

# REGENERATIVE REVOLUTION

## A new paradigm for event management


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#guybigwood





# Welcome to the GDS-Movement



**Our Purpose** is to unite and enable destination management professionals to create flourishing and resilient places to visit, meet and live in.

## Our Mission

is to co-create sustainable and circular strategies, mindsets and skillsets that will enable destinations of the future to thrive, and society and nature to regenerate.

### Founding Members and Industry Partners





# Network of global destinations committed to benchmarking, improving sustainability performance and catalysing regeneration



62 global destinations.  
73.5 million people.







**Our world has changed**



# Society is already reacting and transforming

1. Remote-working
2. Reduced travel
3. Relocalisation
4. Refocusing
5. Reimagining
6. Revisiting
7. Reframing
8. Reconnecting
9. Reciprocity
10. Regenerating

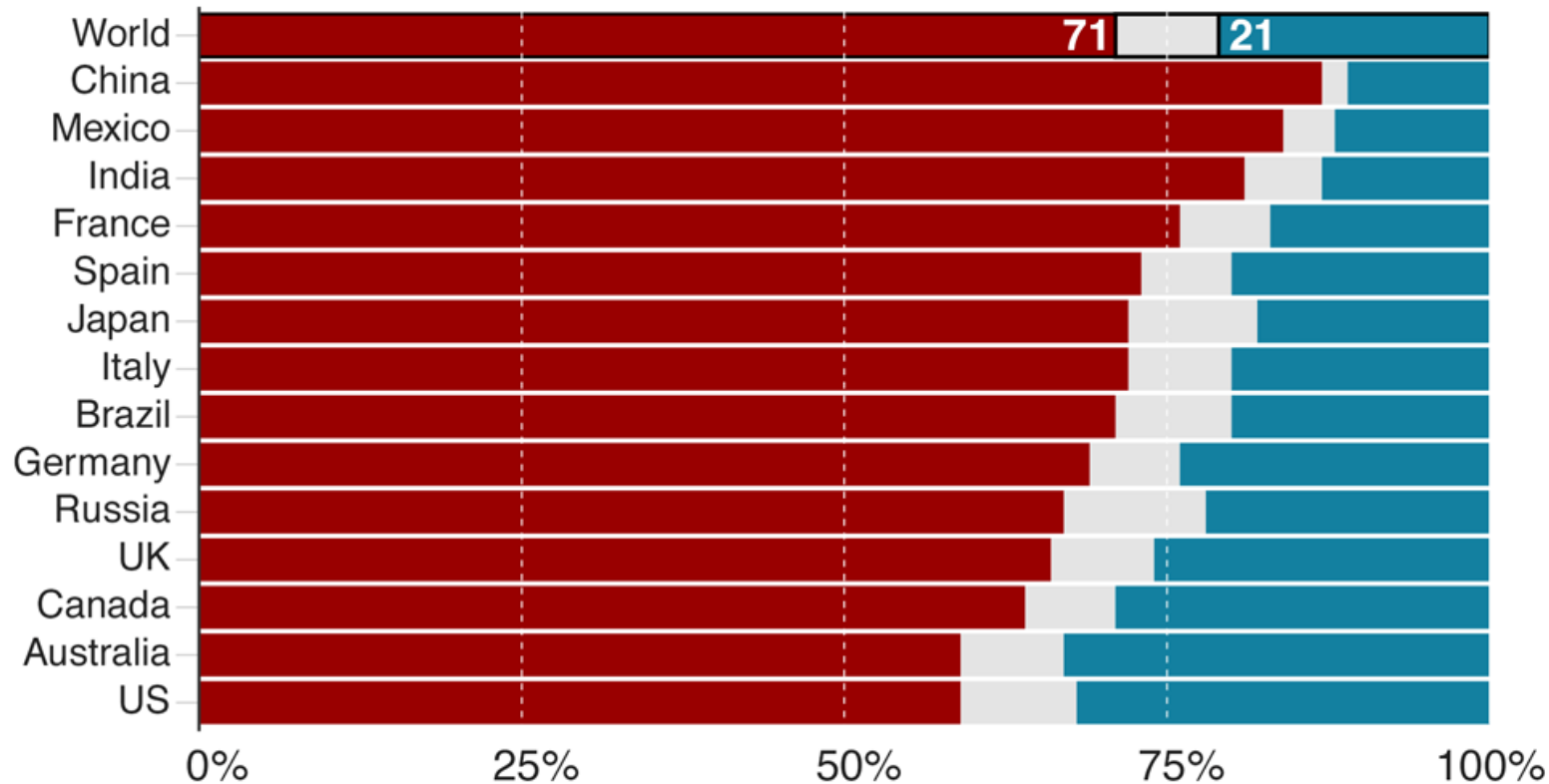




# Public Perception is changing

Percentage of people who agree that, in the long term, climate change is as serious a crisis as Covid-19

■ Agree ■ Not sure ■ Disagree



Globally **71%** of people believe that in the long-term Climate Change is as serious as COVID-19

[Source: Ipsos MORI Research April 2020](#)



Our sector has changed



97 % of Event Organizers were implementing sustainability practices



*IMEX – Marriott #Natureworks Research January 2020*



# Good news: COVID is increasing focus



95% of event professionals  
considered sustainability  
important or extremely  
important  
Up 5% after COVID

