



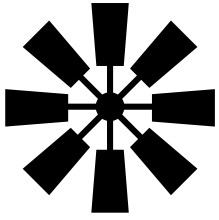
*A joint manifesto for the world's  
most sustainable destination*



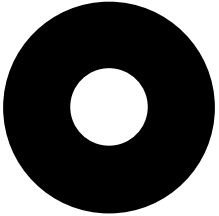
Copenhagen aims to be the world's most sustainable destination. A destination that, through high ambitions and specific actions, makes a positive contribution to a sustainable future, both locally and globally. The goal is a tourism sector, which is socially, economically, and environmentally sustainable at the same time.

Through tourism, Copenhagen can and must inspire to action for a sustainable world. We must develop a destination that business and leisure visitors worldwide experience as something truly special. A destination where one is inspired to make sustainable choices before, during, and after one's stay. A destination that stands together with a clear ambition to take responsibility for our planet. That is why our destination's joint manifesto is called *Planet Copenhagen*.

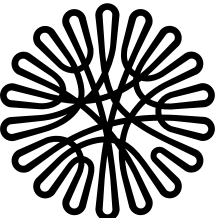
Together and individually, we commit to making an effective and visible difference in to achieve the following joint objectives towards 2030:



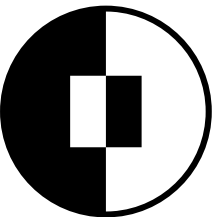
**1** — We want to create the world's most sustainable tourism destination overall — for the benefit of Copenhagen and as an inspiration to the rest of the world.



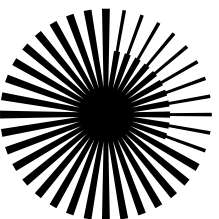
**2** — We want to create a destination that is perceived the number 1 environmentally friendly travel destination in the international visitors' view — as they are inspired to and can effortlessly make sustainable choices in Denmark's Capital Region.



**3** — We will create tourism development with strong local support — by developing tourism in balance with the needs of the citizens, making the locals co-creators of a sustainable tourism destination, and taking greater social responsibility as a tourism industry.



**4** — We want to turn sustainability into business and vice versa — by tourism contributing to an even greater extent to lifting the local economy, continuously creating new sustainable products and solutions, and manifesting Copenhagen's sustainable leadership position internationally.



**5** — We will take co-responsibility to ensure that Copenhagen and Denmark can achieve the ambitious local goals and national goals, within climate, environment, and nature — by reducing our CO2 emissions and other harmful emissions and by promoting consideration for nature and biodiversity, both in our direct business and through our subcontractors.

We are all different contributors within the tourism industry, large and small, with different target groups, business areas, skills, and resources. Yet, we are together for the destination, and together we will create positive change — for the benefit of the climate, the environment, the citizens, the visitors, and industries. As signatories to this manifesto, we commit ourselves individually to developing an action plan that will contribute to the achievement of the above five objectives towards 2030. The action plan will be made available externally for inspiration. We work towards and hope that as many contributors as possible will take responsibility for a sustainable tourism sector.

### **Why a manifesto?**

As contributors to the tourism industry, we see it as a mutual task to contribute to the sustainable development of the Capital Region of Denmark. Climate, environment, and social justice are our agenda. That is why we have created a joint manifesto about the difference we want to make through the development of sustainable tourism.

In 2019, more than 1.4 billion international arrivals were registered worldwide. The UN expects international tourist arrivals to reach 1.8 billion in 2030. Millions of guests visit Denmark's Capital Region and more are expected to come in the future. Likewise, the Danes are happy to travel out of Copenhagen and visit other destinations around the world. Travel is a part of life. We are all tourists.

Tourism is a key job creator and crucial for our economy in terms of both turnover and public revenue, that is reinvested into our welfare society. But tourism also leaves a negative imprint on the environment and nature, and tourism could benefit more people than it does today. Overall, tourism isn't currently sustainable. Yet, as an industry, we have both an interest in and an obligation to ensure a sustainable transformation.

We, who directly or indirectly work professionally within Copenhagen's tourism sector are the originators of this manifesto. That means those of us who consider it a central part of our profession to attract, welcome or deliver services and products to people from near and far who visit our capital region and from there often other parts of Denmark, too. Sustainable tourism is our responsibility and goal.

