






SUSTAINABLE TOGETHER

- An innovative, national collaboration for driving sustainable development in Danish business event industry

Sustainable Together aims to:

-  Minimize our footprint
-  Maximize our handprint
-  Make sustainability good business

“**Sustainable Together** is the first time the four Danish DMOs together have developed an extensive, ambitious and concrete programme across the Danish geography, destinations and types of businesses. It’s a unique collaboration: We work together as colleagues to lift and strengthen sustainability in the Danish business event industry, to inspire each other - and the rest of the world!”

Pia Lange Christensen, Chair of MeetDenmark

WHY // BACKGROUND & VISION

Sustainability is today pivotal for attracting conferences and events. Businesses face increasing sustainability requirements due to national and international regulations like CSRD. Tourists, whether for business or leisure, also have high expectations to sustainability from venues and hotels.

As DMOs, we firmly believe that the business event industry must reduce carbon emissions, protect the environment, and create impactful societal contributions. Achieving this demands significant changes to the industry's impact and benefits. This requires new business approaches and collaborative partnerships.

To enhance and strengthen the sustainable transition of the business event industry, VisitAarhus, Destination Fyn, Destination Nord, Wonderful Copenhagen and MeetDenmark have established a new collaboration:

We call it '**Sustainable Together**'.

Sustainable Together is a unique collaboration between four DMOs. It stems from the Sustainability Plan of MeetDenmark (2022). The purpose of the plan is to strengthen the green transition of the Danish business event industry and to enhance the industry as a lever of the development of new and more sustainable solutions of the global challenges, we all face today.

Our common Sustainability Plan was launched as part of the National Strategy for Sustainable Growth in Tourism in 2022. The plan builds upon an exhaustive analysis of sustainability in the Danish business event industry, and it puts forward three areas, which have been key to the development of Sustainable Together:



Minimizing our **footprint** by ensuring a continuing focus on and concrete actions regarding the green transition of the Danish business event industry



Maximization of our **handprint** by strengthening the value creation of the Danish business event industry



Make sustainability **good business** and put it forward in our communication and marketing.

HOW // PROJECT ORGANIZATION

We have built a strong organizational structure around Sustainable Together, involving DMOs, businesses, national organizations and the Ministry for Industry, Business and Financial Affairs. Our aim is to foster mutual learning, strong relationships and a more sustainable industry together. Our structure includes:

- **National Sounding Board for Sustainability** – with 7 members from diverse business and meeting sectors, this board advises our project management continuously, and meets 4 times a year.
- **Sustainability network** for the Danish business event industry. The network meets several times yearly at various locations.
- **Sustainability project team** formed by partner DMOs and led by MeetDenmark, this team manages initiatives and meets twice each month.

Our activities are financed by the DMOs and The Danish Board of Business Development (Danmarks Erhvervsfremmebestyrelse) and coordinated with Danish Chamber of Commerce and other business organizations in tourism and hospitality sector in Denmark.



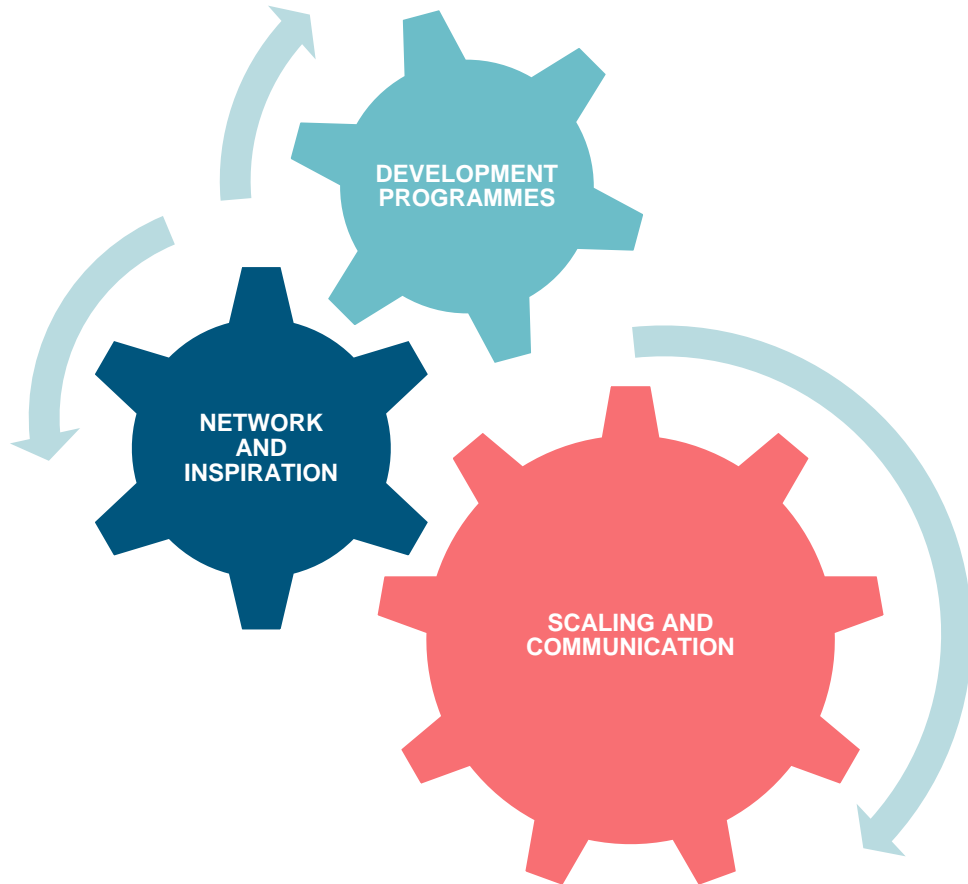
Our National Sounding Board for Sustainability



