

# Sustainable Meetings Berlin

For events that make a difference

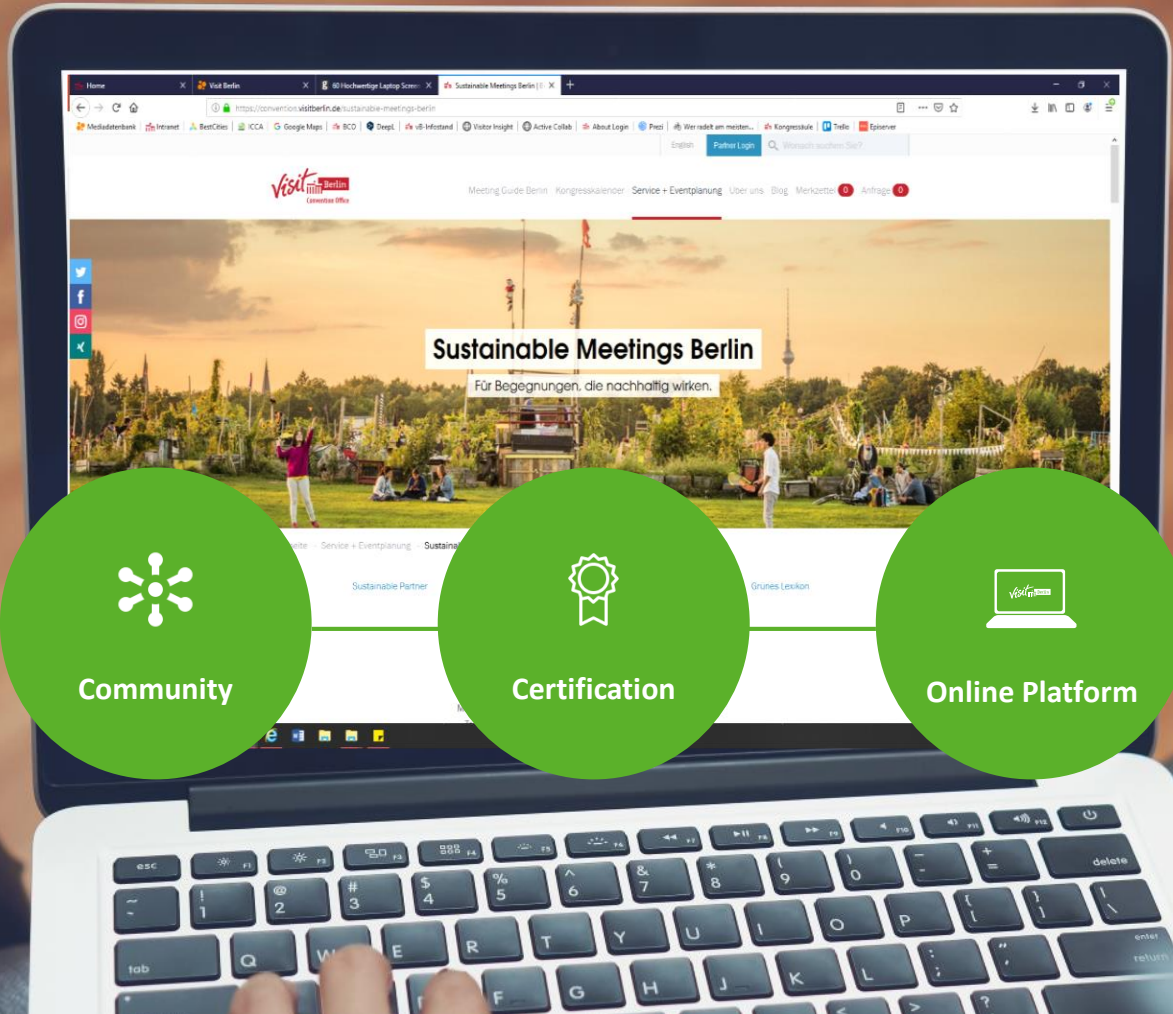


Vision

**We want to make Berlin one of the most innovative  
and sustainable destinations**

# Tourism Plan 2018+

Sustainable and city-compatible



Community



Certification



Online Platform

# Partner Community

# Partner Community

Awareness creation, capacity building, save space



Sustainable MICE-Meetups



Online Group



Workshops & Expert Days

# Audit / Certification

# Sustainable Partner Audit

Catalogue of criteria developed through stakeholder workshops

Oriented on recognised frameworks, as GRI, ISO, EMAS and DNK

A total of 62 process-oriented criteria

4 areas covered: Social, Environmental, Economic, GRC

Drives a continuous improvement process



# Development process

Stakeholder workshops / materiality analysis

Stakeholder evaluations

External sustainability consultancy

Detailed elaboration of criteria

# Online Platform

# Information tool

Green Encyclopedia

Toolbox / sustainable ideas for planning components

Sustainable Partner listings

Sustainable Event Guidelines

# 2021 – Extension of the movement

# Joint initiative for tourism and mice industry

*visitBerlin* is starting participative process

Includes criteria set for touristic stakeholders – management system

But also the idea of creating an easier access – sustainability code

Survey followed by stakeholder workshops





## We are happy to get in touch:

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