



Building a better world

How to create true impact as an industry

Andreas Reiter



Transition



Times of uncertainty

Multiple crises

Boosters for innovation



Resource allocation

(Energy, manpower, purchasing power)

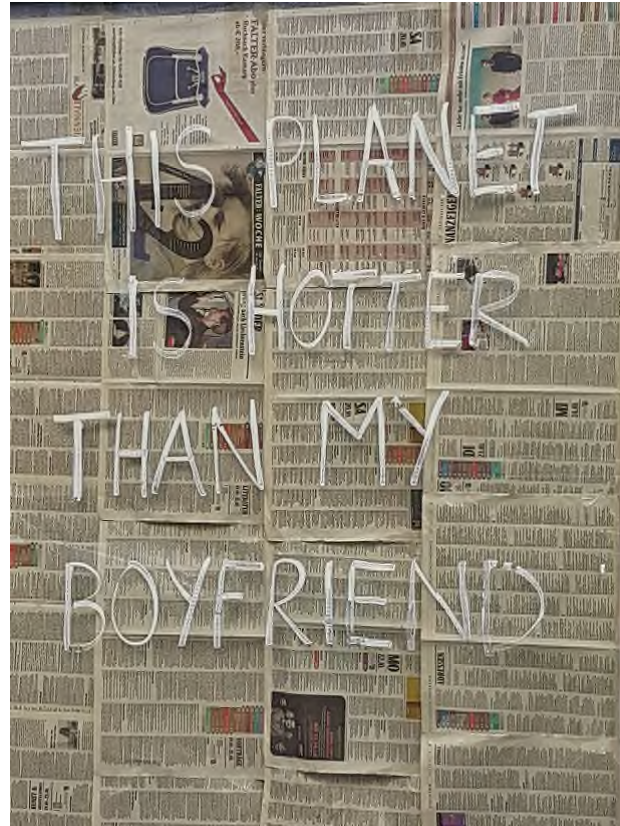
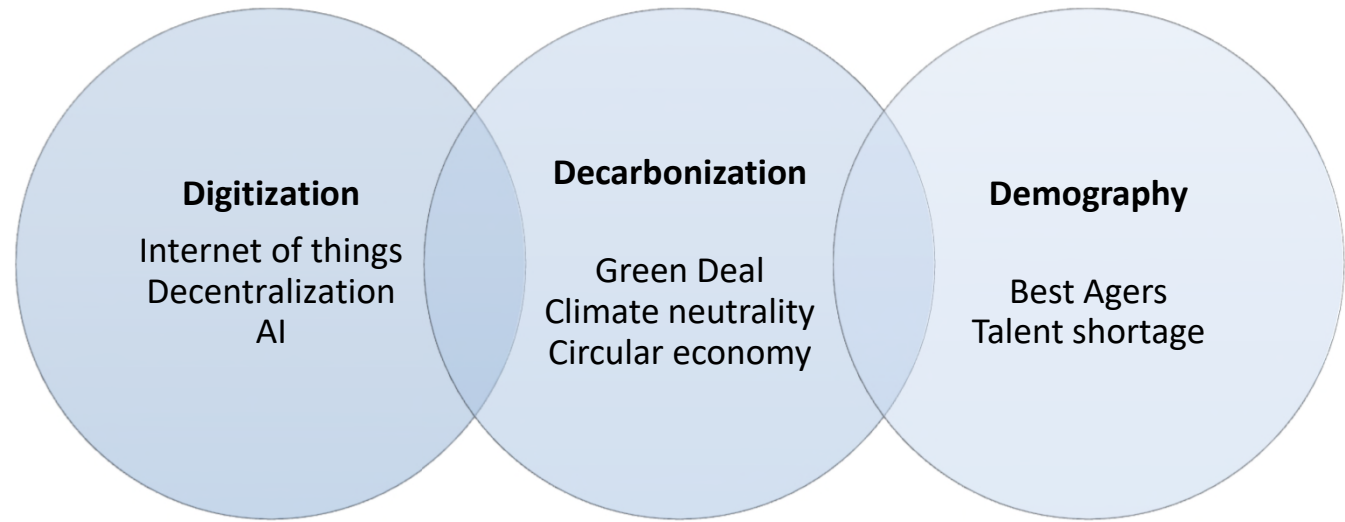


Transformative resilience

(People, organizations, society)



Triple Transition



The most severe risks on a global scale over the next 10 years

Failure to mitigate climate change

Failure of climate change adaptation

Natural disasters and extreme weather events

Biodiversity loss and ecosystem collapse

Large-scale involuntary migration

Natural resource crises

Erosion of social cohesion and societal polarization

Widespread cybercrime and cyber insecurity

Geoeconomic confrontation

Large-scale environmental damage incidents

Race against time - green pressure

- Climate change:

Global warming of 1.5 degrees
2030-2035

(Source: IPCC, AR6 Synthesis Report 2023)

- Narrow time window - cutting
emissions by half by 2030
Reduction of CO2 footprint

What is a „good life“?

