

GLOBAL
**DESTINATION
SUSTAINABILITY**
INDEX

Local Food Revolution

making better places to live, visit and thrive in

*Presentation by
Guy Bigwood, Managing Director*



GLOBAL DESTINATION SUSTAINABILITY INDEX

What is the GDS-Index

A destination level programme that measures, benchmarks and improves the sustainability strategy and performance of meetings, events and business tourism destinations.

It was founded by:



Our Purpose



INSPIRE



ENGAGE



ENABLE

*destinations to become more sustainable places
to visit, meet in and thrive in.*

Leading Community of Destinations Committed to Sustainability and Regeneration

GLASGOW CONVENTION BUREAU Zürich, Switzerland.

<västerås>

ONLY LYON

WONDERFUL COPENHAGEN

KERRY CONVENTION BUREAU

visit MONACO Uppsala.

VisitAarhus

Helsinki

VISIT TAMPERE

KYOTO TRADITION MEETS INNOVATION

Region Stuttgart Convention Bureau

VISIT OSLO

visit espoo

The Hague. Convention Bureau

VisitAalborg

KARLSTAD A warm welcome

LAUSANNE MONTREUX CONGRESS

Stockholm The Capital of Scandinavia

MONTEREY Grab life by the moments! SeeMonterey.com

MEET IN IRELAND

Nantes CONVENTION BUREAU

MALMÖ

DUBAI

MELBOURNE Convention Bureau

MEET IN IRELAND

go:teborg

BarcelonaTurisme Convention Bureau

Wow Prague Convention

Shannon Region CONFERENCE & SPORTS BUREAU

GENEVA/T WORK CONVENTION BUREAU

GOTTEGdam PARTNERS

visitturku

MEET IN REYKJAVÍK Reykjavik Convention Bureau

GOYANG CVB Convention & Visitors Bureau

ROTTERDAM. MAKE IT HAPPEN.

DESTINATION JÖNKÖPING

Ljubljana REGION OF CENTRAL SLOVENIA LJUBLJANA CONVENTION BUREAU

WASHINGTON DC

ようこそ SAPPORO

TCEB THAILAND CONVENTION & EXHIBITION BUREAU

visitBergen.com BERGEN

Saint Petersburg Convention bureau

visit.brussels

BUSINESS EVENTS SYDNEY

go:teborg&CO VISIT HOUSTON

Sharing Key Insights and Trends

Read more about how event destinations around the world are regenerating and improving the competitiveness of their destinations

www.gds-index.com
Launch - June 6th 2019



AN INDUSTRY COLLABORATION BETWEEN IMEX, ICCA, MCI AND ECM

2019 WHITEPAPER

Creating better places to live, meet & thrive in.

Sustainable Destination Management Trends Best Practices and Insights.

Featuring an analysis of the 2018 Global Destination Sustainability Index from the world's leading cities.

Sustainable Destination Management: The Road to a Circular Economy 2017

A WHITE PAPER ANALYSIS OF THE 2017 GLOBAL DESTINATION SUSTAINABILITY INDEX

AN INDUSTRY COLLABORATION BETWEEN IMEX, ICCA, MCI AND ECM

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

A WHITE PAPER AND ANALYSIS OF THE 2016 GLOBAL DESTINATION SUSTAINABILITY INDEX

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Destinations are using food to regenerate and drive sustainability
To make better places to visit, live in and thrive in



What keep you up at night?







Racing towards extinction

March 30, 2018

3 to 4 °C

mean annual temperature increase by 2100

A man wearing a red cap and a green tank top is seen from behind, wading through a vast sea of discarded plastic bottles. The bottles are of various brands, including Kinley and Aquafina, and are densely packed, filling the entire frame. The man is holding a long pole or stick, possibly used for sorting or moving the waste.

8 Billion Tons
of plastic waste produced since 1950
= 55 million jumbo jets.

8 Million Tons
Go in the sea every year



By 2050 we will have more plastic than fish in the sea



**Biodiversity loss is
increasing**

Every 20 mins a species becomes extinct

Four firms control more than 60% of global proprietary seed sales



How does that make you feel?



What wakes you up in the morning
with **hope**?





