

GLOBAL  
**DESTINATION  
SUSTAINABILITY  
MOVEMENT**

# Performance Improvement Report

Presentation by Bella Shahsuvaryan & Inge Krogh  
Larsen

Monday, 21 November 2022

St.GallenBodensee  
**explore enjoy learn**



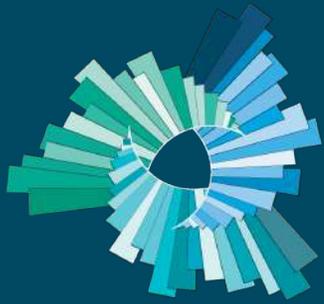
# Content

- 1 Update from you
- 2 Assessment Results
- 3 Recommendations
- 4 Best Practices
- 5 Further Assistance





What's  
new  
with  
you?



GLOBAL  
**DESTINATION  
SUSTAINABILITY  
MOVEMENT**

# Results

How did you **perform** this year?

How can you **improve**?



# Evaluation Methodology



This performance improvement report is based on your destination's benchmarking submission. It evaluates your destination's performance for 70 sustainability criteria, across four different categories from **Environmental** and **Social** issues to assessing tourism **Suppliers** and **Destination Management**. It includes:

- 1 Review of your destination's GDS-Index benchmarking submission
- 2 Comparison and benchmark against averages and peers
- 3 Strengths and weaknesses of your sustainability efforts
- 4 Strategy recommendations based on your submission
- 5 Best Practices selected from other GDS-Index destinations

# GDS-Index: What do we benchmark?



- Climate, Energy and Emissions
- Circularity and Waste
- Water
- Air Quality
- Transportation
- Biodiversity

## City Environmental Performance



- SDGs Alignment
- Corruption
- Diversity, inclusion, and equity
- Health, Safety, and Wellness
- Accessibility

## City Social Performance



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

## Supplier Performance



- Destination Strategy
- Governance and Reporting
- Policy and Certification
- Capacity Building
- Measurement, Impact, and Reporting
- Marketing and Communications
- Accessibility

## Destination Management



70 qualitative and quantitative criteria

informed and closely-aligned to UN Sustainable Development Goals (UN SDGs) and to the GSTC Destination Criteria.

For more detail visit: [www.gds.earth/index](http://www.gds.earth/index)



One planet  
travel with care

# Driving performance is achievable in the short term

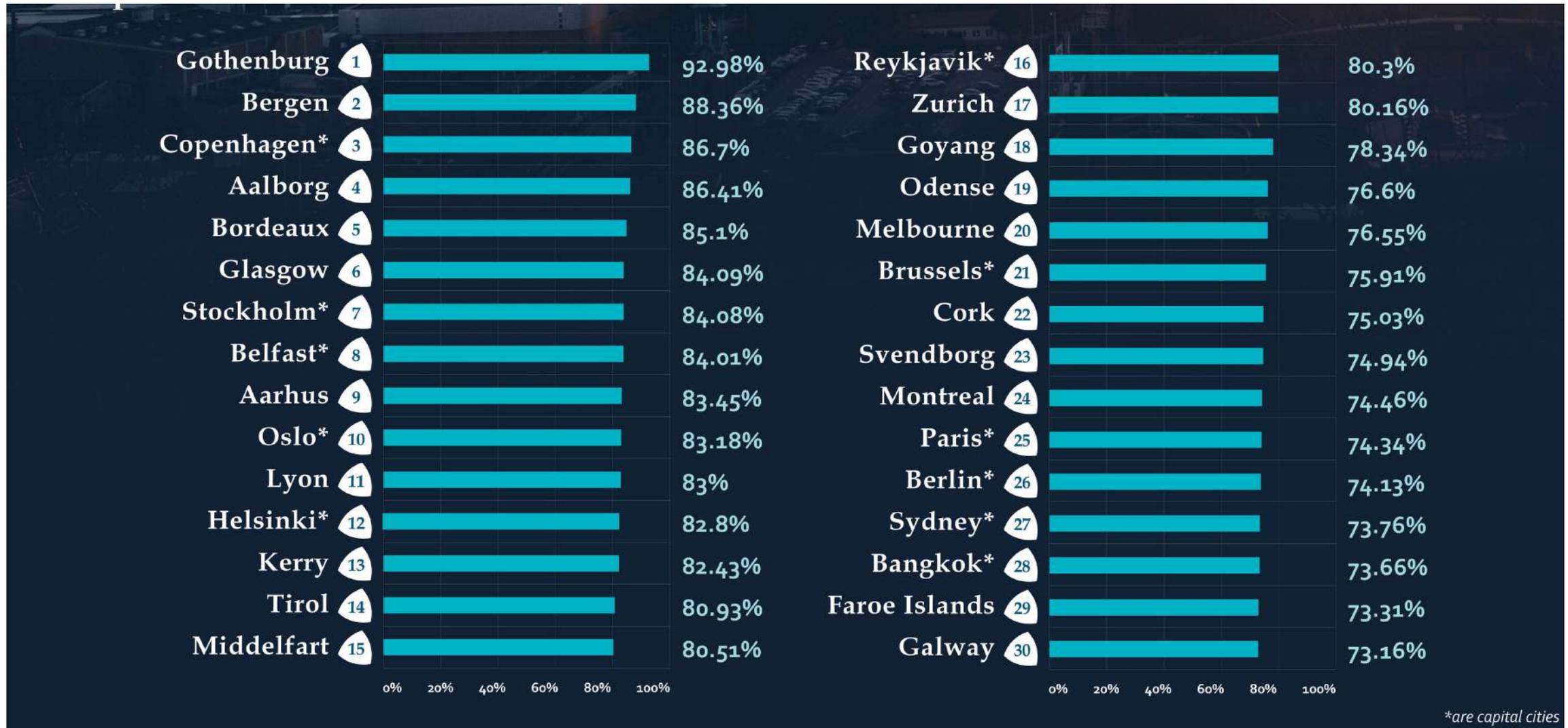


We've seen a 33% increase in average performance in 7 years and a 44% increase in the Top 10

Recovery from the pandemic continues, though now at a slower rate compared to 2021 as travel reopens.



# GDS-Index 2022: Top 30



# GDS-Award 2022 Winners



## GDS-INDEX LEADERSHIP AWARD

### Gothenburg

Represented by Göteborg & Co. For the 6th year, Gothenburg earn the top spot with an impressive score of 92.98%. They consolidate their leadership with the best, overall performance in social, economic, and environmental index criteria.



## GDS-INDEX MOST IMPROVED AWARD

### Bangkok

Represented by Thailand Convention & Exhibition Bureau (TCEB), jumped into 28th place in 2022 showing that sustainability performance can be improved quickly with the right strategy, resources and partnerships.

