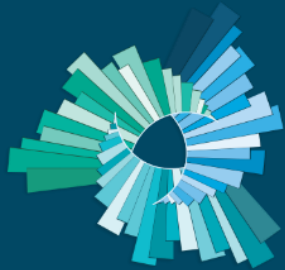


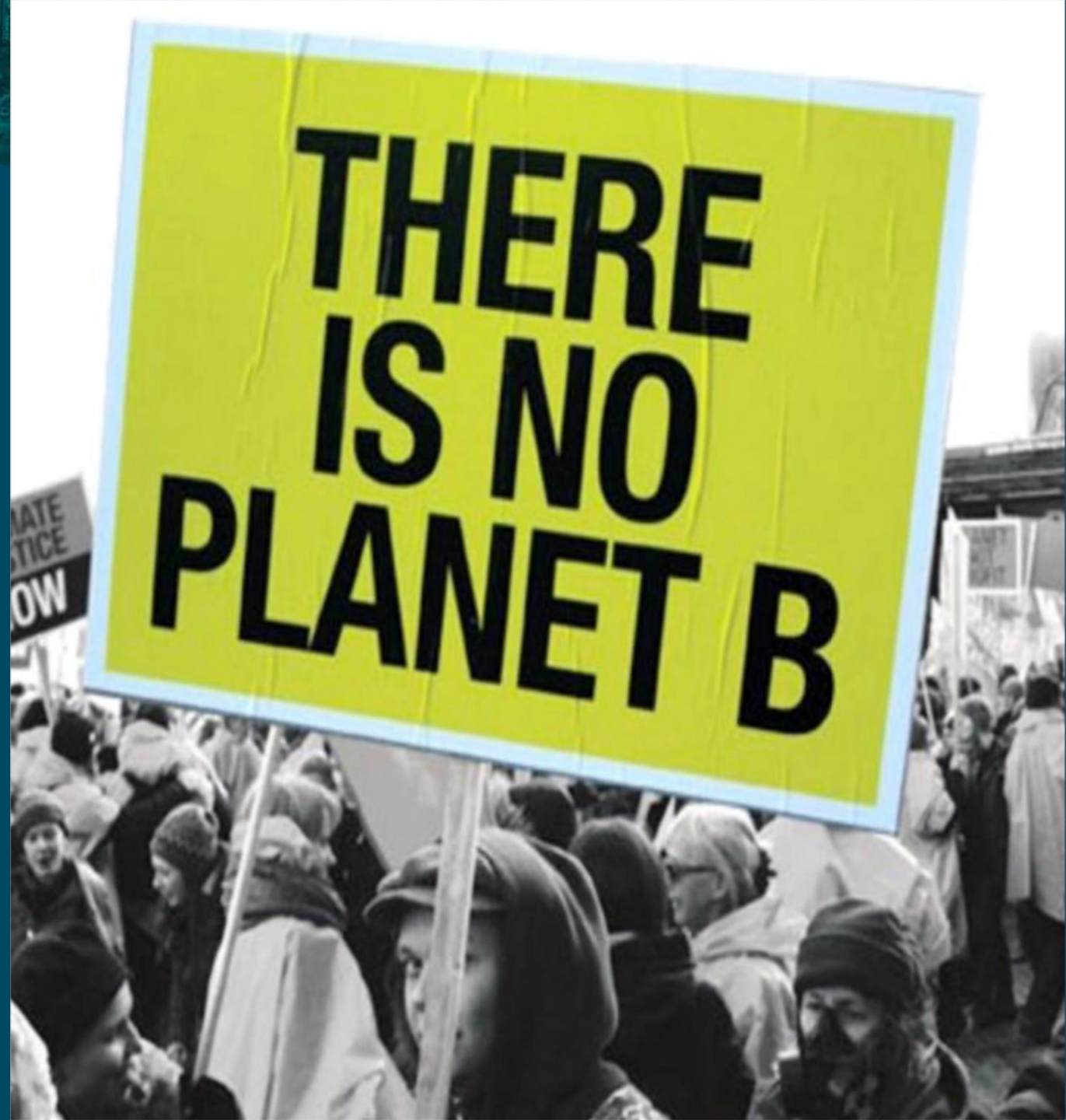
Leveraging Sustainability for Success

How destinations around the globe are engaging, inspiring and enabling change

*Presentation by
Guy Bigwood, Managing Director*



GLOBAL
**DESTINATION
SUSTAINABILITY**
INDEX



Welcome to the

GLOBAL SUSTAINABILITY REVOLUTION



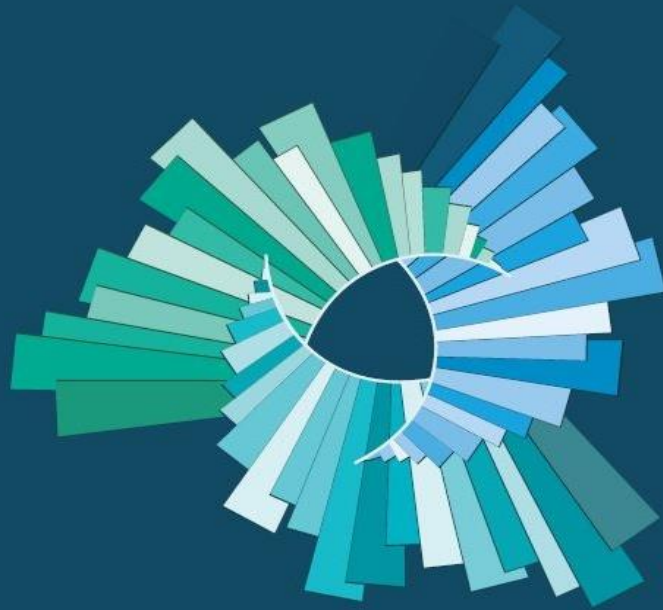


**FIGHT
GOOD vs BAD**



The fight will be won or lost in cities





GLOBAL DESTINATION SUSTAINABILITY INDEX

What is the GDS-Index

A destination level programme that measures, benchmarks and improves the sustainability strategy and performance of meetings, events and business tourism destinations.

It was founded by:



Our Purpose



INSPIRE



ENGAGE



ENABLE

destinations to become more sustainable places to visit, meet in and thrive in.

Participating Cities

“We are the leading global community of event destinations committed to sustainability & regeneration”

GLASGOW CONVENTION BUREAU Zürich, Switzerland.

<västerås>

ONLY LYON

WONDERFUL COPENHAGEN



KERRY CONVENTION BUREAU

visit MONACO

Destination Uppsala.

Visit Aarhus

Helsinki

VISIT TAMPERE

KYOTO TRADITION MEETS INNOVATION

Region Stuttgart Convention Bureau

VISIT OSLO

visit espoo

The Hague. Convention Bureau

Visit Aalborg

KARLSTAD A warm welcome



LAUSANNE MONTREUX CONGRESS

Stockholm The Capital of Scandinavia

MONTEREY Grab life by the moments! SeeMonterey.com

MEET IN IRELAND

Nantes CONVENTION BUREAU

MALMÖ

DUBAI

MELBOURNE Convention Bureau

MEET IN IRELAND

go:teborg

Barcelona Turisme Convention Bureau

Wow Prague Convention

Shannon Region CONFERENCE & SPORTS BUREAU

GENEVA AT WORK CONVENTION BUREAU

ROTTERDAM PARTNERS

visit turku

MEET IN REYKJAVÍK Reykjavik Convention Bureau

GOYANG CVB Convention & Visitors Bureau

ROTTERDAM. MAKE IT HAPPEN.