*IMEX – Marriott #Natureworks Research May 2020*

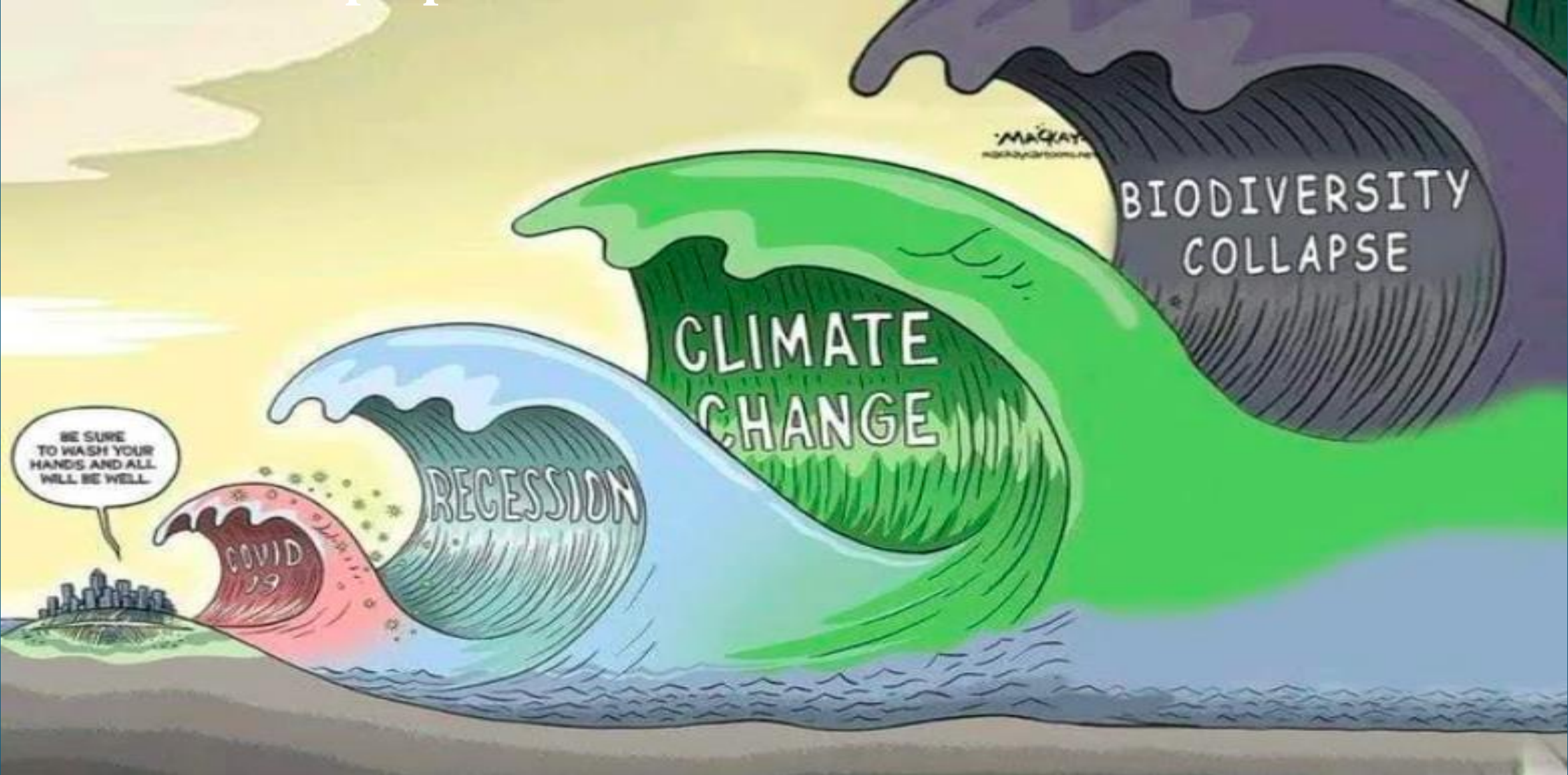


**But is that enough?**





As well as rebuilding, we need to increase our resilience and preparedness for the next wave





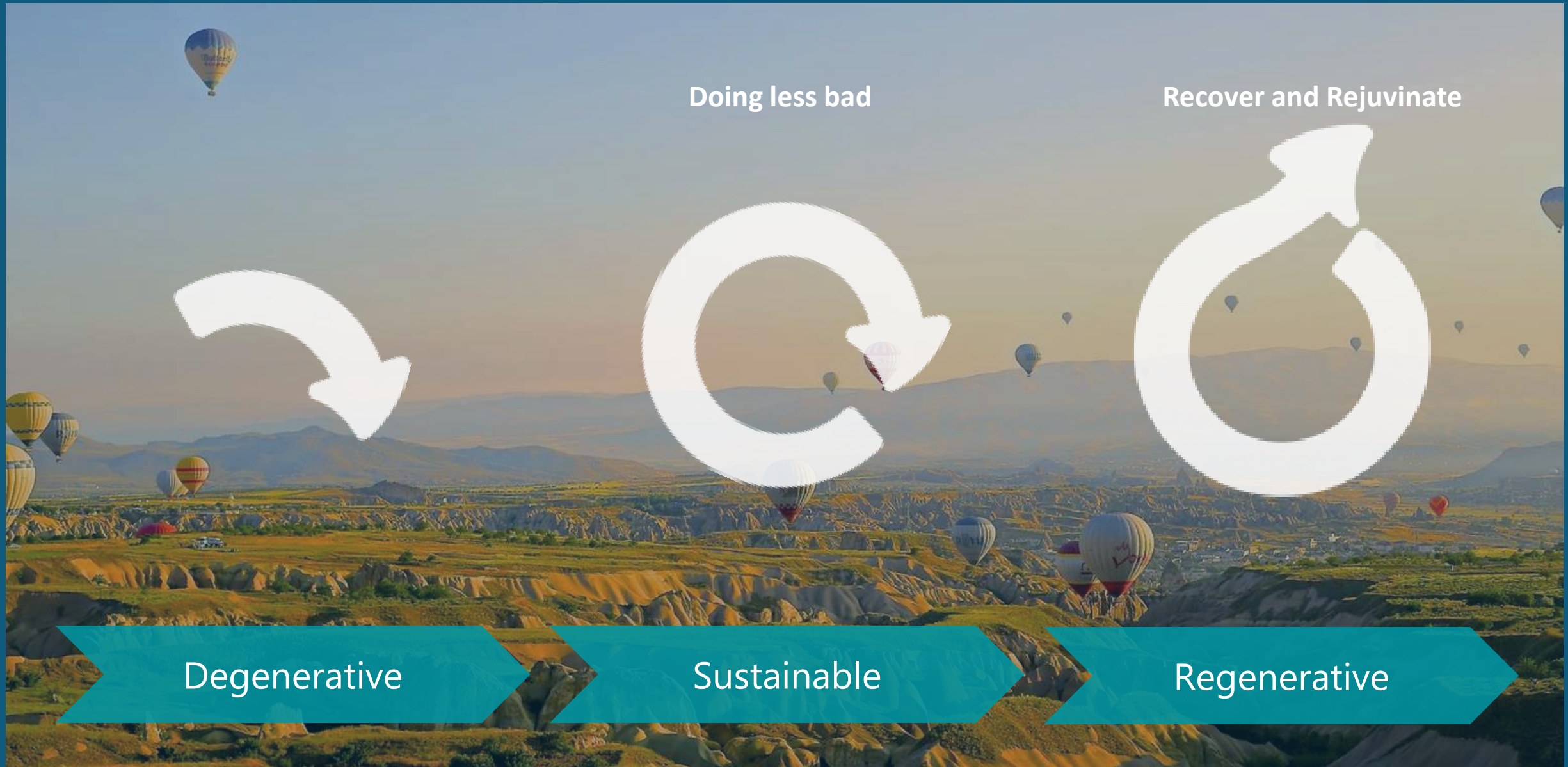
# We need to rethink and reimagine

*Sustaining the old paradigm and doing less bad  
Is no longer good enough*





# We have to heal and regenerate





# What is Regenerative Development?

*“The word regenerative means creating the conditions conducive for life to continuously renew itself, to transcend into new forms, and to flourish amid ever changing life-conditions.”*

Regenerative Leadership by Giles Hutchins and Laura Storm.