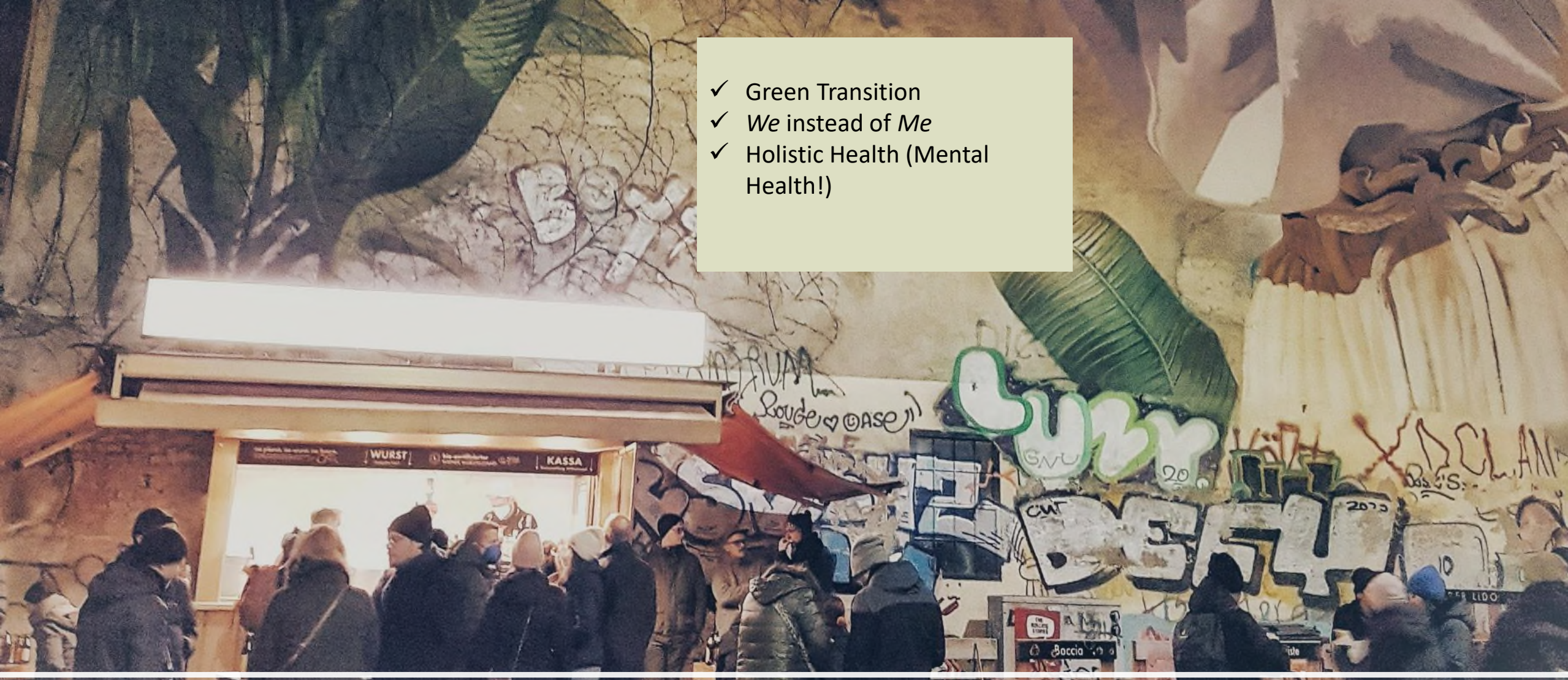
Growth and/or quality of life?

Growth: physical enlargement through increase / assimilation of material

Development: improve something in a qualitative sense

Source: Herman Daly, Beyond Growth



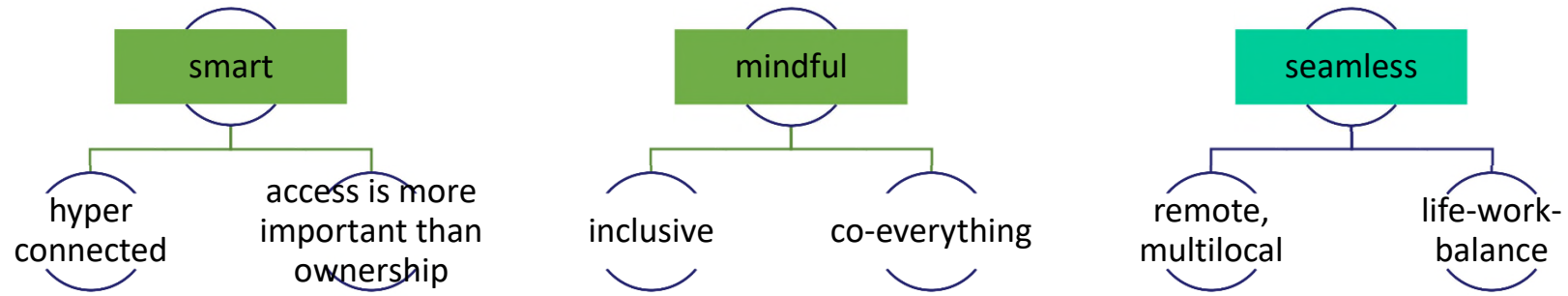
- 
- ✓ Green Transition
 - ✓ *We* instead of *Me*
 - ✓ Holistic Health (Mental Health!)

Game Changer Generation Z (born 1996-2009)

15% of the European population

(Source: ETC (2020), STUDY ON GENERATION Z Travellers)

Agents of change



New formats for Generation Greta

Green building



No car parking spaces,
delivery with
cargo bikes and
e-trucks





Green
Economy &
Common
Good



Sustainable transformation of our economy



Green Deal "Fit for 55": Reduction greenhouse gas emissions in EU by 55% by 2030
ESG Performance (Environmental-Social-Governance)
Corporate Sustainability Reporting Directive (CSRD) in EU

Bottom-up
(Generation Greta, climate activists etc.)

