Destination Management Organizations as drivers for the circular economy

Guy Bigwood, Director, Global Destination Sustainability Index
As we look ahead into the next century, leaders will be those who empower others.

- Bill Gates
How does DMOs support the SDGs?

Provoke destinations to map their strategies against the SDGs, think holistically and then create action plans.

How can events stimulate a circular and net positive economy?

How can events promote fair treatment for all and catalyze social development?

How can events develop the economy & create jobs?
How does a DMO fit into the Circular Economy

ADAPT TO FIT
What’s the role of a DMO

LEAD

ADVOCATE

COMMUNICATE

BUILD COMMUNITY

EDUCATE
CHALLENGE

There is a real lack of knowledge about the circular economy and holistic sustainability.

How can DMOs collaborate to improve accelerate their sustainability strategies, and promote their local destinations?
GLOBAL DESTINATION SUSTAINABILITY INDEX
The Global Destination Sustainability Index (GDS-Index) is a collaborative business initiative created to help Destinations, Event Planners and Suppliers improve, promote and recognise the sustainable practices of their city and events.

Our Mission

IMPROVE
PROMOTE
RECOGNISE

SUSTAINABLE DESTINATIONS
An Industry Initiative

A collaborative project between ECM, ICCA, IMEX and MCI. MCI is responsible for the benchmarking, assessment and consulting of cities and overall programme management.
Since March 2016, 40 cities from 5 continents have contracted, with many more in conversation:

- Barcelona
- Prague
- Durban
- Cape Town
- The Hague
- Frankfurt
- Geneva
- Gothenburg
- Houston
- Kyoto
- Melbourne
- Nantes
- Dublin
- Reykjavik
- Rotterdam
- Sapporo
- Sydney
- Zurich
- Montreux- Lausanne
- Oslo
- Copenhagen

Our goal is to have 100 global destinations by 2020
How do we drive the circular destination economy?

Experts assess destination
Environment, Social, Supplier and
DMO/CVB performance

We benchmark performance
and provide recommendations to improve
destination strategy

We promote destinations efforts
on blog, social media and Whitepapers

TWO LEVELS OF ASSESSMENT

www.gds-index.com
Recognise and Reward Effort, Innovation and Performance

In November 2017, at the ICCA world Congress, the GDS-Index released its second ranking of the participating cities.

Gothenburg won both the Leadership and Innovation Award in 2017, while the Most Improved Award was given to Glasgow.

GDS-Index Destination Rankings

<table>
<thead>
<tr>
<th>Rank</th>
<th>City, Country</th>
<th>Rank</th>
<th>City, Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gothenburg, Sweden</td>
<td>1</td>
<td>Glasgow, Scotland</td>
</tr>
<tr>
<td>2</td>
<td>Oslo, Norway</td>
<td>2</td>
<td>Stuttgart, Germany</td>
</tr>
<tr>
<td>3</td>
<td>Copenhagen, Denmark</td>
<td>3</td>
<td>Helsinki, Finland</td>
</tr>
<tr>
<td>4</td>
<td>Reykjavík, Iceland</td>
<td>4</td>
<td>Uppsala, Sweden</td>
</tr>
</tbody>
</table>

For the full list of rankings please click here.
The GDS-Index: Promoting Best Practice

The Scandinavian Destination Sustainability Index – the precursor to the GDS-Index - was recognised with the UN WTO Award for Innovation.
Have we seen an improvement in Destination sustainability?
2017 Results Released in November

Visit www.gds-index.com for the full list of Destinations
Yes! It works!

- The overall average of destination scores has increased by 6%.
- The category that saw the highest increase was CVB Performance, with an overall average score increase of 11%.
- Average of supplier performance increased slightly by 2%.
Let’s Take A Closer Look...

**Average Supplier Performance**

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel Room Certification</td>
<td>48%</td>
<td>50%</td>
</tr>
<tr>
<td>Congress Centre Certification</td>
<td>63%</td>
<td>71%</td>
</tr>
</tbody>
</table>

**Average CVB Performance**

<table>
<thead>
<tr>
<th>Category</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>CVB/DMO Sustainability Strategy</td>
<td>31%</td>
<td>56%</td>
</tr>
<tr>
<td>CVB/DMO Certification</td>
<td>23%</td>
<td>31%</td>
</tr>
<tr>
<td>Sustainability Manager</td>
<td>43%</td>
<td>56%</td>
</tr>
</tbody>
</table>
Sharing Knowledge and Insights

Sustainable Destination Management Trends and Insights: A Path to a Brighter Future

A white paper and analysis of the 2016 Global Destination Sustainability Index

An industry collaboration between IMEX, ICCA and MCI
Examples: The Sustainable Food Revolution

Cities such as Zurich are promoting a circular economy via food and beverages

UNITED AGAINST WASTE
Zurich hotels have reduce their food waste by 42%
Circular Economy. The Sustainable Food Revolution

ResQ Club
Over 200 restaurants around Finland now sell their leftovers at discount rates – instead of just dumping them at the end of the day.

Allwin works in the circular economy and is run by community entrepreneurs who work to create new jobs and build new community-based structures alongside the food industry's actors that make everyone win, All Win.
**Upcycling Event Waste**

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**Let’s Beat the Bag!**

Beat the Bag reduces the use of plastic bags and gives promotional material a second life. By upcycling advertising sheets from and for companies to reusable bags, we are helping the circular economy in the Netherlands to move further.

Social workplaces are lovingly stitched to these sustainable and high-quality bags, which we provide socially and locally employed.

100% sustainable, 100% social and 100% local.

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**On to a Circular NL.**

A lot of material is produced within the signage industry. This often involves a short life. Within a few weeks or sometimes even hours, a cloth that has been made with care has become waste again. As soon as the closing word has sounded, the stand builders start putting the clothes in waste containers. Beat the bag offers an alternative. We ensure that the material lives on as unique bags, which are ideally suited as incentives, for example, Christmas presents or for relationships. Each bag is unique but fits perfectly within the house style. After all, they are made from the entrepreneurs own canvas.

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**Beat the Bag is there for you**

Beat the Bag has 3 target groups. Consumers can buy loose bags in the webshop. Retailers and companies can purchase bags at their own prices for their own use or for resale in their store. Large users such as event organizers, signing companies, advertisers and advertising agencies can make bags from their own fabric or that of their customers. This way they get their own material back as a useful bag. Beat the Bag also offers a partnership especially for this group of large users.

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**12000**

SOCIALLY WORKING HOURS

**24000**

M³ OF RESIDUAL TEXTILES UPCYCLED

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**TogetheE we have achieved the following so far:**

* Tell me more about this calculation

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**CHRISTMAS SALE!**

use the code XMAS17
from 28/11 - 4/12

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**MESSNER BAGS**

Let the story continue...

The cultural activity in Barcelona generates a great number of banners every year. The life of each banner: dozens and dozens, all at the same time the event that announces.

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**BROMPTON BAGS**

Our bags for Brompton are made with high-strength and totally waterproof P.V.C. recycling plus two lids that protect belongings from the most intense rain.
We’re never going to scare people into living more sustainably! We have to be able to demonstrate just how dynamic and aspirational such a world could be.”

- Jonathon Porritt, British Environmentalist and Author
Join us to drive sustainability forward in our industry!

For more information: www.gds-index.com

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