DESTINATION JÖNKÖPING

Ljubljana Tourism

WASHINGTON DC

ようこそ SAPPORO

TCEB THAILAND CONVENTION & EXHIBITION BUREAU

visitBergen.com BERGEN

Saint Petersburg Convention Bureau

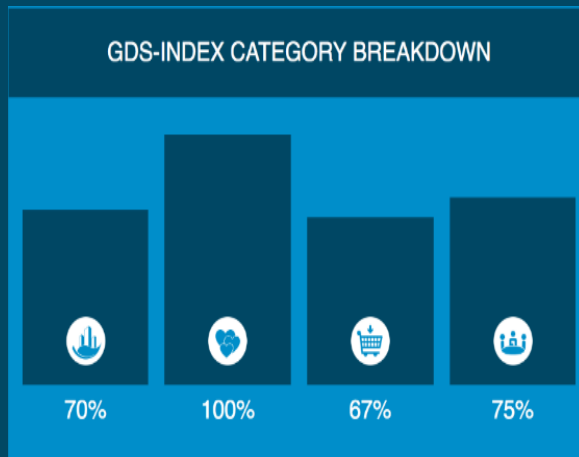
visit .brussels

BUSINESS EVENTS SYDNEY

go:teborg&co VISIT HOUSTON

How does the GDS-Index improve destination sustainability?

BENCHMARK



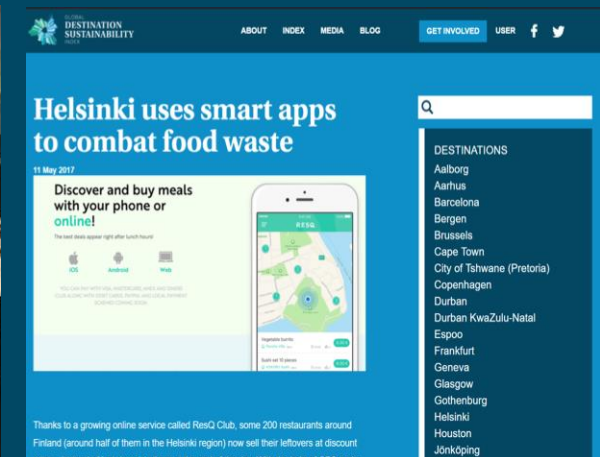
ASSESS



CONSULT



SHARE



Overview 2018 GDS-Index Benchmarking Criteria

- Sustainability Strategy
- Energy and Emissions
- Waste and Water
- Air Quality & Transportation
- Green Areas



City Environmental Performance



- Corruption
- Inclusiveness
- Gender Inequality
- Health and Wellbeing
- Social Progress