- Reorganization of supply chains
- ➔ Friendshoring
 - ➔ Regional circular economy



Change needs powerful narrative of the future

Infinite growth is not possible with finite resources

Towards... ~~not away from~~

There are "no facts about the future" (Jens Beckert), but only fictions

Ethical pathways to better future

Sustainable Development Goals (SDG's)

Inclusive economic growth, decoupling growth & resource consumption

Economy for the Common Good

Ethical market economy - goal is not the growth of monetary capital, but good life for all (people & planet before profit)



COMMON GOOD MATRIX 5.0

VALUE	HUMAN DIGNITY	SOLIDARITY AND SOCIAL JUSTICE	ENVIRONMENTAL SUSTAINABILITY	TRANSPARENCY AND CO-DETERMINATION
STAKEHOLDER				
A: SUPPLIERS	A1 Human dignity in the supply chain	A2 Solidarity and social justice in the supply chain	A3 Environmental sustainability in the supply chain	A4 Transparency and co-determination in the supply chain
B: OWNERS, EQUITY- AND FINANCIAL SERVICE PROVIDERS	B1 Ethical position in relation to financial resources	B2 Social position in relation to financial resources	B3 Use of funds in relation to social and environmental impacts	B4 Ownership and co-determination
C: EMPLOYEES, INCLUDING CO-WORKING EMPLOYERS	C1 Human dignity in the workplace and working environment	C2 Self-determined working arrangements	C3 Environmentally-friendly behaviour of staff	C4 Co-determination and transparency within the organisation
D: CUSTOMERS AND OTHER COMPANIES	D1 Ethical customer relations	D2 Cooperation and solidarity with other companies	D3 Impact on the environment of the use and disposal of products and services	D4 Customer participation and product transparency
E: SOCIAL ENVIRONMENT	E1 Purpose of products and services and their effects on society	E2 Contribution to the community	E3 Reduction of environmental impact	E4 Social co-determination and transparency

World Heritage Regensburg: „Tradition goes GREEN future“

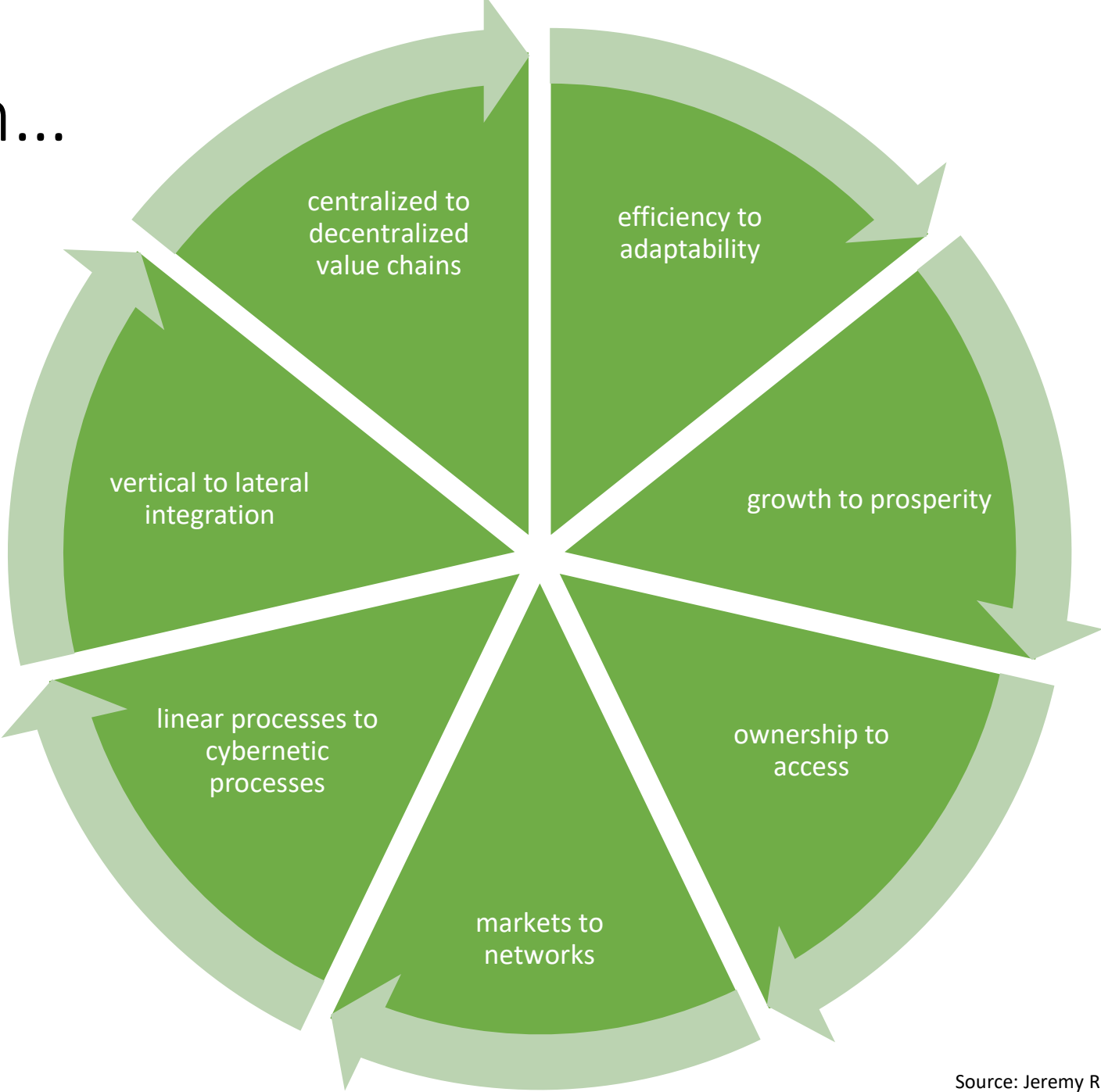
DMO: Common Good Balance Sheet since 2019,
engagement in sustainable local cooperations
Goal: DMO is 100% CO-2 neutral by 2025

Holistic sustainability concept for the MICE destination
Regensburg

- Green Score Card, independent online-based assessment tool with 13 fields of action and 200+ measures for green meetings
- Sustainably certified event locations, partners etc.



Transition from...



Source: Jeremy Rifkin, Resilienz (2022)

Impact Economy



„Suitably for grandchildren“ as leading principle

From ego system (win-loose) to eco system (win-win)

The end of silo thinking: co-creation in fluid ecosystems (companies-public institutions-customers)

Intrinsic transformation of business models

Next generation: Entrepreneurs for Future, Leaders for Climate Change etc.

