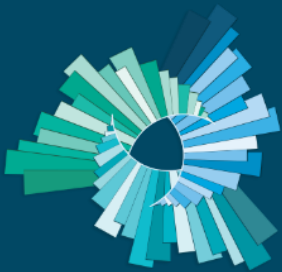


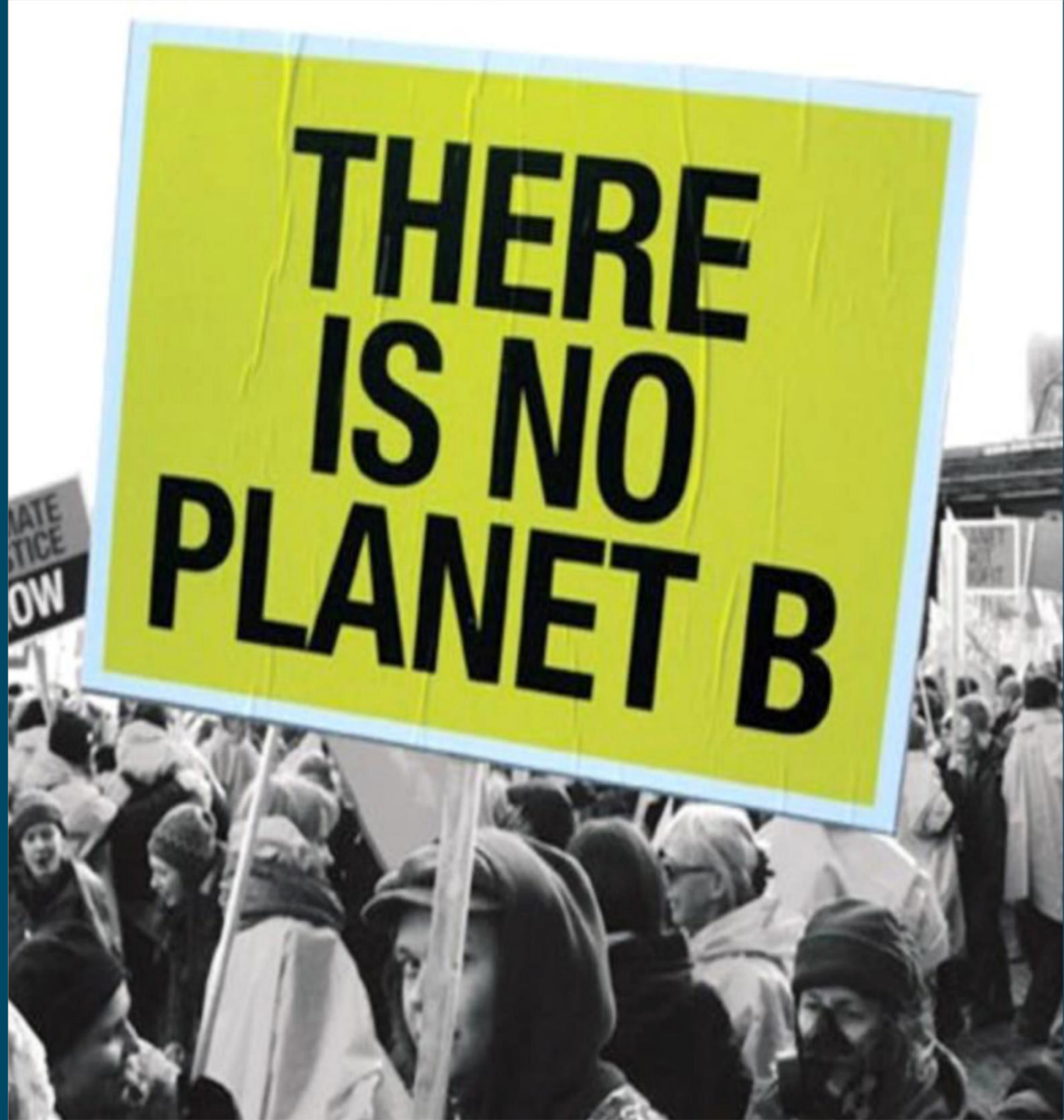
Leveraging Sustainability for Success

*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





ACT NOW

BEFORE THEY DISSAPPEAR

THE SEA LEVEL RISING SO ARE YOU

**Scott Morrison you're so f...
sh*t the...
is jelous**

WHICH GREEN DO YOU SEE?

THE CONSEQUENCES ARE REAL

*say
OMO
to
COMO
stupidity ruin the earth!*

**STOP
WINNING
Y
STORS**



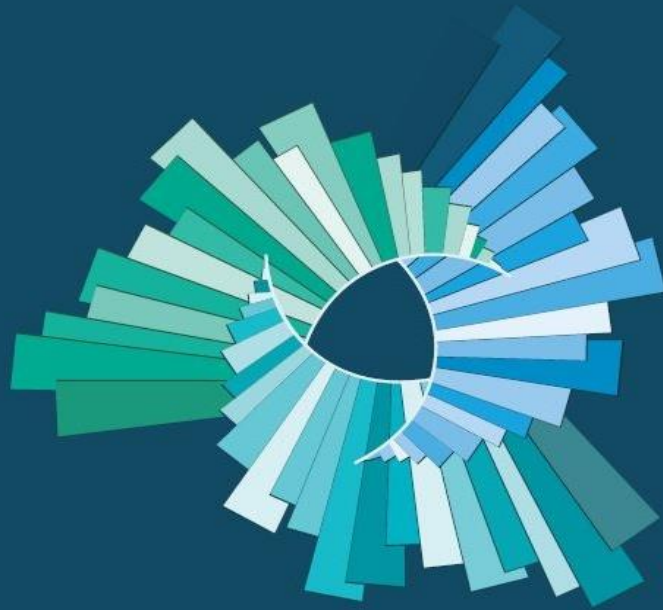
**WE DEMAND
TO SEE
CHANGE.**

**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

BarcelonaTurisme Convention Bureau

Wow Prague Convention

Shannon Region CONFERENCE & SPORTS BUREAU

GENEVA/T 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

A high-angle, wide shot of a massive crowd of people walking on a white, reflective surface. The individuals are dressed in a variety of colorful clothing, creating a vibrant mosaic of colors. The perspective is from directly above, showing the density and movement of the group. Long, soft shadows are cast across the white ground, indicating a low sun position. The overall scene conveys a sense of large-scale human activity and movement.

A data driven MOVEMENT of Cities who
have decided that its time to stop
talking and start driving change

How does the GDS-Index improve destination sustainability?