City Social Performance



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia



Supplier Performance



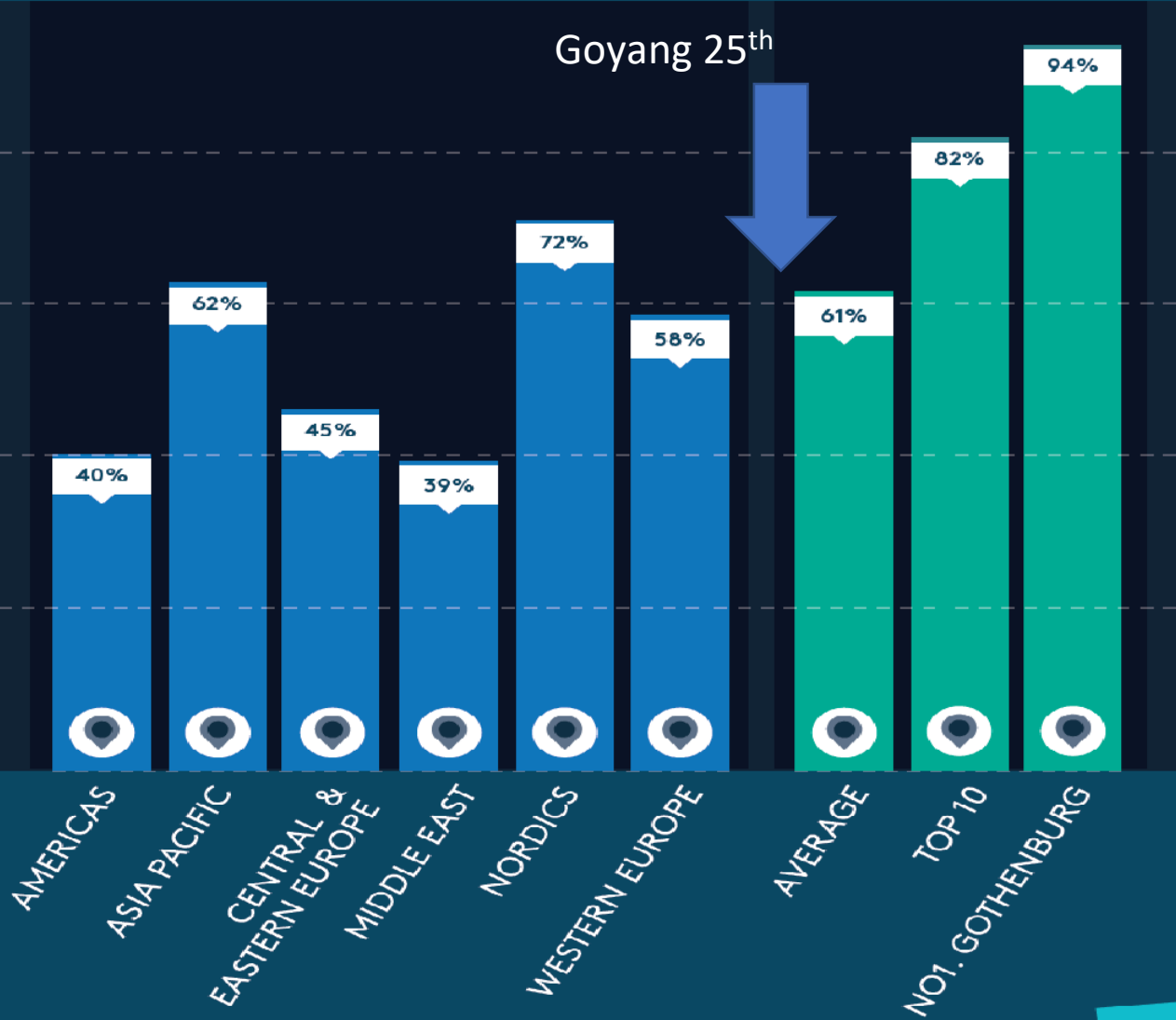
- Strategy
- Governance and Reporting
- Capacity Building & Incentives
- Marketing and Business Development
- Accessibility
- Community Engagement & Support



Destination Management Performance



How is Asia and Korea Doing?



39%
IMPROVEMENT IN
CVB PERFORMANCE
SINCE 2016

How are leading destinations around the globe leveraging sustainability for success?

5

MEGATRENDS



4

BUILDING BLOCKS

8

TACTICS FOR CHANGE

5 MEGATRENDS

Transformative forces that are and will increasingly shape destinations and our industry in profound ways.

Event industry organisations must better **understand and react** to these forces.