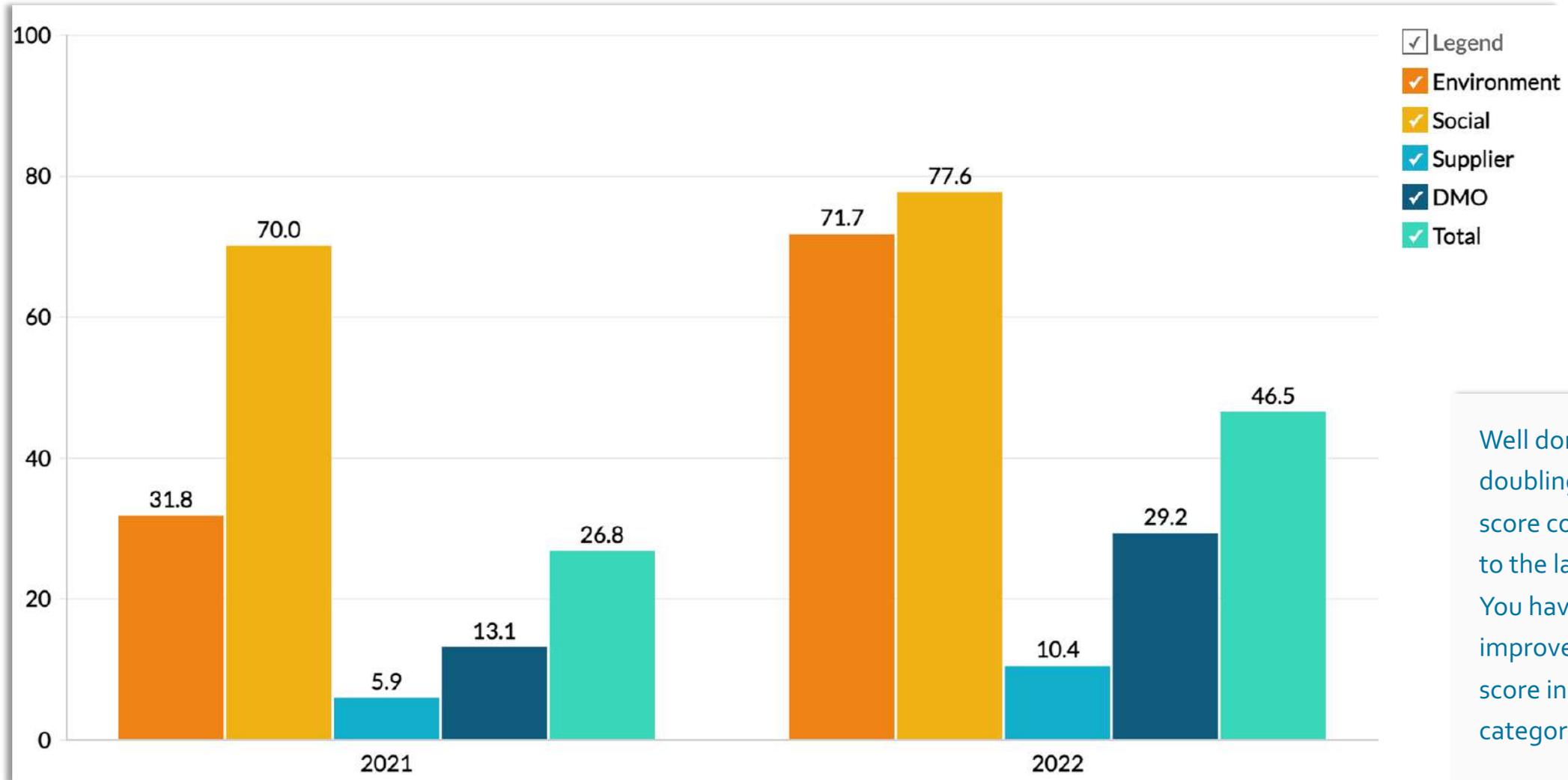


## GDS-MOVEMENT INNOVATION AWARD

### Belfast

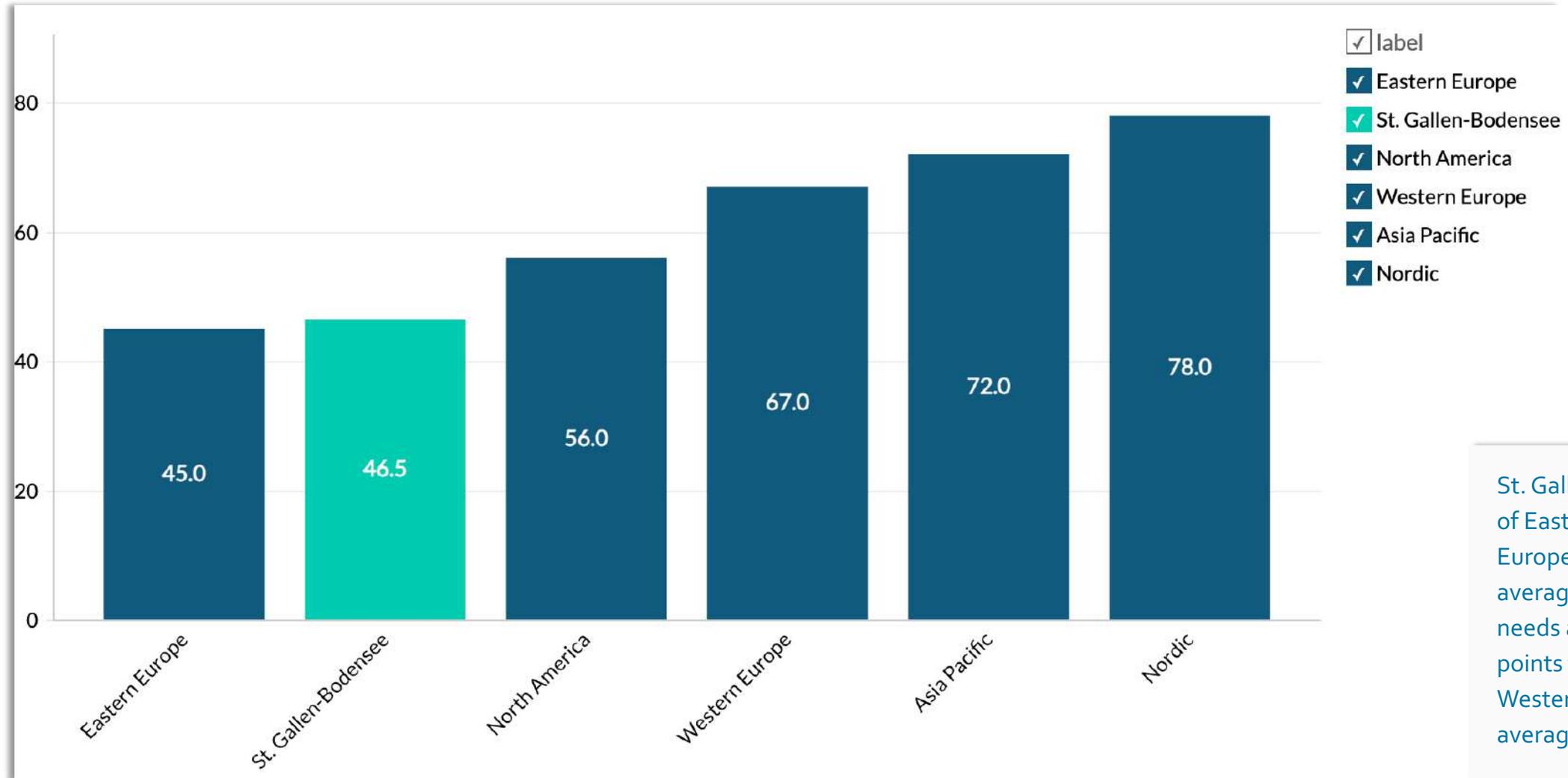
Represented by Visit Belfast, demonstrated the successful implementation of a sustainability strategy and showed how innovation in food can contribute to helping society. Their "Changing the Menu. For Good" initiative won the hearts and minds of the award's judges.

# Your Scores



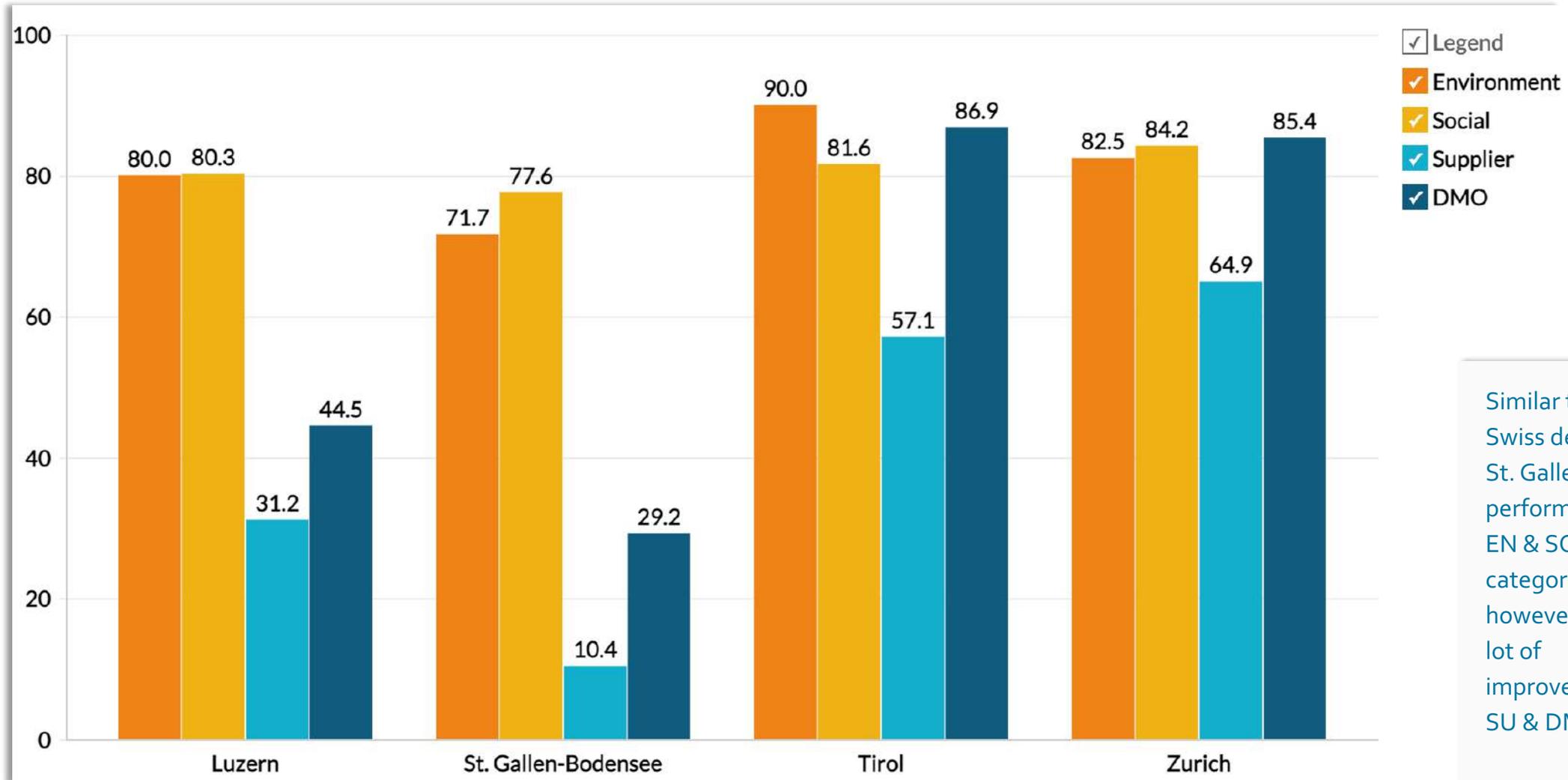
Well done on doubling your score compared to the last year. You have greatly improved your score in EN & DM categories.

# Comparison against regions



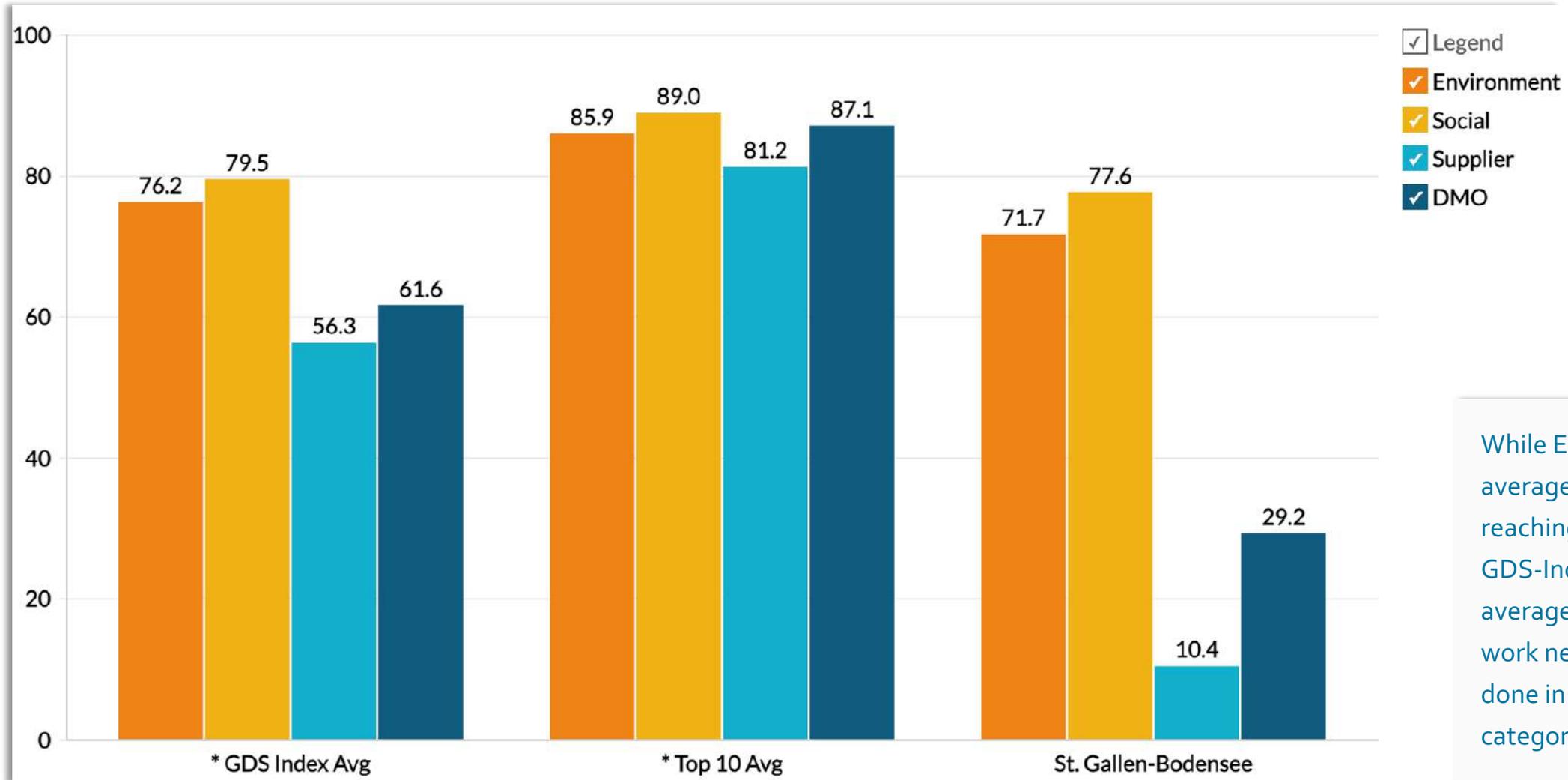
St. Gallen is ahead of Eastern European regional average, however needs about 20 points to reach the Western European average.