Benchmarking

Third party evaluation of Environment, Social, Supplier and Destination Management Strategy and Performance

Assessment

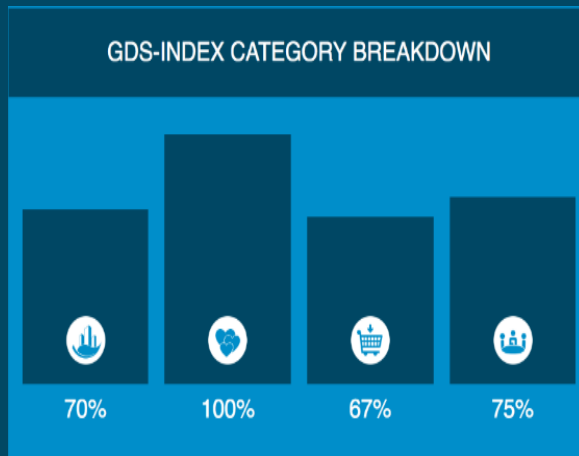
Specific recommendations to improve destination strategy, initiatives and performance

Consulting

Strategy development, stakeholder engagement, communication campaigns, training and coaching, measurement and reporting

Sharing

Sharing best practices through media partners, social media, whitepapers and speaking engagements



Overview 2018 GDS-Index Benchmarking Criteria

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



City Environmental Performance



- Corruption
- Inclusiveness
- Gender Inequality
- Health and Wellbeing



City Social Performance



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



Supplier Performance



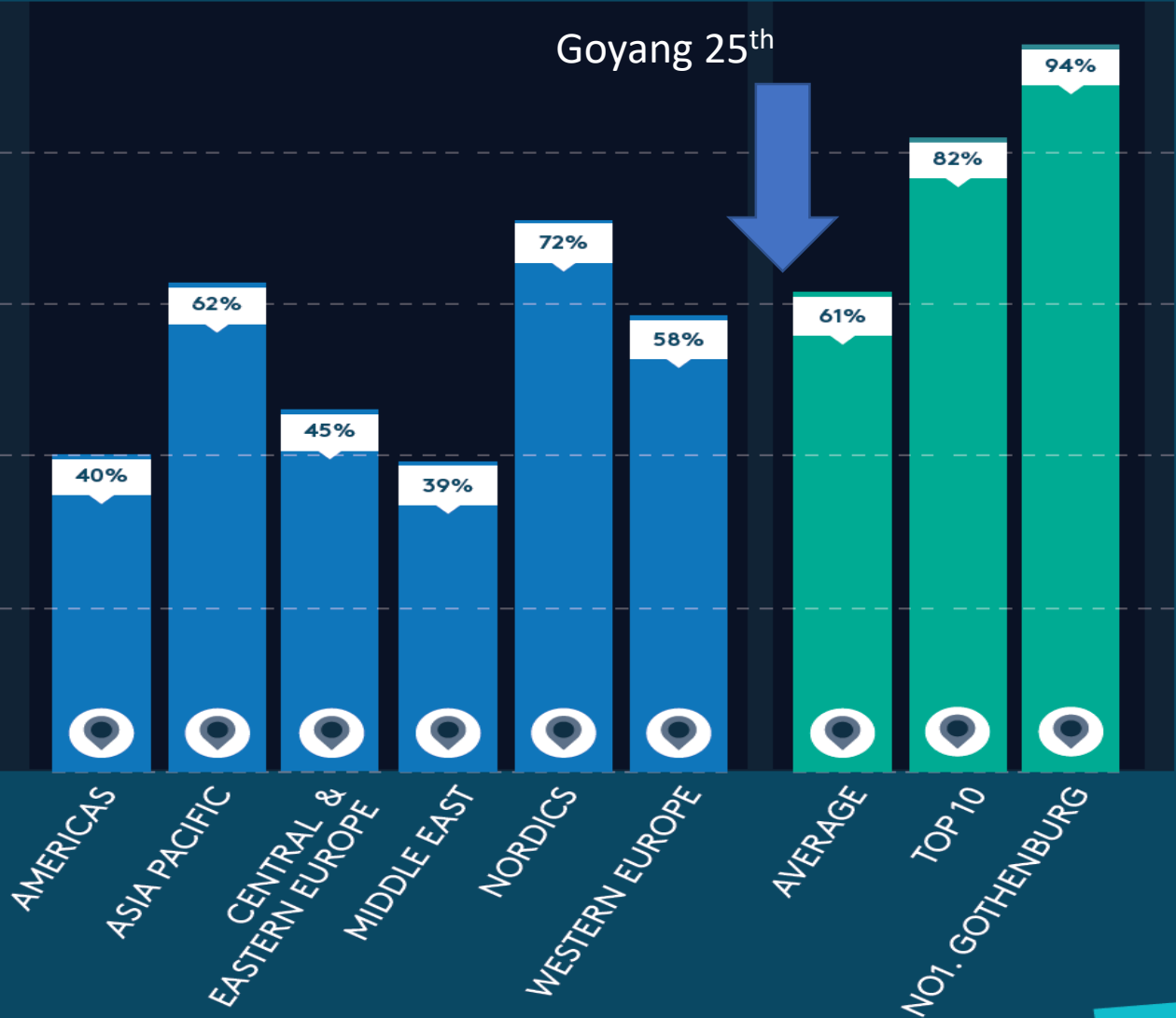
- Destination Strategy
- Governance and Reporting
- Capacity Building & Incentives
- Marketing and Business Development
- Accessibility
- Community Engagement & Support



