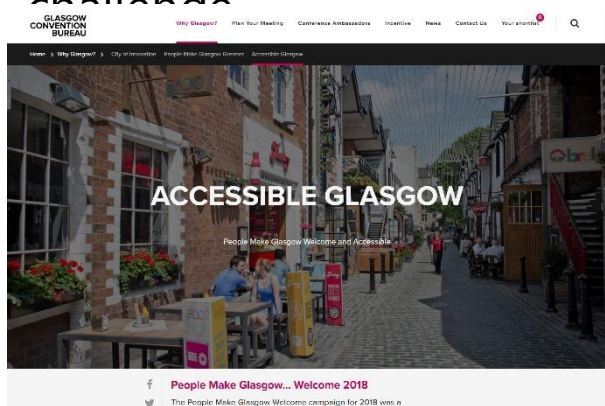
A pathway to  
job creation  
social inclusiveness  
reduce carbon emissions  
Improve environmental pressures.



# TACTICS FOR CHANGE

## Destinations open for all

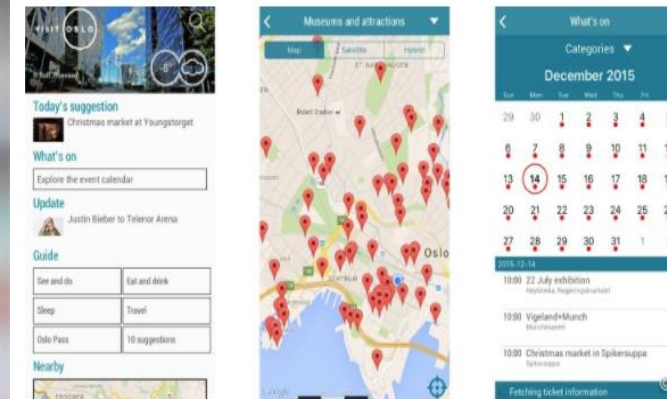
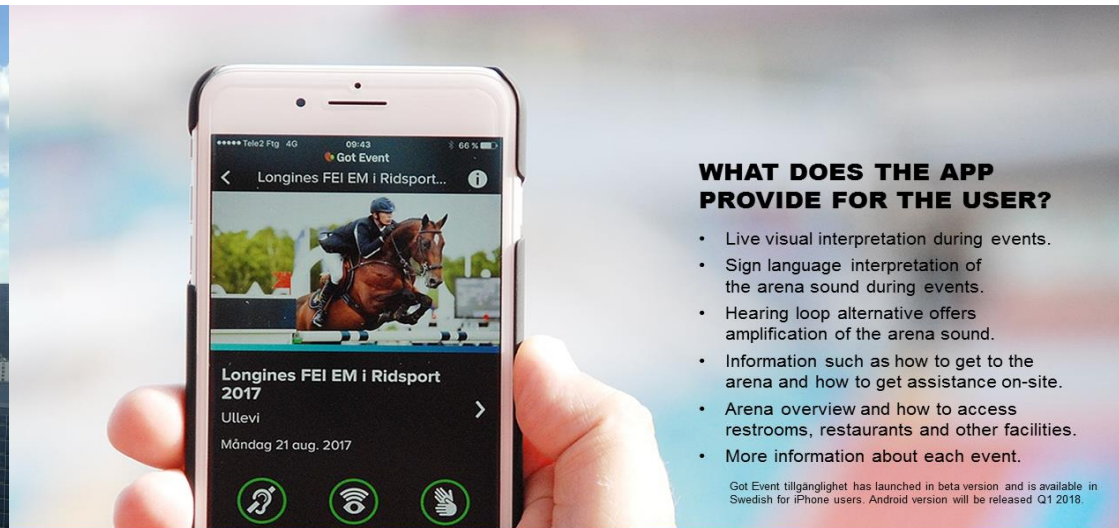
1 billion people have some form of disability. Approx 10% of event attendees have some form of sensory, mobility, cognitive or medical disability. Leading sustainable destinations are addressing this challenge



# TACTICS FOR CHANGE

## Open the city with Mobile Applications

- Mobile Apps for the destinations are a great way to help tourists and new comers navigate but also to find points of interest.
- It is also a great way to make sustainability information more easily available and accessible, helping position the destination as a sustainable one as well as to promote sustainable suppliers throughout the city (from restaurants to hotels, etc.)
- The app can also address different sustainability issues such as helping people with disabilities.