# Performance against destinations near you



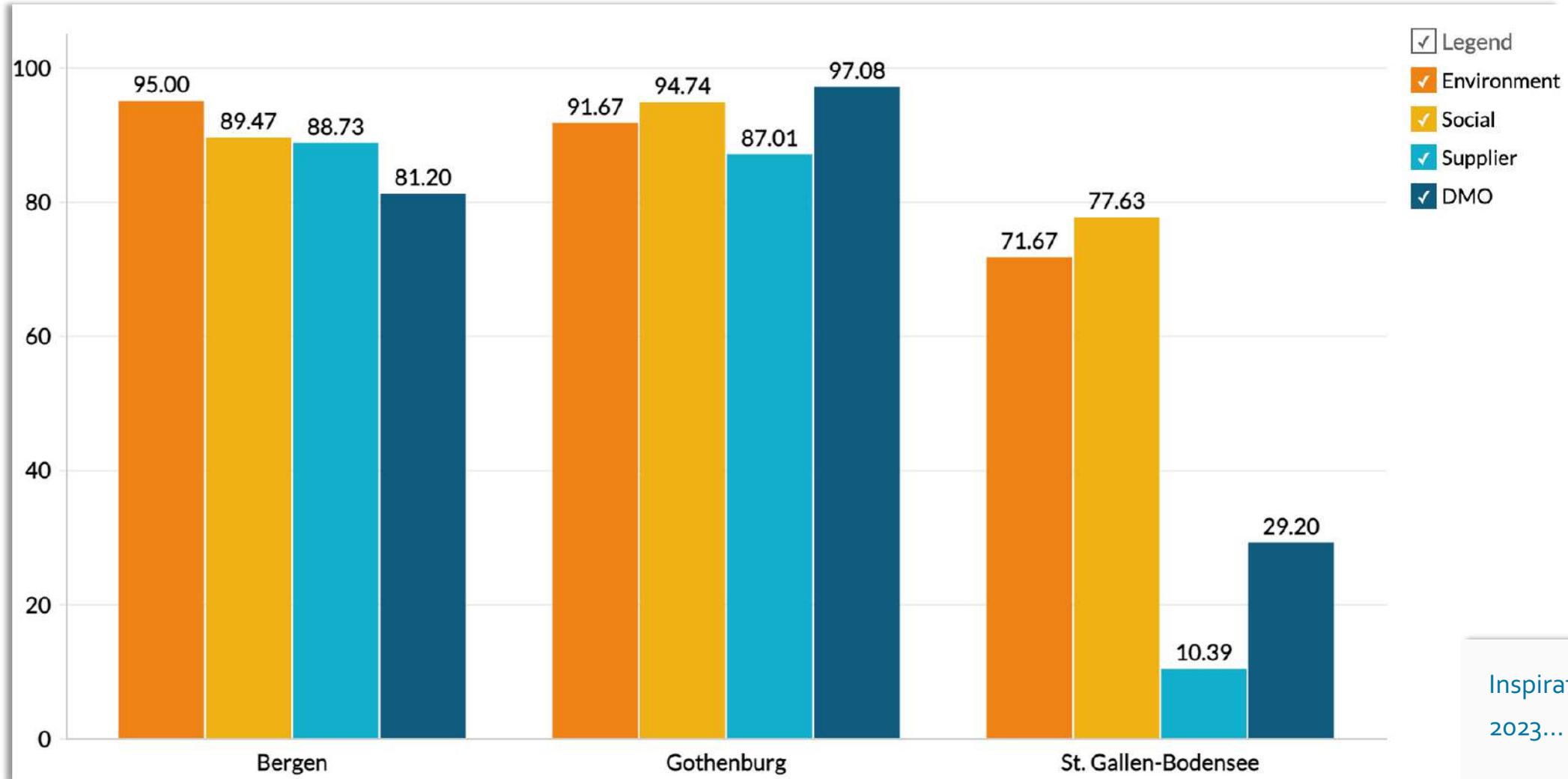
Similar to other Swiss destinations St. Gallen performs well in EN & SO categories, however, needs a lot of improvement in SU & DM areas.

# Performance against 2022 average



While EN & SO averages are reaching the GDS-Index average some work needs to be done in SU & DM categories.

# Performance against the leaders



Inspiration for  
2023...

# Environmental Performance



#	Subcategory	Indicator	Achieved Points	Max Points
EN-1	Climate, Energy & Emissions	Does the city have a Climate Change Mitigation and Adaptation strategy?	3	5
EN-2		Has the city signed up to an international movement to measure and reduce GHG emissions in line with the Paris agreement?	1	1
EN-3		What are the city's emission reduction targets for 2030 compared to business as usual levels? Please state the reference year.	3	4
EN-4		What are the City's Greenhouse Gas basic emissions per capita measured in tonnes of equivalent carbon dioxide unit? Please explain how this figure is calculated in your report.	3	4
EN-5		What percentage of the city's total electricity consumption comes from renewable sources? Please calculate electricity consumed (not produced) from renewable sources.	4	4
EN-6	Resources	Does the city have a publicly available circular economy strategy? Select all that apply.	0	4
EN-7		What percentage of the city's municipal solid waste has been disposed of in a landfill?	0	4
EN-8		What percentage of city's solid municipal waste is recycled? Please include composting but do not include incineration.	2	4
EN-9		What is the annual total collected municipal solid waste (MSW) per capita (Kg/capita)?	2	3
EN-10	Air Quality	What is the city's annual Fine Particulate Matter (PM <sub>2.5</sub> ) concentration?	4	4
EN-11		What is the city's annual Particulate Matter (PM <sub>10</sub> ) concentration?	4	4
EN-12	Water	What percentage of city wastewater receives centralised treatment?	4	4
EN-13		What is the country's water and sanitation score on the Social Progress Index?	4	4
EN-14	Transport	How many kilometres of bicycle paths and lanes are there in relation to population density in your destination?	Unmarked	0
EN-15		Does the city have an integrated mobility plan and/or initiatives to improve citizen health and reduce pollution? Please select what is included.	3	4

# Social Performance



#	Subcategory	Indicator	Achieved Points	Max Points
SO-1	SDGs	How well is the city's sustainability strategy aligned with the UN Sustainable Development Goals?	0,5	3
SO-2		What is the country's performance at implementing the UN Sustainable Development Goals on the UN SDG Index?	4	4
SO-3	Social Progress	What is the country's score on the Social Progress Index?	4	4
SO-4	Corruption	What is the country's score on the Corruption Perception Index?	3	4
SO-5	Personal Safety	What is the country's score for "Personal Safety" on the Social Progress Index?	4	4
SO-6	Access to Information	What is the country's score for "Access to Information and Communications" on the Social Progress Index?	4	4
SO-7	Health and Wellness	What is the country's score for "Health and Wellness" on the Social Progress Index?	4	4
SO-8		Does the city's crisis management plan include tourism and events?	0	2
SO-9	Inclusiveness	What is the country's score for "Tolerance and Inclusion" on the Social Progress Index?	2	4
SO-10		Are the city's walkways and public transport system adapted to support better accessibility for people with disabilities? Please select one of the following.	2	2
SO-11		How does the city council or DMO engage and consult with local residents on important tourism topics? Please select all that apply.	2	3

# Supplier Performance



#	Subcategory	Indicator	Achieved Points	Max Points
SU-1	Hotel	What percentage of the destination's hotel room inventory has an active 3rd party sustainability certification? See the guiding notes for the relevant hotel room number.	1	4
SU-2		Are there destination wide initiatives or programmes in place that specifically target hotels to create a more circular economy? Please select all that apply.	0	2
SU-3		Does the destination have a programme promoting and supporting hotels with a commitment to sustainable food? Please select the areas that the programme addresses.	0	1,5
SU-4	Airport	What percentage of the destination's key airport(s) have a current third party certification (i.e. ISO 14001) for its management of sustainability? Please calculate an average if there is more than one airport.	1	2
SU-5		What percentage of the destination's key airports are carbon neutral for their direct emissions (not flights)? Please calculate an average if there is more than one airport.	0	3
SU-6	Agencies	What percentage of event agencies located in the destination have a formal, written sustainability policy?	0	4
SU-7		What percentage of event agencies located in the destination have an active third party sustainability certification?	0	4
SU-8		What percentage of tour operators located in the destination have an active 3rd-party sustainability certification?	Unmarked	0
SU-9	Restaurants	Are there destination-wide initiatives or programmes in place that specifically target restaurants to create a more circular economy? Please select all that apply.	1	4
SU-10		Does the destination have a programme promoting and supporting restaurants and caterers with a commitment to sustainable food? Please select the areas that the programme addresses.	1	3
SU-11		Does the destination promote and incentivise 3rd-party certification for restaurants and caterers with a commitment to sustainable food?	0	1
SU-12	Venues	What percentage of the destination's dedicated convention centres have an active 3rd-party sustainability certification for their operations?	0	4
SU-13	Academia	What percentage of the destination's universities, colleges and hospitality schools have integrated sustainability into their undergraduate tourism and event management programmes?	0	3
SU-14		What percentage of the destination's universities, colleges, and hospitality schools have integrated sustainability into their postgraduate (e.g. Masters) tourism and event management programmes?	0	3

# Destination Management Performance



#	Subcategory	Indicator	Achieved Points	Max Points
DM-1	Strategy	Does the DMO have a sustainability strategy for the visitor economy? Please select all that apply.	4	5
DM-2		Does your DMO have a Diversity, Equity, and Inclusion (DEI) strategy? Please select all that apply.	Unmarked	0
DM-3		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate socially positive outcomes? Please select all that apply.	0	2,5
DM-4		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate environmentally positive outcomes? Please select all that apply.	0,5	2,5
DM-5		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate economically positive outcomes? Please select all that apply.	0	2,5
DM-6		Has the DMO's sustainability strategy been developed with widespread stakeholder consultation? Please select all that apply and explain how the stakeholder feedback was incorporated.	2	5
DM-7		Has the DMO's sustainability strategy and its development process been reviewed and/or updated and publicly released to key stakeholder groups within in the last 3 years?	1,5	2
DM-8	Policy and Certification	Does the DMO have a documented sustainability policy signed by the most senior executive support, available publicly and defining the organisation's vision, commitment, and goals?	0	1
DM-9		Does the DMO have a sustainable procurement policy that clearly defines procurement/purchasing practices, expectations, and requirements from suppliers?	0	1
DM-10		Does the DMO hold a current 3rd-party sustainability certification for its own event and/or office operations or is in the formal process of obtaining one?	0	2
DM-11		Does the destination hold a current 3rd-party sustainable destination certification or is in the formal process of obtaining one?	0	2
DM-12	Governance	How does the DMO manage the development and governance of the sustainable tourism and events programme? Please select all that apply.	2	4
DM-13	Capacity Building	Do new and existing staff in the DMO receive periodic guidance and training regarding the DMO's sustainability strategy, including their roles and responsibilities in its implementation?	0	2
DM-14		Has the DMO supported or organised sustainability training for the tourism and events value chain in the last year?	0	1,5
DM-15		Does the DMO provide support to the tourism and events supply chain to help increase suppliers' sustainability performance? Please specify.	1	2

# Destination Management Performance



#	Subcategory	Indicator	Achieved Points	Max Points
DM-16	Measurement and Reporting	Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of tourism? Please select which issues this o	0	3
DM-17		Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of events? Please select which issues this da	0	3
DM-18		Could you give an example where data collected on the impact of tourism and/or events influenced strategy development?	Unmarked	0
DM-19		How does the DMO publicly communicate and report on progress towards its sustainability objectives?	1	3
DM-20		Does the DMO use official reporting frameworks to improve disclosure on sustainable destination strategy and performance? Please select all that apply.	0	3
DM-21	Marketing and Communications	Does the DMO tourism and events website(s) provide information about the destination's sustainable events and tourism strategy and initiatives? Please select all th	1	2,5
DM-22		When exhibiting at trade shows, are booths made from sustainable materials? Please select all that apply.	1	2
DM-23		Does the DMO provide information about the destination's sustainability strategy and performance in its RFP responses and sales information?	0	2
DM-24	Accessibility	Does the DMO actively promote the use of soft mobility to visitors and event participants?	2	2
DM-25		How does the DMO financially incentivise visitors and event participants to use public transport?	3	3
DM-26		Does the DMO supply a list of places of interest, transport lines, hotels / venues that support visitors with accessibility challenges to navigate the destination? Please	1	1
DM-27	Supporting Regeneration	Does the DMO provide clients with ideas and resources to support local social, environmental, or economic causes and projects? Please select all answer options that	0	4
DM-28		Does the DMO have a legacy and social impact programme for events?	0	5

# Omni: Evaluate yourself in more detail



- 1 Go to [Omni](#), and navigate to the 'Assessments' page.
- 2 Click on 'Actions', select 'Download Excel', and follow the on-screen instructions.
- 3 Open the downloaded excel spreadsheet, and go through the evaluator's comments (column J). Reformat this column, to make it easier to read.