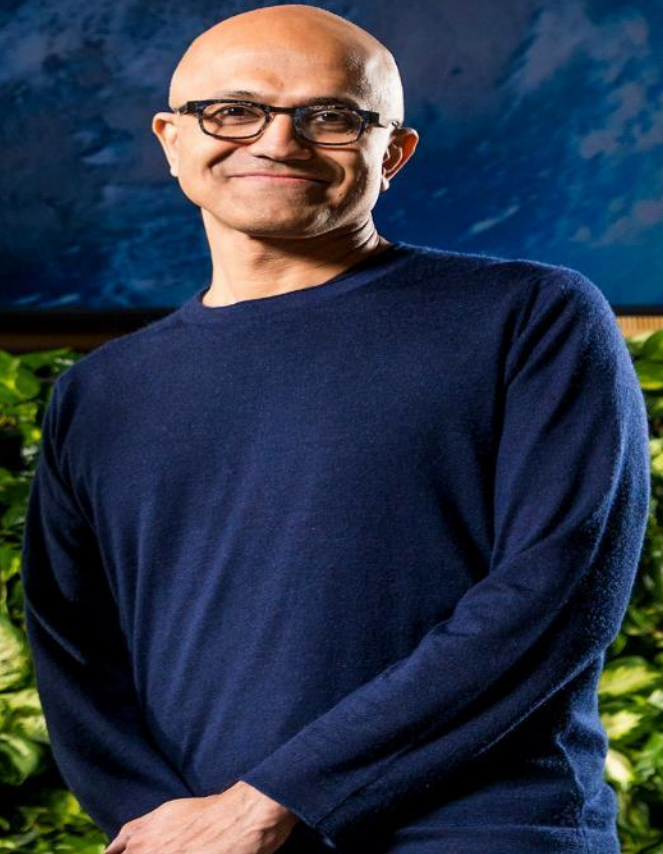
# Beyond sustainability



Carbon negative  
by 2030

Remove our  
historical carbon  
emissions by 2050

\$1 billion climate  
innovation fund





## Walmart sets goal to be a regenerative company

Zero emissions  
by 2040

Protect, manage  
and restore 50  
million acres of  
land, & 1 million  
miles<sup>2</sup> of ocean

Transform food  
and supply  
chains



# Introducing the research



# The Regenerative Revolution

A new paradigm for event management



2020 NATURE

2020/21 TALKING POINT

#Natureworks - An ecosystem of event success





**HOW DO WE USE EVENTS**

**TO REGENERATES LIVES, COMMUNITIES AND NATURE?**

**A zero carbon, circular and inclusive industry where everyone benefits from success**




# The situation today




## Linear economy



THERE ARE LIMITS TO GROWTH

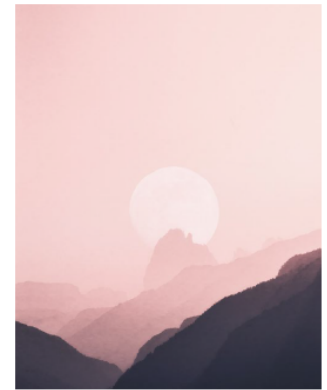
  
**100**  
Every year more than **100 billion** metric tonnes of raw materials are extracted and converted into products.


  
**8.6%**  
Less than **8.6%** of these materials are recycled back into the economy<sup>9</sup>.

**30%**  
While millions go hungry, **30%** of the food we produce is wasted<sup>10</sup>.

**3**  
  
We will require the resources of nearly three Earth-sized planets<sup>12</sup> to support the consumption of an expected global population of **10.9 billion** people<sup>13</sup>.

**This creates a stunning 6% of global emissions, more than double the emissions<sup>11</sup> produced from flying.**



  
**70%**  
By 2050 annual waste generation is projected to increase by **70%**

**6%**

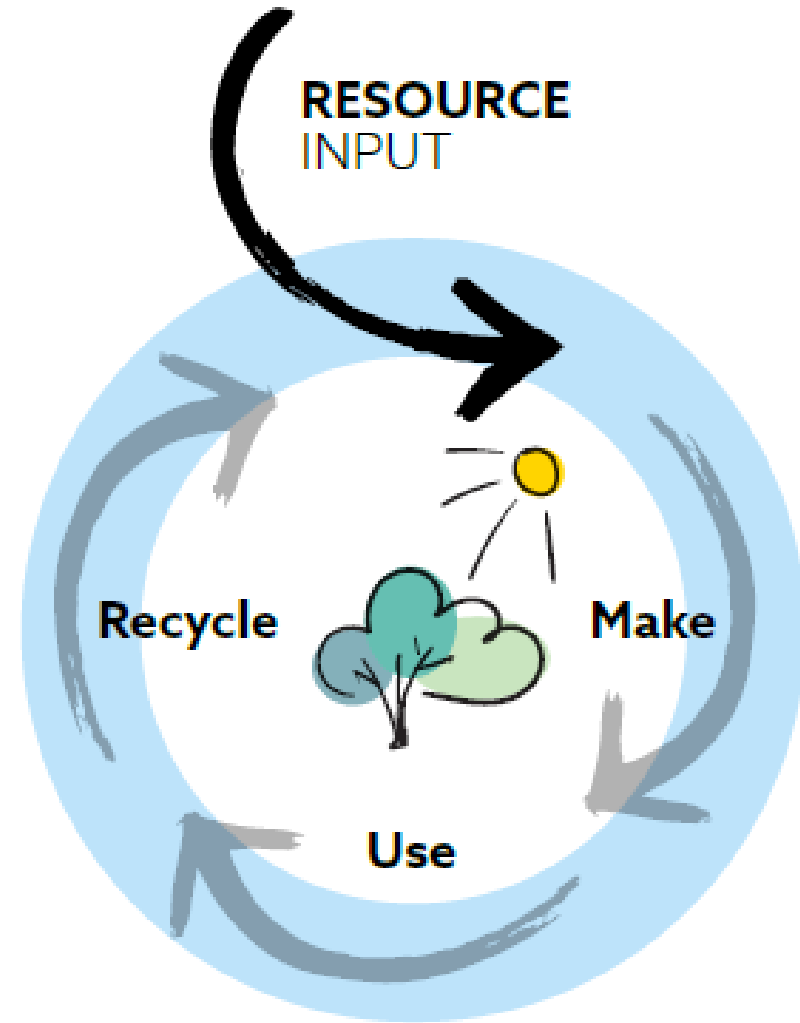


# Its time for a revolution



A new mindset for business is emerging. It's worth around a trillion dollars, will drive innovation in tomorrow's companies, and reshape every part of our lives."