Oslo - Official City App

Free app for [iPhone](#), [iPad](#) and [Android](#)

gothenburg

# Integrate sustainability into your search engines

The screenshot shows the 'visit.brussels' website with a navigation bar containing categories: DO & SEE, SLEEP, EAT & DRINK, GOING OUT, ESSENTIALS, and PRO & PRESS. Below the navigation is the 'Venue finder for meetings' section. It features a search bar and several filter options: 'Area' (City Centre, Inner City, Airport, Brussels and surroundings), 'Capacity (largest meeting room)' (Configuration: Choose, Attendees: 1, 50, 100, 150, 300, 500, 1000, More; Number of break-outs: 0, 1, 2, 3, 5, 8, 10, 20, More), and 'Search Venue' (Type of venue: Conference Hotel, Venues; Additional Filters: Accessibility checked; Ecolabels: ISO 14001). A 'Search' button is located at the bottom of the filter section.

<https://visit.brussels/en/venue>

The screenshot shows search results for 'Palais 12' and 'Brussels Expo'. The 'Palais 12' result includes a photo of a stage with purple lighting and icons for a bar, wheelchair access, and other facilities. The 'Brussels Expo' result includes a photo of the exhibition hall and the text: 'BRUSSELS EXPO offers all needed facilities for your event at...'. A map on the right shows the location of these venues in Brussels, with blue markers indicating their positions.



# TACTICS FOR CHANGE

## Community Development

- Help advance circular economy → donating leftover material to be upcycled ( e.g. Beat The Bag) = Netherlands
- Helping integrate local crafts within events (gifts, bags, etc.) putting forward your cultural heritage = Kyoto



BEAT THE BAG

HOME SALE PORTFOLIO PARTNERS PXXI NEWS CONTACT

BEAT THE BAG TASSEN ALS EINDEJAARSGESCHENK  
GEVULD MET CIRCULAIRE PRODUCTEN?  
DAT KAN!  
BEKIJK DE MOGELIJKHEDEN VIA [LOOPEDGOODS.COM](https://www.loopedgoods.com)

Let's Beat the Bag!

Beat the Bag reduces the use of plastic bags and gives promotional material a second life. By upcycle advertising sheets from and for companies to reusable bags, we are helping the circular economy in the Netherlands to move further. Social workplaces are lovingly stitched to these sustainable and high-quality bags, with which we provide social and local employment.

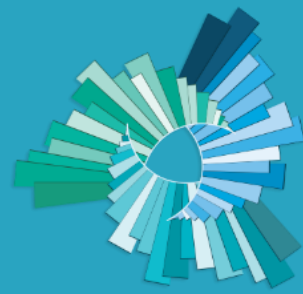
100% sustainable, 100% social and 100% local.

Together we have achieved the following so far \*:

\* tell me more about this calculation

# Questions?





GLOBAL  
**DESTINATION  
SUSTAINABILITY**  
INDEX

# COMMUNICATION

Marketing and sales for a unique  
competitive edge  
“Shine Bright Like a Diamond”

# Quick Poll



**Who thinks their clients are interested in sustainability?**

**45%** of travellers say the sustainability credentials of their travel provider are important when booking a holiday

Up from 24% in 2014



Traveltrends report 2019



**36%** of travellers would opt for one travel business over another if they have a better environmental record

Up from 23% in 2014



Traveltrends report 2019



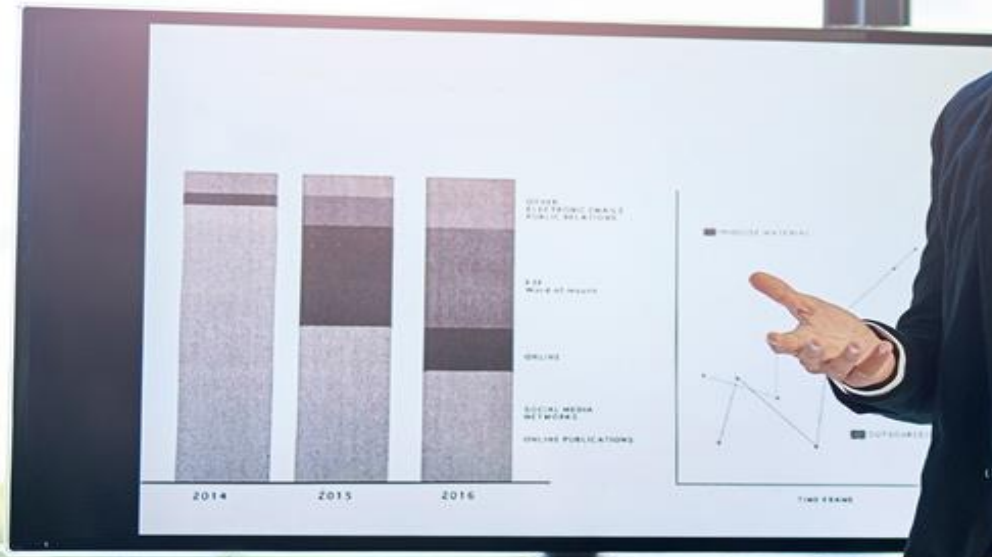
A large, powerful blue wave is crashing over a surfer. The wave is curling over, creating a tunnel-like structure. The surfer is visible in the lower center of the frame, riding the wave. The sky is bright and blue.