Assessments

Search

ASSESSMENT NAME	PROGRESS	STATUS	SCORE	YEAR	
GDS Index Benchmark (2021)	<div style="width: 100%;"><div style="width: 100%;"></div></div> 100 %	VERIFIED	70.6395	2021	<a href="#">Download Excel</a>



- Dashboard
- Reporting
- Assessments
- Filemanager
- FAQ
- Notifications
- Basic Information
- Destination Photos

# Omni: Performance analysis



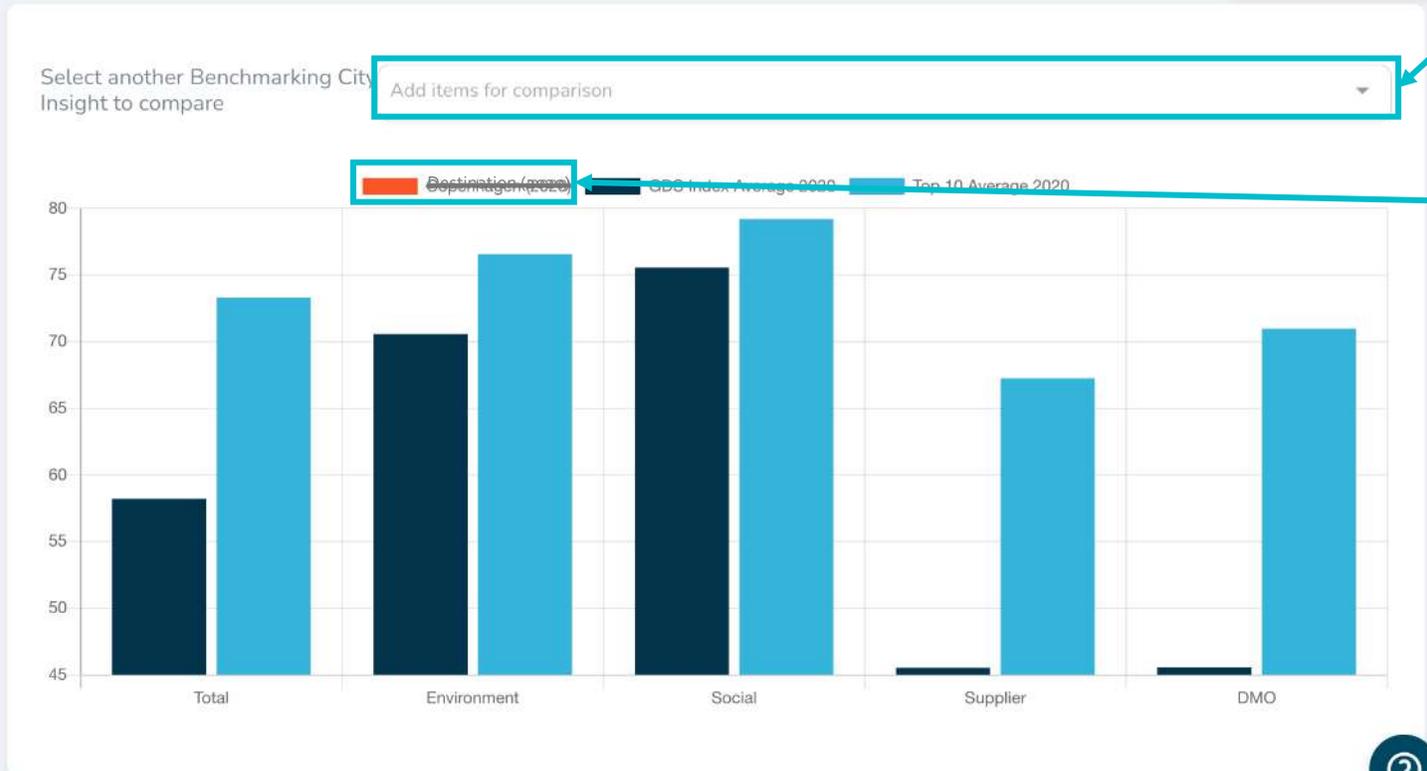
- Dashboard
- Reporting
- Country insights
- Assessment Reports
- Destination insights
- Region insights
- Assessments
- Filemanager
- FAQ
- Notifications
- Basic Information
- Destination Photos

Performance Total ▼ City Rank Country Rank

83.1% 5.62% Decrease #8

You can download your custom assessment report from this page.

## Comparisons



Add other destinations to the graph by typing their name into this search bar. Be aware that scores for different years will appear.

Remove a destination's scores from the graph by clicking on their name

TIP: You can download graphs by right-clicking, and selecting 'Save Image As...' from the menu.

Note: Premium destinations also have access to 'Criteria Insights', which show how you scored for each criteria using bar graphs.



# Analysis Summary



## Strengths

- Great Biodiversity strategy
- Promotion of Soft Mobility
- Consultation with local residents about important tourism topics
- Resource Efficiency Advisory Program for suppliers
- Event Impact Calculator
- Well done on the new Sustainability Strategy
- Inclusion of various stakeholders in the strategy development
- Sharing sustainability strategy on the web

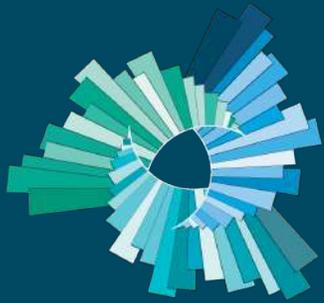
## Weaknesses

- No circular economy strategy for the city
  - Low rate of hotels, venues and agencies with 3rd-party certification
  - 0% of agencies have a Sustainability Policy
- Still to do :
- Policies: Sustainability & Procurement Policy
  - 3rd-party sustainable destination/DMO certification
  - Measurement & reporting system
  - Programmes targeted at hotels and restaurants to create a more circular economy
  - Improve communication on the web

# The journey to leadership

The easiest and fastest way to drive improvement is to focus on:

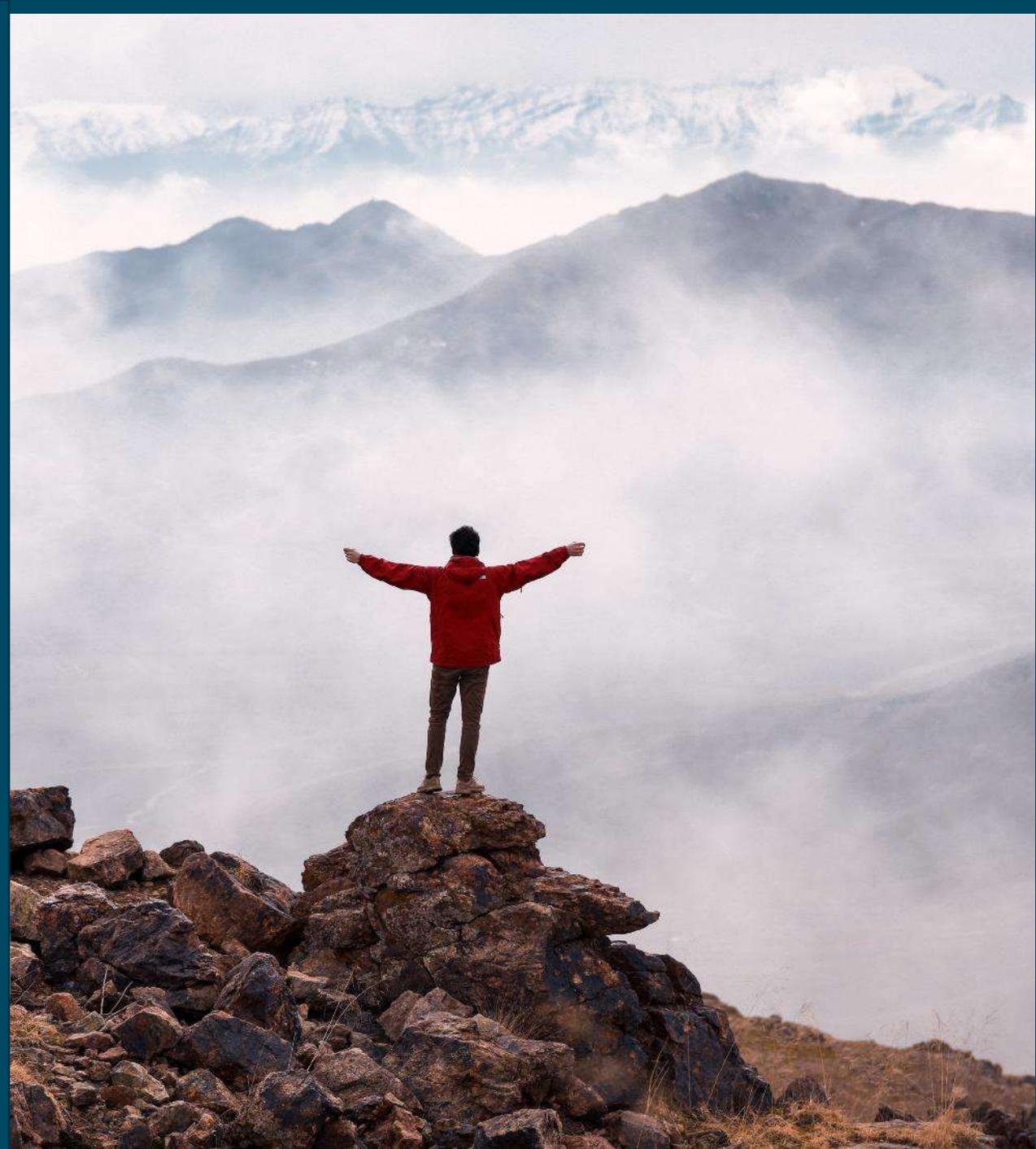




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# Recommendations

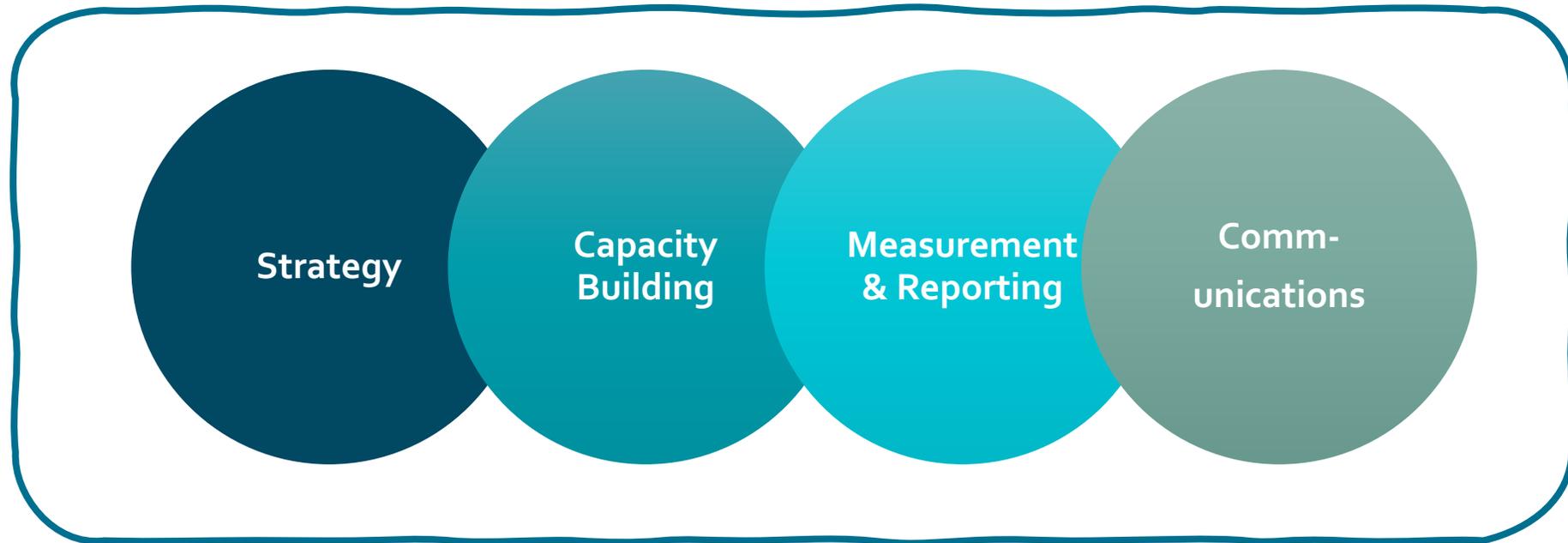
What can you do to improve  
sustainability performance and your  
GDS-Index ranking?