ACT NOW
BEFORE THEY DISSAPPEAR

THE SEA LEVEL IS
RISING
SO ARE WE

Scott Morrison
you're so full of
sh*t the toilet
is jealous

WHICH
GREEN DO
YOU SEE?

THE
CONSEQUENCES
ARE REAL

MOTHER NATURE
DOES NOT NEED
US
WE NEED
MOTHER NATURE

RESPECT
YOUR
MOTHER

SCHOOL
FOR CLIMATE

FRACK

PEOPLE ARE DEMANDING
CHANGE

Welcome to the

GLOBAL SUSTAINABILITY REVOLUTION



REVOLUTION IN HOW WE CREATE ELECTRICITY

500,000 solar panels installed globally every day

80% price drop in 10 years



A REVOLUTION IN HOW WE GET AROUND

**220 million new electric cars to hit
the streets by 2030**



81% growth in US in 2018, 25% in UK

A CIRCULAR REVOLUTION IN HOW THINGS ARE BEING MADE



A GLOBAL REVOLUTION WITH A COMMON AGENDA





A REVOLUTION IN HOW WE EAT

**Vegan market grew 350% in UK, 400% in Portugal in last 10 years
600% in 3 years in the US**

A REVOLUTION IN HOW WE GROW FOOD

600% growth in organic food sales since 1999 (\$100 Billion Market)



Our guests are changing habits

% of Guests willing to pay more for sustainability:

72% of millennials

74% of gen Z

66% of guests overall

Over 50% of them are influenced by sustainability factors such as:

69% fresh, natural/organic ingredients

58% environmentally friendly

56% company commitment to social value

chefhero

source: The International Food Information Council (IFIC) Foundation 2018 Food and Health Survey



70%

say the availability of healthy menu options would make them choose one restaurant over another.

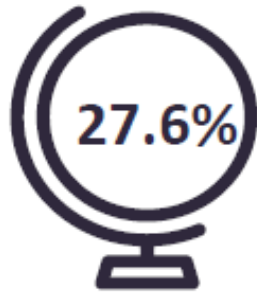
Source National Restaurant Association



Globally in 2017, tourists spent US\$186.8 billion on food
Fourth category after transport, retail and accomodation

Food is a significant influencer of destination

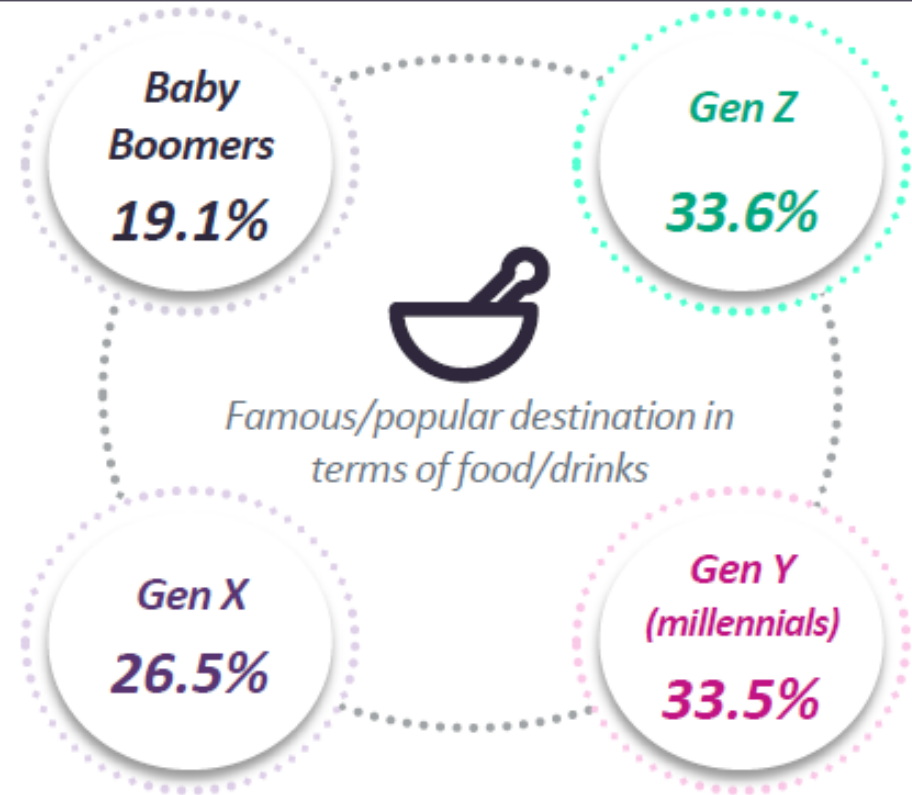
Global: Which factors help you decide where to go on holiday?



