

A hand in a dark suit jacket and white shirt cuff is shown holding a glowing, white digital circuit pattern against a blue background. The circuit pattern consists of numerous white lines and dots, resembling a complex network or data flow. The hand is positioned on the right side of the frame, with the fingers gently grasping the glowing pattern. The overall image conveys a sense of human interaction with technology and digital transformation.

DIGITIZATION

By end 2020 - 7 times the number of connected devices as people on the planet

A woman with short dark hair is shown in profile on the left, looking out a window. The window reflects another woman with her eyes closed, wearing a light-colored sweater. The background outside the window shows a blurred landscape with trees and a body of water. Two blue speech bubbles with white text are overlaid on the image.

**How will these trends
affect the tourism and
events industry?**

**Are you doing eno
ugh to prepare for
the future?**

How are leading destinations around the globe responding to these megatrends?





Take the Lead

Masterplan

Integrate into core strategy

Become a master collaboration

BUILDING BLOCKS 1 and 2

Take the lead and Masterplan

DESTINATION MANAGEMENT ORGANISATIONS

vision and masterplan

68%

OF ALL GDS-INDEX
DESTINATIONS HAVE
A SUSTAINABILITY
STRATEGY A

100%

INCREASE SINCE 2016

47%

GROWTH IN
DESTINATIONS WITH
A SUSTAINABILITY
TEAM OR COMMITTEE



BUILDING BLOCK 3

Integrate into core business strategy

44%

INCREASE IN
DESTINATIONS
INTEGRATING
SUSTAINABILITY
INTO CORE
BUSINESS STRATEGY

WAY TO GROW

Business plan for
destination Gothenburg
2018–2020

WAY TO GROW: The destination's business plan describes how tourism to Gothenburg will have doubled by 2030. This development must be sustainable and in the best interests of the people of Gothenburg.

WAY TO GO: Göteborg & Co's business plan describes how the company will ensure as effectively as possible that the goals for the destination are realised, and thus create value for Gothenburg.

Vision: By 2030, destination Gothenburg will have doubled its tourism by setting an international example and constantly challenging accepted ideas of sustainability.



SUSTAINABLE DESTINATION PARTNERSHIP



Credit: Hamilton Lun

Working together

to make Sydney a sustainable destination

<https://www.sustainabledestinationpartnership.com.au/>

Who we are

The Sustainable Destination Partnership is a collaboration of hotels, backpacker hostels, serviced apartments, cultural institutions, entertainment venues and industry influencers working together to make Sydney a sustainable destination.

Single-use items

Working to reduce single use items in our businesses.

Food waste

Working to eliminate food waste and piloting a range of toolkits.

Sustainable procurement

Aligning supply chains with our sustainability objectives.

Shared measurement

Developing shared targets and indicators to measure our progress.

Growth is only relevant when it has a positive impact

RI



**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.«



SUSTAINABLE DEVELOPMENT GOALS



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

TACTICS FOR CHANGE:

Sydney - Footprint & set science based goals



Hospitality Footprint



Sector targets

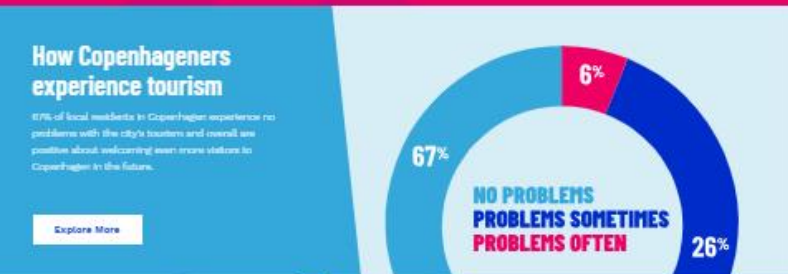


TACTICS FOR CHANGE

Engage Strategically with Stakeholders

10xCopenhagen - rethinking tourism in Copenhagen towards

2030



When Copenhagensers & visitors meet

Copenhagensers appreciate visitors who respect the city and its customs, venture off the beaten track and blend in. Experiencing Copenhagen by bike is considered the 'self-service' way, but bikes lanes are also a major point of friction between visitors and locals.