# Recommendations



Advice is focused on the following areas and on short-term actions that can generate immediate value



# Recommendations: Strategy



## Strategy

- Better showcase the alignment with UN SDGs
- Develop Sustainability Strategy for the Events

## Action Plan

- Refine the sustainability Action Plan with clearer **impact objectives**, actions, **targets** and indicators
- Make your Action Plan more visual

## Policy

- Create a Sustainability Policy (signed by the most senior Executive support; make it available publicly; and define the organisation's vision, commitment and key goals)
- Develop a Sustainable Procurement Policy

## Certification

- Commit to your DMO becoming sustainability certified for your own event and/or office operations e.g. ISO 20121

# Copenhagen: Take a Stand for a Better Shared Future



## Challenge:

To ensure positive environmental, social, and economic impacts both locally and globally as tourism grows.

## Solution:

Wonderful Copenhagen created a new Tourism Strategy. The new strategy called "Tourism for Good" addresses sustainable tourism from an environmental, a social and an economic perspective, and contributes directly to the realisation of the UN's 17 global goals (UN SDGs).

## More:

<https://www.visitcopenhagen.dk/da/tourismforgood>

A SUMMARY OF WONDERFUL COPENHAGEN'S STRATEGY FOR SUSTAINABLE TOURISM
**TOURISM FOR GOOD**
AN INVITATION TO A JOURNEY TOWARDS SUSTAINABLE TOURISM BY 2030

»Wonderful Copenhagen's ambition for 2030 is that tourism in Greater Copenhagen positively impacts local and global sustainable development.«

WONDERFUL COPENHAGEN WILL WORK TOWARDS THE ABOVE AMBITION THROUGH 4 FOCUS AREAS

BROADENING TOURISM	TOURISM CHOICES MATTER	PARTNERSHIPS FOR GOOD	LEADING BY EXAMPLE
The goal is not fewer visitors, but that they make the most of the destination. If the destination is developed to be used in a broader way, travellers will get a richer experience which in turn is likely to result in higher visitor satisfaction. It will also prevent the feeling of tourism pressure in the city, distribute tourism revenue more broadly and make it available for people in the city, whether local or temporary locals.	Like any other consumption and behaviour, tourism consumption and behaviour have negative sustainability impacts. If tourism consumption and behaviour are managed responsibly, we will lower the negative environmental, social and economic impacts of tourism. The choices available to visitors will be largely responsible ones. The visitor's perception of the quality of the destination will improve and thereby the likelihood that the visitor will recommend the destination to others.	Without information, it is impossible to know how to make the biggest sustainable impact. Without measurements, it is impossible to know whether it is worth the effort. Without bringing that knowledge into partnerships, we will find it impossible to create sustainable change that is bigger than ourselves. If Wonderful Copenhagen collects, analyses and distributes knowledge about sustainability in partnerships and events, it will contribute to sustainable destination development.	Wonderful Copenhagen, as an organisation, consumes resources on account of its daily operation and procurement. As an employer Wonderful Copenhagen is also responsible for contributing to a socially conscious labour market. Thus, Wonderful Copenhagen must take the greatest possible sustainability considerations into its own operations to become a leading example.

WONDERFUL COPENHAGEN WANT TO ACHIEVE FOLLOWING TARGETS BY 2021

<ul style="list-style-type: none"> <li>• Continued growth in tourism is supported by at least 60 percent official visitors.</li> <li>• Creating regular opportunities for locals to be involved in tourism development.</li> <li>• Developing a method to measure tourist tourism in terms of geography, season, time and interests.</li> </ul> <p style="font-size: 0.7em; margin-top: 5px;">Supported by 6 specific actions defined in the strategy.</p>	<ul style="list-style-type: none"> <li>• 77 per cent of visitors intend to recommend the destination.</li> <li>• 100 per cent of large convention venues and 90 per cent of all go-tickets have third-party sustainability certifications.</li> <li>• To develop a detailed content strategy that will make it possible to make diverse experiences in terms of geography, season, time and interests.</li> </ul> <p style="font-size: 0.7em; margin-top: 5px;">Supported by 4 specific actions defined in the strategy.</p>	<ul style="list-style-type: none"> <li>• Sustainability must be considered a core element in all of Wonderful Copenhagen's new projects and partnerships.</li> <li>• Copenhagen must have a score of over 60 per cent and a top three ranking in the Global Destination Sustainability Index of the world's most sustainable cities and destinations organisations.</li> <li>• Wonderful Copenhagen has established itself as the primary source for updated knowledge on sustainable tourism and destination development.</li> </ul> <p style="font-size: 0.7em; margin-top: 5px;">Supported by 4 specific actions defined in the strategy.</p>	<ul style="list-style-type: none"> <li>• Having a third-party environmental certification of own operations in 2019-2021.</li> <li>• An organic conversion of own food and beverage procurement: 30 per cent in 2019, 60 per cent in 2020 and 80 per cent in 2021.</li> <li>• Being an organisation that consider social inclusion in its recruitment.</li> </ul> <p style="font-size: 0.7em; margin-top: 5px;">Supported by 6 specific actions defined in the strategy.</p>
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WITH THIS STRATEGY WE WILL CONTRIBUTE POSITIVELY TO THESE UN SUSTAINABLE DEVELOPMENT GOALS

6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

11 AFFORDABLE AND CLEAN ENERGY

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

14 LIFE BELOW WATER

17 PARTNERSHIPS FOR THE GOALS

**SDG TARGETS**

64-72 73-83  
84-92 93-103  
104-112 113-123  
124-130 131-177

# Tirol: CVB Sustainability Strategy Development



## Challenge:

In Tirol, a number of initiatives and concepts that encourage locals and visitors alike to live, travel, and work sustainably already exist. In 2021 the Convention Bureau Tirol (CBT) was ready to take the next step and initiated the development of a strategy specifically for business meetings. Its goal is to strategically integrate sustainability to set an example for its key alpine tourism areas, infrastructure, and way of life.

## Solution:

In a collaborative process, the CBT, co-developed a sustainability strategy for meetings and events. It did this with an interlinking and interdisciplinary working group that included tourism, meetings industry, and external stakeholders, tourism and meetings industry experts, and public consultation.

The strategy with the title "ReGeneration NOW" highlights the initiative's motivations, and contains a comprehensive action plan with concrete goals based on the Sustainable Development Goals (SDGs). This work catapulted Tirol directly into the Top 10 in the 2021 GDS-Index benchmark ranking at sixth place out of 73 in its 1st year of participation.

## More:

<https://www.convention.tirol/en/regeneration-now/>

### ReGenerationNOW

The Sustainability Strategy for a regenerative Congress and Meeting Region of Tirol

**Development of the "ReGenerationNOW" sustainability strategy for a regenerative Conventionland Tirol is both complex and comprehensive:**

- It builds on bold visions from the "Tiroler Way - Perspectives for Responsible Tourism Development" tourism strategy.
- It is based on clearly formulated and applied Tirol Werbung values, as part of Lebensraum Tirol Holding.

**Tirol represents a balance of economic, social and ecological SUSTAINABILITY**

**Tirol is the best COMBINATION of nature, sport and mountain experiences worldwide.**

**Tirol is the very epitome of alpine LIFESTYLE**

**We emerge from this process with a clear vision and mission for all further necessary steps:**

**VISION**  
In Conventionland Tirol, all service providers make an individual contribution as sustainably operating businesses. The vast majority of suppliers is certified as sustainable. Tirol is perceived by potential customers as a genuine, honest and empowering venue for regenerative meetings. As a result, increasing numbers of significant events take place in the region.

**MISSION**  
By creating awareness and open communication, we inspire the MICE industry and all its relevant stakeholders to live and promote shared responsibility for the development of a sustainable meetings industry.

**MEANING / PURPOSE**  
As part of the Tiroler Tourist Board and Lebensraum Tirol Holding, Convention Bureau Tirol aims to act as a role model and paves the way for sustainable development.

**The 4 Ps**  
As fields of action with concrete objectives

- Enabling People**  
Impulse and empowerment for a just, inclusive knowledge culture
- Developing Prosumers**  
Promoting a deep sense of social meaning with social and emotional impact
- Connecting Partners**  
Connecting a re-creative and responsible network
- Living Proof**  
Experience an authentic meeting and model destination

### KEY OBJECTIVES AND MEASURABLE IMPACT GOALS

Developing Prosumers	Living Proof
<b>3<sup>rd</sup> Key Objective:</b> Customers and consumers become „prosumers“ who do not simply consume products, but help shape them, become socially involved through emotional experiences, and thus create deeper meaning while maintaining health.	<b>4<sup>th</sup> Key Objective:</b> The Tiroler congress and conference region is perceived and experienced as an authentic meeting destination.
<b>5 Impact Goals:</b> 3.1 By 2030, every 5 <sup>th</sup> business trip in Tirol will be extended by a two-night private stay. 3.2 Development of a social impact and measurement strategy (incl. legacy framework) for the Tiroler meetings industry by the end of 2023. 3.3 By 2025, at least one reference to a sustainability topic will always be made in customer events organized by Convention Bureau Tirol. 3.4 By 2035, the proportion of visitors traveling by public transport will increase from 30% to 40%. 3.5 By 2025, 10% of convention.tirol story and website contributions include all three dimensions of sustainability, with a special focus on socio-cultural event elements.	<b>5 Impact Goals:</b> 4.1 By the end of 2022, 90% of Convention Tirol partner businesses, manifested as „Partner of CBT“ with the Meet Green logo by 2025, commit to the defined sustainability and quality criteria. 4.2 The sustainability measures of Tirol Werbung will be made quantifiable and demonstrable by the end of 2023. 4.3 By 2030, 70% of Tirol regions offer on-site sustainable public mobility options and segment their e-car sharing fleet. 4.4 By 2030, 60% of Convention Tirol partner businesses and region are certified with the Austrian Eco-label. 4.5 Disabled-friendly facilities (legal and structural) are available at all Convention Tirol partner businesses by 2030.

# Zurich: Sustainability Strategy



## Challenge:

Zurich Tourism, while a leader in the GDS-Index, wanted to step up the impact of its sustainability programme, and prepare for a post-pandemic future.

## Solution:

It used the Covid crisis of 2020-2021 to bring together key stakeholders via various workshops, online surveys, interviews and discussions, to rethink and redesign its sustainability strategy.

## Impact:

The new vision, goals, targets and action plan provide a roadmap for sustainable and resilient tourism by 2030, based on the United Nations' Agenda 2030. It clearly articulates the role of Zurich Tourism as a destination marketing and management organization.

<https://www.zuerich.com/en/about-zt/sustainability>

## 5 Vision 2030

This chapter outlines Zürich Tourism's long-term Vision 2030 for regenerative, resilient, and sustainable tourism in Zurich. This vision includes five core themes and aims to contribute directly to the Sustainable Development Goals (SDGs).

### 5.1 Do You Work in Tourism? You Are Lucky!

Jobs in the tourist sector make people happy, healthy, and are secure. People who work in tourism are happier and healthier than in any other industry. Resilient structures and working conditions contribute to job security.



*This Vision makes a positive contribution to the SDGs 1, 2, 3, 4, 5, 8, 10*

### 5.1 High Quality? Of Course!

Tourist experiences, products, services, events, staff training, and jobs are of high quality. Quality means that they have a long-lasting and positive impact on the planet and the people involved.



*This Vision makes a positive contribution to the SDGs 4, 6, 8, 9, 11, 12, 14, 15*

### 5.2 Fair Distribution of Economic Returns? Sure!

Visitors to Zurich stay for 3 nights on average. The revenue derived from tourist spending is fairly distributed among the various stakeholders within the destination. It is reinvested in the local residents and businesses and thus also – indirectly via taxes – in the local infrastructure, green spaces, and quality of living.



