

## PANEL 2:

CIRCULARITY IN TOURISM VALUE CHAINS:  
SUPPORTING THE PARIS AGREEMENT  
THROUGH A LOW CARBON TRANSITION

### Destination Management Organizations as drivers for the circular economy

*Guy Bigwood, Director, Global Destination  
Sustainability Index*





## **Destination Management Organizations as drivers for the circular economy**

Presentation by Guy Bigwood, GDS-Index Project Director

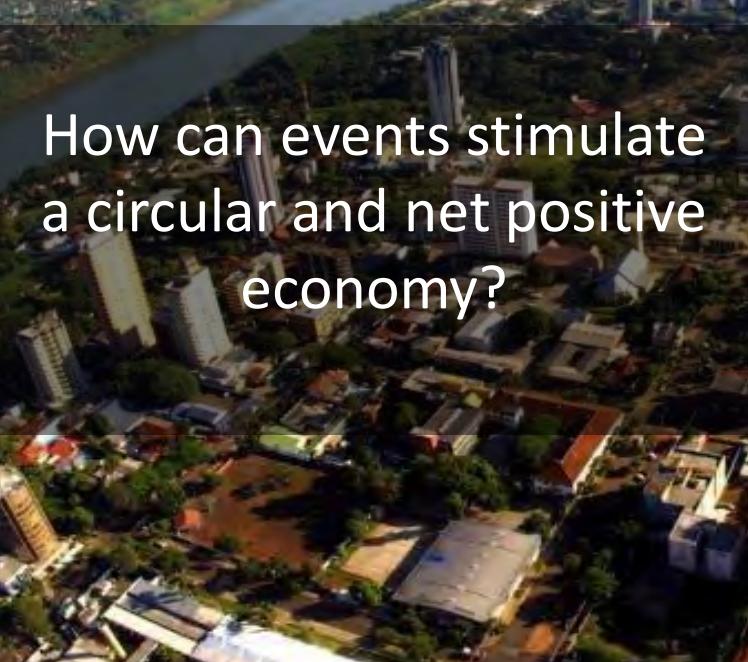
A photograph of a flock of approximately 15 Canada geese flying in formation against a clear blue sky. The geese are angled upwards and to the right. In the lower portion of the image, there are several large, fluffy, orange and yellow clouds, suggesting a sunset or sunrise. The overall composition is dynamic and suggests movement and leadership.