Sustainability project team

Sustainability network

METHODOLOGICAL FRAMEWORK



DEVELOPMENT PROGRAMMES

We welcome businesses from the business event industry to join development programs and pilot projects that bolster their sustainability efforts.

NETWORK AND INSPIRATION

Businesses in the event industry engage in our free of charge sustainability network, yearly inspirational conference and webinars. Our goal is to inspire and empower businesses by exchanging insights and top sustainability practices.

SCALING AND COMMUNICATION

We share compelling narratives and offer industry insights and resources. Through strong collaboration with stakeholders and business groups, we intend to expand and disseminate our initiatives effectively.

MEASUREMENT: Evaluation helps us adjust and improve our activities on an ongoing basis. We measure the impact and output of activities by collecting quantitative data (e.g. number of certifications) and qualitative data (e.g. feedback from participants).

WHAT // OUR GOALS AND RESULTS



GOALS



To minimize our footprint, we wanted to develop:

- A certification programme and a climate balance and reduction programme offering expert consultancy and funding.
- Contribute to international working group with knowledge and good practice



To strengthen our handprint and value creation, we wanted to develop:

- A new sustainability network for inspiration and sharing of best practices regarding value creation
- A sustainability and circular value chain programme
- An opensource toolbox for the Danish business event industry (sustainable due diligence, double materiality assessment, implementing tools, guidelines for green claims etc.)
- Tools to work with regenerative tourism



To strengthen and benefit from our sustainability brand, we wanted to develop:

- A communication programme, offering expert consultancy on sustainability communication,
- Shared national and international press initiatives

RESULTS TODAY





(From August 2022 to August 2023)

- A certification programme has been developed – 38 businesses is about to gain a certification – and more are in progress.
- A climate balance programme and plan for reduction has been developed - 16 businesses are today involved in reduction efforts.
- Contributed to the role of DMOs in Net Zero Carbon Event Roadmap and development of Sustainability white paper for NCVBs
- A new sustainability network has been launched and is operational, hosting various meetings, engaging businesses – **over 100** businesses have attended so far.
- A value chain programme has been in pilot phase, testing with 3 businesses and will continue with 7 venues and hotels in 2023.
- An opensource toolbox for the Danish business event industry will be launched by the end of September 2023.
- An analyze of the potential of regenerative business tourism has been kicked off - new tools are under development.
- A communication programme has been developed - 20 businesses have developed sustainability communication policies
- 34 national press initiatives have been launched, and 3 international.

AND MORE RESULTS TO COME...

NORTH, SOUTH, EAST, WEST...

Sustainable Together is not only for the four partnering DMOs but for the entire country! In total 10 destinations and 73 companies have so far been part of Sustainable Together