*This Vision makes a positive contribution to the SDGs 1, 2, 3, 5, 9, 10, 11, 16*

### 5.3 Is Travel Good for the Climate? Yes!

Zurich is one of the most sustainable cities in the world with a high quality of living. Guests can get around in Zurich easily and enjoyably. Climate-friendly, inclusive, safe, and efficient mobility is a matter of course here. Zurich offers everything that is necessary for mindful and conscious consumption.



# Belfast: Sustainability Policy



## Challenge:

In response to the economic impact of the pandemic, Visit Belfast (VB) launched a three-year recovery plan called the 'Rebuilding City Tourism 2021-24' strategy, and they needed a sustainability policy that outlined their new commitments to bringing tourism back in a thoughtful way, how they would oversee management and delivery of these commitments, and how their actions aligned with the UN SDGs.

## Solution:

Working with the VB audit committee and board, the organisation created a sustainability policy, and had it signed by the Chief Executive, SMT, and executive.

The policy is available across all Visit Belfast websites, including Visitbelfast.com (leisure site), Visitbelfastpartners.com (B2B, sponsors and government site), MeetBelfast.com (CVB site), showing how all aspects of VB's business are united behind the commitments stated in the policy.

## More:

<https://s3a.visitbelfast.com/app/uploads/2021/08/Visit-Belfast-Sustainability-Policy.pdf>

**visit Belfast**

## Visit Belfast Sustainability Policy

The importance of tourism to the city economy and Belfast to the regional visitor economy cannot be underestimated. Twenty years of tourism growth has welcomed millions of visitors to the city and been a catalyst for the regeneration of Belfast. It has established hundreds of new enterprises for our economy, thousands of jobs for our residents and created opportunities for our communities and neighbourhoods. Tourism has played an important part in enriching the culture, vibrancy of the city and the quality of life for all the people who call Belfast home.

With the launch of Belfast's first resilience strategy and climate plan, the city has set an ambitious goal 'to transition to an inclusive, zero emissions economy in a generation.' The plan sets out thirty transformational programmes to future-proof our city for generations to come, a commitment to inclusive and sustainable growth and a plan to make Belfast climate resilient.

As the city's Destination Marketing and Management Company, Visit Belfast recognises that it has an important role to play in supporting Belfast's ambition. In partnership with Belfast City Council, we have committed to the development of a sustainable tourism plan as one of the resilience strategy transformational programmes. It is within this context that Visit Belfast is launching its first sustainability policy.

**Visit Belfast – a renewed sense of purpose**

Visit Belfast's three-year recovery plan Rebuilding City Tourism 2021-24 sets out a new direction of travel, illustrating a step change in our approach to our marketing and visitor servicing activity, and the generation and measurement of tourism success for the betterment of our businesses, our employees, our residents, our city and its ecosystem.

This is reflected in our renewed purpose:

***"To create and service visitors for Belfast and Northern Ireland in order to generate economic benefit and inclusive growth, creating jobs and prosperity for the city region, enabling Belfast to become a more sustainable place to visit, meet and live in."***

*Gerry Lennon*

Gerry Lennon  
Chief Executive, Visit Belfast  
June 2021

**Belfast**

**visit Belfast**

VISIT BELFAST

# Lyon: Purchasing Responsibly



## Challenge:

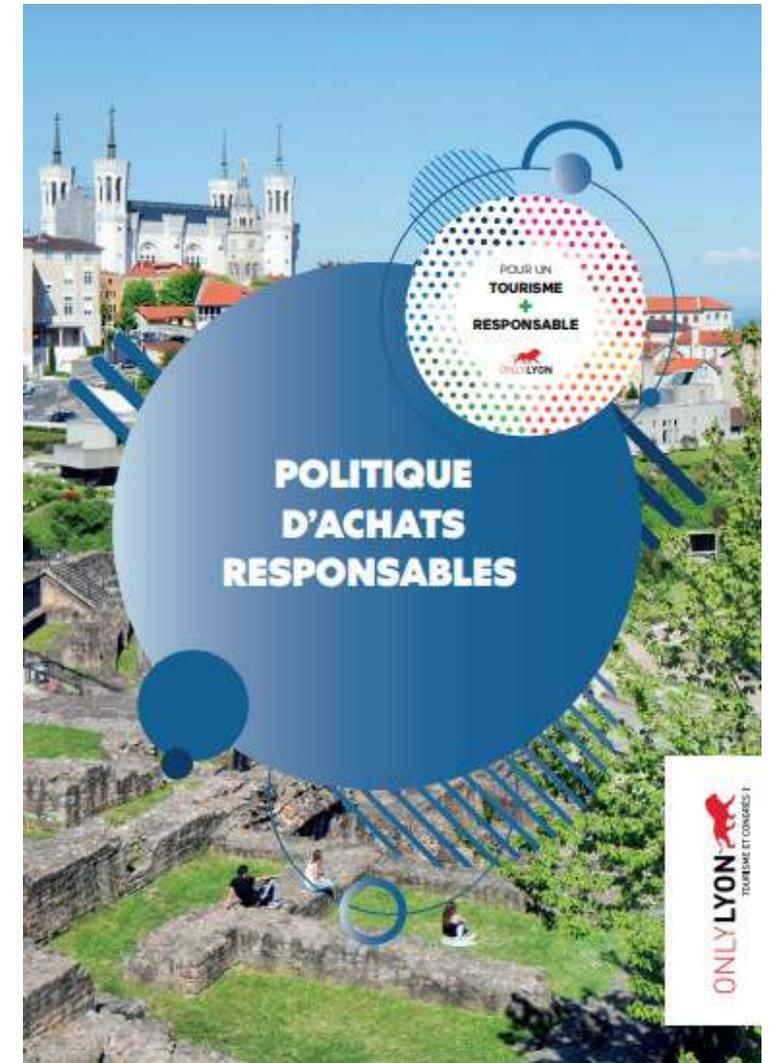
Integrating an inclusive and productive responsible tourism strategy is a challenge. However, ensuring that the whole organisation adheres to the same values, principles, and objectives internally is an even greater challenge. It can amplify or mute the positive impact of that tourism strategy.

## Solution:

In order to ensure that ONLY LYON “walks the talk” the CVB implemented a detailed Supplier Procurement Policy, clearly outlining its objectives and principles, as well as sustainability indicators to measure when purchasing on behalf of the business.

## Impact:

Thanks to a detailed policy and training, all employees understand the importance of integrating the CVB sustainability values throughout the business, as well as being equipped with the information to contribute towards the CVB purchasing goals.



# Recommendations: Capacity Building



## Team

- Provide periodic training to new and existing staff on their role and responsibilities in implementing your sustainability strategy.
- Enrol staff and senior management into the Certificate Course/ Impact Strategy and Measurement Masterclass from GDS-Academy

## Hotels & Venues

- Increase certification rates for hotels - aim for >25%.
- Increase certification rates for venues - aim for >25%
- Promote circularity and sustainability as a cost saver

## Restaurants

- Promote and incentivise 3rd party sustainability certifications for restaurants and caterers
- Promote circularity and sustainability as a cost saver
- Provide financial incentives to the restaurants to help increase suppliers' sustainability performance

## Agencies

- Encourage and support event organisers to create their sustainability policy, share it publicly, and have it signed by their executive - aim for 20% of event agencies to implement this
- Provide tools, guides and checklists for sustainable event management and measurement

## All suppliers

- Start a sustainability group to share news and best practices through meetings and communications

# Belfast: Create a Supplier Sustainability Certification Strategy and Supports



## Challenge:

Support suppliers to become more sustainable and sustainability-certified.

VisitBelfast realised that very few of their suppliers had adopted sustainable practices, and even less than 5% were 3rd party sustainability certified.

## Solution:

In collaboration with Belfast City Council, GDS-Movement, and Green Tourism, VisitBelfast created a strategy offering free certification for the city's tourism suppliers. The three-year partnership gives businesses the opportunity to achieve the internationally recognised Green Tourism Standard, fully funded by Belfast City Council in Year 1. Funding was supplied by the UK government as part of its recovery programme.

## Impact:

The goal is to double certification figures in 2 years. By end of 2022 over 70% of the suppliers will be certified.

## More:

<https://www.green-tourism.com/visitbelfast>

**POSITIONING BELFAST AS A LEADING SUSTAINABLE DESTINATION**  
- with your business at the heart of it

The sector leading partnership between Belfast City Council, Visit Belfast, and Green Tourism will position the city as a leader in sustainable tourism, and help support your business to achieve sustainable growth.

The three-year partnership gives your business the opportunity to achieve the internationally recognised Green Tourism Standard, fully funded by Belfast City Council in Year 1.

Your business will also benefit from preferential annual fees in years 2 & 3.

**BENEFITS:**

- Demonstrate your commitment to sustainability
- Improve sustainability performance
- Help grow your business
- Free expert advice and support
- Simple online process
- Achieve a Green Tourism award

**ASSESS & MONITOR ONLINE**

Preparing for your assessment is processed completely online through our GreenCheck™ platform

- Professional and knowledgeable sustainability assessors on hand
- Access 24/7 to complete when convenient for you
- On-going online support and advice for continuous improvement
- Submit for your assessment whenever you are ready
- Save between £225 - £725 in Year 1 through this partnership

visit Belfast | Belfast City Council | Green Tourism

# Berlin: Drive circularity in the gastronomy sector



## Challenge:

Reduce food waste in the gastronomy sector for environmental, economic, and social benefit.

## Solution:

In a collaborative effort, visitBerlin worked together with Circular Berlin to drive "Circularity through Zero Waste Approaches in Hotel Gastronomy".

"The project explores the best practices in the hospitality sector focusing on the kitchen and the topic of food waste. The objective is to identify key drivers for the kitchen's transformation in the hospitality sector, towards a circular economy."

## More:

<https://circular.berlin/portfolio/circularity-through-zero-waste-approach-in-the-hotels-gastronomie/>



# Aarhus: Create a 'How-To' Guide for Sustainable Meetings



## Challenge:

Help event organisers to produce more sustainable events and conferences.

## Solution:

To achieve this goal, VisitAarhus created "The Green Conference and Events Handbook", a "How-to" guide for sustainable meetings. Each section are directly related to the UN Sustainable Development Goals (UN SDGs).

## More:

<https://www.visitaarhus.dk/sites/visitaarhusconvention.com/files/2019-10/The-Green-Conference-and-Event-Handbook.pdf>



# Belfast: Changing the Menu. For Good.



## Challenge:

Raise funds and awareness around food banks and food security.

Like elsewhere in the UK and Ireland, demand for food banks is growing in Belfast, in the last 5 years, the need for food banks has increased by 128%

## Solution:

The sustainable tourism-focused “**Changing the Menu. For Good**” project enlists venues, caterers, and event organisers to directly raise funds for local food banks, which fulfil their clients' needs without government funding support. Event organisers can choose between 4 headline options: donating the financial equivalent of a fourth course, donating a proportion of catering costs incurred during an event, rounding up delegate or catering fees, or donating directly.

## Impact:

The pilot project launched in Sept 2022, but the initiative is already supported by a group of founding partners in the event industry; Hastings Hotels, Titanic Belfast, Hospitality Belfast/Yellow Door, Food NI, Conference Partners International, Crowne Plaza Belfast, Event-ful and Queen’s University Belfast.

The initiative was well-received, exceeding its fundraising expectations, allowing it to update its targets to achieve even more.