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

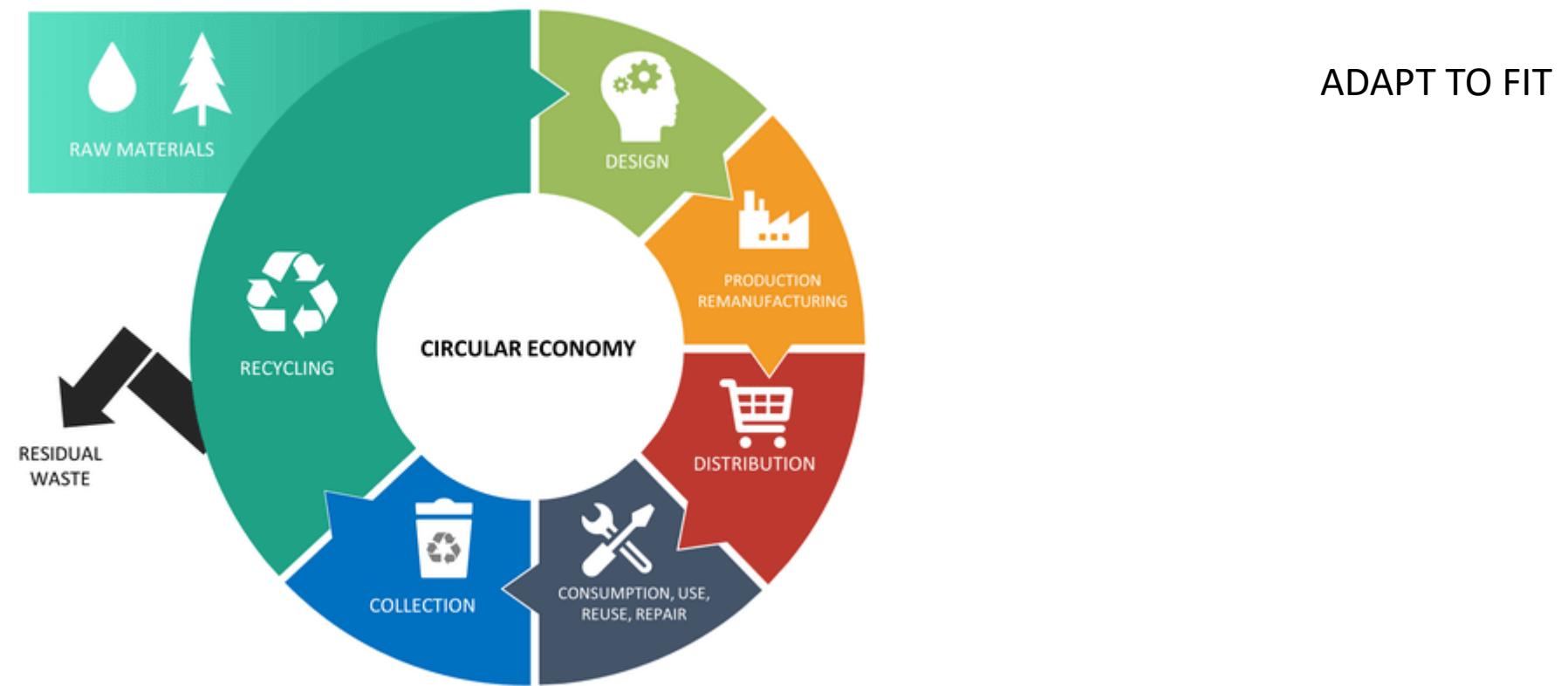
**- Bill Gates**

# How does DMOs support the SDGs?