THE CIRCULAR DESIGN GUIDE



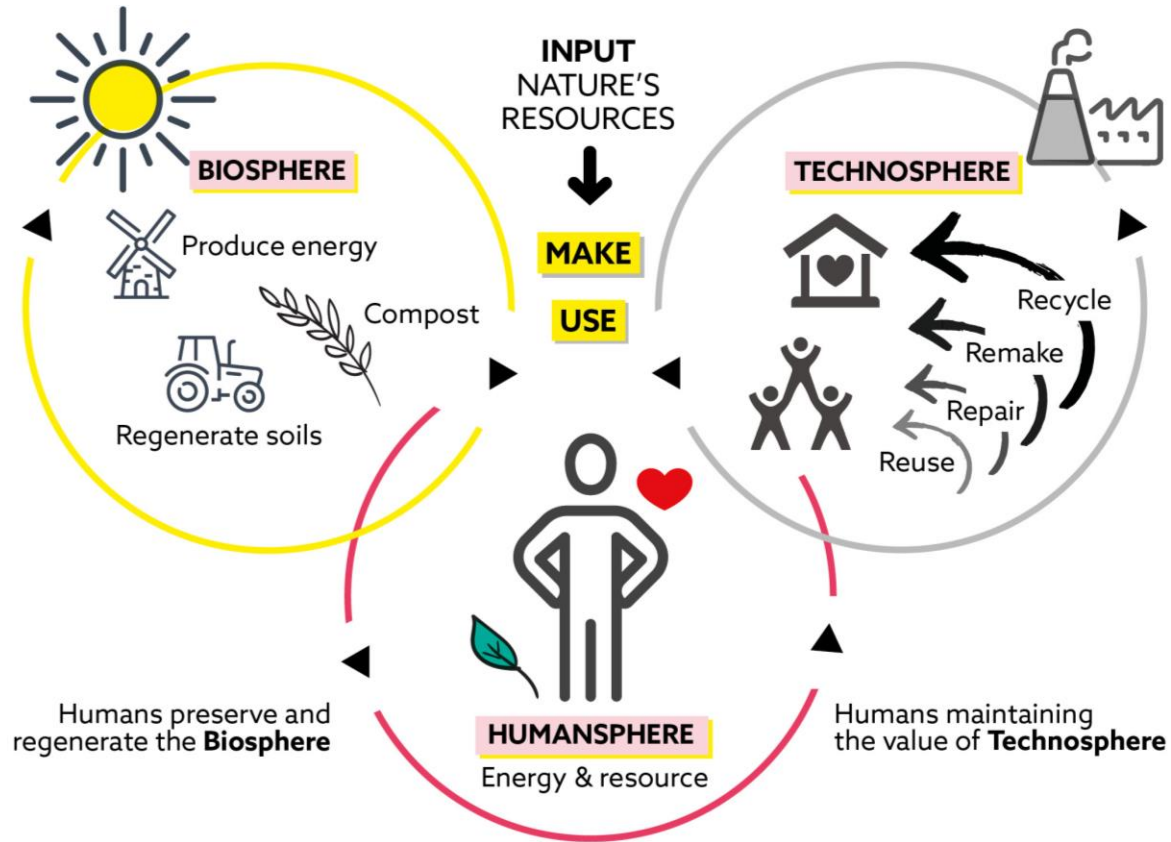
Circular economy



# A revolution in how we make, use and reuse stuff



The operating model of a circular and regenerative economy. →



INSPIRED BY WORK FROM  
ALEXANDRE LEMILLE



To move to a circular economy



We need to rethink our relationship with nature

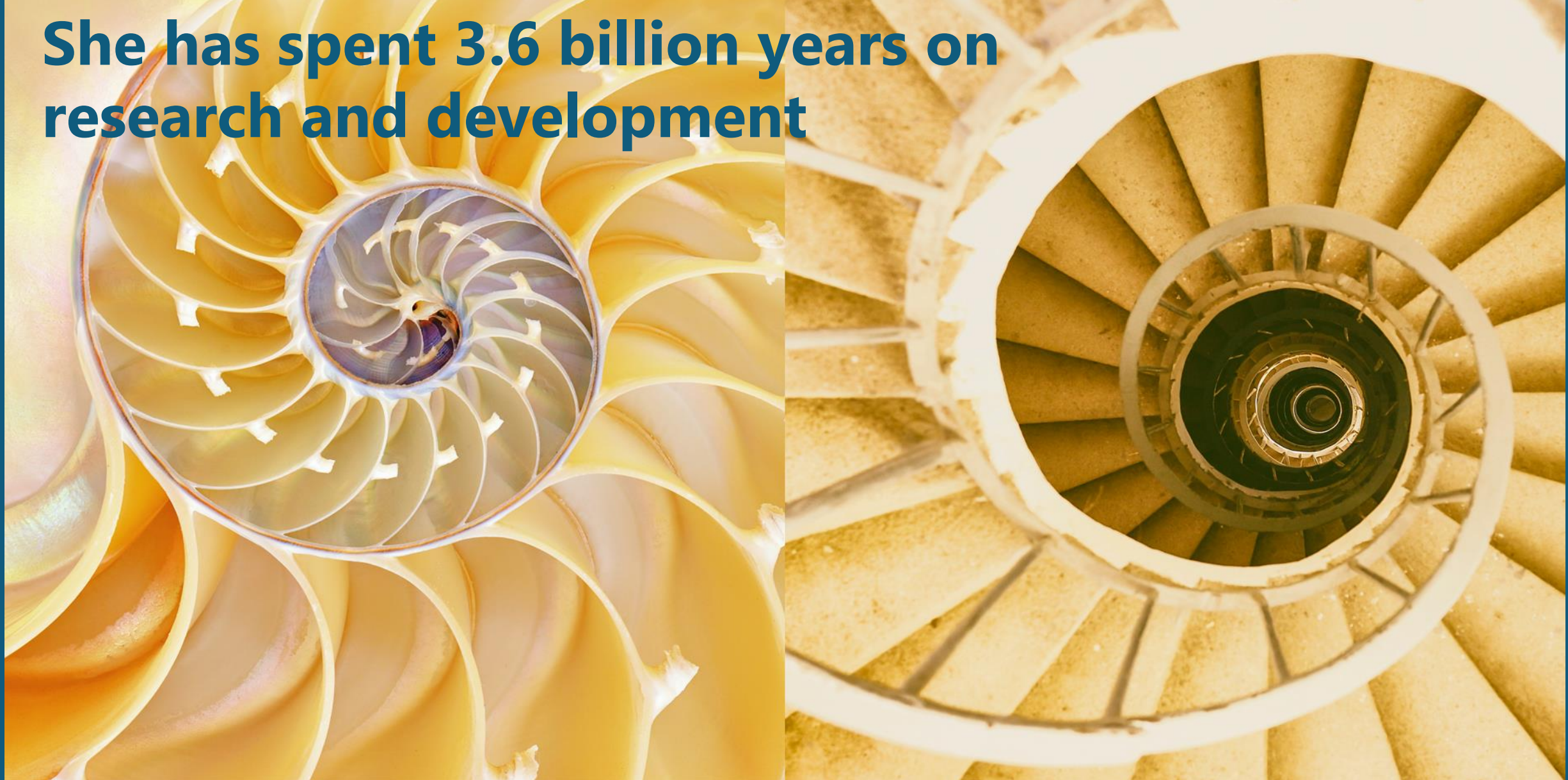




Nature is our teacher



**She has spent 3.6 billion years on research and development**





Nature is our teacher



**She is a living, learning, evolving and innovating  
library of knowledge and solutions**





# Nature adapts and evolves



She reacts to change  
by adapting and not  
resisting





# Nature thrives on balance & reciprocity



**“Nature is not to be conquered or opposed..  
We need to learn how nature makes design decisions”**

R. Buckminster Fuller



# She is resilient and generates abundance



– CONSIDER THE LIFE CYCLE OF A TREE.