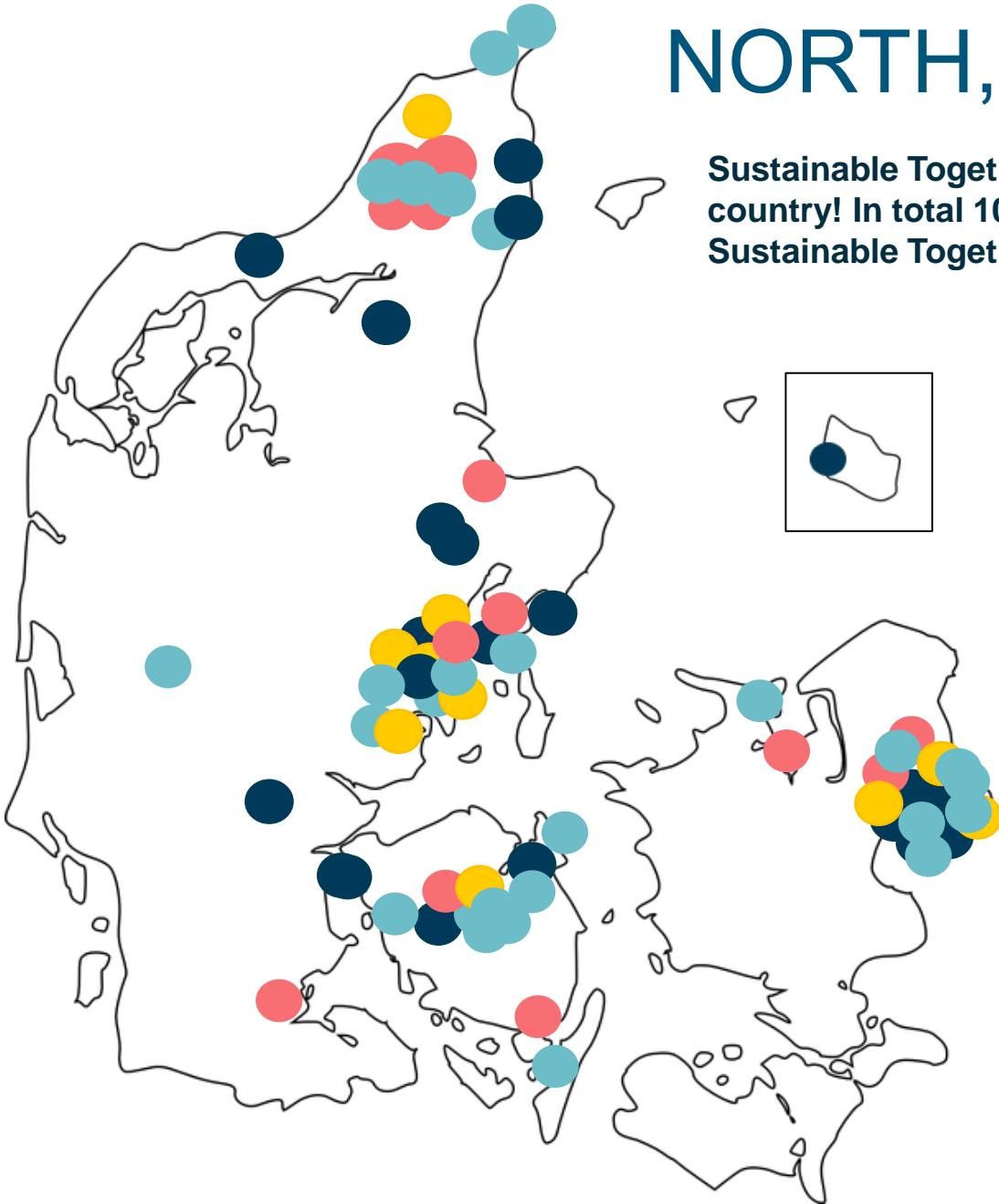
-  Certification programme
-  Communication programme
-  Climate balance programme
-  Circular and sustainable value chain programme

"This collaboration has really inspired us and helped us accelerate the green transition of our industry through excellent and highly qualified counseling. We support each other and it's great to feel that we're in it together!"

Tine Sørensen, CEO, KongresKompagniet

"We had already taken many steps towards sustainability, but the counselling and support we have received on communication and certifications has made it possible for us to move from intention to real action."

Finn Rasmussen, owner, Hotel Munkebo Kro



ELEVATING THE MICE INDUSTRY - TOGETHER



COLLABORATION IS KEY FOR INNOVATION & IMPACT

- Sustainable Together is a completely new way of working together in the Danish Business Event industry – we are now colleagues more than competitors!
- Sustainable Together is a new way of working systemic in a great scale, creating change at many different levels and with many different actors.
- Sustainable Together is our shared platform for developing new solutions. It's a collaboration build upon trust, where we can test, try and learn together!
- Sustainable Together has the power to disrupt the Danish business event industry, proving that we can create real impact when we work together!



COLLABORATION IS HARD – BUT WORTH THE EFFORT

- Bringing together DMO's, businesses and organizations with different priorities and opinions have been challenging at times! There has been plenty of discussion, but in the end the diversity of thought have made the decisions even better and more resilient to change.
- We have been very ambitious and on a tight time schedule. This is especially challenging, when your project involves many different people, calendars and priorities. Accepting that not everyone needs to be in the room at once all the time, has been helpful.
- Today we have learned that patience, flexibility and mutual respect, combined with a firm project management, are crucial to our collaboration.



WE MOVE FORWARD - TOGETHER

- We wish to inspire other destinations to collaboration! The framework of Sustainable Together is easily adoptable and we are engaged in sharing our learnings with our international relations, for instance through The Strategic Alliance of the National Convention Bureaux of Europe.
- Nationally, we wish to invite more DMOs to join our collaboration, and have many ambitions for the future, such as peer-to-peer learning, development programmes, unified PR and joint fundraising. There is much more work to do but no matter what - we move forward together!