# 67%

**Of Meeting Professionals International members have increased their focus on event sustainability since 2017**

# 34% of clients expect to see sustainability in their suppliers proposals without asking for it

EIC State of Sustainability Report 2017





# TACTICS FOR CHANGE

## Boost Demand

### **ASEAN as a catalyst**

TCEB developed a sustainable event framework for ASEAN that is being implemented to improve performance at all of the 180 meetings organised in 2019

### **2. Listed companies as a catalyst**

Partnership with Stock Exchange of Thailand, to engage with its listed corporate members, advocating and educating them on the benefits of sustainable events and meetings. TCEB provided framework, education sessions and tools

### **3. Chambers of Commerce as a catalyst**

Partnership with six Chambers of Commerce. Organised series of meetings, providing education and offering tools to help the international companies in Thailand improve the footprint of their meetings.



# What destinations are doing a good job at communicating Sustainability?





# GREEN MEETINGS IN WASHINGTON, DC

*Explore one of the healthiest, greenest and most livable cities in the nation.*



**Guide to LEED-Certified Hotels & Venues in DC**



**Guide to Sustainable Spaces for Your Next Event**



**Sustainability at DC's Convention Center**



**Sustainable Catering Companies in the DC Region**



**Explore Washington, DC's Eco-Friendly Tours**



**Shuttle Alternatives for Your Next Meeting in DC**



**Top Ways DC is a Sustainable City**



**Green Facts You Probably Didn't Know About DC**



# SUSTAINABILITY LIVES HERE



## SUSTAINABILITY LIVES HERE

Melbourne is committed to becoming one of the world's most sustainable cities for business events with the goal to be carbon neutral by 2020.

Melbourne Convention Bureau (MCB) recognises the value of sustainable practices for meeting organisers and delegates and is continuously developing Melbourne's capacity for delivering sustainable events.

We actively grow and promote the city's sustainability credentials to the business events industry in Australia and abroad whilst also contributing to the broader sustainability agenda by actively sharing learnings from such events with the tourism sector and wider community.

### MORE ON SUSTAINABILITY



**Event emissions**  
Calculate the Co2 emissions from your event.  
[READ MORE](#)



**Plan a sustainable event**  
Discover how to plan a sustainable event in Melbourne.  
[READ MORE](#)



**Latest news**  
View the latest sustainability news.  
[READ MORE](#)



#### MCB IS A GDS INDEX MEMBER

The Global Destination Sustainability Index (GDS Index) is an initiative that drives the adoption and recognition of sustainable practices in the business tourism and events industry.



#### SUSTAINABLE PROGRAMS

Melbourne continues to deliver sustainable programs across transport, urban city spaces, design and infrastructure to develop an eco-friendly future for the city.



#### 6-STAR GREEN STAR CONVENTION CENTRE

Melbourne Convention and Exhibition Centre is the first convention centre in the world to be awarded the 6-Star Green Star environmental rating by Green Building Council of Australia.



#### SUSTAINABILITY POLICY

View Melbourne Convention Bureau's Sustainability Policy including our commitment statement and future vision.

# Strong Messaging and Design



<https://glasgowconventionbureau.com/why-glasgow/people-make-glasgow-greener/>

# How do we get better at communicating Sustainability?

What are some of the mistakes and successes you have had or seen in communicating sustainability?



# Pure “green” advertising campaigns do not work.



Saving the world  
ONE CLICHE AT A TIME

*“People don’t want tired and clichéd Stock Sustainability  
They want sexy, charming, funny, beautiful, new.”*



“We’re never going to scare people into living more sustainably! We have to be able to demonstrate just how DYNAMIC and ASPIRATIONAL such a world could be”.