CLIMATE BREAKDOWN

March 30, 2018

Heading towards **3 to 4 °C**
mean annual temperature increase by 2100

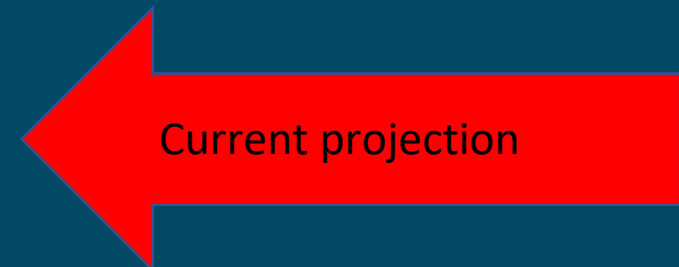
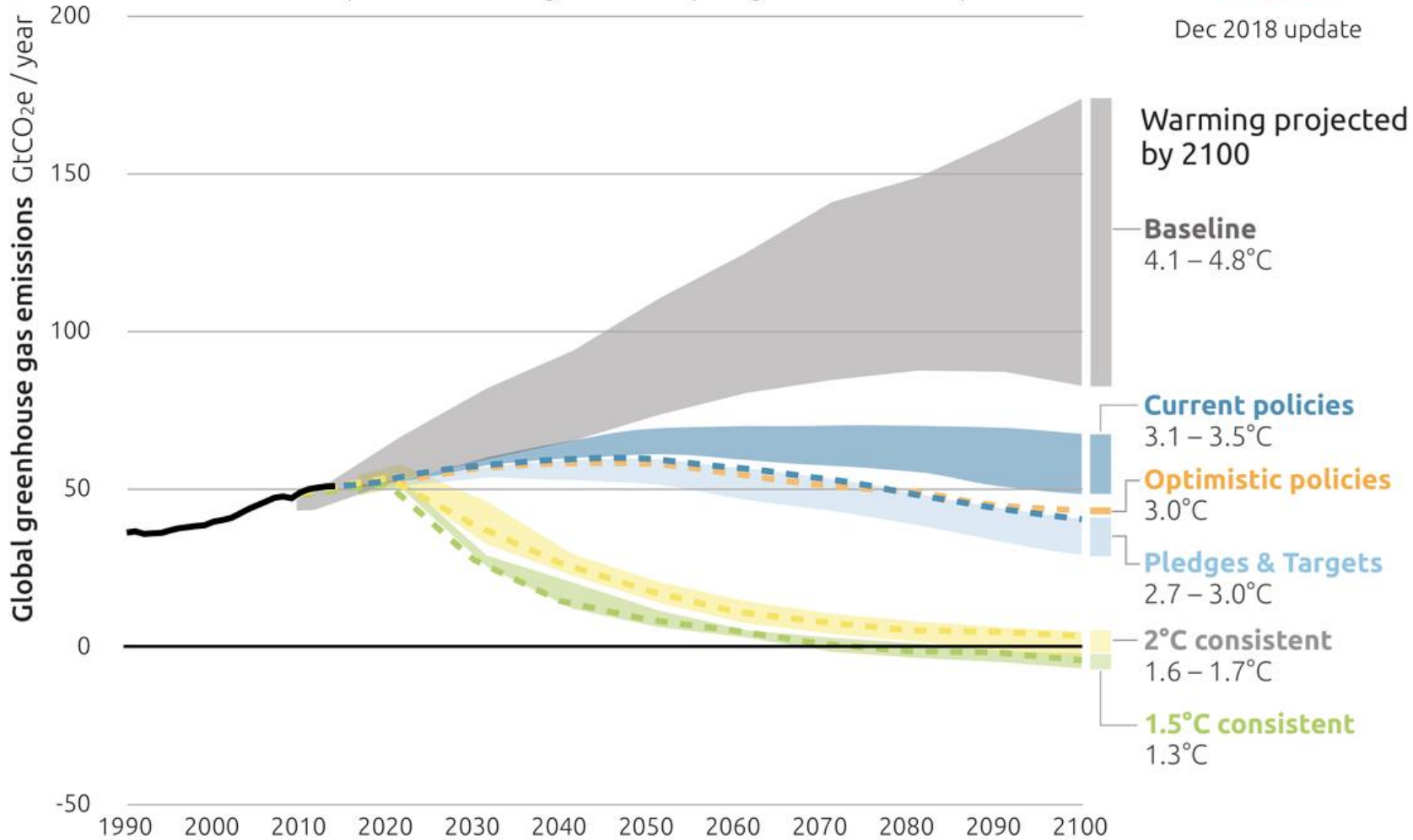
CLIMATE BREAKDOWN