Impact investing: promotion of social and environmental impacts (ESG criteria as framework of measuring)

Viebeg - purpose driven health tech start-up in Eastern Africa



Increasing

- Affordability, accessibility and quality of medical equipment/products

... through predictive analytics (AI) for health demand forecasting and procurement optimization

Impact: more efficient health care infrastructure investments (public sector) to allocate resources

CSR engagement (awareness building of health issues, female empowerment (capacity building of female engineers...))



The future belongs to circular systems

- ~~Linear (consumption/production)~~
~~logic: take, make, waste~~
- **Circular future:** *Refuse, Rethink, Reduce, Reuse, Repair, Refurbish, Remanufacture, Recycle*

Circular economy...

Pillar of the EU growth strategy → climate neutrality (2050)

Circular Economy Action Plan

As-a-service business model

Digital product and material passport





Circularity Gap

- Globally, only 8.6 percent is currently returned to the economic cycle through recycling or other forms of reprocessing.

Source: Circular Gap Report (2022)

Point of Sale = Point of Experience... but experiences change



Circular store concept *Globetrotter*

- Re:Use concept of the new store (former electronics store)
- Interior Circularity Passport (design guideline based on cradle to cradle principles)
- Repair shop, 2nd hand purchase and sale and equipment rental for outdoor equipment
- 100% green electricity
- Lifecycle Management: 2nd hand collection from discarded outdoor equipment





Regenerative Travel

Engagement of GenZ



Balanced Destination



Venuefinder / Swisstainable Venues



Location ↑

Search for location

Number of persons / seats ↑

< 1 > 3000

Topics ↑

- Hotels
- Congress locations
- Event location
- Restaurant

Swisstainable committed businesses ↑

- * Committed
- ** Engaged
- *** Leading

Geographic location ↑

- In the city
- Central location
- At the airport
- At the lake
- By the river
- In the countryside

<p>Grans-Montana Hotel Guarda Golf ***** 4.9 Excellent (419)</p>	<p>Brienz Grandhotel Giessbach ***** 1 Night, Price per double room from CHF 196</p>	<p>Ascona Hotel Eden Roc ***** 1 Night, Price per double room from CHF 416</p>
<p>Engelberg Bärghuis Jochpass 4.8 Excellent (238)</p>	<p>Zürich Hotel Glockenhof ***** 4.9 Excellent (1,188)</p>	<p>Silvaplana Nira Alpina ***** 4.8 Excellent (379)</p>
<p>Küsnacht ZH Romantik Seehotel Sonne ***** 1 Night, Price per double room from CHF 236</p>	<p>Grindelwald Belvedere Swiss Quality Hotel Grindelwald ***** 4.7 Excellent (866)</p>	<p>Sainte-Croix Les Rasses Grand Hôtel des Rasses ***** 4.8 Excellent (435)</p>



MICE &
Impact



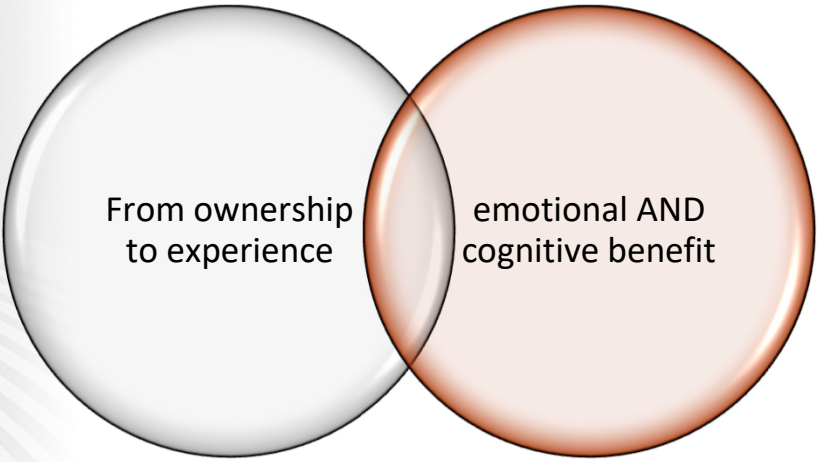


Future of Events

- Increasing importance
 - Events as social rituals (community building, matching, networking etc.)
 - Shared knowledge and inspiration to face future challenges
- Adaptive formats
 - Hybrid settings (physical/virtual, indoor/outdoor, urban/nature, brain/body/soul)
- Digitization strengthens third places
 - Serendipity
 - Spaces in-between (booster for creativity)



Experience economy



Meeting industry – systemic shift for better world



NO OTHER INDUSTRY BRINGS TOGETHER
SO MANY PEOPLE IN SO MANY PLACES -
RESPONSIBILITY FOR SUSTAINABLE
DESIGN AND DECARBONIZATION OF IN-
PERSON EVENTS



IMPACT ON THE ENTIRE ECOSYSTEM IS
BASED ON COLLABORATIVE EXCELLENCE
(E.G. EMISSION SOURCES WITH HIGH AND
LOW LEVEL OF CONTROL)



COMPLEX ECOSYSTEM – SYSTEMIC
TRANSFORMATION ACROSS THE VALUE
CHAIN

MICE ecosystem: holistic approach of stakeholders needed for sustainable development



ReGenerationNOW

The Sustainability Strategy for a regenerative Congress and Meeting Region of Tirol



Development of the "ReGenerationNOW" sustainability strategy for a regenerative Conventionland Tirol is both complex and comprehensive:

- It builds on bold visions from the "Tirolean Way - Perspectives for Responsible Tourism Development" tourism strategy.
- It is based on clearly formulated and applied Tirol Werbung values, as part of Lebensraum Tirol Holding:

Tirol represents a balance of economic, social and ecological
SUSTAINABILITY



Tirol is the very epitome of alpine
LIFESTYLE
Tirol is the best
COMBINATION
of nature, sport and mountain
experiences worldwide

- It is part of a collaborative and participatory creative process of a diverse stakeholder group.
- It is a living, binding document and one of many milestones on the way to an even more sustainable Tirol as a Congress and Meeting Destination.
- It makes an important contribution to the preservation of our valuable living and recreational space, as well as a thriving economic area for the future.