# ***ACTION PLAN***

As a signatory, you will become part of an ambitious movement striving to inspire and support each other to take action now. Together as a destination we will achieve the manifest goals sooner rather than later and before 2030.

Copenhagen's tourism industry is already in process of making a sustainable transition. The action plan below is thus an inspiration to speed up the transition. It is by no means exhaustive. On the contrary, it is dynamic and in constant development. In the time ahead, we must collectively create and collect actions that are carried out by one or more tourism contributors. Each contributor undertakes in the long term to draw up an action plan that supports the manifesto's five objectives. The catalog of actions below can be used as inspiration.

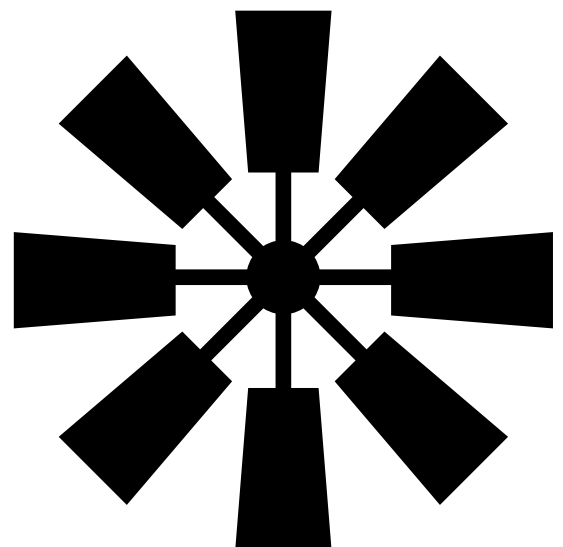
# 1 — We want to create the world's most sustainable tourism destination overall — for the benefit of Copenhagen and as an inspiration to the rest of the world.

- Contribute to Copenhagen's ranking as number 1 on the international sustainability index, Global Destination Sustainability Index (GDSI). For example, by increasing the number of local tourism contributors, who are sustainably certified with recognised schemes. These can be accommodation providers, venues, attractions, agencies, transportation providers and similar tourism contributors.
- Support, take part in and create coherence for a stronger joint international brand story of a sustainable Copenhagen by clearly showing how we work to create sustainable solutions in our marketing and towards our visitors, while they are here.
- Ensure that the world is even more inspired by the Copenhagen: Continue to create strong international branding and marketing of an ambitious sustainable capital with a vision for the world, and where sustainability is a central part of the core narrative that contributes to global objectives – including the UN's Sustainable Development Goals.

Each year, over a billion people travel worldwide, and the UN expects tourism to reach 1.8 billion international arrivals by 2030. An increase of 23% since 2019<sup>1</sup>. The capital region (2019) accounts for almost 40% of the total tourism revenue in Denmark, and Copenhagen's tourism accounts for around 2% of the total Danish export<sup>2</sup> for the benefit of the entire country. With economic turnover naturally follows a burden on the environment, however, and this the tourism industry has both an interest in and an obligation to minimise.

<sup>1</sup> *Tourism Towards 2030 Global Overview, UNWTO 2011 and International Tourism Highlights, UNWTO 2020*

<sup>2</sup> *Turismens økonomiske betydning 2019, VisitDenmark*



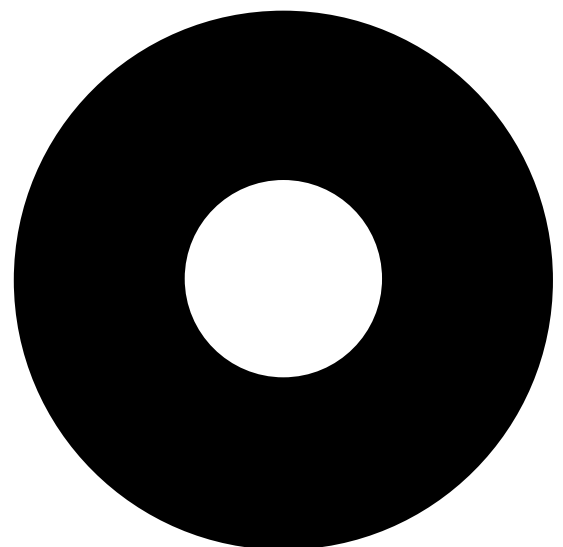
## **2** — We want to create a destination that is perceived the number 1 environmentally friendly travel destination in the international visitors' view — as they are inspired to and can easily make the sustainable choice.