## More:

<https://meetbelfast.com/plan-your-event/sustainability-2/changing-the-menu-for-good>



- Contributor: [KS] | Date added: [08-09-2022]

# Recommendations: Measurement & Reporting



## Measurement

- Implement a system to measure and monitor the environmental, economic, and social impact and performance of tourism and events

## Reporting

- Communicate progress on the indicators and targets of your sustainable destination strategy using a visual dashboard
- Communicate progress on the indicators and targets of your sustainable destination strategy through your annual DMO or sustainability report



# Building a strategy



IMPACT OBJECTIVE	ACTIONS	INDICATORS	TARGETS	DATA COLLECTOR	PERIODICITY	RESULT 2022	RESULTS ANALYSIS 2022	CORRECTIVE MEASURES 2022	INTERNATIONAL FRAMEWORK – GDS Index criteria, SDG Target, etc
What will you change?	1.What will you do?	1.What will you measure?	1. How much do you want to see?	Who will collect the data?	How often will it need to be collected?	What happened ?	How did the results perform against the target?	What can we do to perform better next time?	
		1.	1.						
	2.	2.	2.						
	3.	3.	3.						

# Sydney: Report on the sustainability journey and performance



## Challenge:

Produce a progress report to better evaluate a destination's sustainability performance.

## Solution:

To communicate its strategy and positive impacts, Sydney created a comprehensive progress report.

## More:

<https://www.datocms-assets.com/11161/1622162966-sdp-2020-progress-reportfinalweb.pdf>



# Valencia: leadership in measurement



## Challenge:

Measure a destination's tourism footprints.

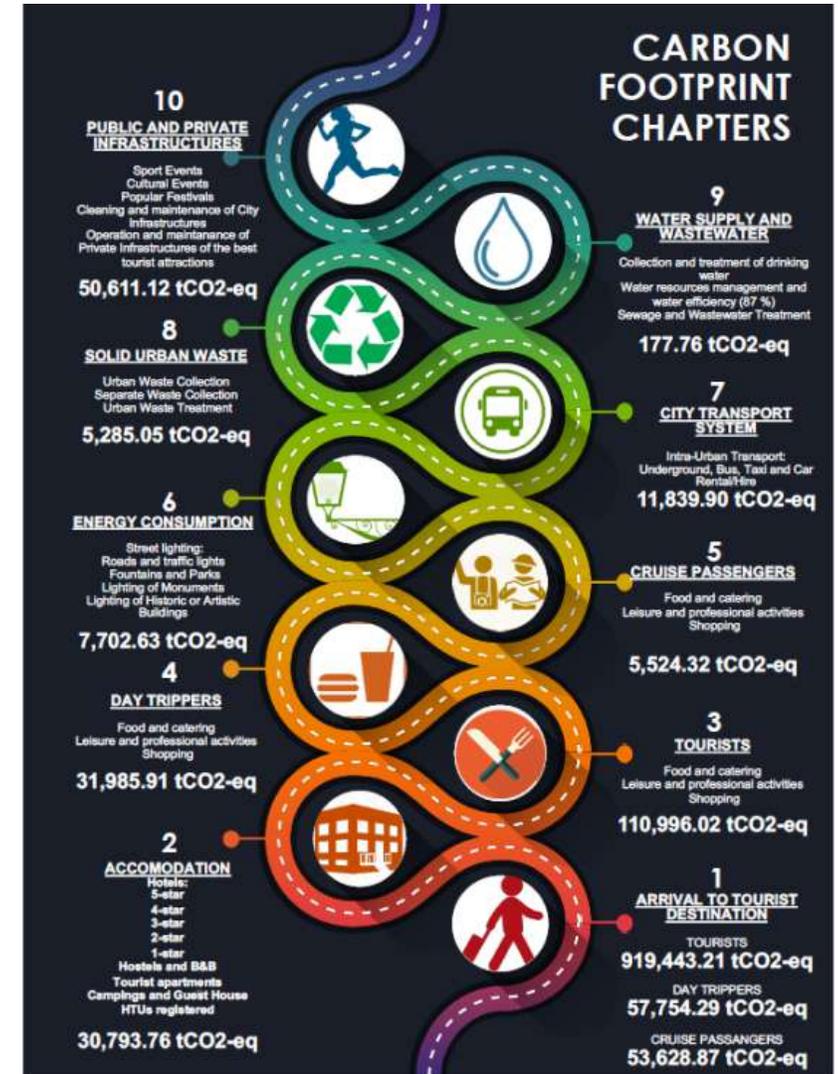
## Solution:

Valencia is the first city to calculate and certify its tourism's carbon footprint. It also calculates and verifies its direct and indirect water footprints, and uses the data from these to set goals to reduce the sector's overall impacts.

## Impact:

Report: [https://goteborgco.se/uploads/2021/03/GbgCo\\_Arsredovisning\\_Hallbarhetsredovisning\\_2020\\_EN.pdf](https://goteborgco.se/uploads/2021/03/GbgCo_Arsredovisning_Hallbarhetsredovisning_2020_EN.pdf)

Video: [https://www.youtube.com/watch?v=pCogdawQIW8&ab\\_channel=Fundaci%C3%B3nVisitValencia](https://www.youtube.com/watch?v=pCogdawQIW8&ab_channel=Fundaci%C3%B3nVisitValencia)



# Gothenburg: Reporting with the UN SDG framework



## Challenge:

Measure and report the DMO's progress made towards achieving its strategy objectives.

## Solution:

The Göteborg & Co annual report has a comprehensive section on sustainable development. The section highlights priorities, issues, strategy and objectives, stakeholder dialogue activities, and progress, against the UN Sustainable Development Goals the organisation has prioritised.

## Impact:

A [dashboard](#) of key metrics and a summary of the report's results.

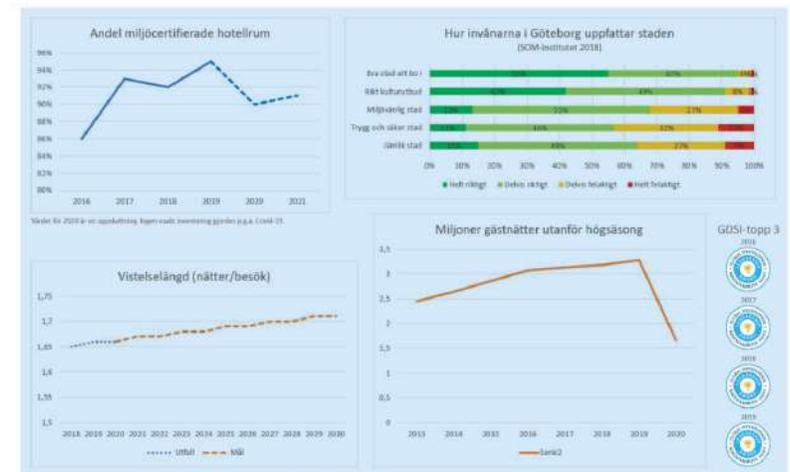
Read [the full report](#).



## Contribution to the Global Goals and Agenda 2030

The Global Goals for Sustainable Development (Agenda 2030) are growing as an important, shared framework for achieving a society that is sustainable in the long term, both at global and local levels. Based on the key issues of the sustainability framework, Göteborg & Co has identified the sustainability goals to which the company particularly contributes and is affected by. The company's assignment is clearly reflected in three of the goals' targets. Target 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products, Target 10.4 Develop and implement laws to create sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products, and target 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

The company's assignment is clearly reflected in three of the Global Goals' targets:



# Recommendations: Communication



## Storytelling

- Create a sustainability narrative of St. Gallen and share it via different channels

## Website

- Improve how you communicate sustainability on your website by sharing sustainability guides/manuals for suppliers/clients/visitors
- Improve how you communicate sustainability on your website by sharing sustainability information about key suppliers

## Sales

- Include sustainability into your RFPs and Sales presentations
- Look for engagement opportunities for partners

# Berlin: Showcase and Promote Sustainable Accommodation Providers



## Challenge:

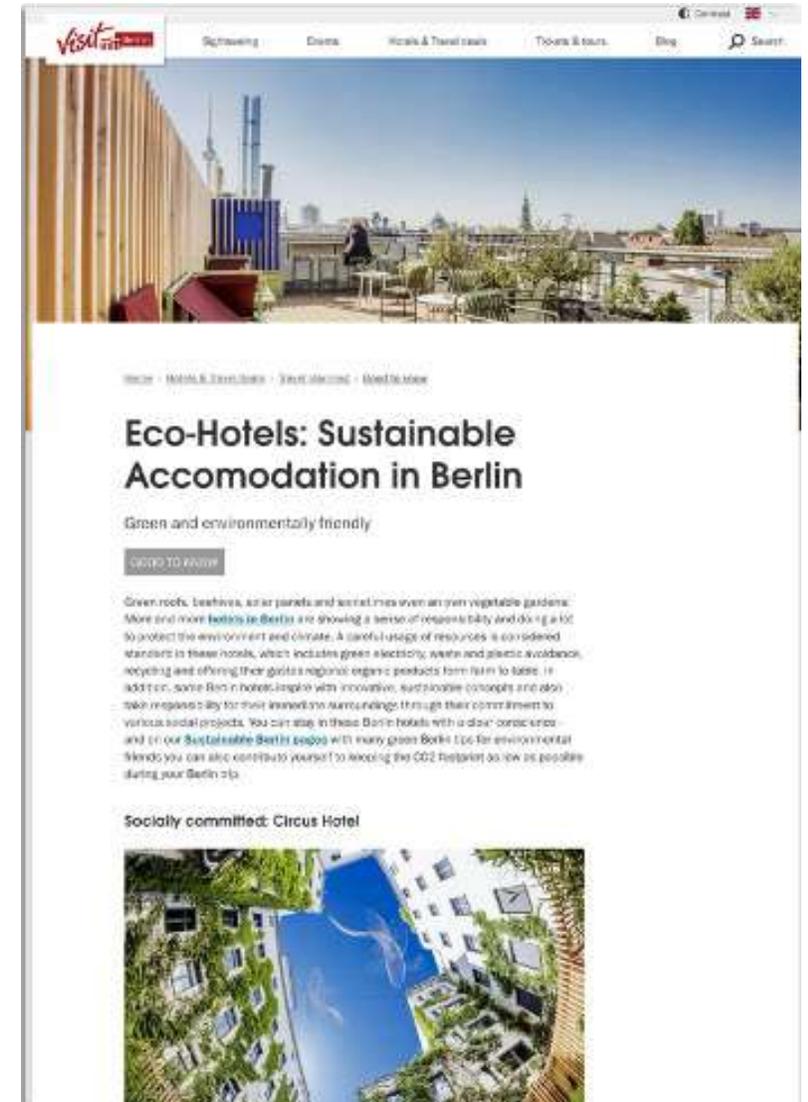
Encourage more accommodation providers to take steps towards becoming more sustainable and sustainability-certified.

## Solution

VisitBerlin created a dedicated page that lists sustainable accommodation providers and eco-hotels in the German capital. By sharing fun facts and key sustainability information, it goes beyond simply sharing if these listings are certified to informing and entertaining the visitor.

## More:

<https://www.visitberlin.de/en/eco-hotels-sustainable-accomodation-berlin>



# Aarhus: Communicating Sustainability in Hotels



## Challenge:

Encourage more hotels to take steps towards becoming more sustainable.

## Solution:

The Visit Aarhus website showcases certified accommodation solutions, informing visitors and encouraging other hotels to invest in their certification process.

It lists Green Key-certified and Nordic Swan Ecolabel-bearing venues.

## More:

<https://www.visitaarhus.com/aarhus-region/focus-sustainability/focus-sustainability>

[https://www.youtube.com/watch?v=oWjUYUbVpzc&ab\\_channel=Visitaarhus](https://www.youtube.com/watch?v=oWjUYUbVpzc&ab_channel=Visitaarhus)

Visit Aarhus

See and do Like a Local Areas and Cities Focus on Sustainability Plan your trip

**Organic Restaurants in the Aarhus Region**

Photo: G&P FOTO

Det Økologiske Spisemærke is a Danish certification awarded to restaurants that offer primarily organic dishes and beverages. Organic products are good for your health, for the biodiversity and for the environment.