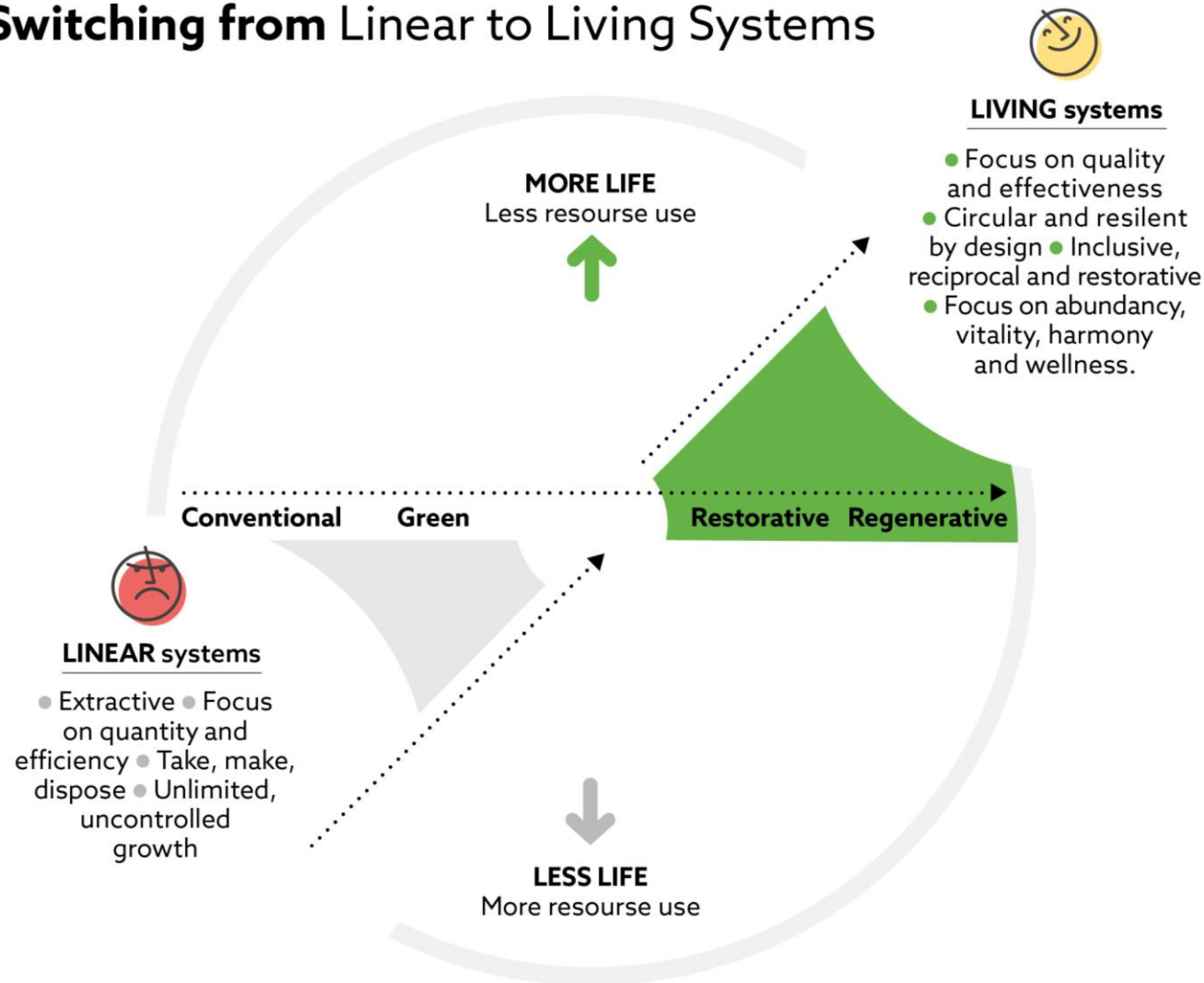
Whilst the tree lives it absorbs carbon dioxide and outputs oxygen providing vital atmospheric balance, its roots nourish the soil and keep it intact.

When it dies it decomposes back into the soil and provides countless microbial benefits to nourish the next new growth.



The thinking

## Switching from Linear to Living Systems

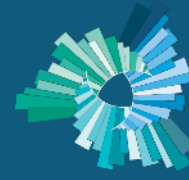


*“In an ecosystemic approach pollution, greed, unemployment, waste, inequalities and poverty - among others - are human inventions. Thus, they can and should be designed out of our next model of life.”*

[Alexandre Lemille](#)



# Innovation inspired by nature



GLOBAL  
DESTINATION  
SUSTAINABILITY  
MOVEMENT

**Marriott** **ihg** **ihg**  
INTERNATIONAL **GROUP**

Ecovative are using mycelium, the root structure of mushrooms to grow an entirely new class of materials.