- Jonathon Porritt





# Case Study: Monaco

**Destinations need to create movements based on a new story of purpose, authentic action and data.**



**IN MONACO, GASTRONOMY,  
LOCAL AND SEASON ARE LINKED!**

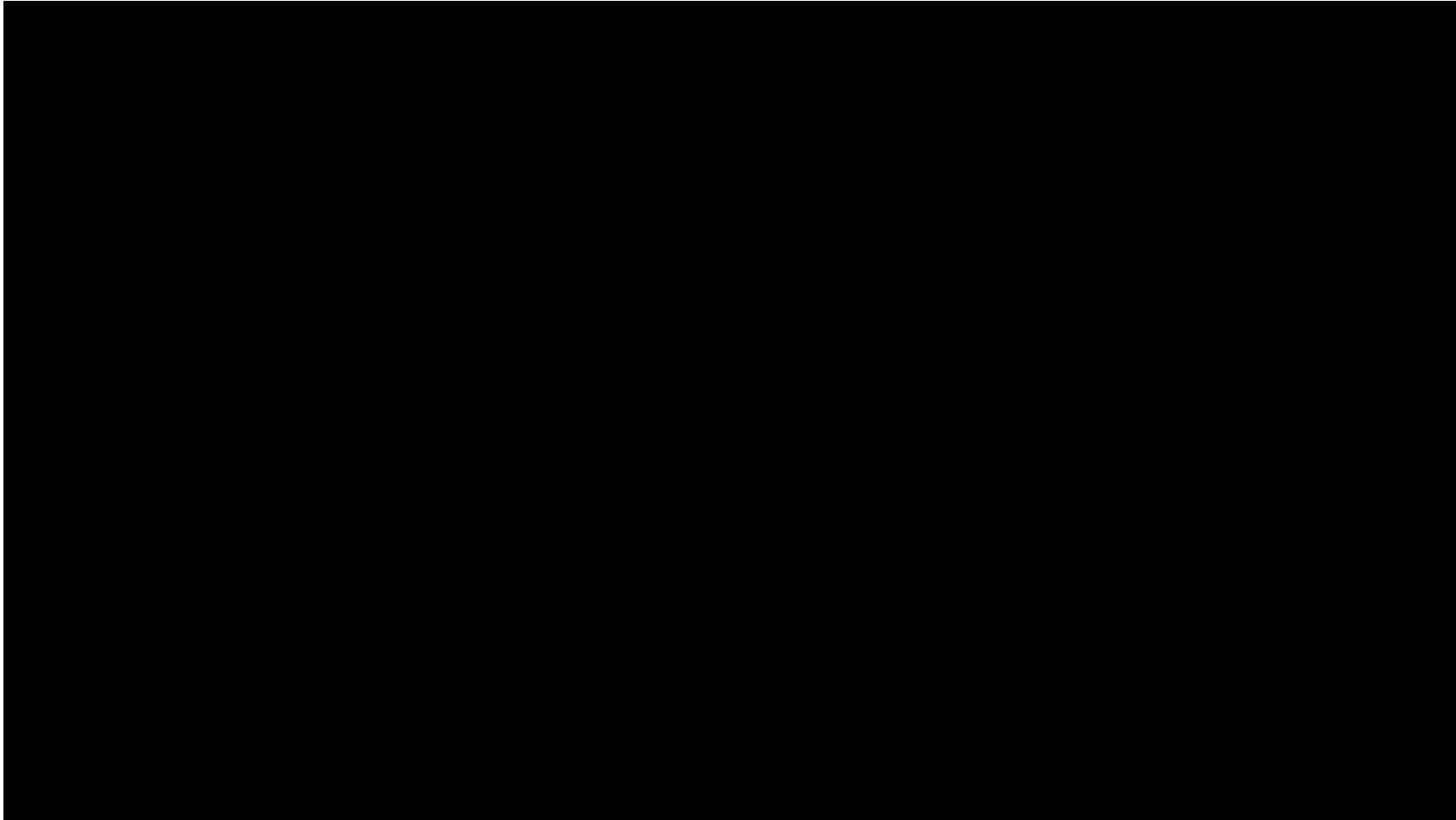
*From urban gardens to organic restaurants, through the reasoned choice of products and the fight against food waste, the environmental approach is deeply rooted in the principles of the Monegasque restaurant.*

*Less transport, more taste, discover and savor the culinary creations of our Chefs.*