Famous/popular destination in terms of food/drinks

Source: GlobalData Consumer Survey Q3-2018

Global: Which factors help you decide where to go on holiday?
(By generation)



Source: GlobalData Consumer Survey Q3-2018



DESTINATIONS ARE USING FOOD TO COMPETE

79% are developing a food sustainability programme (GDS-Index)

How are destinations reacting?

FLOSS

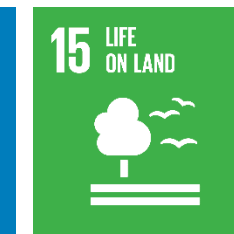
Fair

Local

Organic

Sustainable

Smart



Fair Food Revolution

How can we look better after our people, communities and planet

How can you bring more diversity into the destinations gastronomy?



Local Food Revolution

7 out of 10 EU shoppers expressed strong preference for buying local (3000 consumers across Europe)



Case Study: Ljubljana

Locally Grown Food Exchange (Borza lokalnih živil)

Ljubljana Tourism biannually convenes a meeting between suppliers (farmers, producers) and buyers (hotels, restaurants).

The aim of the professionally moderated exchange was to facilitate inter-personal meetings and encourage new agreements.

3 events organised: Over 200 people

Won the Premik Naprej 2018 award



Local: Beyond just growing locally



What is that hidden flavour or ingredient that defines our “place”?

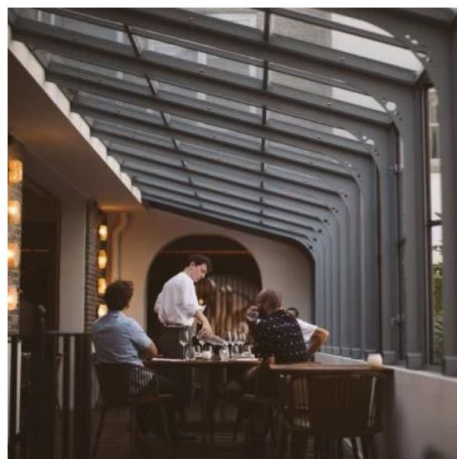
What forgotten recipes and lost ingredients can we recover?



Case Study: Nordic Food Revolution

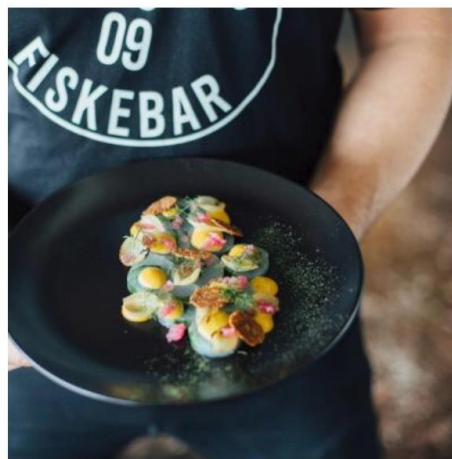
World-Class Cuisine in a Bite-Sized Country

Denmark has led the way in Scandinavian gourmet cuisine for over a decade so what better place than here to dive in face-first and experience delicious and elegant New Nordic cuisine?



Denmark's 27 Michelin-starred restaurants

Get a taste of why Denmark is Scandinavia's gourmet food powerhouse at the 27 Michelin restaurants!



Bib Gourmand restaurants in Denmark

Gourmet food at reasonable prices? YES PLEASE! Next stop: Denmark's tasty Bib Gourmand restaurants.



noma – Four-time World's Best Restaurant!

You better book a table at noma before reading this! Because it might already be fully booked..

25% Growth in restaurant sales in 4 years
Tourism doubled
10000 new Jobs in restaurants

Copenhagen is a green city and that also reflects in the restaurants

Many of the Copenhagen restaurants go for an organic or largely organic menu. Whether you are into Italian, Nordic cuisine or just a Danish hot dog you have the option of treating yourself with an organic option.