2100 WARMING PROJECTIONS

Emissions and expected warming based on pledges and current policies

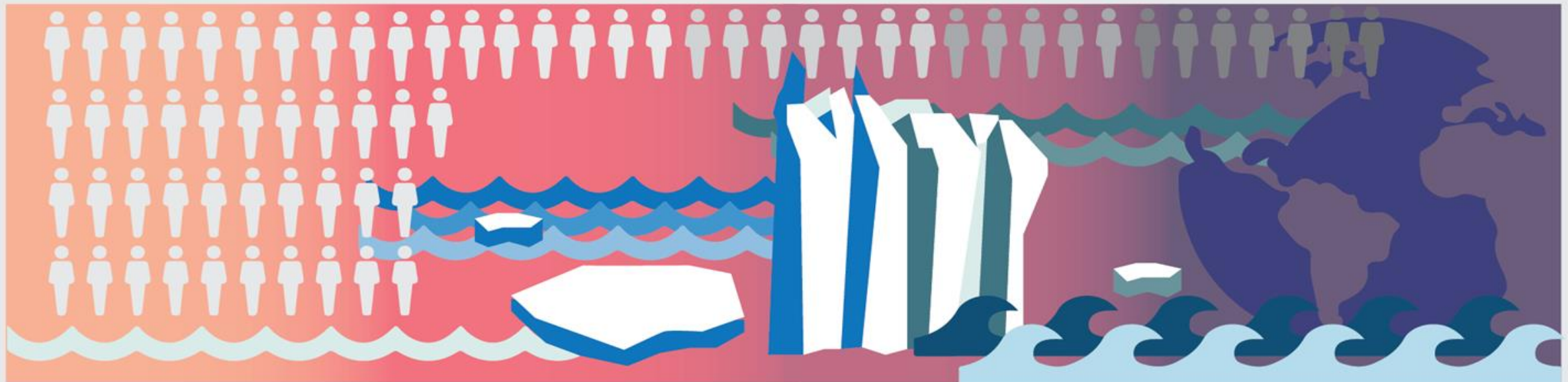


Dec 2018 update



CLIMATE BREAKDOWN – What does this mean?

IMPACTS ON SEA LEVEL RISE...



1.5°C

Rising sea levels displace
46 million people;
Sea level rise of 48cm

2.0°C

Fewer opportunities for
infrastructure adaptation;
Sea level rise of 56cm

3.0°C

Near-complete melting of the
Greenland ice sheet;
Sea level rise of 7+ meters

4.0°C

470-760 million people at risk;
Sea level rise of nearly
9 meters

CLIMATE BREAKDOWN – What does this mean?

IMPACTS ON WATER AT...



1.5°C

Water shortages in the Mediterranean, Australia, Brazil and Asia

2.0°C

8% of the global population faces severe water shortages

3.0°C

Almost half of Himalayan high mountain glaciers lost

4.0°C

More frequent and severe extreme droughts

CLIMATE BREAKDOWN – What does this mean?

IMPACTS ON FLORA & FAUNA AT...