[Explore More](#)

What locals & visitors think of Copenhagen

Copenhagen is a lively, friendly and easy to visit in the eyes of visitors and locals. However, while visitors are motivated by atmosphere, 52% of Copenhagensers pinpoint the famous attractions as a major city characteristic - in contrast with only 17% of recent visitors to Copenhagen.

[Explore More](#)

Environmental impact of tourism

In the minds of 30% of local Copenhagensers, 'environmentally conscious' describe the City of Copenhagen. At the same time, 22% of local residents express their negative attitude to the environment.

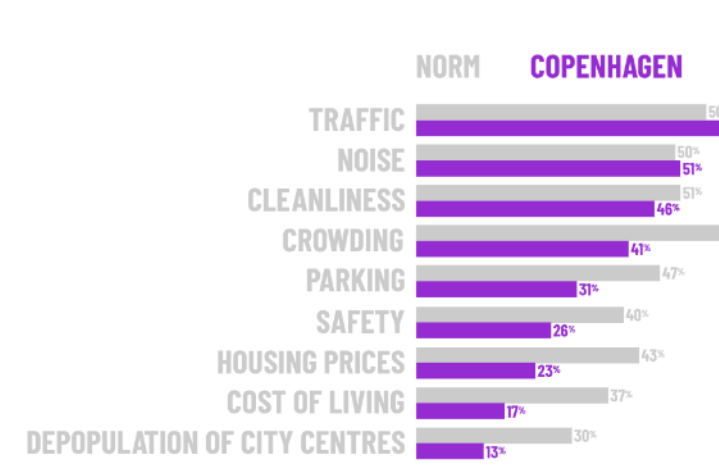
But for the 10xCopenhagen 'Green Ambassadors' (responsible for increasing the local residents' awareness of the city's environmental issues), the challenge is to balance the local residents' expectations to visitors' behaviour with the behaviour visitors expect to see in the city.

Source: 10xCopenhagen (2019) Knowledge, Attitudes and Behaviour (2019) Report

Clean Copenhagen - a strength and a challenge

Local residents and visitors find Copenhagen a clean city, which is also reflected in the competitive advantage of the city as a destination for tourists. However, the city's cleanliness is also a challenge for the city's tourism industry. The city's cleanliness is also a challenge for the city's tourism industry. The city's cleanliness is also a challenge for the city's tourism industry.

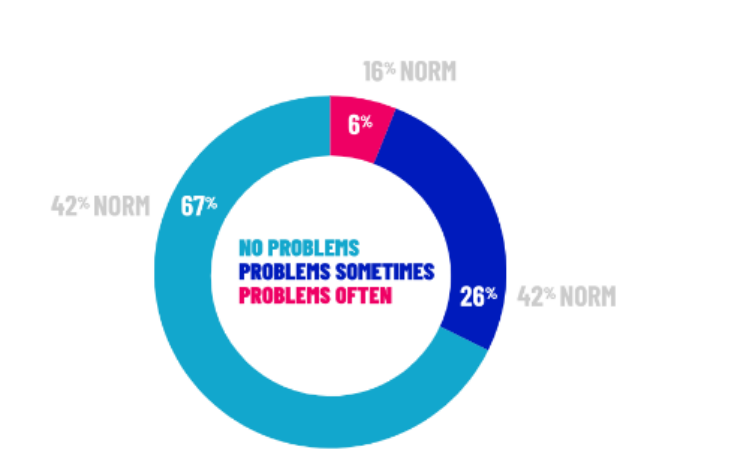
Source: 10xCopenhagen (2019) Knowledge, Attitudes and Behaviour (2019) Report



Local: Which types of problems have been affected by tourism in your city? (n=285)
The question is asked to locals stating that they experience problems due to tourism throughout the whole/most of the year or certain times of the year. Norm is calculated across 12 cities in Europe: Berlin, Stockholm, Brussels, Amsterdam, Copenhagen, Florence, Lisbon, London, Lyon, Prague, Rome, Barcelona, Paris.