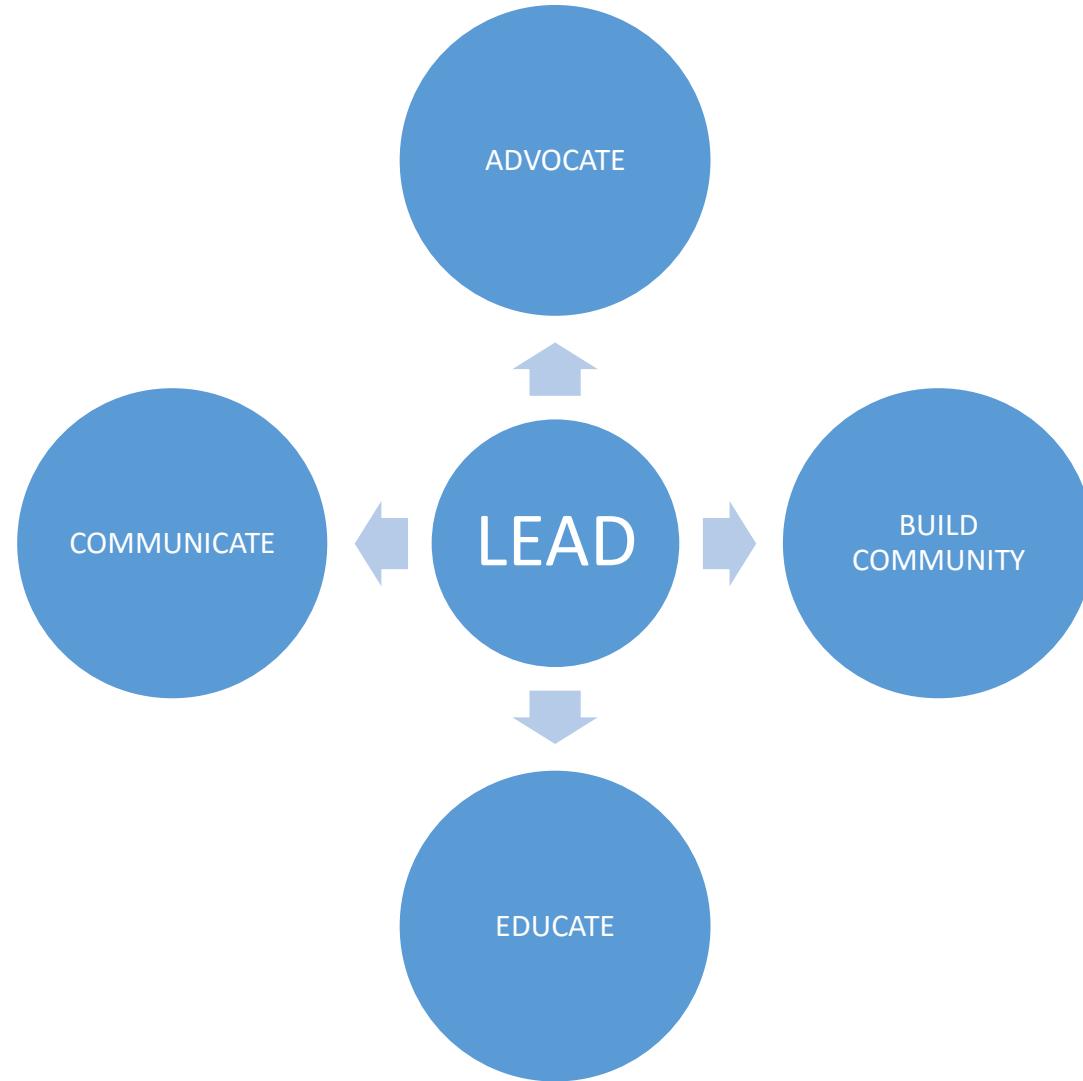
Provoke destinations to map their strategies against the SDGs, think holistically and then create action plans