We emerge from this process with a clear vision and mission for all further necessary steps:

VISION



In Conventionland Tirol, all service providers make an individual contribution as sustainably operating businesses. The vast majority of suppliers is certified as sustainable. Tirol is perceived by potential customers as a genuine, honest and empowering venue for regenerative meetings. As a result, increasing numbers of significant events take place in the region.

MISSION



By creating awareness and open communication, we inspire the MICE industry and all its relevant stakeholders to live and promote shared responsibility for the development of a sustainable meetings industry.

MEANING / PURPOSE



As part of the Tirolean Tourist Board and Lebensraum Tirol Holding, Convention Bureau Tirol aims to act as a role model and paves the way for sustainable development.

The 4 Ps
As fields of action with concrete objectives

Enabling People

Impulse and empowerment for a sustainable knowledge culture

Developing Prosumers

Promoting a deep sense of societal meaning with social and emotional impact

Connecting Partners

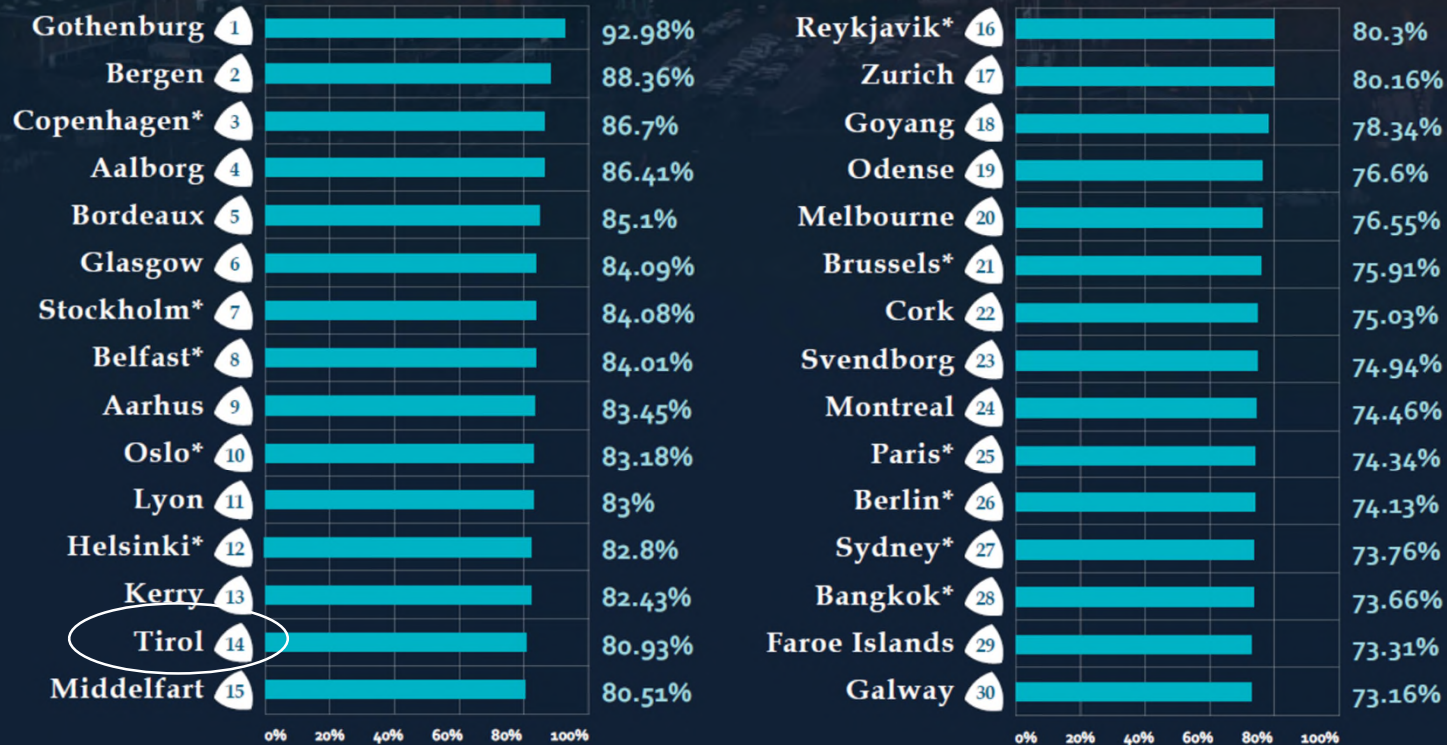
Connecting a co-creative and responsible network