- Create new sustainable initiatives every year, that make it possible for visitors to make the most responsible choices before, during and after their stay.
- Ensure that mobility with a lower climate footprint, such as bicycles, and public transport, is a possible and a better choice for everyone everywhere at the destination.
- Develop Copenhagen into a global powerhouse and brand for the innovation of nature-friendly food experiences, for example by considering the climate and the local environment in all parts of the value chain and the food experience.
- Make the most sustainable choice a visible choice, where visitors take learnings back home with them. We will put more effort into communicating our own actions to make visitors understand why a choice is responsible and sustainable and to what they are contributing. The goal is to inspire visitors to a more sustainable behaviour both before, during and after the visit.
- By cooperating with the local city development and contributing themselves, visitors will be able to enjoy the development of the green spaces in the city.
- Secure and develop a clean and healthy harbour environment in the city as the focal point for experiences and business both in the short and long term.
- Set new international standards for the sustainable management of large events, congresses, meetings etc.
- Collaborate with others to develop modes of transport to and from Denmark that minimises visitors' climate footprint.

Visitors make many choices on a holiday and often choose the easiest choice instead of the most sustainable choice<sup>3</sup>. However, more and more visitors expect that sustainability and environmental considerations will influence their travel choice. In fact, 40% of German and 37% of Dutch travellers expect environmentally friendly and sustainable choices will have an influence on their future travel choices. In Denmark, 68% of Danish travellers state that sustainable travel is important to them and almost one in four point out that they chose a destination closer to home in the last 12 months to reduce their CO2 emissions<sup>4</sup>.

<sup>3</sup> VisitDenmark, 2021

<sup>4</sup> Booking.com, April 2022



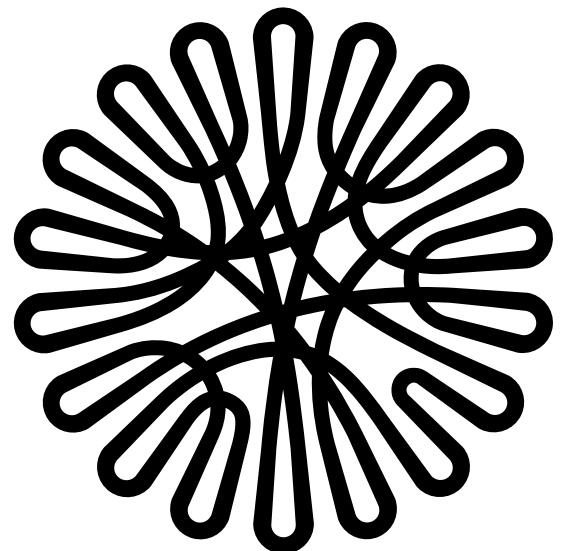
### **3** — We will create a tourism development with strong local support — by developing tourism in balance with the needs of the citizens, by making the locals co-creators of a sustainable tourism destination and by taking greater social responsibility as a tourism industry.

- Promote and support communities of trust in the city between visitors and locals by, for example, participating in local events and committees. Listen to the needs and wishes of neighbours. Constructively work to find solutions to concrete challenges.
- Work purposefully with working conditions and social justice.
- Promote local food, materials etc. through tourism development. For example, support local handcrafts and designers.
- Work to ensure that a visit to Copenhagen includes a greater understanding of the locals, their values, needs and everyday life.
- Create experiences where visitors both learn about the opportunities of civil society and make a difference themselves with their visit.
- Develop tourism as a socio-economic resource which also contributes to a better and more valuable life, particularly for the vulnerable and weak groups in society.

Citizen support is a prerequisite for balanced tourism development. This is further actualised by the fact that the hotel capacity in Copenhagen will increase by 44%<sup>5</sup> from 2019 towards 2025. In some European cities, there have been examples of locals no longer supporting tourism, as it has not been developed in balance with the city and the citizens' needs. It is therefore of utmost importance that tourism development takes place in balance with the everyday life of the locals. If the meeting between locals and visitors takes place in the right way and if too much density and crowding around certain 'hotspots' can be avoided, this negative development can be avoided in Copenhagen. Just under 70% of citizens in Copenhagen either 'strongly agree' or 'agree' that tourism development contributes positively to their local area<sup>6</sup>.