MAKE THE DATA SEXY!

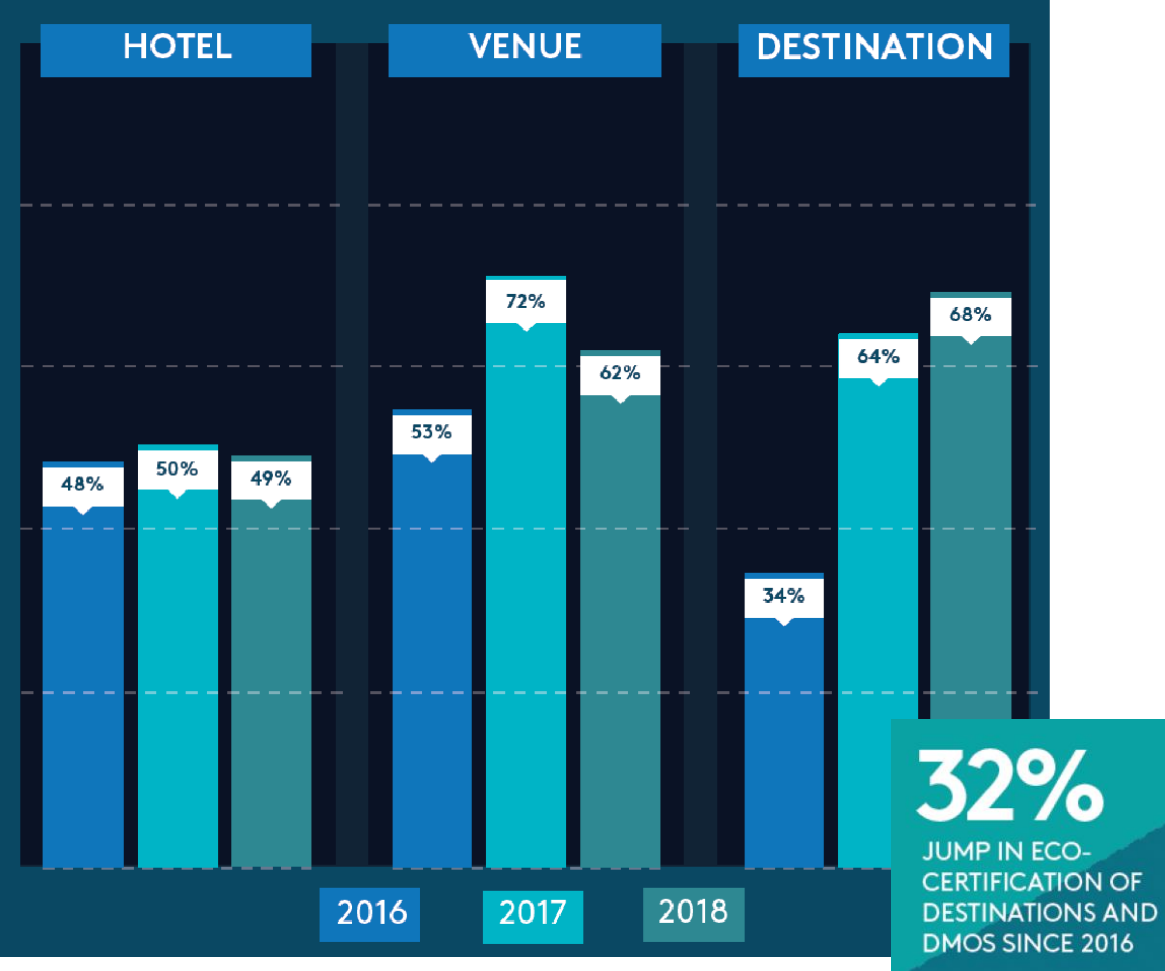
<https://10xcopenhagen.com/>



Local: Does tourism cause problems for you in Copenhagen? (n=1,070)
Norm is calculated across 12 cities in Europe: Berlin, Stockholm, Brussels, Amsterdam, Copenhagen, Florence, Lisbon, London, Lyon, Prague, Rome, Barcelona, Paris.