Living Proof

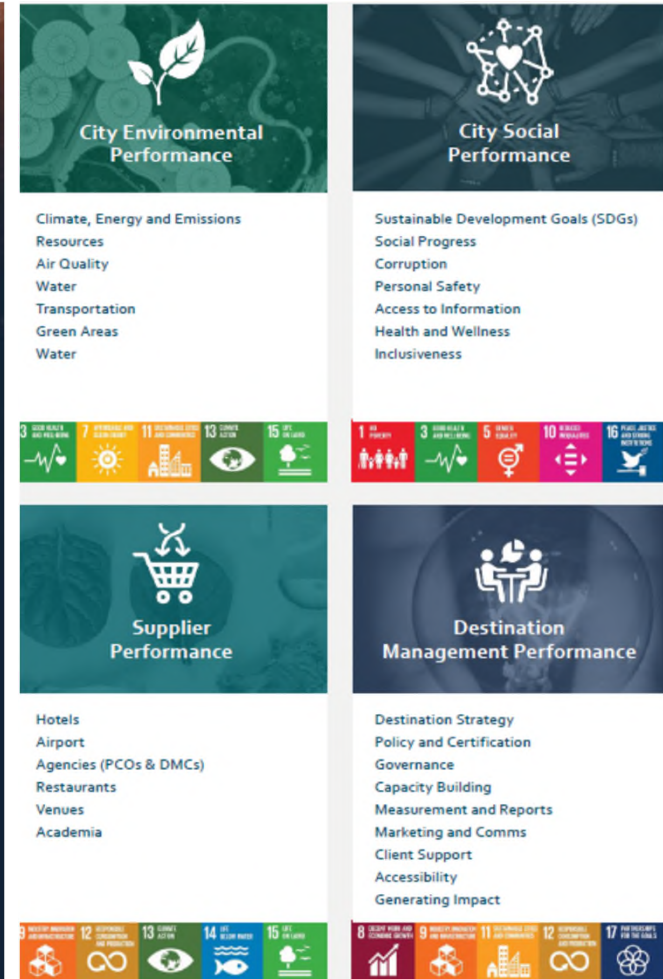
Experience an authentic meeting and model destination

Need of standards/valid benchmarks for measuring sustainable impact of MICE destinations (aligned to SDG-goals)

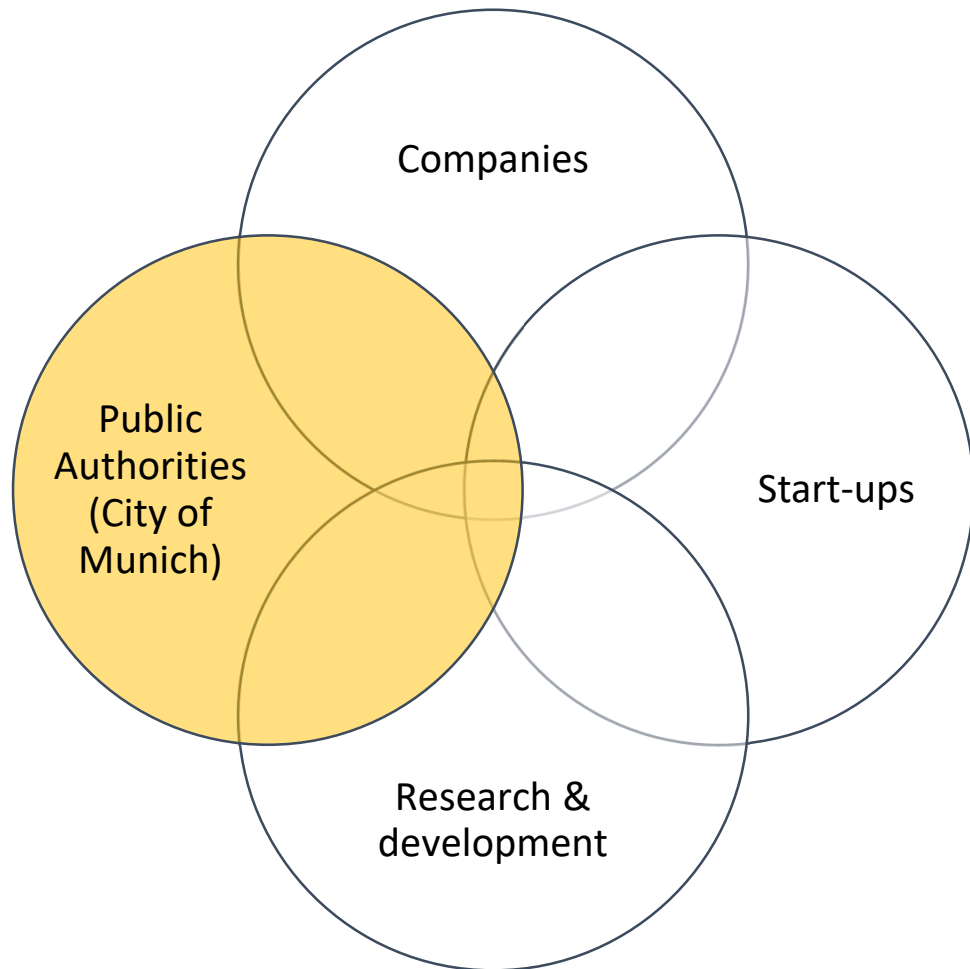
GDS-Index 2022 Top 30



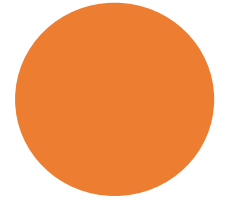
*are capital cities



Systemic, cross sectoral transformation



Collaboration hub to innovate urban mobility and to strengthen Munich's position as a smart city



City of Amsterdam: first mover in green public procurement

- Half the consumption of raw materials by 2030, complete circular economy in the city by 2050
- The city starts with itself (administration):
 - Circular procurement by 2030
 - All goods come from recycled raw material, buildings made of sustainable construction materials (wood, clay)
- Good Governance (transition brokers u.a.)



Urban meeting: sustainable transformation

- Cities are the engines that drive economies (e.g. two-thirds of European GDP is generated in urban regions)
- It's in cities that the battle against global warming will be decided
- MICE industry generates high economic input in cities → balance of business value, resources and common good
- Collaborative transformation of eco system → net zero sustainability goals



„Impact City” Den Haag



- Den Haag ➔ goal: climate neutrality by 2030
- Lively impact ecosystem
Network of public private partnerships, start-ups on sustainable innovation, renewable energy, food innovation and others
- “We believe that economic success goes hand in hand with solutions for a better world”
- Leaving a legacy: Event Canvas for stakeholders



Racing with Purpose



“Doing Good and Doing Business“



Ocean Race ©The Hague & Partners

Den Haag: Creating impact is the city's DNA

Credibility lies in the City Brand

Key Event “The Ocean Race”
Sustainability as one of its guiding principles

- Race & Sustainability Village
- Accompanying campaigns
 - One Blue Voice campaign
 - Relay4Nature initiative
- Calculation of the CO2 footprint of the entire race - travel, accommodation, electricity, water consumption and waste are tracked and offset after the race
- Sustainability kit for race teams etc.