Print Share

Visit Aarhus

See and do Like a Local Areas and Cities Focus on Sustainability Plan your trip

**Local Taste Experiences in the Aarhus Region**

Photo: Farms & Work

Enjoy locally produced ingredients at the actual manufacturer, at the farm shop, at the brewery or at the wine farmer, or find the nearest peaceful place to enjoy the tasty and organic produce – sowed, picked and reaped in the local area.

Print Share

# Iceland: Express the Visitor Experience



## Challenge:

Create compelling destination messaging that expresses its values, practices, and that parallels the unique and attractive aspects of the visitor experience.

## Solution:

As humour and authenticity are integral to effective storytelling, Iceland has invested in both and is much admired for its powerful marketing campaigns. With the "Looks Like You Need Iceland" campaign, it created a "Joyscroll" showcasing unique Iceland visitor experiences in a candid, light-hearted, and compelling way. The viewer connects to the spirit of the place, its people, and learn sways to respect both before travelling there.

## More:

**Web:** <https://joyscroll.lookslikeyouneediceland.com/>



# Key Opportunities



1	Better showcase the alignment with UN SDGs in your Sustainability Strategy
2	Refine the sustainability Action Plan with clearer <b>impact objectives</b> , actions, <b>targets</b> and indicators & make it more visual
3	Commit to your DMO becoming sustainability certified for your own event and/or office operations
4	Implement a system to measure and monitor the environmental, economic, and social impact and performance of tourism and events
5	Create a supplier strategy around capacity building, certification, and promotion
6	Provide tools, guides and checklists for sustainable event management and measurement
7	Create a Sustainability Narrative and integrate it into your value proposition

# Don't forget to share your results and best practices



**CNN travel** DESTINATIONS FOOD & DRINK

## Gothenburg, Sweden: Things to do in the greenest city on Earth

More »  
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**ami** INTELLECT CAPITAL

## Bordeaux aims to be 'powerful driver' in greening of events industry

**IB4UD** Ireland Before You Die

Home » Info » News » Belfast ranked among top 20 most sustainable global destinations

## Belfast ranked among top 20 most sustainable global destinations

October 29, 2021 by Dan O'Muirigh

**CMW** CONFERENCE & MEETINGS WORLD

## Gothenburg tops Global Destination Sustainability Index for fifth time in a row

News World  
Oliver Thomas October 27, 2021 No Comments

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## How individual wishes become collective goals: sustainability in the events industry

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THE LEADING SOURCE OF INFORMATION FOR THE LEISURE INDUSTRY

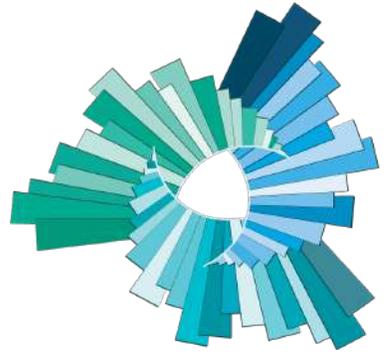
**SB** News & Views

Responsible Consumption Latest News All Channels Corporate Mem

## Scandinavia, Australia Dominate Sustainability Index

## MELBOURNE RANKED AS TOP SUSTAINABLE EVENTS CITY IN ASIA-PACIFIC

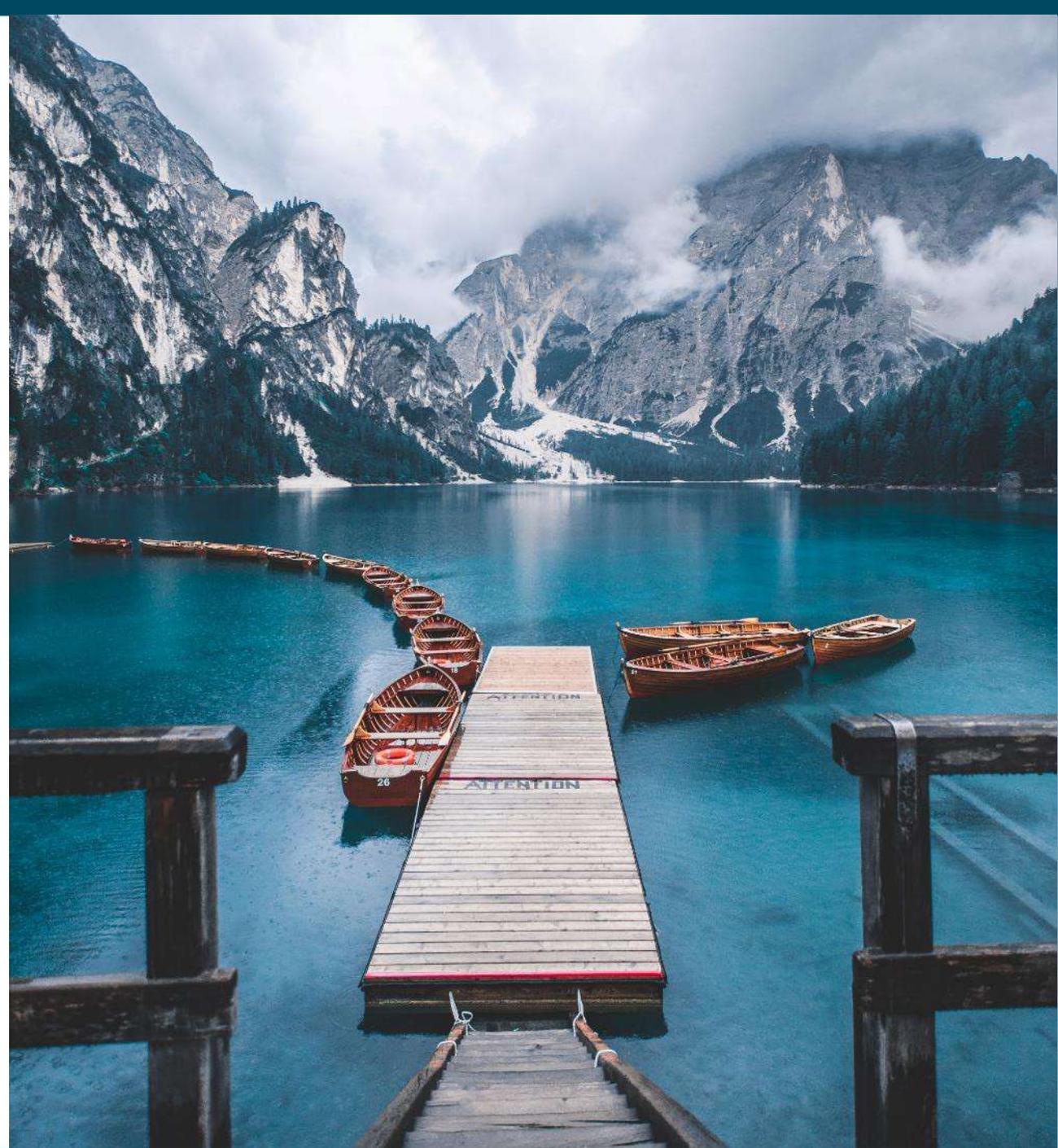
OCTOBER 27, 2021

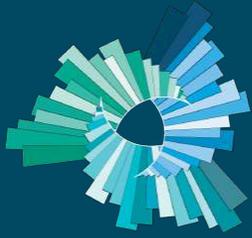


GLOBAL  
**DESTINATION  
SUSTAINABILITY  
MOVEMENT**

**Our purpose and services**

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GLOBAL  
**DESTINATION  
SUSTAINABILITY  
MOVEMENT**

# Our Purpose

Our mission is to **empower** destinations with the mindsets, skill sets, and toolsets to create **regenerative** places to visit, meet, and live in.

Founding Members and Industry Partners



# Need more help? We can support you:



## Strategy Development

- **Co-create strategies, narratives, and roadmaps**
- **Develop** and manage a sustainable and **regenerative visitor economy**

Past Clients: Fáilte Ireland; Wonderful Copenhagen; Meet Geneva; TCEB



## Market Research

- **Analyse trends and research** new **opportunities**
- **Discover fresh insights** to guide decision making and drive transformation

Past Clients: Fáilte Ireland; IMEX; Meet4Impact; Group NAO; Lausanne-Montreux



## Stakeholder Engagement

- **Convene your stakeholders** to co-create for maximum impact
- **Foster innovation** and local initiatives for sustainability

Past Clients: Tourisme Montreal; Meet Geneva; Lausanne-Montreux



## Capacity Building

- **Train and develop** you team through the **GDS-Academy** for improved strategy implementation
- Share new **mind-sets, skillsets and toolsets** to create a regenerative future

Past Clients: visitBrussels; Delice Network; Visit Flanders; Visit Monaco



## Measurement and Reporting

- **Measure and track your impact** and performance for improved reporting
- **Communicate your sustainability** performance to external stakeholders and politicians

Past Clients: Gothenburg; Goyang CVB

# The Leading Movement of Destination Management Organisations Committed to Sustainability and Regeneration



90+ Destinations Globally

29 Countries



# RAISING THE BAR

Results, trends, and insights from the 2022  
Global Destination Sustainability Index (GDS-Index)



GLOBAL  
DESTINATION  
SUSTAINABILITY  
INDEX

<https://www.gds.earth/reports/>



# Dynamic, Future-Fit Learning

We create training for



Destination  
Professionals



Organisations  
(DMOs and  
their partners)

Blended Learning Experience



Immersive,  
engaging and  
fun.



Intelligent mix of formats,  
discussions and  
collaboration.



# GDS-Academy Faculty

Experts in sustainable  
**destination management,  
tourism and events.**

Thought leaders in  
**regenerative management  
practices.**

From within GDS-Movement,  
**our partner destinations,  
organisations, and leading  
universities.**



**Genevieve Leclerc**  
Co-founder and CEO,  
#Meet4Impact



**Guy Bigwood**  
Chief Changemaker,  
GDS-Movement



**Melissa Baird**  
Chief Storyteller,  
GDS-Movement



**Ed Gillespie**  
Resident Futurist, Speaker, Writer  
and Communications Specialist



**Dr. Xavier Font**  
Professor of Sustainability  
Marketing, University of Surrey

20+ guest speakers  
from DMO from all  
over the world



# GDS-Academy Portfolio



## GDS-ICCA-CityDNA Certificate in REGENERATIVE DESTINATION MANAGEMENT

Start date for open-enrolment:  
02 March 2023

A 4-month in-depth programme for mid- to senior-level NTO and DMO professionals. Designed to build competency in crafting and implementing destination sustainability and stewardship strategies.

 Duration: 28 hrs learning  
+ 40 hrs of assignments

 Format: Online  
Modules: 11

## IMPACT STRATEGY & MEASUREMENT

Designed & delivered in partnership with



*Designed for destination management organisations who need to develop a robust event legacy and impact strategy, and implement measurement processes to monitor performance.*

 4 Modules + optional  
Module 5

 Formats: online,  
hybrid or in-person

## STORYTELLING FOR REGENERATION

Start date for open-enrolment:  
15 February 2023

*Designed for marketing and communications' professionals to build skills and capacity in storytelling that has purpose, and can help deliver results in a DMOs sustainability strategy.*

 4 Modules

 Formats: online,  
hybrid or in-person

## REGENERATIVE EVENT MANAGEMENT

*Designed for event professionals who want to rethink, reimagine, and redefine how their events are produced and the impact they manifest for their stakeholders.*

 4 Modules

 Formats: online,  
hybrid or in-person

Courses are available as open-enrolment and for ad-hoc custom delivery in your destination or a group of destinations  
[www.gds.earth/academy](http://www.gds.earth/academy)

Contact [academy@gds.earth](mailto:academy@gds.earth) for pricing and course delivery options.

# THANK YOU

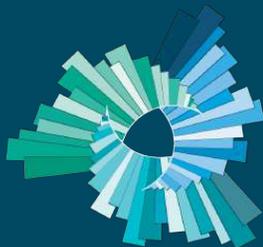
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Web: [www.gds.earth](http://www.gds.earth)

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Twitter: [bit.ly/gdstwitter](http://bit.ly/gdstwitter)



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