# How does a DMO fit into the Circular Economy



# What's the role of a DMO

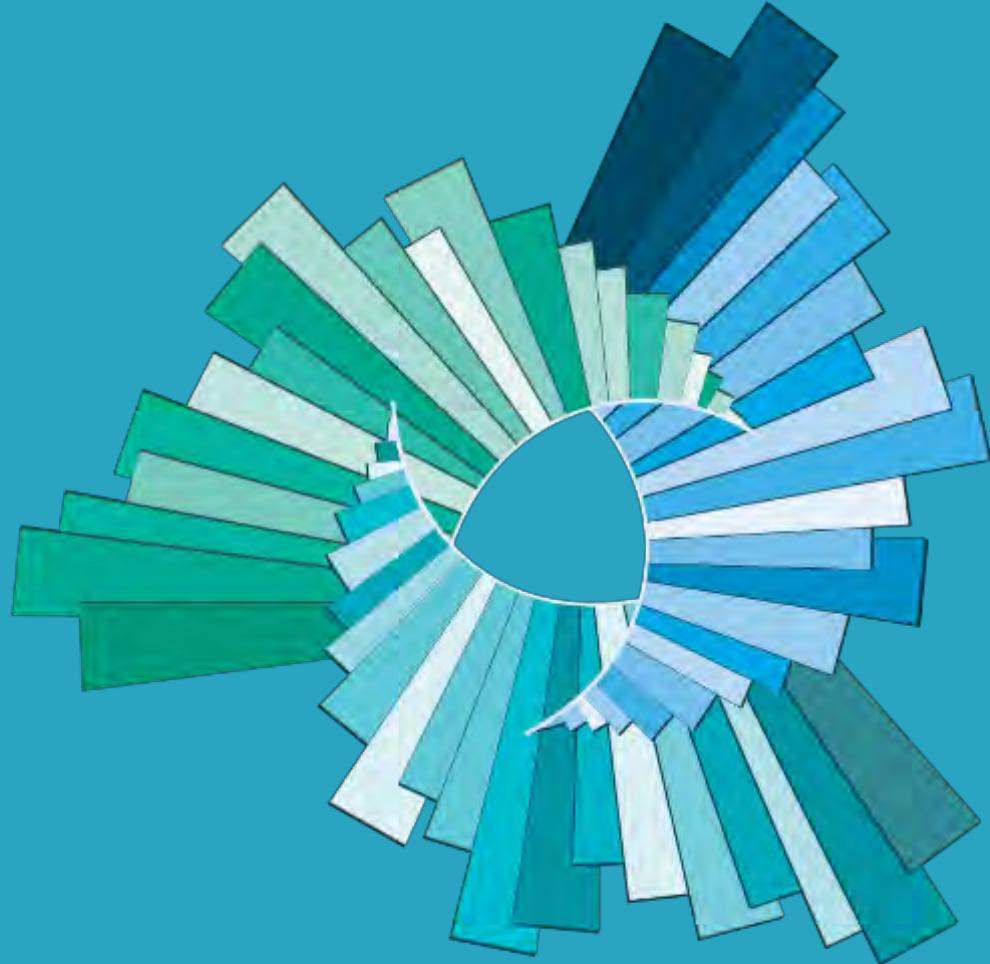


# CHALLENGE

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**

# What is the GDS-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.



# Our Vision: A Network of Collaborating Destinations



Since March 2016, 40 cities from 5 continents have contracted, with many more in conversation:

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

Helsinki uses smart apps to combat food waste

Discover and buy meals with your phone or online!