Age of Impact: focusing environmental, social & inner goals

- Growing eco awareness of MICE industry (Net Zero Carbon Events, Green Meetings etc.)
- Co-creation / stakeholder capitalism
- Know-how AND Know-why
- Social contribution & inner development

Impact

Ecological

- Net Zero Carbon Events (Production & Waste, Food, Energy, Logistics, Mobility/Travel etc.)
Pain points, e.g. technical equipment
- 360° digital (no print products)
- Instead of goodies local sponsoring, donations to NGO's etc.

Social

- Equity, diversity, inclusivity (empowering the Sheconomy)
- Integration of social enterprises as supplier
- Community support of attendees (CleanUP Days etc.)
- Social Voice (Social Media Campaigns) & Sinnfluencer

Meaningful experiences

- Impact events
- Integration of sustainable topics & future skills
- Holistic settings (active involvement, mental health activities throughout meeting etc.)
- Transformative Experiences (e.g. Blue Meeting[®] meaningful formats in Linz)

Increasing importance of Social Design



Meeting with social added value



Vollpension:
„Grannies wanted -
bake against poverty“

Vienna Convention Bureau: Convening EMEA 2022
Professional Convention Management Association





Social Business Hotel

Frugal (upcycling) design
Climate Bonus
Photovoltaic system on rooftop
Meetings with social added value
International team – apprenticeship
for refugees

„Be the change
while being
asleep!“



GenZ demands from employer brand: **attitude**

81% of GenZ want to work for a company "that aligns with their values"

"Positive impact on local communities":
70%.

Source: Deloitte, Global Millennial and Gen Z Survey 2021; LEWIS 5/21



Impact on organization



Social justice

(Gender, fair pay...)

"Diverse and inclusive work environment"
(important to 71% of GenZ)



Personal development

(Talent development, internal job rotation, feedback culture...)

Corporate Health
(incl. mental health)



Source: Deloitte, Global Millennial and Gen Z Survey 2021; LEWIS 5/21

Workation promotes
sustainability

(long stay)

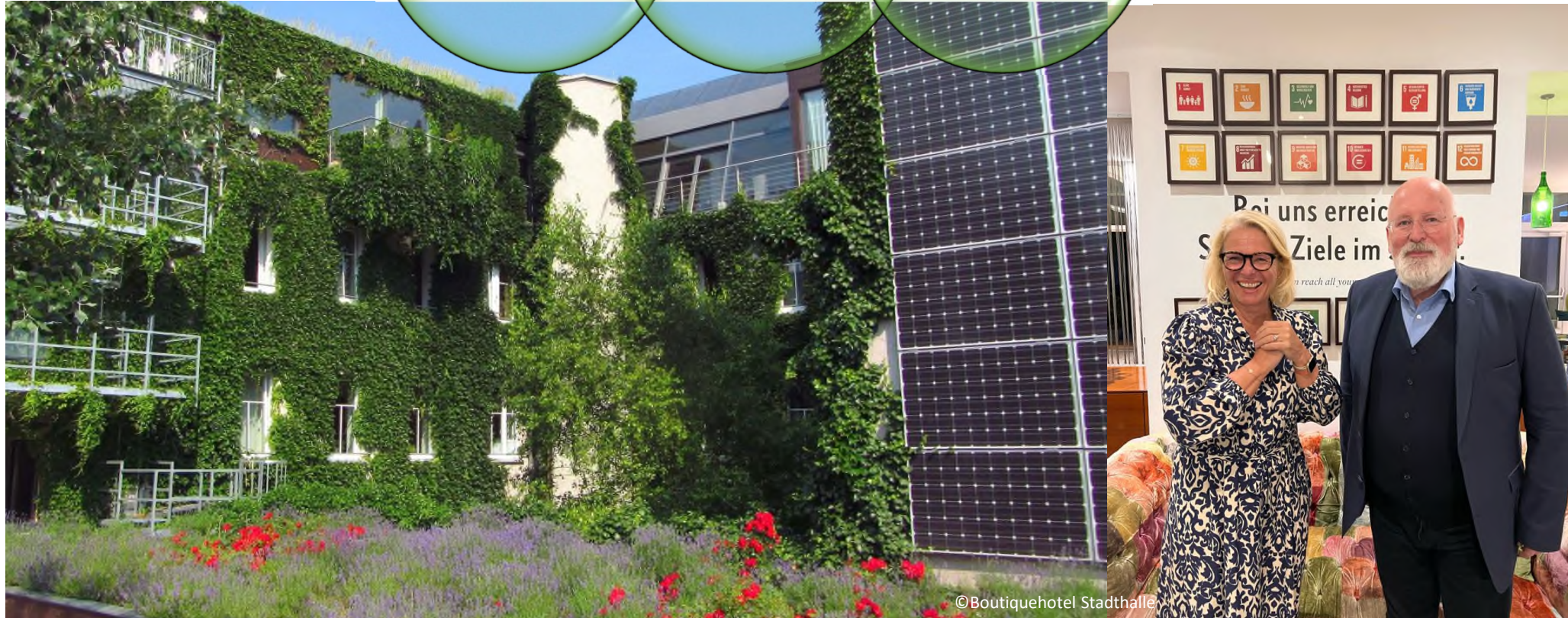
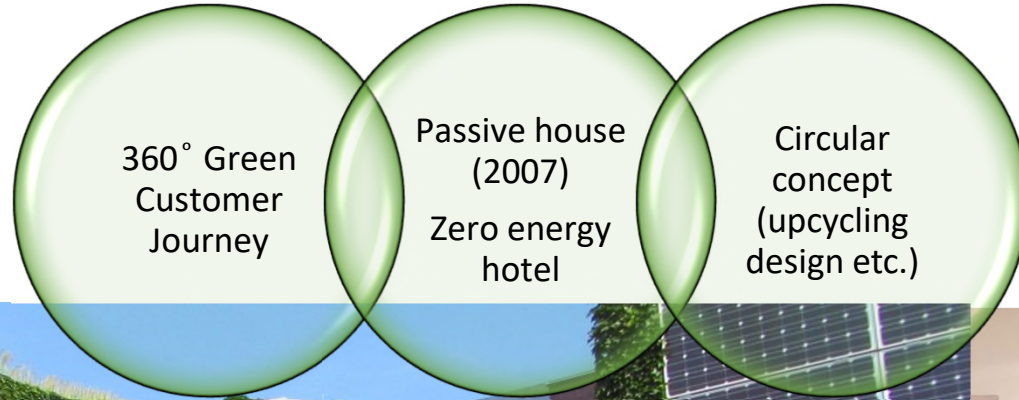
Transforming business
guests to leisure guests