<https://www.mcgreenglam.com/en/savor>



# Monaco Green is the New Glam

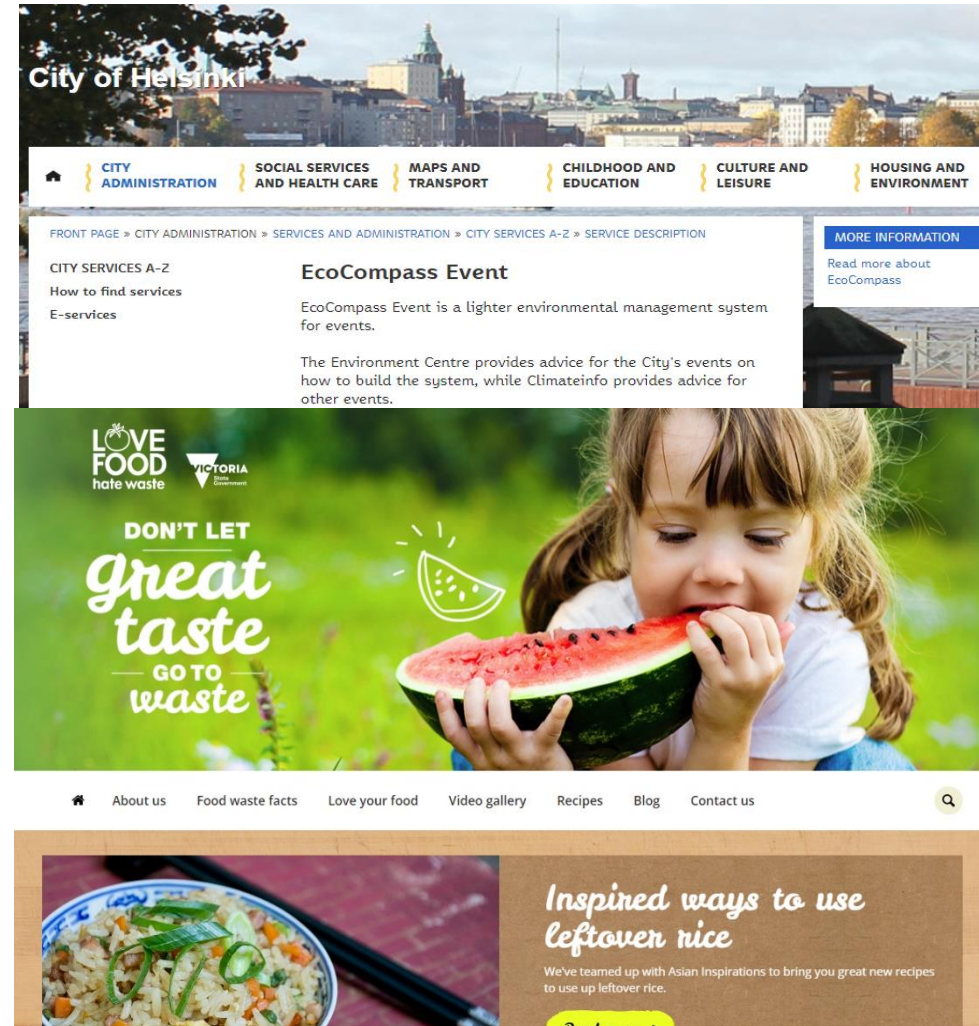


# Destination Strategy Development: Step 4 - Perform



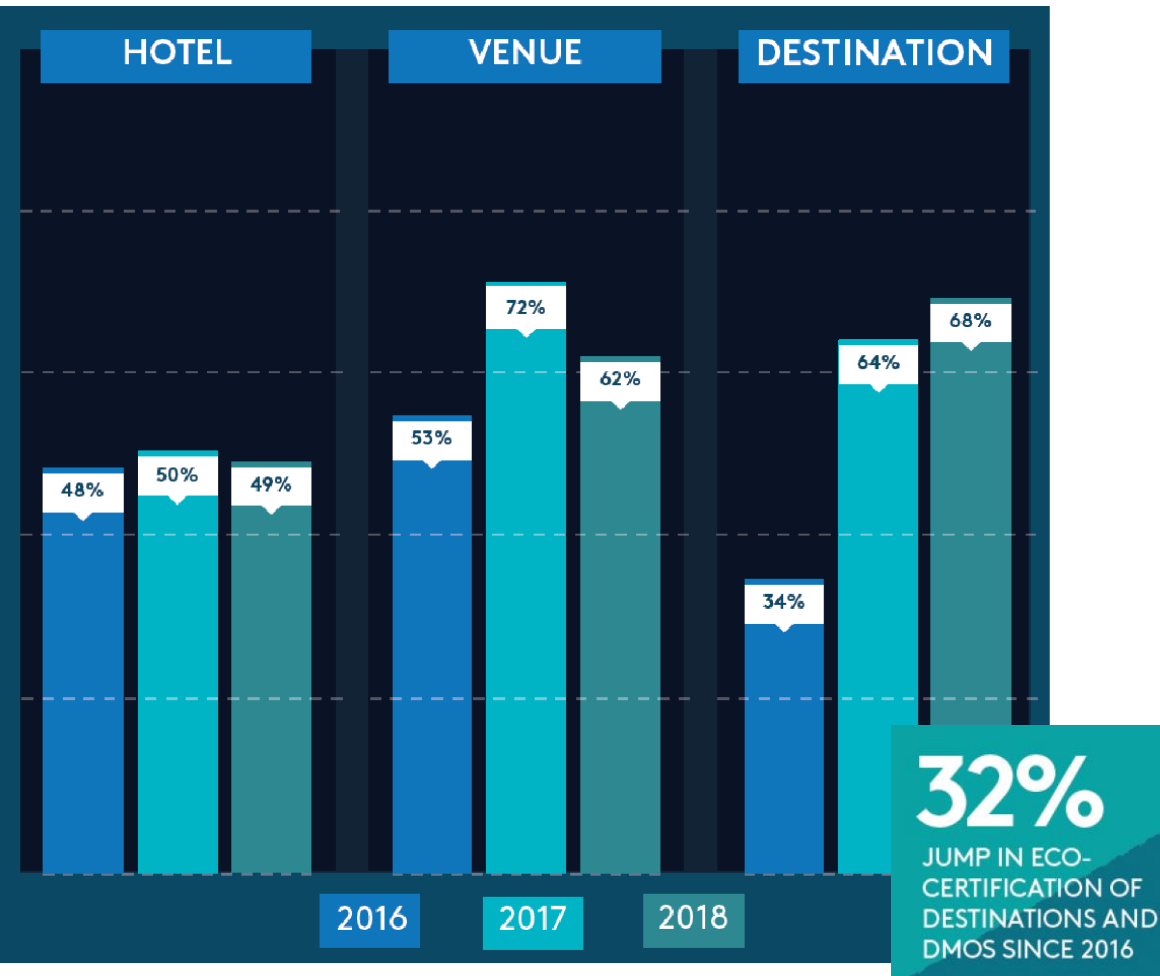
# Policy & Incentives

- Work with municipality to development legislation for events industry: ie Taipei – all event venues must recycle
- Incentivize events to be more sustainable e.g. **Helsinki** city
- Provide discounts on rents of public areas for events that are approved for the EcoCompass Event Environmental Management System
- Kyoto provides subvention for carbon neutral meetings
- Sydney pays for first year's certification for hotels/venues



# TACTICS FOR CHANGE

## Champion Certification



Sweden Leads: Karlstad has 97% of the city's total hotel room inventory eco-certified, followed by Gothenburg with 92%.

# TACTICS FOR CHANGE

## Report and benchmark your economic, social and environmental impacts

### ANNUAL REPORT & SUSTAINABILITY REPORT 2018

01/01/2018 – 31/12/2018  
 for Göteborg & Co AB  
 Corporate ID no. 556428-0369

“Reporting is about communicating the things we do, specifically in connection to the material aspects that our stakeholders are interested in. It’s about being transparent and showing our reporting process also helps us to uncover our flaws and uses our stakeholders to generate new ideas and areas for improvement.”

### GÖTEBORG & CO'S KEY SUSTAINABILITY ISSUES

Göteborg & Co strives to take economic, environmental and social responsibility. Through its collaborations, the company has opportunities to influence business partners and thus contribute to long-term sustainable growth in Gothenburg’s hospitality industry.

#### GÖTEBORG & CO'S SUSTAINABILITY AREAS

Göteborg & Co's sustainability efforts can be divided into four areas:

- A welcoming destination with attractions and experiences for everyone
- An environmentally and climate-friendly destination
- Lasting positive effects for local community and industry