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

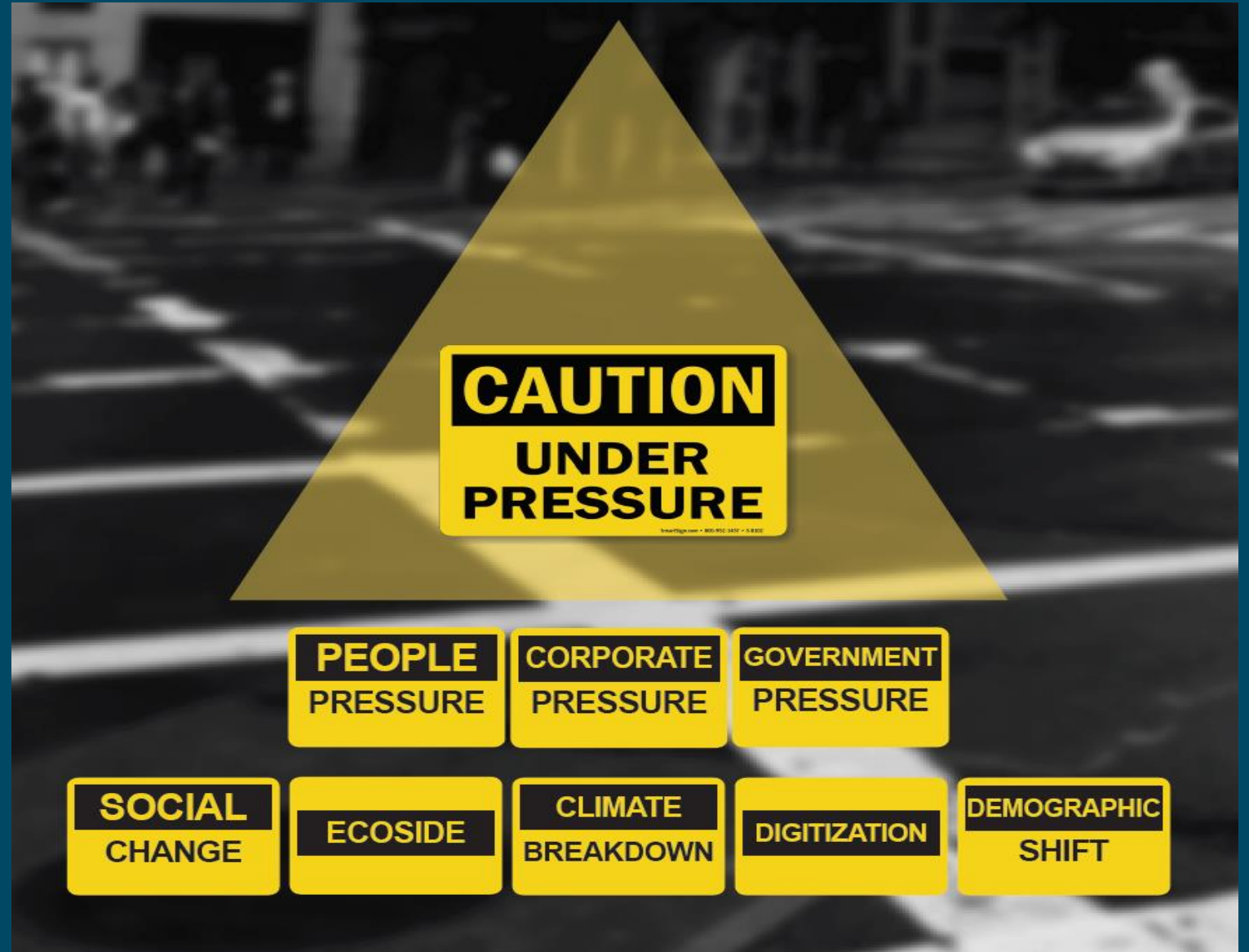
8

TACTICS
FOR CHANGE

5 MEGATRENDS

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

Destination management organisations must better **understand and react** to these forces, in their destination's development strategy.