We also recommend our guides to vegetarian restaurants and New Nordic restaurants in Copenhagen.



Gemyse Tivoli

Veggie wonderland in Tivoli Gardens It's packed with herbs from all over the world, and it belongs to Gemyse, Nimb's organic vegetable restaurant that's located right in the heart of Tivoli Gardens. ...

[See on map](#)
[Read more](#)



Amass

Out on Refshaleøen, an edgy and lesser known part of Copenhagen's harbour area, you'll find the gourmet restaurant Amass, headed by former Noma Head Chef, Matthew Orlando. Amass serves contemporary, ...

[See on map](#)
[Read more](#)



Relæ

Relæ, located in Jægersborggade in Nørrebro is a casual top-level restaurant delivering a, no nonsense gastronomic experience. Relæ has one star in Guide Michelin Nordic Cities 2019 and was ranked nu...

[See on map](#)
[Read more](#)



Radio

Entrepreneurial Claus Meyer has along with two other chefs opened Restaurant Radio in Copenhagen, close to the Lakes and the beautiful old Broadcasting House. Here you can get organic and Nordic food. ...

[See on map](#)
[Read more](#)



Neighbourhood

Sustainable

ONE THIRD OF ALL FOOD
PRODUCED IS WASTED



Case Study: Bangkok

Thailand Exhibition and Convention Bureau developed a third party audited standard for food waste

Aligned with the United Nations' Draft Food Loss and Waste Standard.

An online tool helps hotels and venues to calculate, manage and reduce the amount of waste.

Piloted in 10 hotels, delivering over 530,000 EUR in cost savings and 383 tons carbon emissions reduction.



The UK throws away an estimated **295 billion** pieces of plastic every year



EVERYDAY PLASTIC



Join IAPCO in its mission to rid the Meetings Industry of single-use plastics

IAPCO
MEETING QUALITY
iapco.org

Case Study: Sydney



<https://www.sustainabledestinationpartnership.com.au/>

Who we are

The Sustainable Destination Partnership is a collaboration of hotels, backpacker hostels, serviced apartments, cultural institutions, entertainment venues and industry influencers working together to make Sydney a sustainable destination.

Single-use items

Working to reduce single use items in our businesses.

Food waste

Working to eliminate food waste and piloting a range of toolkits.

Sustainable procurement

Aligning supply chains with our sustainability objectives.

Shared measurement

Developing shared targets and indicators to measure our progress.

SMART FOOD REVOLUTION

How can we better connect the value chain to increase transparency, worker conditions and food safety



The magic is with the storytelling



Case Study: Monaco

A global food revolution is underway. Modern tourists seek local, authentic, healthy and sustainable experiences.



IN MONACO, GASTRONOMY,
LOCAL AND SEASON ARE LINKED!

From urban gardens to organic restaurants, through the reasoned choice of products and the fight against food waste, the environmental approach is deeply rooted in the principles of the Monegasque restaurant.

Less transport, more taste, discover and savor the culinary creations of our Chefs.

<https://www.mcgreenglam.com/en/savor>





All destinations need to develop a Regenerative Food Manifesto

To base our cooking on ingredients and produce whose characteristics are particularly in our climates, landscapes and waters.

To promote local products, producers and decent working condition - and to spread the word about their underlying cultures.

To combine the demand for good taste with modern knowledge of health and well-being.

To promote animal welfare, regenerative farming and a respect for nature

To create a no-waste culture of cooking and food management

To join forces with consumer representatives, other cooking craftsmen, agriculture, fishing, food, retail and wholesales industries, researchers, teachers, politicians and authorities for the benefit and advantage of everyone in the our country

Download: Whitepapers

Read more about how cities around the world are driving the regeneration and competitiveness of their destinations?

More Info: www.gds-index.com



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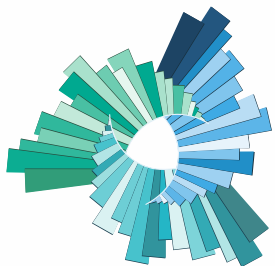


This is your wake up call...

Join the world's leading cities in co-creating a brave new world.



Join 50 cities in the leading
sustainability benchmarking &
improvement programme for meetings
& events destinations around the world.



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*To find out more about the GDS-Index,
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