- Buoyant, thriving industry with favourable conditions

#### MATERIALITY ANALYSIS

In December 2017, a materiality analysis was carried out to identify the most important sustainability issues for Göteborg & Co to focus on in its operations and communications. About ten representatives of the company's most important stakeholders such as the owner, event organisers, hotels and tourism organisations, were interviewed to find out their views regarding the company's responsibilities in its four sustainability areas. The results from the stakeholder dialogue were discussed and processed during a workshop attended by representatives from different parts of the company. This resulted in the identification of twelve material sustainability aspects, which are listed to the right.

#### GENERAL GOVERNANCE

The company is governed at a general level by shareholder agreements/owner directives, the Municipal Council budget, the destinations and the company's three-year business plan and the City of Gothenburg's programme, policies and guidelines. The sustainability perspective is integrated into the relevant parts of the governing documents. Göteborg & Co gained its first environmental diploma in 2008 and has had a constantly evolving environmental management system in place ever since.

#### MATERIAL SUSTAINABILITY ISSUES

##### A welcoming destination with attractions and experiences for everyone

- Offer a wide variety of events and attractions aimed at different target groups.
- Make the destination, its events and attractions welcoming and accessible, especially with regard to special needs and language.
- Contribute to making experiences safe and secure.

##### An environmentally and climate-friendly destination

- Promote climate-friendly transport to and within Gothenburg.
- Encourage systematic sustainability management at meetings, events, hotels, facilities etc. by providing support and imposing demands.
- Promote sustainable food.