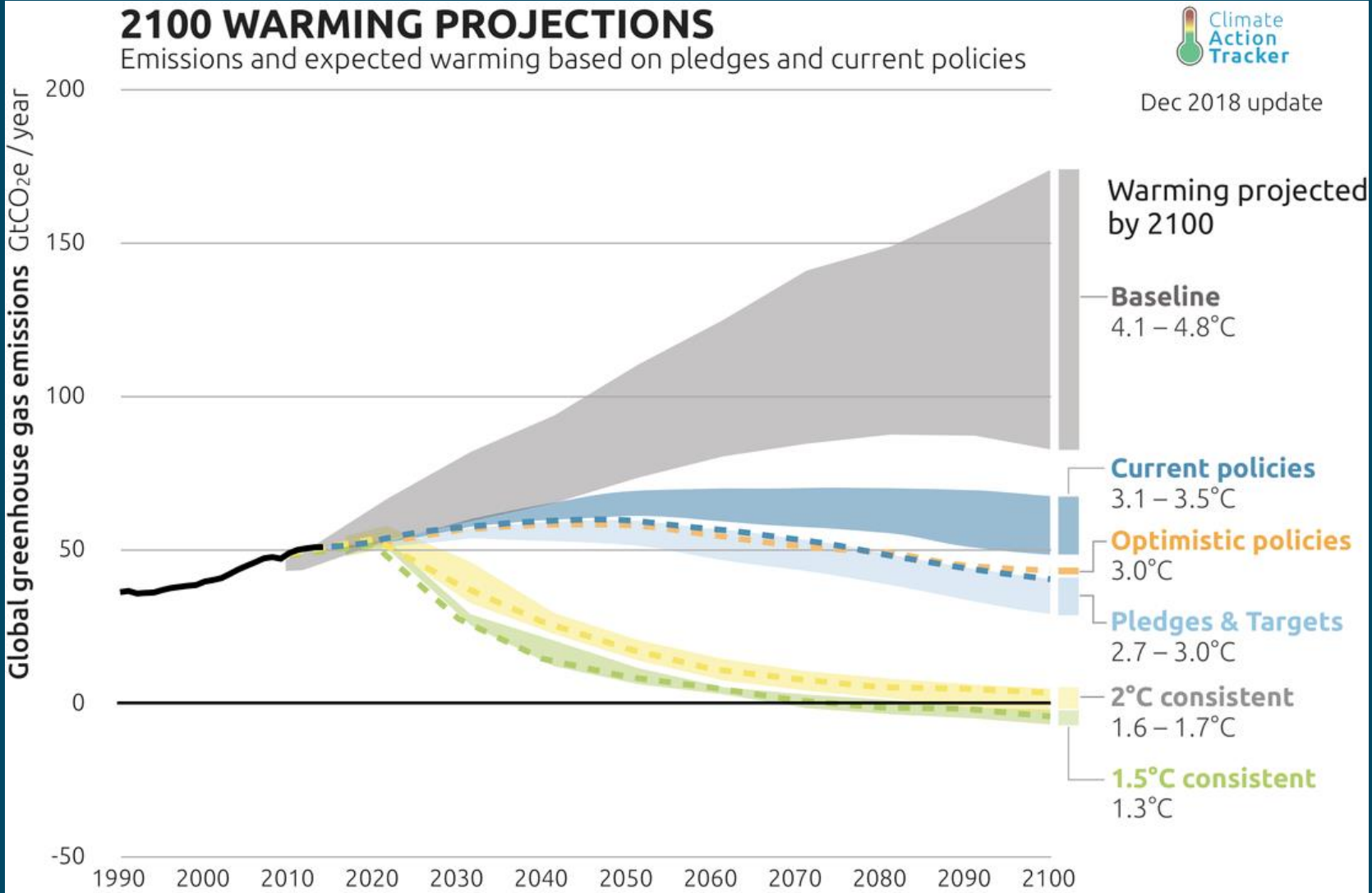


CLIMATE BREAKDOWN

March 30, 2018

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

CLIMATE BREAKDOWN

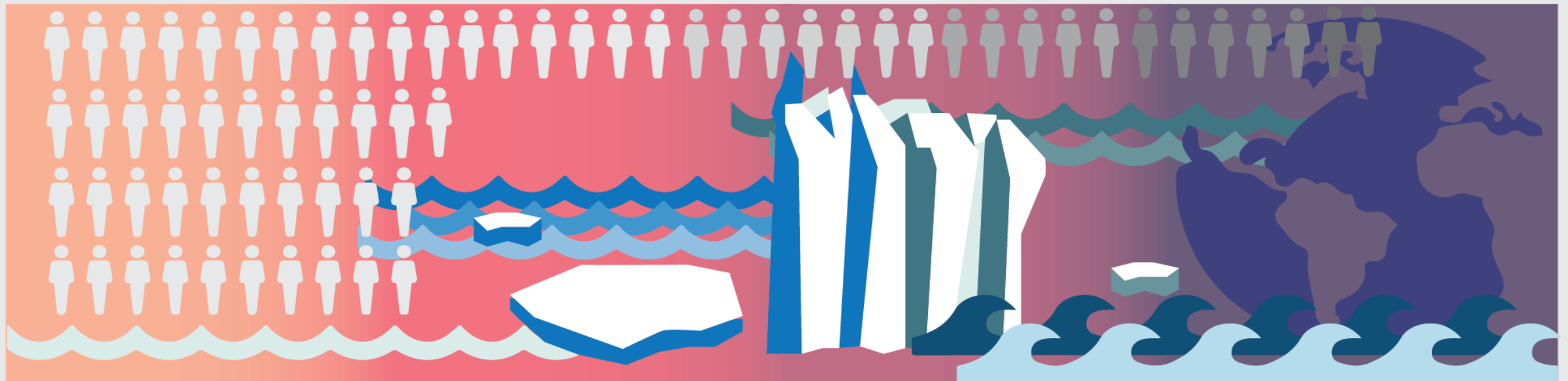


Current projection

45% reduction by 2030
Net zero by 2050

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

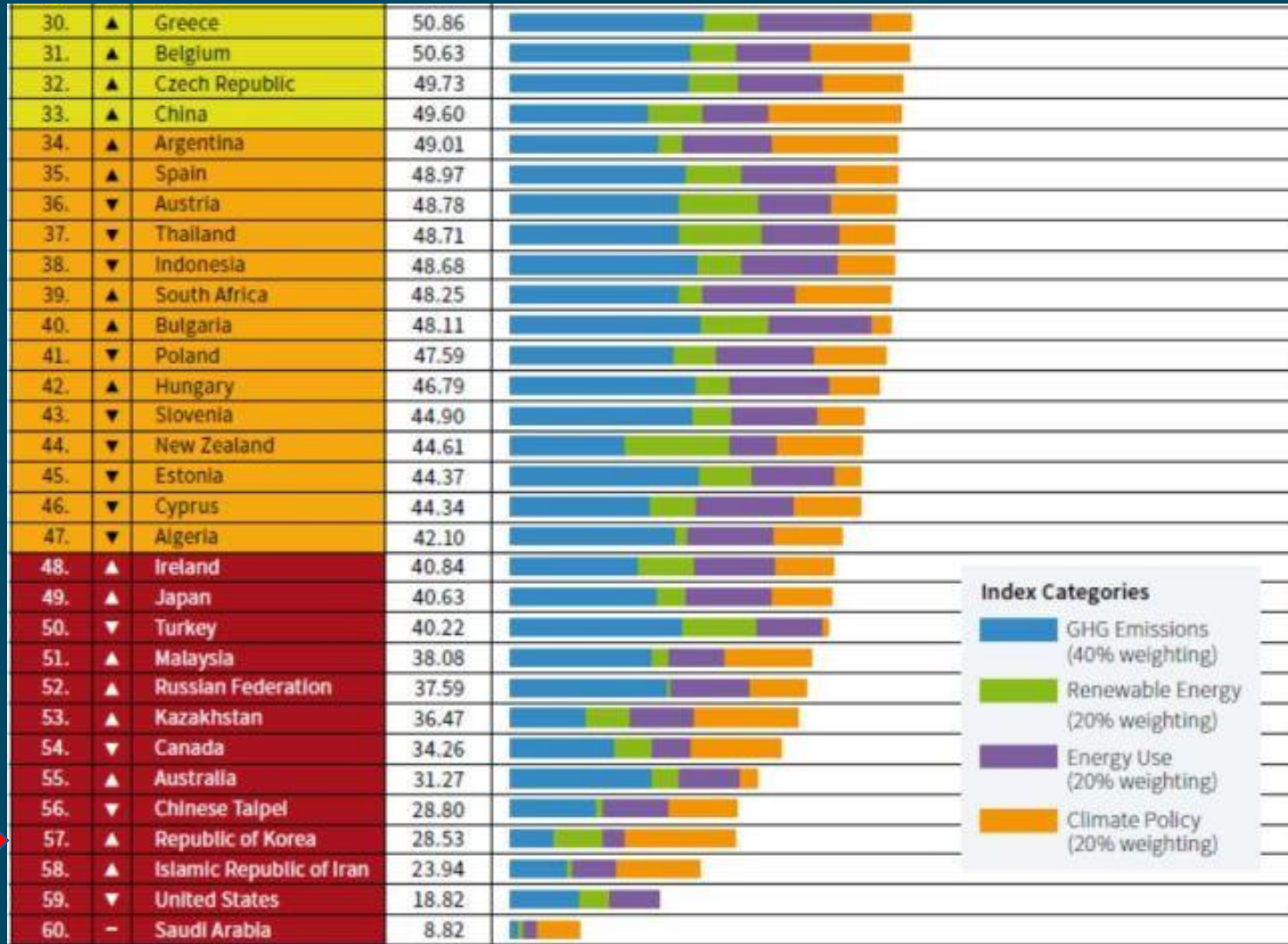
Half of all plant and
animal species face
local extinction

CLIMATE BREAKDOWN

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



Korea rated 57 out of 60 for Climate Action





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 various pieces of plastic pollution, including a white plastic bottle, a green plastic cap, and many small, translucent plastic particles. 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 boats. The sky is dark with some clouds, and the city lights are reflected in the water.

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

A hand in a dark suit jacket with a white shirt cuff is shown holding a glowing, intricate digital circuit pattern. The pattern consists of white lines and dots on a blue background, 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.

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, looking out a window. Her reflection is visible on the glass. The background outside the window shows a blurred landscape with trees and a body of water. Two red speech bubbles with white text are overlaid on the image. The first speech bubble is positioned above the woman's reflection, and the second is to its right.

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

**Are you doing
enough to prepare
for the future?**

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



BUILDING BLOCKS



BUILDING BLOCKS 1 and 2

Take the lead and Masterplan

Whose responsibility is it?

DMOs must play a key role in developing a destination sustainability strategy.

Connect with the municipality, partners, clients, visitors, and citizens to co-create a shared **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 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.

We do this through wide-reaching collaboration

- by leading and promoting the development of Gothenburg as a sustainable destination
- so that everyone who lives and works here benefits from a growing hospitality industry.

BUILDING BLOCK 4

Become a master at collaboration



SUSTAINABLE DESTINATION PARTNERSHIP



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.