ecovative



# Biomimicry



GLOBAL  
DESTINATION  
SUSTAINABILITY  
MOVEMENT



**Marriott**<sup>®</sup> **iMEX**  
INTERNATIONAL **GROUP**



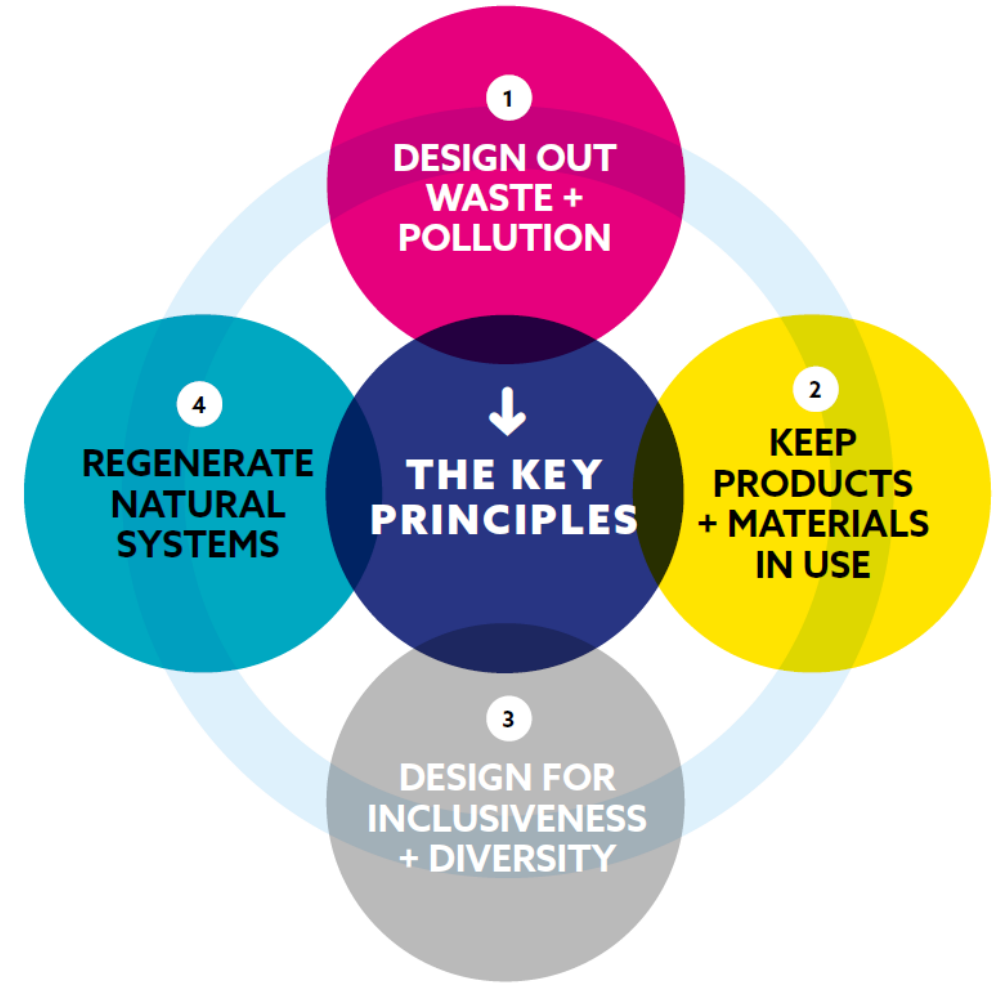


# Hannuwa - Key Principles



**A REGENERATIVE EVENT** is based on the principles of designing out waste and pollution, keeping products and materials in use, designing in inclusiveness and diversity, and regenerating natural systems.

**IT IS INSPIRED BY NATURE, RESTORATIVE AND REGENERATIVE BY DESIGN**







*“An economic approach wherein event planning, resourcing, procurement and production are designed and managed to optimise ecosystem functioning and human well-being.*

*It is inspired by nature, restorative, and regenerative by intention and design.”*

#Natureworks





# 1. Redefine your strategy



## “ARE YOU A TRAVEL AGENT or a CHANGE AGENT”

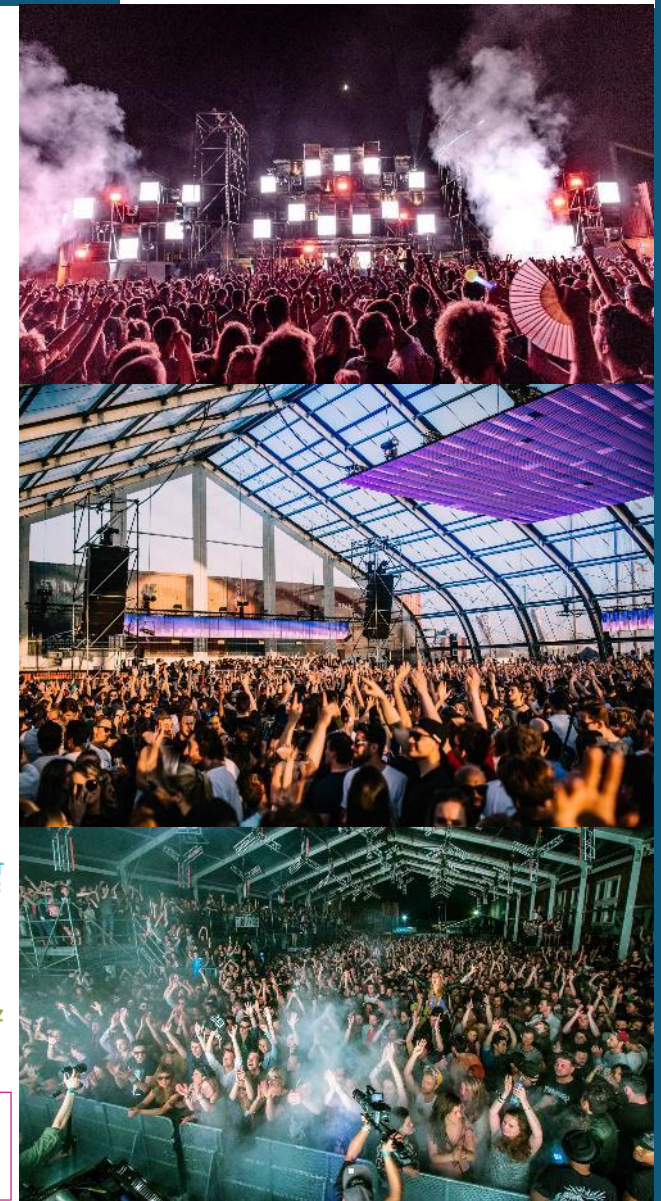
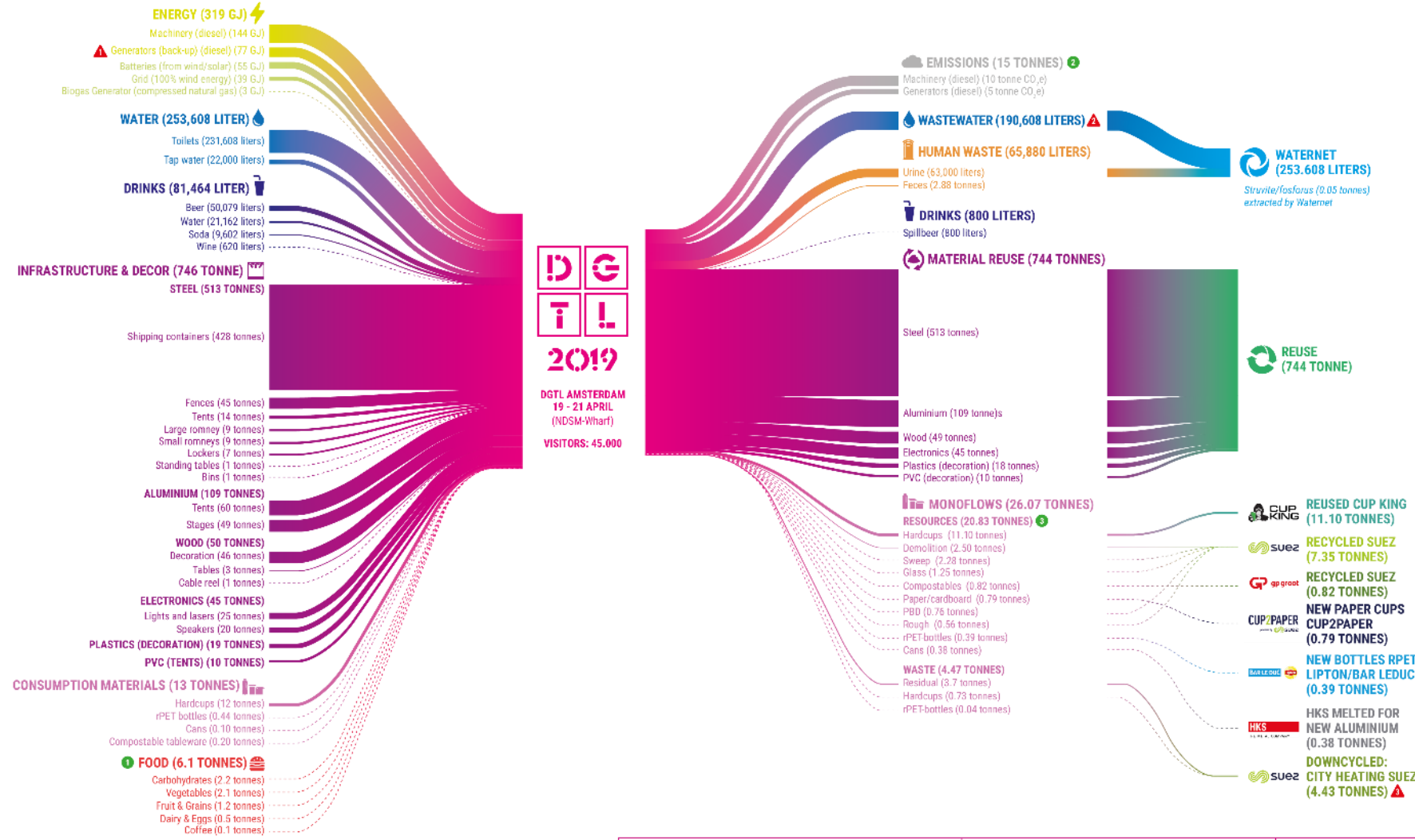
SUSTAINABLE DEVELOPMENT GOALS