Thanks to a growing online service called ResQ Club, some 200 restaurants around Finland (around half of them in the Helsinki region) now sell their leftovers at discount rates – instead of just dumping them at the end of the day. With the help of GPS and a

**TWO LEVELS OF ASSESSMENT**

[www.gds-index.com](http://www.gds-index.com)

# Recognise and Reward Effort, Innovation and Performance



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

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

GDS-Index Destination Rankings	
GOTHENBURG, SWEDEN	1
OSLO, NORWAY	2
COPENHAGEN, DENMARK	3
REYKJAVIK, ICELAND	3
GLASGOW, SCOTLAND	4
STUTTGART, GERMANY	5
HELSINKI, FINLAND	6
UPPSALA, SWEDEN	7

FOR THE FULL LIST OF RANKINGS PLEASE CLICK  
[HERE](#)



# The GDS-Index: Promoting Best Practice

**Gothenburg ranked as the world leader in sustainability among conference destinations**

[Pressmeddelande](#) - prisid 16 1010 1013 037



Friday, 8 August 2015

Kyoto Convention and Visitors Bureau to Join the Global Destination Sustainability Index

As a presenting member of the GDS-Index, and in collaboration with Kyoto's unique culture and programs, Kyoto CVB is launching the very first sustainable meetings in Asia.

The inauguration of the Kyoto President (GDS), Kyoto long ago known as a mecca for unique black record of sustainability and environment, more than 1,000 years of social stability and a balance with our natural environment.

In continuing with this tradition, the Kyoto Convention and Visitors Bureau is launching the very first sustainable meetings in Asia, India and in cooperation with the Dr. Yuki Kyoto developing new ways of interacting environment Kyoto.

About the Global Destination Sustainability Index (GDS) ranking for event destinations worldwide. It is a ranking based on the number of indicators related to

The screenshot shows a news article from the International Council for Sustainable Tourism (ICCA) website. The headline reads "New global index recognises Glasgow's commitment to sustainable business tourism". Below the headline is a sub-headline: "United Nations Sustainable Development Goals, the GDS Index helps tourism to progress the adoption and recognition of sustainable practices locally". The article includes a photo of a city skyline at night. On the left sidebar, there's a section titled "Destination In Asia" with a blue bar and the text "SUSTAINABLE SUSTAINABILITY". The right sidebar features a green circular logo for "ICCA Member Suppliers" and a "How To Be Sustainable" section with a blue bar and the text "13 August 2016". At the bottom, there are social media sharing icons for Facebook, Twitter, LinkedIn, Google+, and others.

## Medienmitteilung, 16. November 2016

### Auf Anhieb drittbeste Punktzahl im Nachhaltigkeitsranking



DESTINATION  
SUSTAINABILITY

ABOUT INDEX MEDIA BLOG GET INVOLVED HOME [F](#) [T](#)

# Blog



**GDS-Index Launches First Whitepaper at IMEX Frankfurt**

14 May 2017

Frankfurt, 15 May 2017: We are very proud to announce that today The Global Destination Sustainability Index (GDS-Index) has released our first whitepaper.

[View the post](#) [View comments](#)



**Helsinki uses smart apps to combat food waste**

11 May 2017

Thanks to a growing online service called RehiQ Club, some 200 restaurants around Finland (around half of them in the Helsinki region) now sell their leftovers at discount rates – instead of just dumping them at the end of the day.

[View the post](#) [View comments](#)

SEARCH

- DESTINATIONS
- Aalborg
- Aarhus
- Barcelona
- Bergen
- Brussels
- Cape Town
- City of Tshwane (Pretoria)
- Copenhagen
- Durban
- Durban KwaZulu-Natal
- Espoo
- Frankfurt
- Geneva
- Gothenburg
- Helsinki
- Istanbul
- Johannesburg
- Kuala Lumpur
- Ljubljana
- Lyon
- Malmö
- Montreal
- Nairobi
- Norwich
- Oslo
- Paris
- Perth
- Prague
- Rome
- Singapore
- Stockholm
- Toronto
- Vancouver
- Vienna
- Vienna
- Winnipeg
- Yerevan



The Scandinavian Destination Sustainability Index – the precursor to the GDS-Index - was recognised with the UN WTO Award for Innovation.