TACTICS FOR CHANGE

Integrate the SDGs

Growth is only relevant when it has a positive impact

TOURISM MUST CREATE BETTER PLACES TO LIVE, MEET AND THRIVE IN



**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

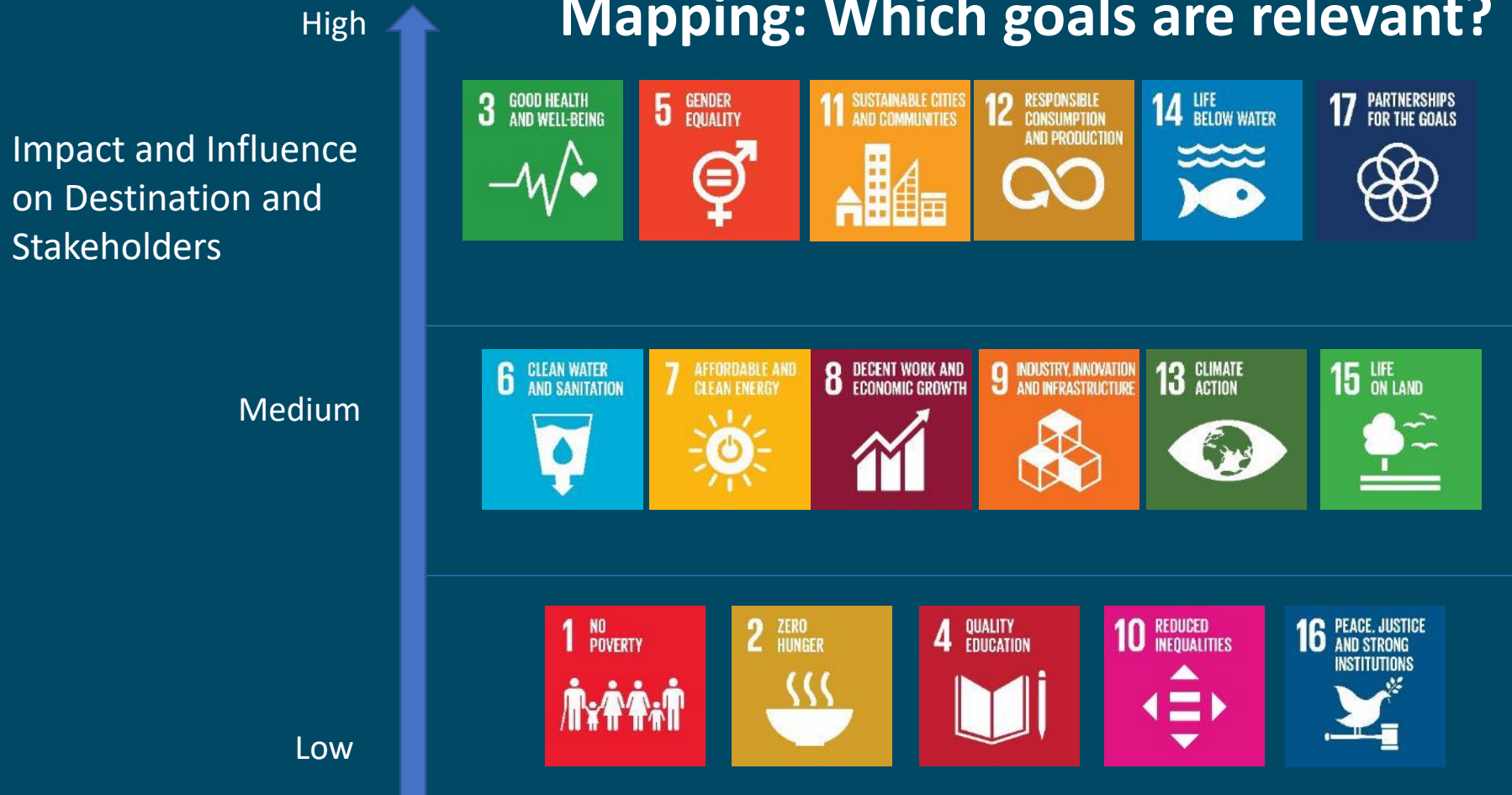


<https://www.visitcopenhagen.dk/da/tourismforgood>

TACTICS FOR CHANGE

Integrate the SDGs

Mapping: Which goals are relevant?



TACTICS FOR CHANGE:

Footprint & set science based goals

This sector has substantial environmental impacts and is currently responsible for:



11% of the city's total GHG emissions

14% of potable water consumption



46% of the city's commercial waste



of which only **50%** is recycled

Sector targets

City of Sydney has set bold targets for a 70 per cent emissions reduction by 2030, and net zero emissions by 2050.

By 2022, sector targets are to:

- Reduce emissions by 12%
- 0% increase in potable water use
- Divert 70% of waste from landfill.

By 2030, if the hospitality sector implements the actions in the plan

- Reduce emissions by 23%
- Save over 9% of potable water
- Divert 90% of waste.

TACTICS FOR CHANGE

Engage Strategically with Stakeholders

MAKE THE DATA SEXY!

10xCopenhagen - rethinking tourism in Copenhagen towards 2030

← Introduction

How Copenhagensers experience tourism

87% of local residents in Copenhagen experience no problems with the city's tourism and overall are positive about welcoming even more visitors to Copenhagen in the future.

67% NO PROBLEMS
26% PROBLEMS SOMETIMES
6% PROBLEMS OFTEN

[Explore More](#)

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 'authentic' way, but bike lanes are also a major point of friction between visitors and locals.

[Explore More](#)

What locals & visitors think of Copenhagen

Copenhagen is a beautiful, livable and easy to visit in the eyes of visitors and locals. However, while visitors are motivated by atmosphere, 40% 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 words of 90% of local Copenhagensers, "environmental conscious" describes the City of Copenhagen. At the same time, 22% of locals associate tourism with negative impacts on the environment.

For that, the Copenhagen Climate Council, professional associations and others need to be established on the basis of established cooperation to reduce CO2-emissions in Copenhagen. Take care of the environment by both local for cooperative or visitors behaviour and the behaviour visitors must live up to according to locals.

Source: National Institute for Statistics, Copenhagen Municipality and National Institute for Statistics

Clean Copenhagen - a strength and a challenge

With focus on making Copenhagen a cleaner city, which is also reflected in the Copenhagen Climate Council's strategy, Copenhagen is a clean city. At the same time, 46% of local residents consider cleanliness to be a problem. 46% of visitors also find cleanliness to be a problem. The biggest problem is traffic.

Source: National Institute for Statistics, Copenhagen Municipality and National Institute for Statistics

	NORM	COPENHAGEN
TRAFFIC	58%	63%
NOISE	50%	51%
CLEANLINESS	51%	46%
CROWDING	67%	41%
PARKING	47%	31%
SAFETY	40%	26%
HOUSING PRICES	43%	23%
COST OF LIVING	37%	17%
DEPOPULATION OF CITY CENTRES	30%	13%

Locals: Which types of problems have been affected by tourism in your city? (n=38)
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 15 cities in Europe: Berlin, Stockholm, Brussels, Amsterdam, Copenhagen, Florence, Lisbon, London, Lyon, Prague, Rome, Barcelona, Paris.

