



# WONDERFUL COPENHAGEN

## 2024 SUSTAINABILITY REPORT



# INTRODUCTION

As the sustainability efforts within Wonderful Copenhagen, and the city of Copenhagen itself, is ramping up and sustainability is becoming more and more of a focus point amongst the city's stakeholders, the reporting on sustainable impacts and KPIs is also becoming more and more detailed.

Wonderful Copenhagen is committed to continuously increase the level of detail within its work on sustainability and the associated reporting on sustainability projects, impacts and KPIs.

This represents the second report on Wonderful Copenhagen's CO2 emissions and related social and governance parameters, which builds on the report released last year that gave an overview of Wonderful Copenhagen's status towards achieving the KPIs set out in its tourism for good sustainability strategy. As such, this report will also include an updated status on these efforts.

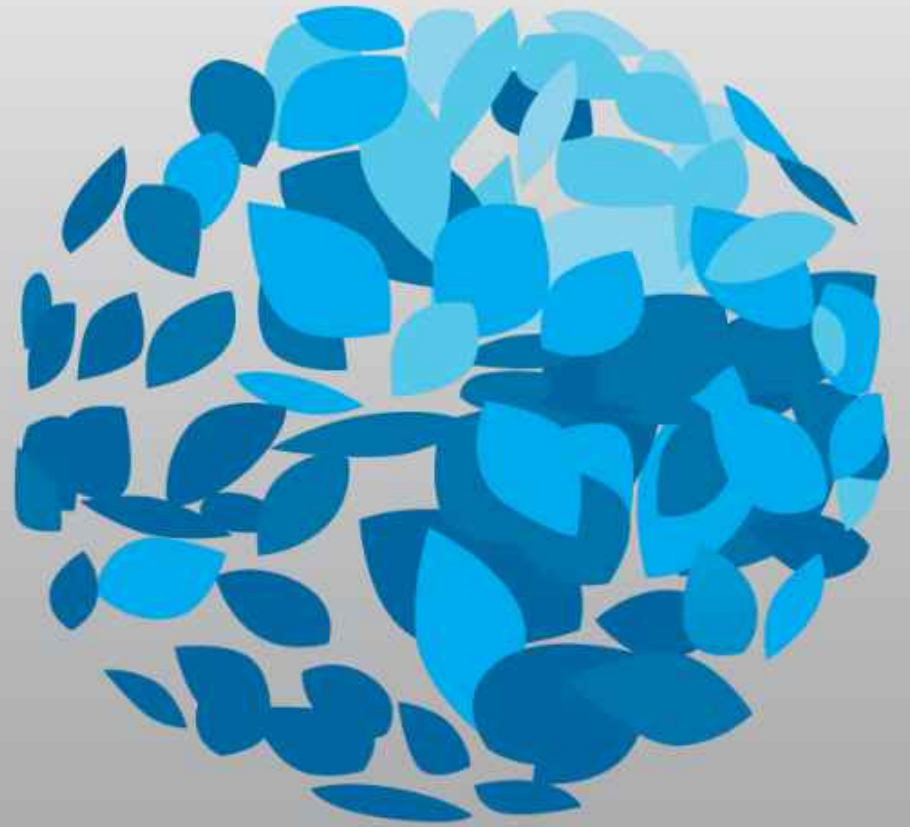
# RELEVANT ACTIONS AND INVOLVEMENT



# EARTH CHECK

IN THE WINTER OF 2024, COPENHAGEN WAS OFFICIALLY EARTHCHECK CERTIFIED.

- EARTHCHECK IS AN INTERNATIONAL CERTIFICATION AND BENCHMARKING SYSTEM, WHICH HELPS TOURISM- AND EXPERIENCEORGANISATIONS TO MEASURE, CONTROL AND IMPROVE THEIR WORK WITH SUSTAINABILITY
- IT IS, IN PARTICULAR, USED BY HOTELS, DESTINATIONS AND ATTRACTIONS TO DOCUMENT AND REDUCE THEIR ENVIRONMENTAL IMPACT, IN TERMS OF, FOR INSTANCE, ENERGY & WATER USAGE, WASTE CREATION AND CO2 EMISSIONS BASED ON SCIENTIFICALLY PROVEN STANDARDS AND THIRD PARTY VALIDATION.
- EARTHCHECK IS RECOGNIZED GLOBALLY AND USED BY MANY ORGANISATIONS WITHIN THE TOURISM INDUSTRY, WHO ARE LOOKING TO WORK WITH SUSTAINABILITY IN A MORE SYSTEMATIC AND TRANSPARENT WAY.



**EARTHCHECK**  
SILVER CERTIFIED  
2024

# COPENHAGEN, ALL INCLUSIVE 2024-2030

At Wonderful Copenhagen, we have introduced a new strategy over the past year, which covers the entire organization and all its areas of work. The strategy, titled "Copenhagen, All Inclusive," spans the period from 2024 to 2030 and places sustainability at its core. It emphasizes the need to integrate sustainability across all operations to ensure that, as a destination management organization, we take the necessary responsibility to achieve real CO2 reductions in the tourism industry and make it more sustainable overall.

