As we look ahead into the next century, leaders will be those who empower others.

- Bill Gates
What’s the impact of the events sector to you nations economy?

**US** - €334 Billion, 1.78M jobs  
**UK** - €48 Billion, 570k jobs  
**Thailand** - €6.4 Billion, 164k Jobs

Combined direct, indirect and induced effects  
Source
BEYOND TOURISM
50% of the direct expenditure of events was on non-tourism-related services and products.
But event catalyse more than economic growth

Create knowledge, inspire innovation, attract investment & create jobs

Promote fair treatment for all and catalyze social development

Catalyse development of more sustainable infrastructure, operational processes, and influence consumer behaviour
Events play a key role as catalysts of Smart Sustainable Cities
CHALLENGE

How can DMOs collaborate to accelerate the development of smarter more sustainable cities?
GLOBAL DESTINATION SUSTAINABILITY INDEX
What is the GDS-Index?

The Global Destination Sustainability Index (GDS-Index) is a collaborative business initiative created to help destinations improve, promote and recognise the sustainable infrastructure and practices of their city and events.

Our Mission

IMPROVE
PROMOTE
RECOGNISE

SUSTAINABLE DESTINATIONS
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

Our Vision: A network of collaborating destinations driving the transition to smart, sustainable and better cities and events
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

THREE LEVELS OF SUPPORT

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>Position</th>
<th>City</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gothenburg, Sweden</td>
<td>Sweden</td>
</tr>
<tr>
<td>2</td>
<td>Oslo, Norway</td>
<td>Norway</td>
</tr>
<tr>
<td>3</td>
<td>Copenhagen, Denmark</td>
<td>Denmark</td>
</tr>
<tr>
<td>4</td>
<td>Reykjavik, Iceland</td>
<td>Iceland</td>
</tr>
<tr>
<td>5</td>
<td>Glasgow, Scotland</td>
<td>Scotland</td>
</tr>
<tr>
<td>6</td>
<td>Stuttgart, Germany</td>
<td>Germany</td>
</tr>
<tr>
<td>7</td>
<td>Helsinki, Finland</td>
<td>Finland</td>
</tr>
<tr>
<td>8</td>
<td>Uppsala, Sweden</td>
<td>Sweden</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
But does it work?

- 6% INCREASE IN AVERAGE OF DESTINATION PERFORMANCE
- 11% INCREASE IN CVB/DMO PERFORMANCE

2017 Average Performance Results

<table>
<thead>
<tr>
<th>Category</th>
<th>2016 Average</th>
<th>2017 Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>54%</td>
<td>60%</td>
</tr>
<tr>
<td>Environment</td>
<td>65%</td>
<td>74%</td>
</tr>
<tr>
<td>Social</td>
<td>74%</td>
<td>87%</td>
</tr>
<tr>
<td>Supplier</td>
<td>57%</td>
<td>59%</td>
</tr>
<tr>
<td>CVB</td>
<td>76%</td>
<td>49%</td>
</tr>
</tbody>
</table>
Let’s Take A Closer Look...

Average Supplier Performance

- Hotel Room Certification: 48% (2016), 50% (2017)
- Congress Centre Certification: 63% (2016), 71% (2017)

Average CVB/DMO Performance

- Sustainability Manager: 43% (2016), 56% (2017)
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%
Examples: Product Development

Goteborg created an app to promote accessibility to their events and city

- Live visual interpretation during events.
- Sign language interpretation of the arena sound during events.
- Hearing loop alternative offers amplification of the arena sound.
- Information such as how to get to the arena and how to get assistance on-site.
- Arena overview and how to access restrooms, restaurants and other facilities.
The GDS-Index supports DMOs to take an active and leading role as developers of Smart sustainable and better destinations
Join us to drive sustainability forward in the meetings and events industry!

For more information: www.gds-index.com

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