##### Lasting positive effects for local community and industry

- Promote tourism that contributes to positive development of the local community.
- Make use of meetings, projects and events to spotlight key social issues.

##### Buoyant, thriving industry with favourable conditions

- Raise trade and industry's profile as an attractive sector.
- Demand fair conditions.
- Ensure a healthy working environment for own employees.
- Work to combat corruption.



#### GRI INDEX

This is Göteborg & Co's first sustainability report. Göteborg & Co will issue a sustainability report once a year. The report has been prepared in accordance with the Core option of the Global Reporting Initiative Sustainability Reporting Standards (2016), and describes Göteborg & Co's management of key sustainability issues. More information on GRI can be found on [www.globalreporting.org](http://www.globalreporting.org).

Göteborg & Co has prepared this report in accordance with the UN Global Compact's ten principles for sustainable development. Reference to the principles that are also addressed in the GRI information can be found in the "Page number" column in the index below. More information on Göteborg & Co's work to achieve compliance with the ten principles is available in the report. The company's efforts in certain areas such as environmental management and human rights require further development next year.

GRI Standards 2016	Disclosure	Page Number	Global Compact
<b>102 GENERAL DISCLOSURES</b>			
<b>ORGANISATIONAL PROFILE</b>			
102-1	Name of the organisation	Göteborg & Co AB	
102-2	Activities, brands, products and services		p. 6-7
102-3	Location of headquarters	Gothenburg	
102-4	Location of operations	Gothenburg	
102-5	Ownership and legal form		p. 6-7
102-6	Markets served	Sweden and international through marketing and partnerships.	
102-7	Scale of the organisation		p. 6-7, 12
102-8	Information on other workers	The company conducts all its operations in Gothenburg. Full-time employees (December): 96 people. Part-time employees (hourly paid employees during the year): 12 people. Average number of employees during the year: 105.	p. 23 Principle 6

ONLY  
**21%**  
 OF DESTINATIONS DISCLOSE ON SUSTAINABILITY

# Questions?





**THE END**

**almost**



# Destination Strategy Development

3-5 Years

## Step 1: Form

- Get management buy in
- Find your champion
- Join the GDS-Index
- Form a taskforce
- Run an education session

## Step 2: Storm

- Benchmark and map
- Engage stakeholders via a questionnaire and destination forum
- Create a Masterplan