Switch from linear to living systems thinking  
Harmony, inclusiveness, reciprocity, diversity, circularity, resilience



# 2. Review your resource flow



<https://dgtl.nl/sustainability>

<p><b>THINGS THAT WENT WELL:</b></p> <ul style="list-style-type: none"> <li>1 More insight in food consumption by improving agreements with catering.</li> <li>2 Large decrease in CO<sub>2</sub> emissions.</li> <li>3 High recycling/reuse rates.</li> </ul>	<p><b>IMPACT HOTSPOTS:</b></p> <ul style="list-style-type: none"> <li>1 Issues with batteries meant diesel generators had to be used.</li> <li>2 Large amount of waste water because of use flushing toilets.</li> <li>3 More residual waste that is incinerated compared to DGTL 2018.</li> </ul>	<p><b>LEGEND:</b></p> <p>Less than 2.5 tonne/ 5 GJ / 6,250 liters</p>
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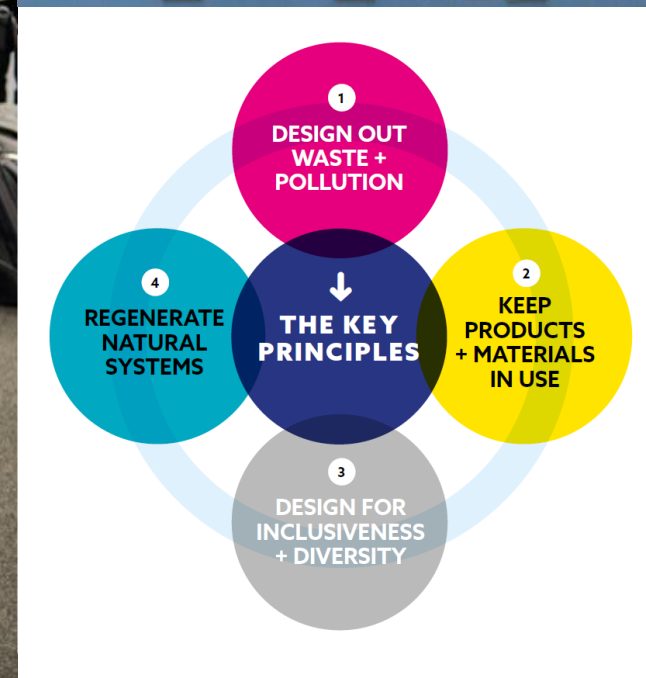
### 3. Rethink your value chain



Through teamwork, the magic mix of organisers, suppliers and clients has achieved 80% waste diversion in Frankfurt and 94% in Las Vegas.



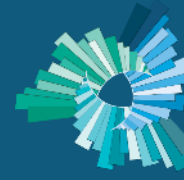
# 4. Redesign your brand experience



<https://www.ecoboost.co.uk/>



# 5. Regenerate people and nature through food

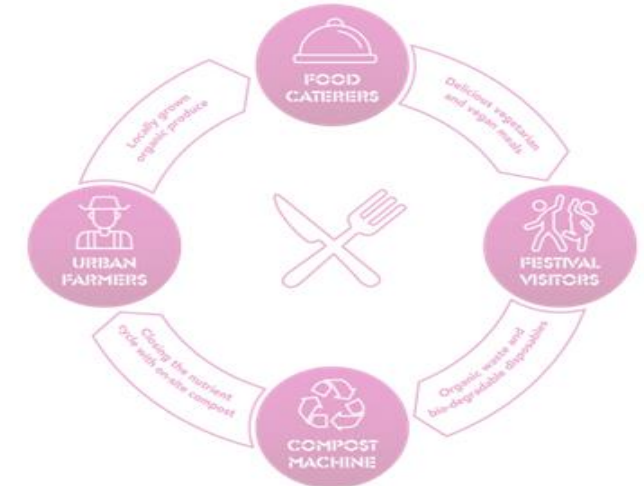


GLOBAL  
DESTINATION  
SUSTAINABILITY  
MOVEMENT

**Marriott** **ihg** **hilton**  
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INTRODUCING THE WORLD'S  
FIRST CIRCULAR FOOD COURT



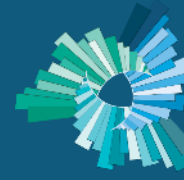
DGTL M  
AMSTERDAM 2018

Photo: (clockwise from top left) © 2018, P&G, 2017, (clockwise) 2017, (clockwise) © 2018, (clockwise) 2017, (clockwise) 2017