40% of GenZ worldwide plan
workation

Source: Siteminder, „The Changing Traveller Report
2022“

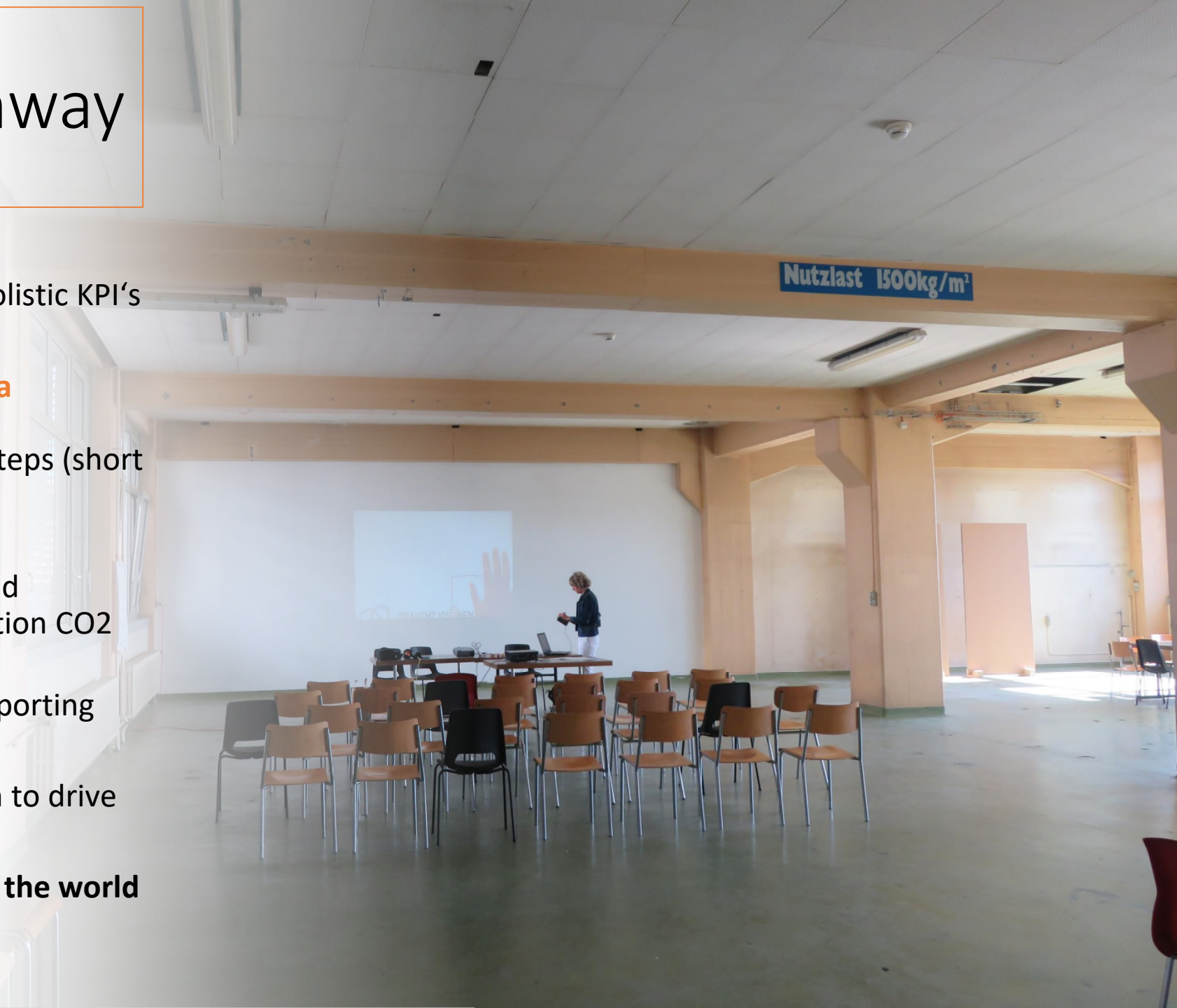


No impact without story telling – „The first SDG hotel worldwide“



Regenerative Pathway

- Strategy – implement - measuring holistic KPI's - improvement
- **Sustainability impact strategies are a marathon, not a sprint**
Framework, break down into small steps (short term outcome, longterm impact)
 - ✓ Create awareness
 - ✓ Nudging - clients, employees and managers (e.g. bonus for reduction CO2 footprint)
 - ✓ Tracking progress (KPI's) and reporting progress
- From Ego to Eco System: Co-creation to drive change across the value chain
- ~~We are the best~~ **We are the best for the world**





“There is no metaphysics of intensity without a moral of intensity”

(Tristan Garcia)