A hand holding a white chalk is drawing a bar chart on a dark surface. The vertical axis has an upward-pointing arrow labeled 'RESULTS'. The horizontal axis has a right-pointing arrow. There are five bars of increasing height, each filled with diagonal hatching. A wavy line starts from the top of the first bar and curves upwards towards the top of the fifth bar.

RESULTS

**Have we seen an improvement in Destination sustainability?**

## GDS-Index Destination Rankings

# 2017 Results Released in November

Visit [www.gds-index.com](http://www.gds-index.com) for the full list of Destinations

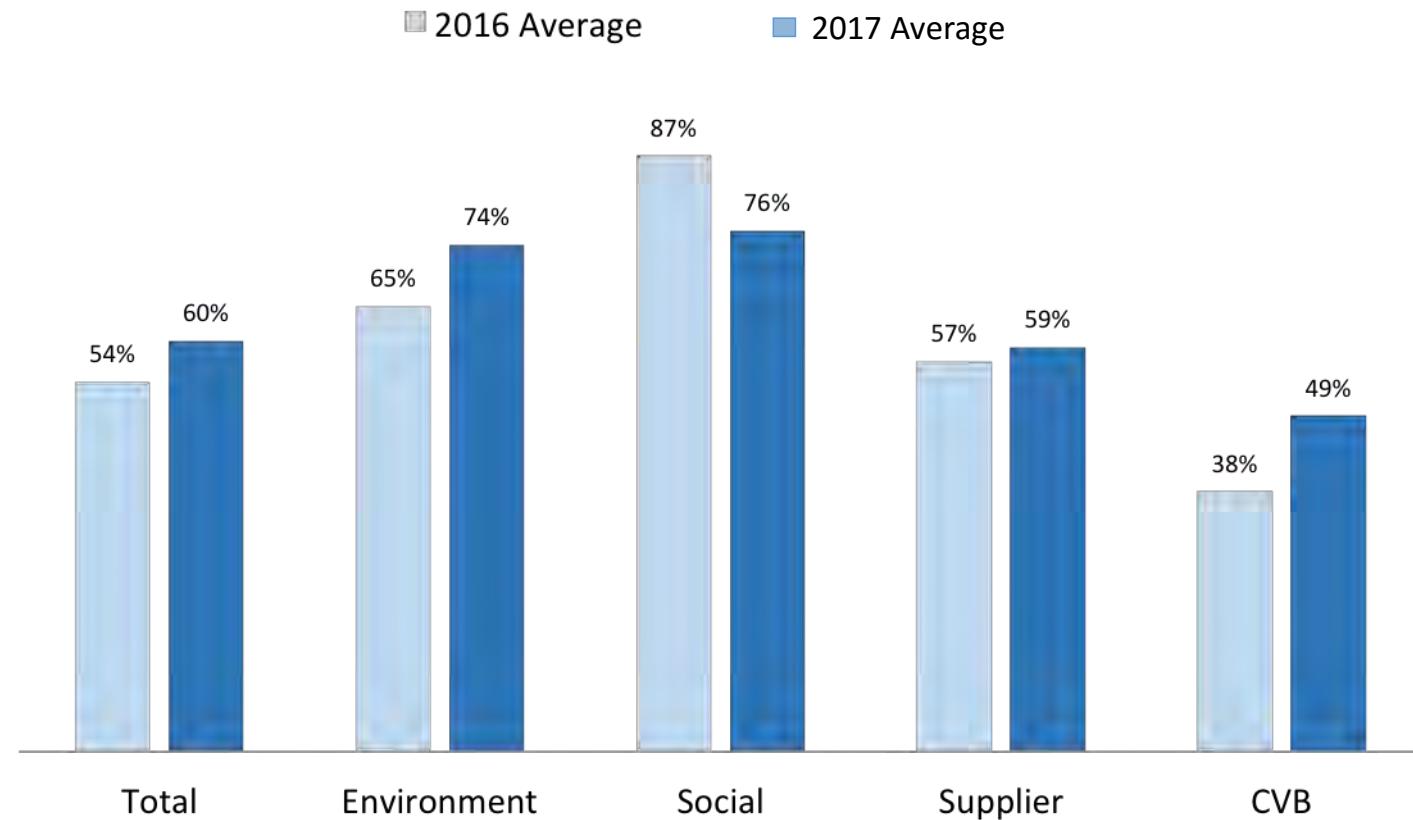


GOTHENBURG, SWEDEN	1
COPENHAGEN, DENMARK	2
GLASGOW, SCOTLAND	3
HELSINKI, FINLAND	4
ZÜRICH, SWITZERLAND	5
VÄSTERÅS, SWEDEN	6
STOCKHOLM, SWEDEN	7
BRUSSELS, BELGIUM	8
SYDNEY, AUSTRALIA	9
BARCELONA, SPAIN	10
SAPPORO, JAPAN	11
NANTES, FRANCE	12
AALBORG, DENMARK	13
BERGEN, NORWAY	14
GENEVA, SWITZERLAND	15
THE HAGUE, NETHERLANDS	16
TURKU, FINLAND	17
CAPE TOWN (2016), SOUTH AFRICA	18
DURBAN KWAZULU-NATAL (2016), SOUTH AFRICA	19
OSLO, NORWAY	20
REYKJAVIK, ICELAND	21
STUTTGART, GERMANY	22
UPPSALA, SWEDEN	23
Malmö, SWEDEN	24
JÖNKÖPING, SWEDEN	25
MELBOURNE, AUSTRALIA	26
ESPoo, FINLAND	27
TAMPERE, FINLAND	28
KARLSTAD, SWEDEN	29
KYOTO, JAPAN	30
FRANKFURT (2016), GERMANY	31
AARHUS, DENMARK	32
ROTTERDAM, THE NETHERLANDS	33
TROLLHÄTTAN, SWEDEN	34
HOUSTON, UNITED STATES OF AMERICA	35
DUBLIN, IRELAND	36
GOYANG, SOUTH KOREA	37
CITY OF TSHWANE (PRETORIA 2016), SOUTH AFRICA	38