1.5°C

9 out of 10 coral reefs
at risk from severe
degradation

2.0°C

All coral reefs
disappear

3.0°C

Marine ecosystems
may collapse

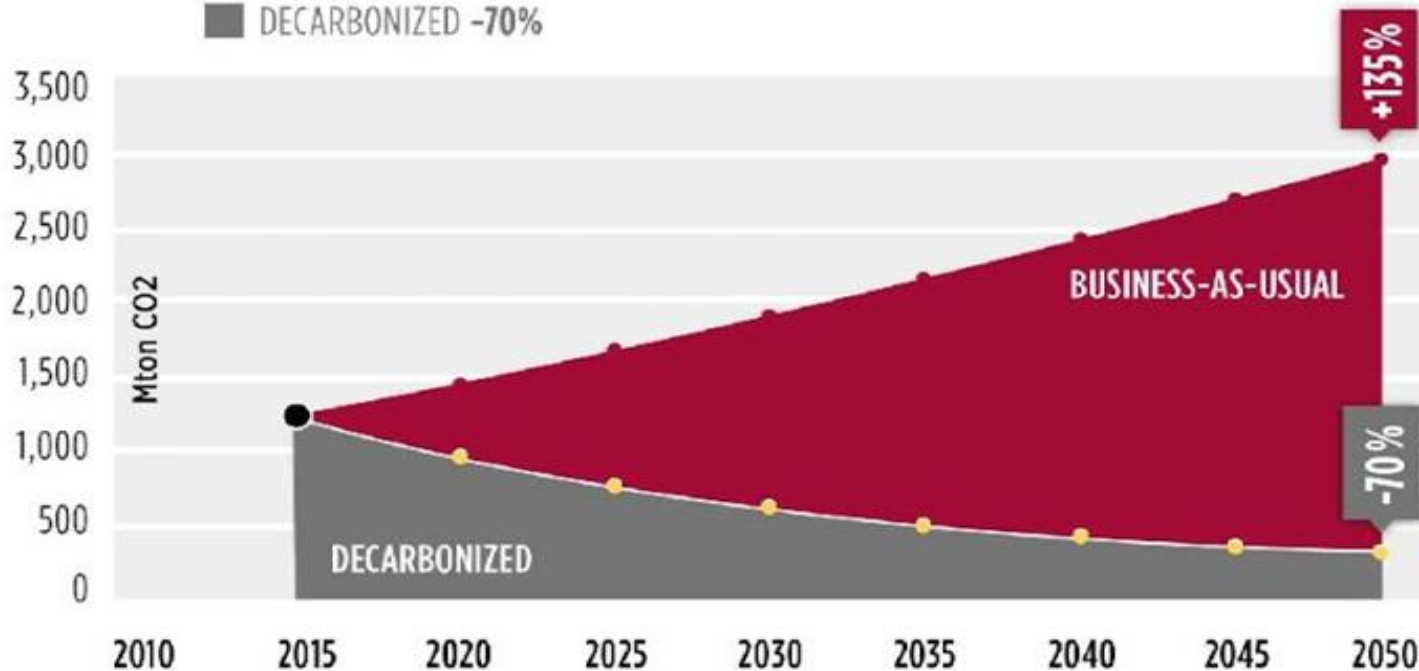
4.0°C

Half of all plant and
animal species face
local extinction

Decarbonising tourism and events

TOURISM CO₂ EMISSION PATHWAYS

BUSINESS-AS-USUAL +135%
DECARBONIZED -70%



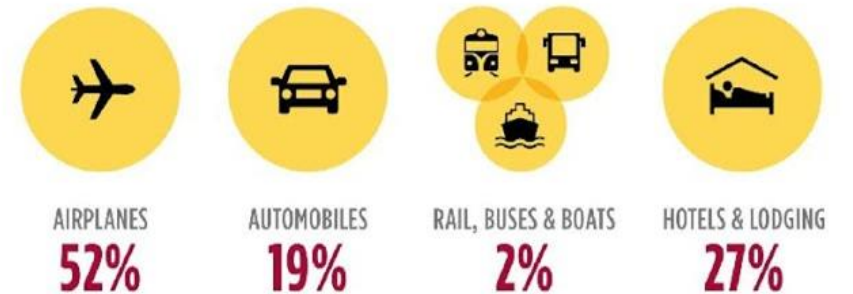
Tourism generates approx 8% of global GHG emissions.

Growing by 4% annually*

We have to reduce emissions by

45% by 2030

MAIN TOURISM CO₂ SOURCES





For a 1.5°C future we have to
REDUCE CARBON EMISSIONS

45% by **2030**



ECOCIDE

Every 20 mins a species becomes extinct

An underwater scene showing a large, dark fish swimming towards the left. The water is filled with numerous small, white plastic particles and larger pieces of debris, including a white plastic bag and a yellow circular object. The background is a deep blue color.

ECOCIDE

**By 2050 we will have more
plastic than fish in the sea**

DEMOGRAPHIC SHIFTS

An aerial night view of a modern city skyline, likely Dubai, featuring numerous illuminated skyscrapers and a large marina filled with yachts. The sky is a mix of blue and orange, suggesting dusk or dawn. The buildings are lit up with various colors, and the water reflects the lights.

1.5 million people
are added to the global urban population each week

SOCIAL CHANGE



16.1 million climate migrants in 2018
Estimated increase - 150 to 200 million people by 2050



SOCIAL CHANGE

Richest 1% own 45% of the World's Wealth
64% of the world's population own less than 2% wealth

Overtourism

SOCIAL CHANGE