<sup>5</sup> Increase from January 2019 to 2025. Overview of planned hotel developments, HORESTA and Wonderful Copenhagen, 2022

<sup>6</sup> Turismen og lokalbefolkningen, VisitDenmark, Februar 2022



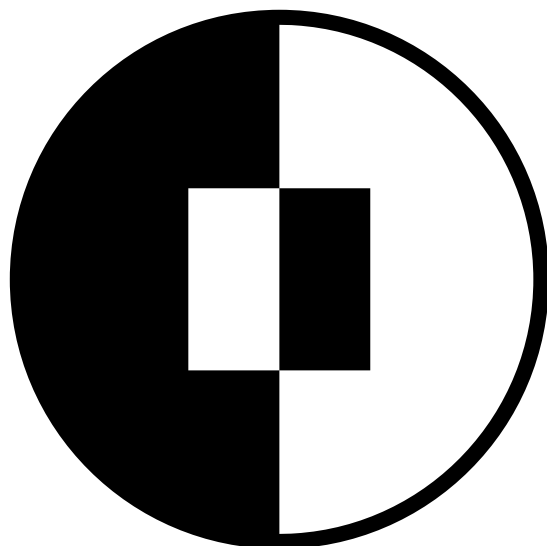


# 4 — We want to turn sustainability into business and vice versa — by tourism contributing an even greater extent to lifting the local economy, continuously creating new sustainable products and solutions, and manifesting Copenhagen's sustainable leadership position internationally.

- Increase our demand for certified, responsible, and local products and services from our sub-contractors and business partners, who separately contributes to lifting the economy of other responsible companies. This way, we collectively create an incentive and functioning market for sustainable products and services.
- Buy locally whenever possible to build a sustainable local market for products and services with the least possible environmental impact from transport.
- By continuously creating innovative solutions that improve our level of sustainability and contribute to Copenhagen's leading position as a sustainable destination.
- Invest ambitiously in the sustainable development of local companies to create the foundation for a healthy and sustainable business in the long term.

Today, sustainability must be a core value for many companies. Customers, investors, and legislation are putting pressure on companies to consider sustainability as a part of their daily business. Sustainability can therefore increasingly also be worthwhile financially. Data from Morningstar<sup>7</sup> shows that 93% of funds that had a focus on sustainability (ESG) outperformed comparable conventional funds in the first quarter of 2020. However, this road is not necessarily easy and can be investment heavy. Greater joint support to increase demand for sustainable products and services — including local goods — can therefore make the transition easier for everyone in the tourism industry.

<sup>7</sup> <https://www.morningstar.com/articles/976361/sustainable-funds-endure-the-first-quarter-better-than-conventional-funds>



# 5 — We will take co-responsibility to ensure that Copenhagen and the rest of Denmark can achieve ambitious local and national goals within climate, environment, and nature — by reducing our CO2 emissions and other harmful emissions and by promoting consideration for nature and biodiversity, both in our direct business and through our subcontractors.

- We are already working systematically to contribute to Denmark's goal of reducing CO2 emissions by 70% in 2030. When measurement methods for tourism's CO2 emissions are available, our efforts will increase even further.
- Implement existing and well-tested technologies for reducing CO2 emissions, including using renewable energy sources in our own companies, working to reduce food and resource waste etc.
- Enter into partnerships within and outside the industry to develop and promote new solutions that minimise resource waste, including new packaging solutions, utilisation of surplus resources, minimisation of waste etc.
- Encourage green and/or public transport at the destination by, for example, making bicycles available, recommending taxi companies with electric cars, etc.
- Be at the forefront as the world's most sustainable cruise destination – i.e., through shore power which reduces both CO2 emissions and air pollution in terms of arrival.
- Assess and select our suppliers throughout the value chain based on, among other things, their efforts to reduce their environmental and climate impact.

The goal of a 70% reduction<sup>8</sup> requires companies to revisit both ones' own and suppliers' processes. A significant reduction will require major and minor adjustments in businesses as well as new collaborations in order to succeed.

<sup>8</sup> Lov om klima, Klima-, Energi- og Forsyningsministeriet, 2020