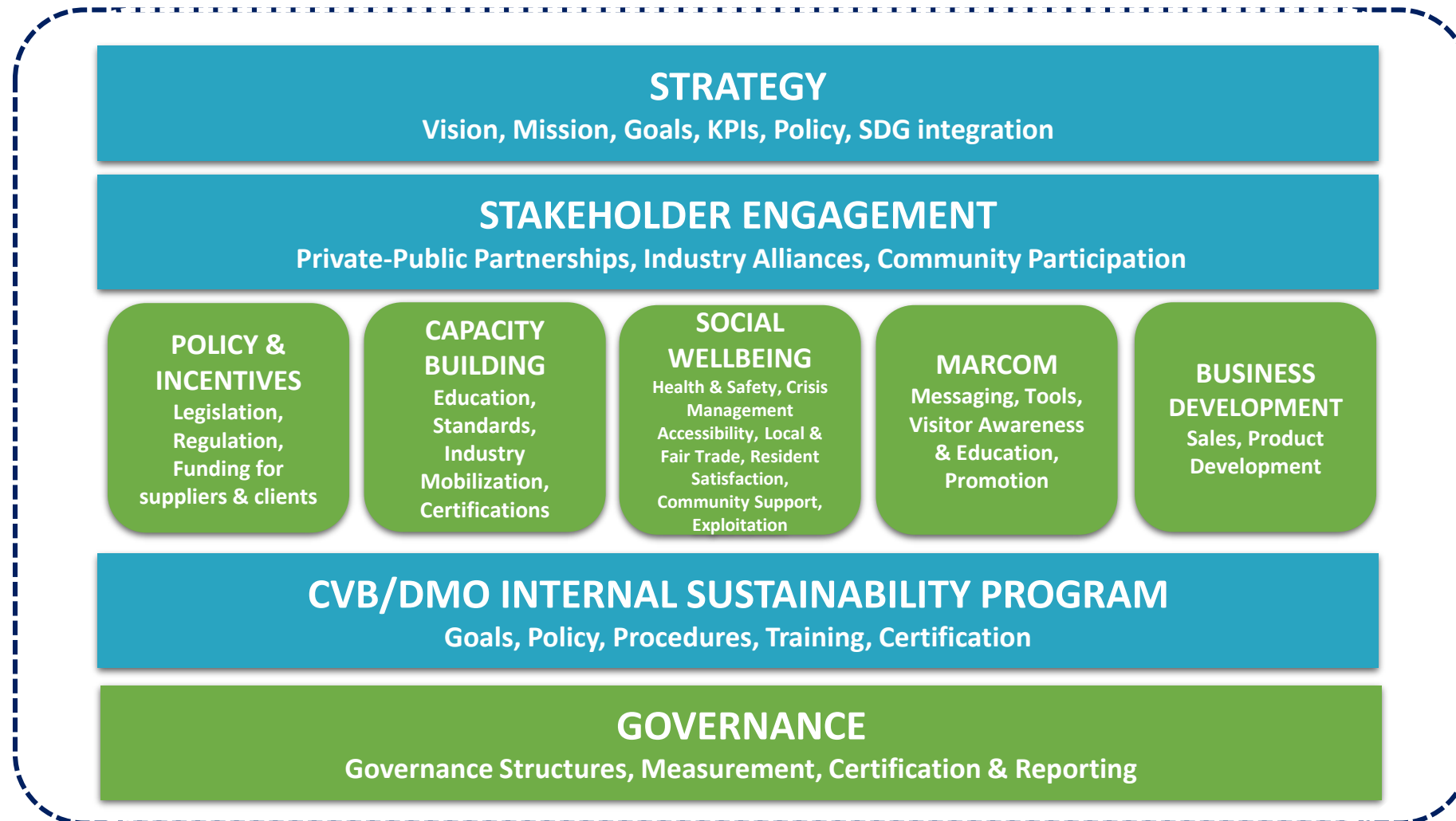
## Step 3: Norm

- Develop education
- Develop communications plan
- Develop sales and biz development plan
- Develop a community plan

## Step 4: Perform

- Policy changes
- Certification
- Reporting
- Awards

# Example: Sustainable Destination Master Plan Framework



# VMOST

Vision

Be the leading sustainable meetings destination

Mission

Inspire and facilitate the local Events Industry to collaborate and be more sustainable

Objectives

Be a top10 GDS-Index Destination

Make the xx Events Industry Carbon Neutral

Win \$xxxx of new business in the Sustainability sector

Create 10 new Social Enterprises

Strategies

Develop skills and expertise in house

Measure the footprint of the local Events Industry

Tactics

Hire a Sustainability Director

Develop a partnership to offer footprinting tools

# The SDG's can help you

## SUSTAINABLE DEVELOPMENT GOALS



A large elephant is standing in a modern office meeting room, its trunk extended towards a group of business professionals seated around a conference table. The scene is brightly lit with large windows in the background.

WE HAVE TO REDUCE  
CARBON EMISSIONS by

**45%** by **2030**

# Creating better places to live, meet and thrive in

**Sustainability has become a key measure of a city destinations success.**



# Questions?



# Next Steps

NEXT  
STEPS



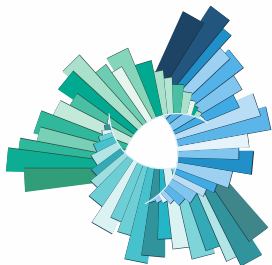




A little less conversation,  
a little more **action**, please



**“It’s about Progress, not Perfection”**



GLOBAL  
**DESTINATION  
SUSTAINABILITY**  
INDEX

*If you have any questions or require more information, please contact:*

*[Guy.Bigwood@gds-index.com](mailto:Guy.Bigwood@gds-index.com)*

*To find out more about the GDS-Index, please visit: [www.gds-index.com](http://www.gds-index.com)*

# Step 1: Understand your audience

## People who love sustainability

- They understand and will research about environmental and social issues
- Would pay more for it!
- 10 - 25%



## People who comply

- They check and do minimal compliance actions.
- They love new and different experiences, and will pay if its cool and adds a value
- 55 – 70%



## People who just don't care

- Cynical about sustainability
- They are "too busy"
- Results and satisfaction of clients are most important
- 15 - 30%

# Not all clients are equal: Develop your approach

## ADVOCATES

- Give them lots of details and facts. Show them how you can help them make a difference
- Offer them additional services and extras

## PRACTICALS

- Explain how sustainability is integrated into your offer
- Provide options that makes sustainability "cool" offering new and better experiences without additional cost (e.g.: local food)

## CYNICS

- Highlight our commitment with facts but don't go on about it
- Offer them solutions that increase performance but don't cost more. Don't use the word "sustainability"

# Discussion: The journey to a sustainable destination

1. Review your sustainability vision for the destination? How could it be improved?
2. What is your mission?
3. Identify 3-5 Smart Goals for the destination?