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%.

DMOs have a key role in engaging clients and suppliers to promote a regenerative food revolution.



TACTICS FOR CHANGE

Promote The Food Revolution





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





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.



SAVOR

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 enjoy the culinary creations of our Chefs.

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



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.

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
102 GENERAL DISCLOSURES			
ORGANISATIONAL PROFILE			
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



Conclusion

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**

Decarbonising tourism and events



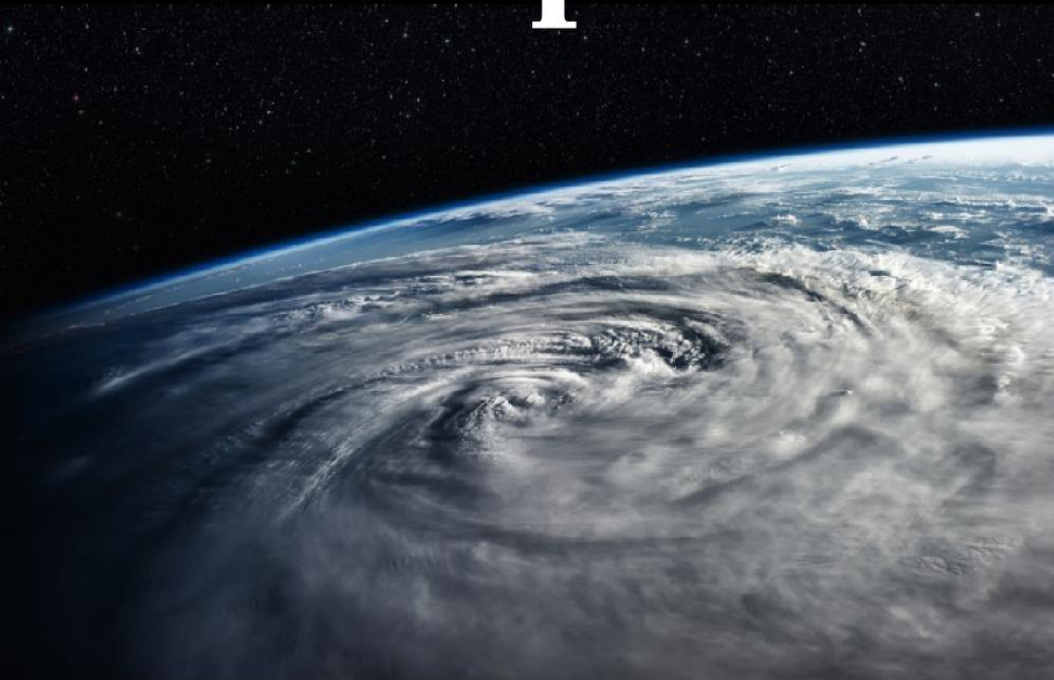
Creating better places to live, meet and thrive in





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

This is your wake up call...



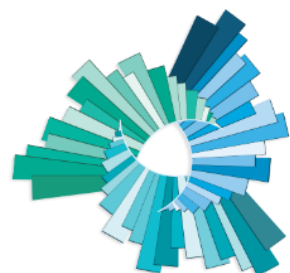
2019
WHITEPAPER

Creating better places to live, meet & thrive in.

Sustainable Destination
Management Trends
Best Practices and Insights.

Featuring an analysis of the 2018 Global
Destination Sustainability Index from
the world's leading cities.

AN INDUSTRY COLLABORATION BETWEEN IMEX, ICCA, MCI AND ECM



GLOBAL
DESTINATION
SUSTAINABILITY
INDEX

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