# 5. Regenerate people and nature through food

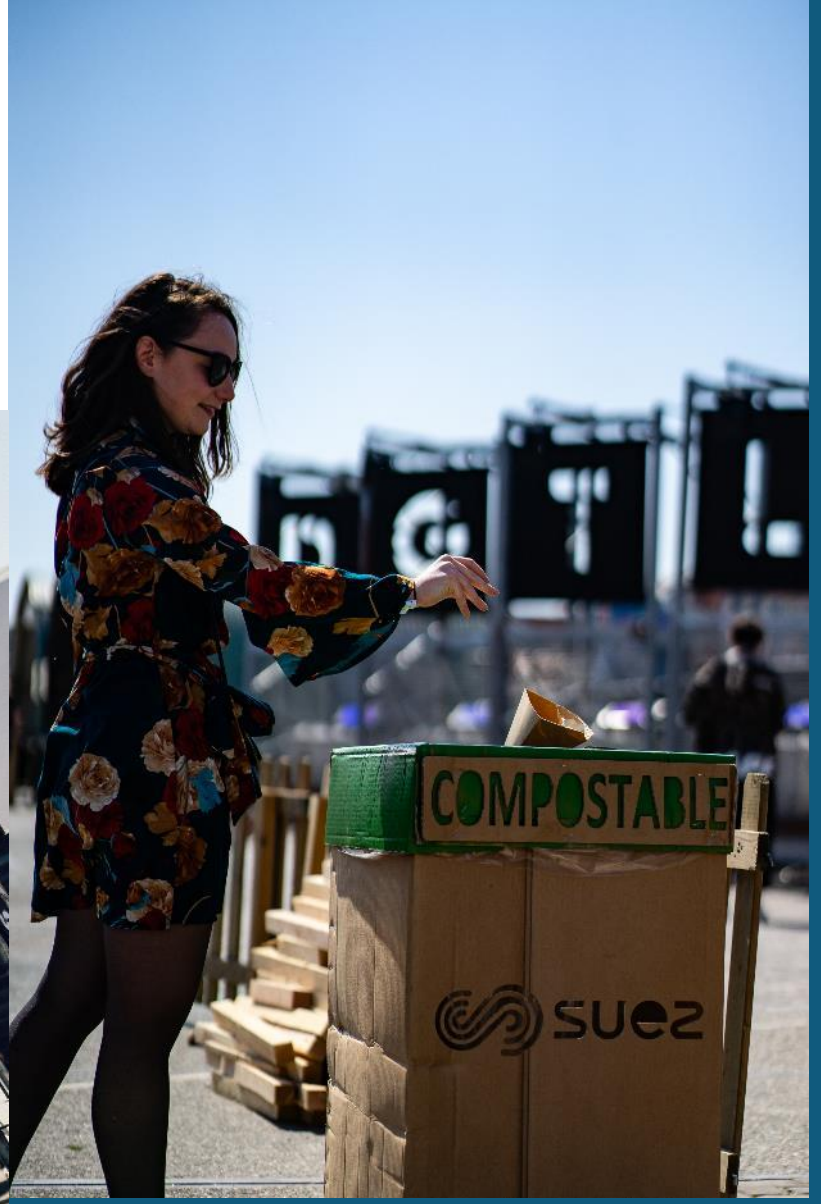


GLOBAL  
DESTINATION  
SUSTAINABILITY  
MOVEMENT



# FLOSS

FAIR  
LOCAL  
ORGANIC  
SUSTAINABLE  
SOCIAL





# 6. Rethink Mobility

## BEYOND ZERO

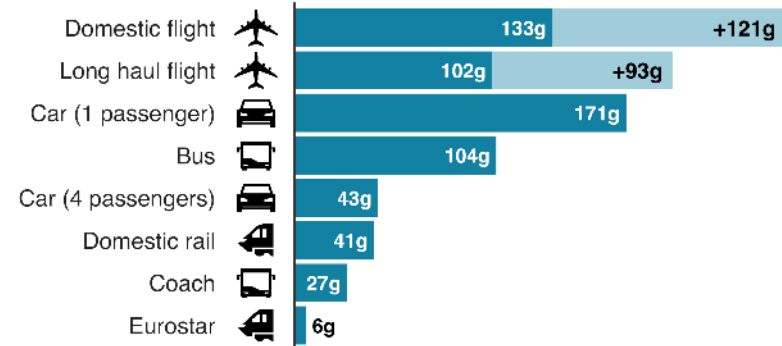
Focus on getting people walking, biking, train-ing

Make offsetting travel non-negotiable. Offset more than you emit

### Emissions from different modes of transport

Emissions per passenger per km travelled

■ CO2 emissions ■ Secondary effects from high altitude, non-CO2 emissions



Note: Car refers to average diesel car

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019





# 7. Re-energize and empower people



REGENERATION REQUIRES ENGAGEMENT



<https://crokepark.ie/stadium/sustainability>





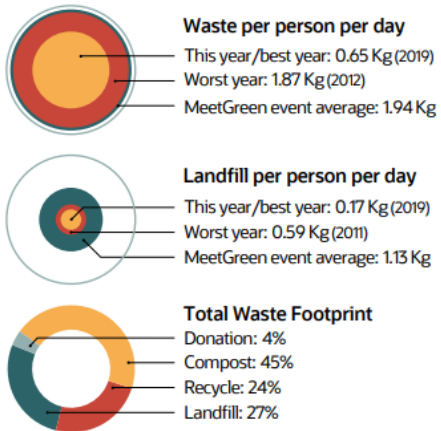
# 8. Report your impact

## Goal One: Waste Not

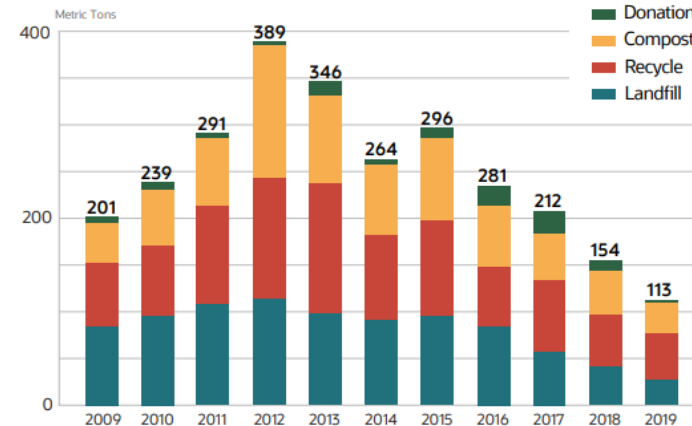
### Goal One Status

Balancing industry leading attendee experiences with the goal of zero waste is foremost on our minds each planning cycle. When expanded to include data available from activities outside Moscone Center such as CloudFest 2019, **our total waste volume this cycle remains at its lowest to date.** There are a number of factors that contributed to a significant reduction in waste in 2019, and the following pages explore in greater detail how we worked to achieve it.

#### Waste Footprint Per Participant



#### Waste History



[2019 Report](#)  
[2017 Report](#)







*The End*

*Almost*



After the fire, the forest regenerates



Whats your role in building back better?





# COVID gives us a once in a lifetime opportunity



# TRANSFORM REGENERATE

## SUSTAINABLE DEVELOPMENT GOALS





# A glorious possibility



**Regenerative development** asks us to imagine events, destinations and communities that possess greater natural beauty, ecological health, social harmony and productive capacity than even the world's most pristine forests.



Let's not forget. We are nature!





For more info:



[www.imexexhibitions.com/the-regenerative-revolution](http://www.imexexhibitions.com/the-regenerative-revolution)

[GUY@GDS.EARTH](mailto:GUY@GDS.EARTH)  
[www.gds.earth](http://www.gds.earth)

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