<https://10xcopenhagen.com/>

67% NO PROBLEMS
26% PROBLEMS SOMETIMES
6% PROBLEMS OFTEN

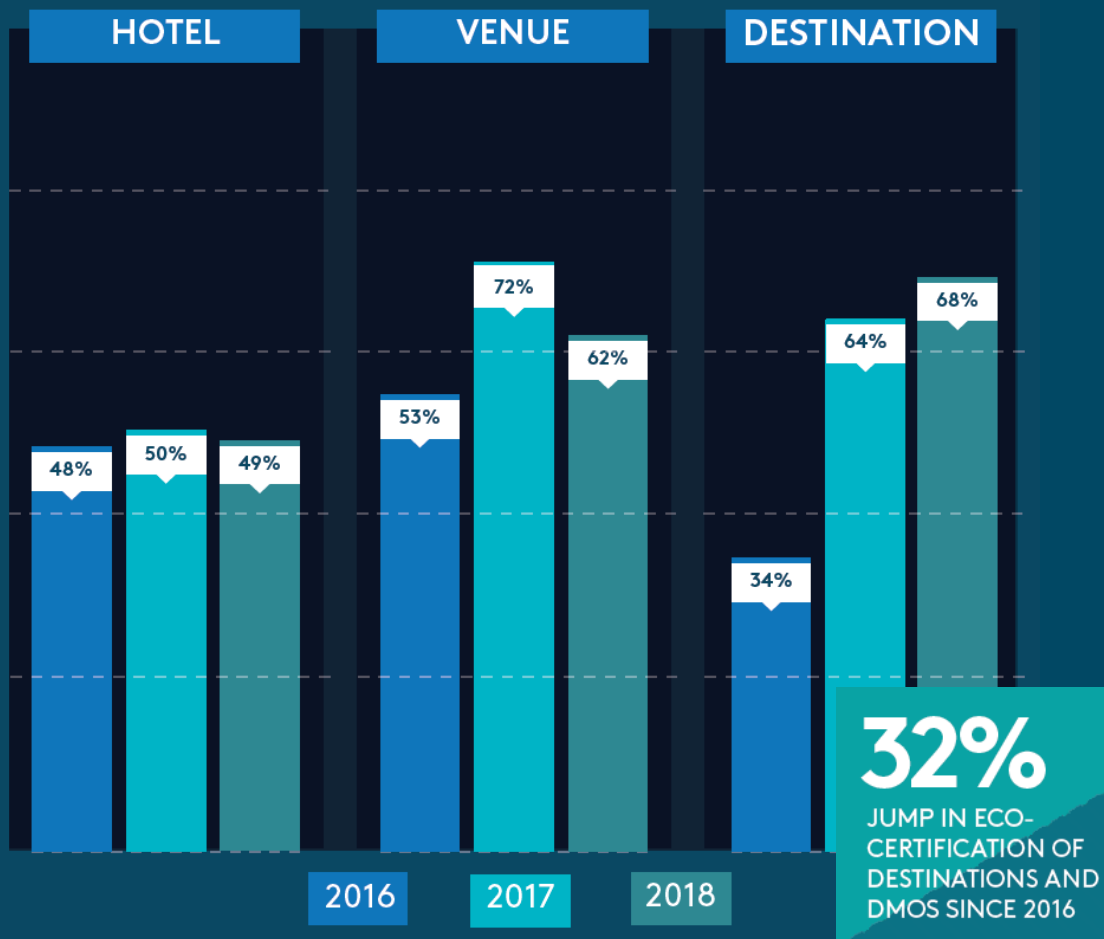
42% NORM
26% NORM
16% NORM

Locals: Does tourism cause problems for you in Copenhagen? (n=170)
Norm is calculated across 15 cities in Europe: Berlin, Stockholm, Brussels, Amsterdam, Copenhagen, Florence, Lisbon, London, Lyon, Prague, Rome, Barcelona, Paris.

TACTICS FOR CHANGE

Champion Certification

In a market where everyone is proclaiming their sustainability credentials, recognised eco-certifications are increasingly important. They make the planners life much easier!



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

TACTICS FOR CHANGE

Promote The Food Revolution

Modern visitors seek local, authentic, healthy and sustainable experiences. DMOs have a key role in engaging clients and suppliers to promote a regenerative 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, increasing social inclusiveness whilst helping to reduce carbon emissions and environmental pressures.

Locally Grown Food Exchange (Borza lokalnih živil)

- Ljubljana Tourism biannually convenes a meeting between
- suppliers (farmers, producers) and buyers (hotels, restaurants).
- Professionally moderated exchange designed to facilitate inter-personal meetings and encourage new agreements.
- 3 events organised: Over 200 people
- Won the Premik Naprej 2018 award



TACTICS FOR CHANGE

Promote The Food Revolution

79%
HAD A SUSTAINABLE
FOOD PROGRAMME IN 2018

74%
FOOD WASTE PROGRAMME
IN 2018

ONE THIRD OF ALL FOOD PRODUCED IS WASTED

Thailand Exhibition and Convention Bureau developed a third party audited standard for food waste

Aligned with the United Nations' Draft Food Loss and Waste Standard.

Online tool to help hotels and venues to calculate, manage and reduce the amount of waste.

Piloted in 10 hotels, delivering over **530,000€** in cost savings and 383 tons carbon emissions reduction.



TACTICS FOR CHANGE

Create an engaging story

Pure “green” advertising campaigns does not work.

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



TACTICS FOR CHANGE

Create an engaging story

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



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 savor the culinary creations of our Chefs.

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



Terre de
MONACO
AGRICULTURE URBAINE



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

PLAN A SUSTAINABLE EVENT



SUPPORT THE COMMUNITY



GET CERTIFIED



SUSTAINABLE PARTNERS



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.

TACTICS FOR CHANGE

Report on economic, social and environmental Impact

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 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.