# 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%.

2017 Average Performance Results

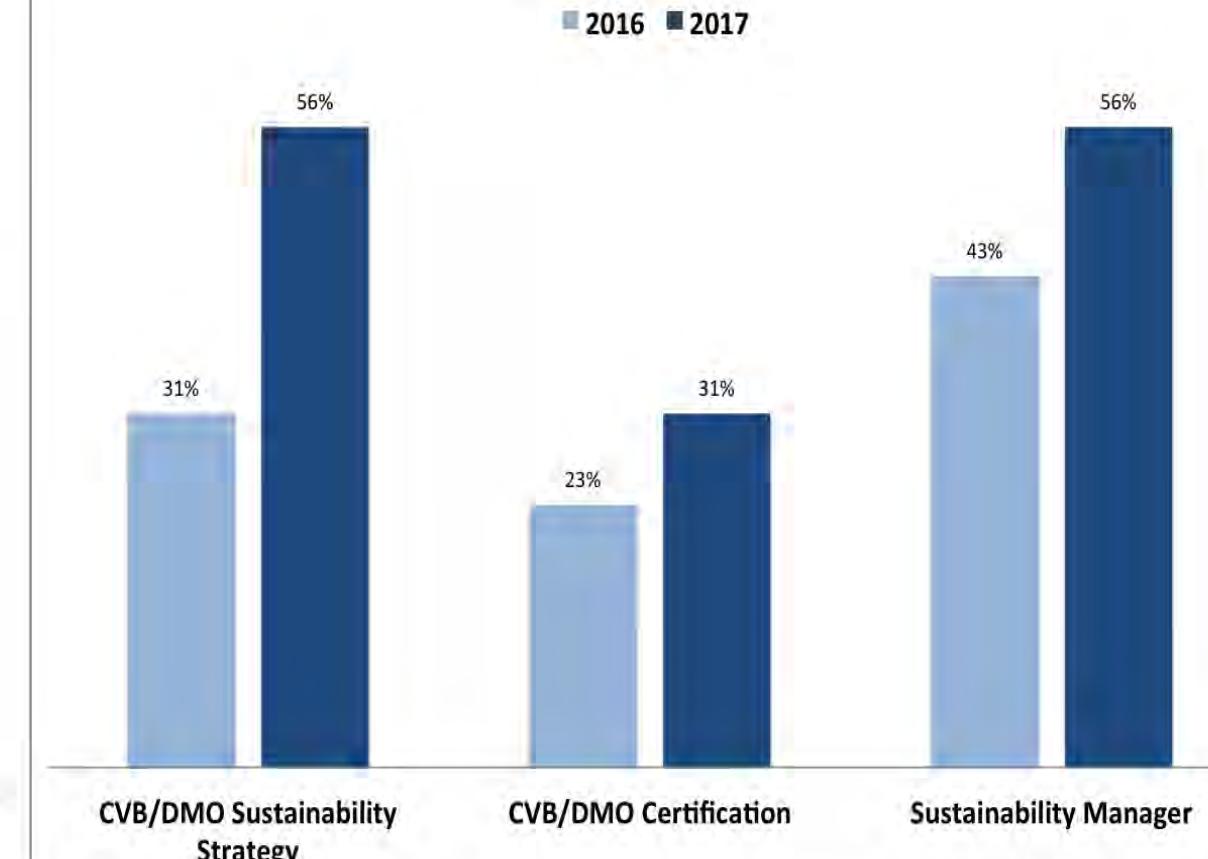


# Let's Take A Closer Look...

Average Supplier Performance



Average CVB Performance



# 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*



# Circular Economy. The Sustainable Food Revolution

**Discover and buy meals with your phone or online!**

The best deals appear right after lunch hours!

**RESQ**

RESQ

Vegetable burrito

Sushi set 10 pieces

6.00 €

6.00 €

IOS    Android    Web

YOU CAN PAY WITH VISA, MASTERCARD, AMEX AND DINER'S CLUB ALONG WITH DEBIT CARDS, PAYPAL AND LOCAL PAYMENT SCHEMES COMING SOON.

## 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.

**ALL WIN**

HOME SERVICE PARTNERS AWARDS LECTURES FOOD WASTE CONTACT NEWS (PÅ SVENSKA)

## 2 MILLION MEALS

Allwin today performs with our national logistics partner Samhall over 19,000 collections and supplies around 1 million kilos (1,000 tonnes) of food, equivalent to over 2 million meals to the vulnerable per year for an estimated purchase value of over SEK 20-30 million.



## SOCIAL VALUE

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

**BEAT THE BAG**

HOME SALE PORTFOLIO PARTNERS PIXI NEWS CONTACT

**Beat the bag wint €15.000!**

Het beste idee voor een plastic-tas-los Rotterdam Startbudget € 15.000,- WE BOOM!

## Let's Beat the Bag!

Beat the Bag reduces the use of plastic bags and gives promotional material a second life. By upcycle 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, with which we provide social and local employment.

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

## On to a Circular NL

A lot of material is produced within the signing 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 cloths 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 in, for example, Christmas packages or for relationships. Each bag is unique but fits perfectly within the house style. After all, they are made from the entrepreneurs own canvas.

## 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.



Together we have achieved the following so far \*:

\* tell me more about this calculation



12000

SOCIAL WORKING HOURS



24000

M<sup>2</sup> OF RESIDUAL TEXTILES UPCYCLED

ENGLISH | ESPAÑOL



**demando®**  
BARCELONA

WISHLIST MY ACCOUNT MY CART SIGN IN

ITEMS (0)



HOME DEMONO WORLD SHOP CONTACT BLOG

**CHRISTMAS SALE!**  
use the code **XMAS17**  
from 28/11 - 4/12



## MESSENGER BAGS

Let the story continue...  
The cultural activity in Barcelona generates a great number of banners every year. The life of each banner doesn't end anymore at the same time the event that announces them. We make sure the story continues by giving a new life to them.



## BROMPTON BAGS

Our bags for Brompton are made with high-strength and totally waterproof PVC recycling, plus two lids that protect belongings from the most intense rain. Adjust the capacity of the bag according to your needs; keeping your things in order and always available.



## Instagram Feed



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



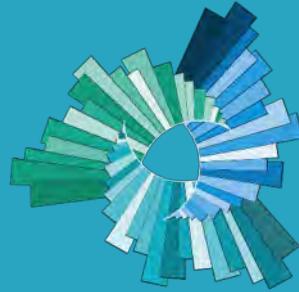
**DON'T BUY  
THIS JACKET**



THIS SEASON, SHARE SOME VALUES  
Learn more about our Common Threads Initiative,  
and take the pledge to reduce consumption

[TAKE THE PLEDGE](#)





GLOBAL  
DESTINATION  
SUSTAINABILITY  
INDEX

**Join us to drive sustainability  
forward in our industry!**

For more information: [www.gds-index.com](http://www.gds-index.com)

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**Guy Bigwood**  
MCI Group Sustainability Director  
[Guy.Bigwood@mci-group.com](mailto:Guy.Bigwood@mci-group.com)