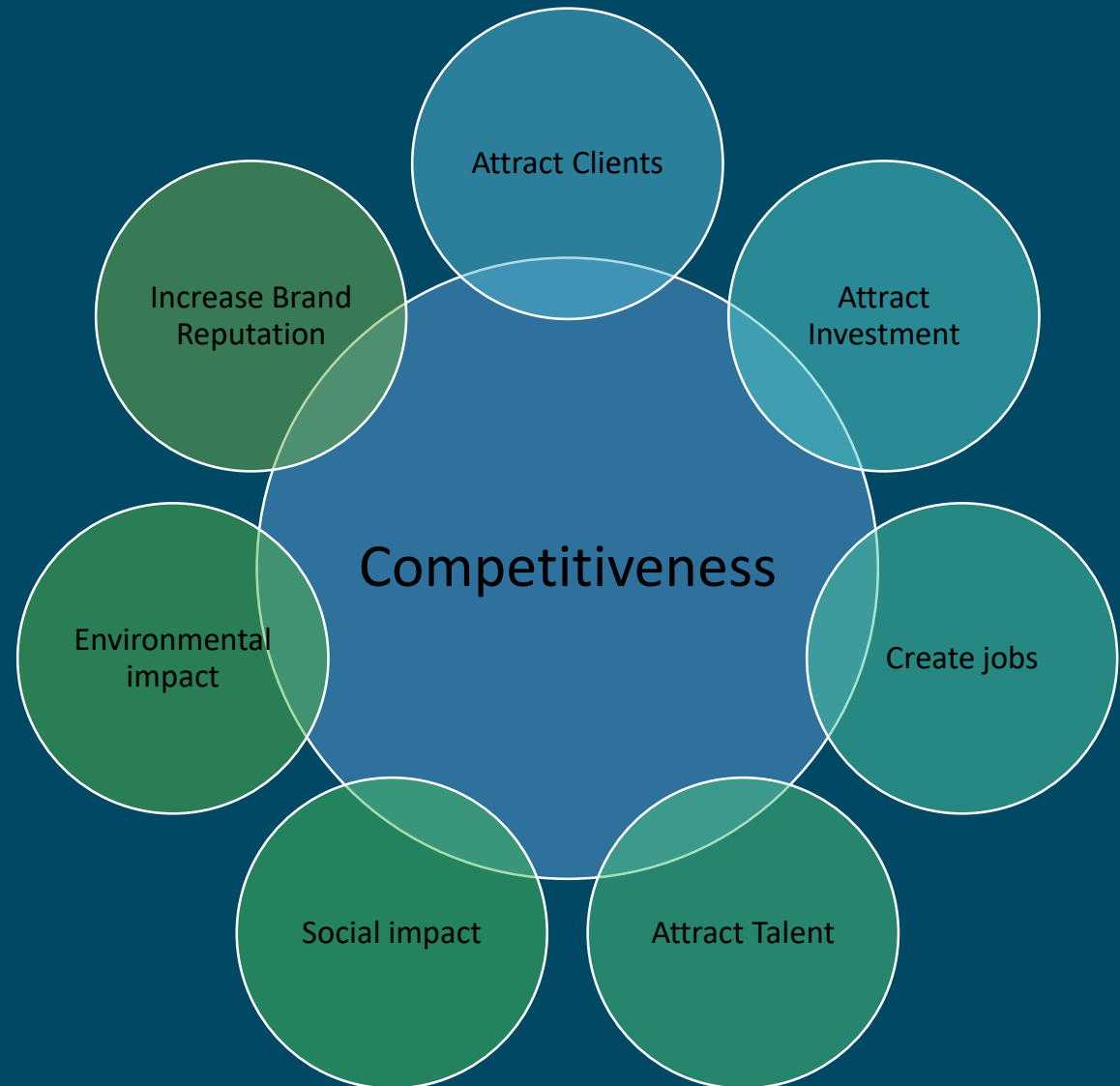
Göteborg & Co has prepared this report in accordance with the UN Global Compact's ten principles for sustainable development. References to the principles that are also addressed in the Global Reporting Initiative Sustainability Reporting Standards (2016) are indicated by the number of the principle in the table 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.

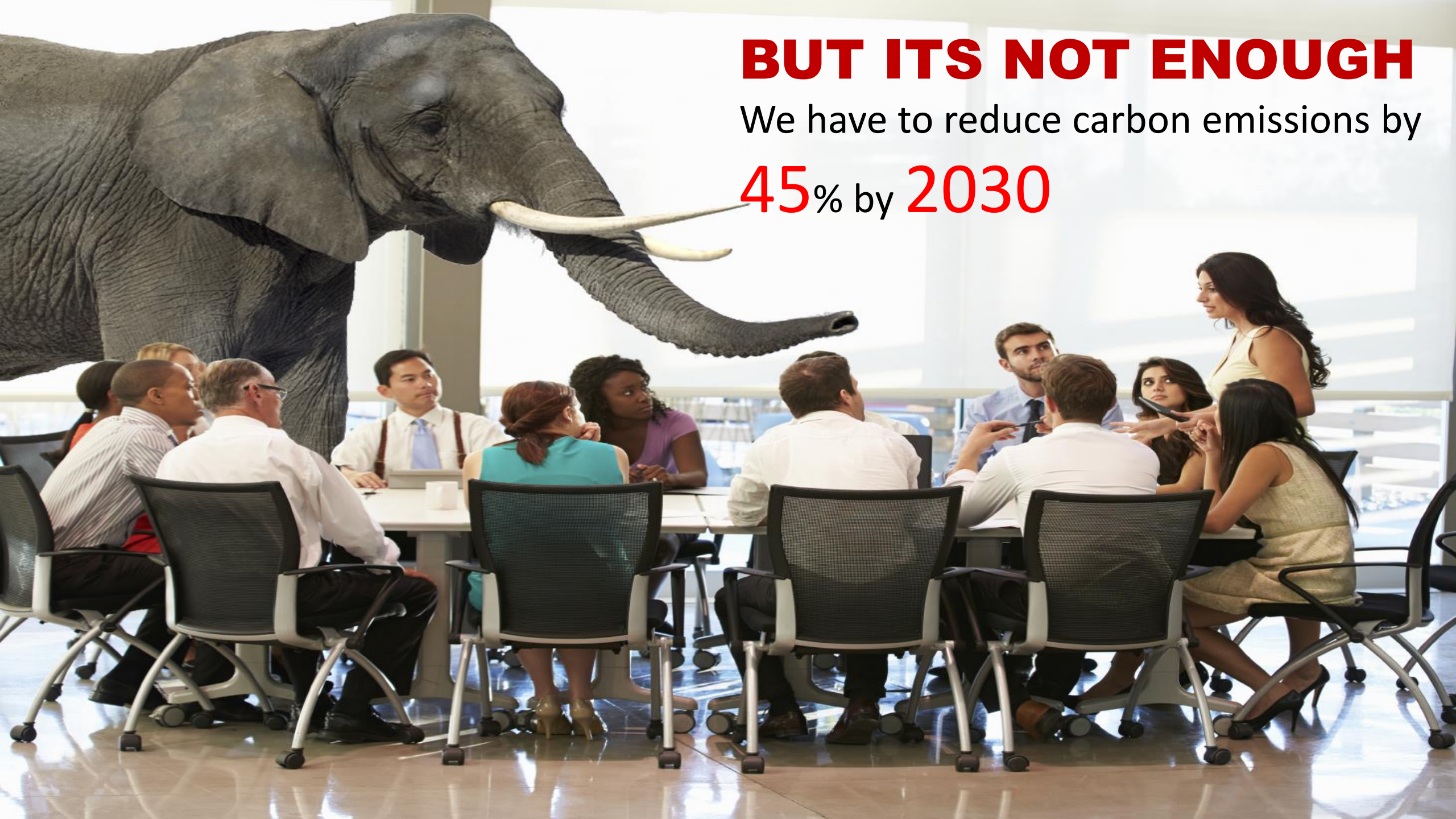
GRI Standards 2016	Disclosure	Page Number	Global Compact
102 GENERAL DISCLOSURES			
ORGANISATIONAL PROFILE			
102-1	Name of the organisation	Göteborg & Co AB	
102-2	Activities, brands, products and services		p. 4-7
102-3	Location of headquarters	Gothenburg	
102-4	Location of operations	Gothenburg	
102-5	Ownership and legal form		p. 4-7
102-6	Markets served	Sweden and international through marketing and partnerships.	
102-7	Scale of the organisation		p. 4-7, 12
102-8	Information on other workers	The company conducts all its operations in Gothenburg. Full-time employees (December): 94 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

Creating better places to live, meet and thrive in

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





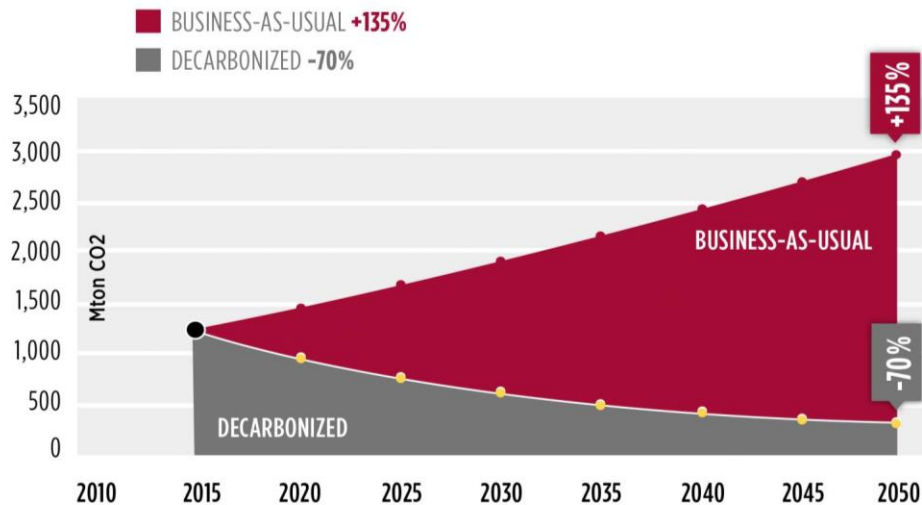
BUT ITS NOT ENOUGH

We have to reduce carbon emissions by

45% by **2030**

Decarbonising tourism and events

TOURISM CO₂ EMISSION PATHWAYS



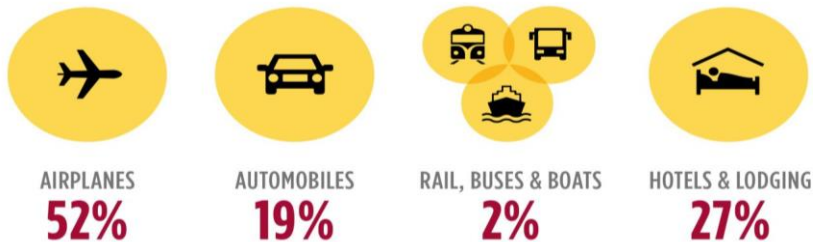
Tourism is estimated to generate 8% of global GHG emissions Growing by 4% annually*

We have to reduce emissions by **45%** by **2030**

HOW

- Government policy
- Better measurement and reporting
- Optimization of buildings, productions, events..
- Renewable energy
- Low-carbon fuels
- Carbon tax & offsetting
- Behaviour change
- COLLABORATION & INNOVATION

MAIN TOURISM CO₂ SOURCES



* <https://www.nature.com/articles/s41558-018-0141-x>
https://etc-corporate.org/uploads/2019/03/ETC-Climate-Change-Report_FINAL.pdf

“I don’t want your hope. I don’t want you to be hopeful. I want you to panic ... and act as if the house was on fire. ”

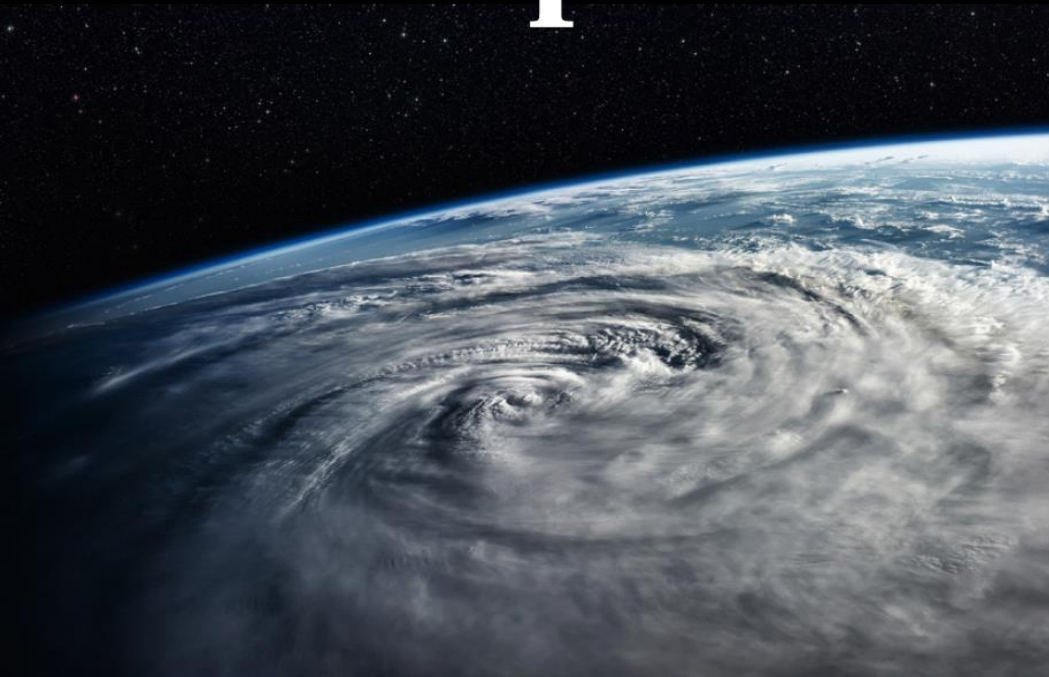
Greta Thunberg
Environmental Activist



A black and white profile portrait of Elvis Presley, looking towards the right. He has his characteristic pompadour hairstyle and is wearing a dark jacket. The background is plain white.

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

This is your wake up call...



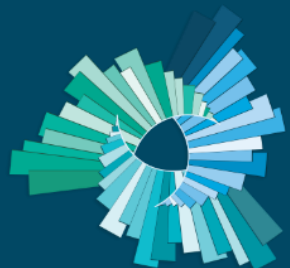
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