A particular focus of the strategy is the recognition that, in the past, the CO2 emissions related to tourists' travel to Copenhagen were not considered. However, as a destination organization, we also bear responsibility here. We must be aware of the emissions generated by tourist travel because we play a significant role in determining who we attract and, consequently, how far our visitors travel. This is why the strategy is called "All Inclusive" — it reflects our intention to address even the farthest-reaching factors, as we believe we have the capacity to reduce emissions from all these areas. You can find the full strategy here:

<https://www.wonderfulcopenhagen.dk/wonderful-copenhagen/om-os/strategi>



**Copenhagen, All inclusive.**

Wonderful Copenhagen's strategi for hovedstadens turisme frem mod 2030.

# PLANET COPENHAGEN MANIFESTO

- The Planet Copenhagen Manifesto is a joint initiative for tourism businesses in the capital region, launched by Wonderful Copenhagen. More than 90 companies have already joined the initiative and committed to developing an action plan for their climate efforts. As part of the initiative, we host quarterly events where participants receive inspiration and practical tools to reduce their climate footprint — including presentations by both internal and external experts.
- Most recently, Wonderful Copenhagen has been working to identify key “must-win battles” — that is, critical focus areas where the tourism industry must take action to achieve meaningful CO2 reductions. One of these areas is, unsurprisingly, food. Here, it's essential to address the need to reduce the reliance on animal-based products and increasingly offer plant-based alternatives.
- The manifest currently has 97 signees. You can find and read more about the manifest [here](#)





# PLANET COPENHAGEN MANIFESTO SIGNED



# WOCO FOR ALL

We have developed a strategic action plan for inclusion and diversity at Wonderful Copenhagen including a DEI plan that can help us as an organization. This in order to make sure that our mindsets are active in terms of creating inclusive actions daily.

It is a starting point, and we see it as a positive contribution to learn more about ourselves, our colleagues our industry partners and those who inspire us nationally and internationally towards ambitious standards as a workplace and tourism industry.

We update our DEI actions each year and set new targets.

Diversity is a fact - inclusion is a choice.

Please find the plan [here](#).

# WOCO FOR ALLE





# WOCO FOR ALL - ACTIONS 2024 - 2025

## 1. AN INCLUSIVE WORK COMMUNITY

**GOAL:** CREATE A WORK ENVIRONMENT WHERE EVERYONE FEELS WELCOME AND INCLUDED.

- CONDUCT AN ANNUAL ANONYMOUS WELL-BEING SURVEY FOCUSING ON INCLUSION AND SENSE OF BELONGING.
- ADD INCLUSION AS A REGULAR ITEM ON THE COLLABORATION TEAM'S AGENDA.
- USE MENTI AS A TOOL TO ENSURE EVERYONE HAS A VOICE – BOTH INTROVERTS AND EXTROVERTS.

## 2. CAPACITY BUILDING ACROSS THE ORGANIZATION

**GOAL:** INCREASE AWARENESS OF DIVERSITY AND INCLUSION AMONG ALL EMPLOYEES.

- HOST ANNUAL WORKSHOPS ON TOPICS SUCH AS UNCONSCIOUS BIAS AND CULTURAL INTELLIGENCE.
- DEVELOP AND DISTRIBUTE AN INTERNAL GUIDE TO INCLUSIVE COMMUNICATION.
- INCLUDE DIVERSITY AND INCLUSION AS FIXED TOPICS IN ONBOARDING PROGRAMS.

## 3. BROADER RECRUITMENT

**GOAL:** ENSURE A DIVERSE WORKFORCE COMPOSITION.

- ENSURE JOB POSTINGS USE INCLUSIVE LANGUAGE.
- COLLABORATE WITH ORGANIZATIONS WORKING WITH UNDERREPRESENTED GROUPS TO REACH BROADER TALENT POOLS.

## 4. ACTIVATION OF THE GLOBAL CORE MISSION

**GOAL:** INTEGRATE INCLUSION AND DIVERSITY INTO THE ORGANIZATION'S EXTERNAL ACTIVITIES.

- DEVELOP COMMUNICATION MATERIALS THAT REFLECT THE DIVERSITY OF TARGET AUDIENCES.

# WOCO SUSTAINABILITY ACADEMY

We work with various stakeholders within the meeting and tourism industry regarding sustainability, which include advice and training in sustainability-related topics. An important focus point is our work with and around inclusion and diversity internally and externally in our industry.

We exchange knowledge with our various networks and have held educational and inspirational seminars on social sustainability, diversity, and inclusion. We also invite colleagues to internal courses, where we will dive deep into relevant sustainability topics and educate and inspire each other through inspirational sustainability talks from experts and leaders.



# GREEN TOURISM ORGANIZATION

Wonderful Copenhagen was the first organization to receive the green tourism organization (GTO) certification as a DMO in 2019. The goal is to support organizations and destinations with their sustainability work.

Having a certification for our own operations supports our pledge to be leading by example. The GTO certification contains 140 criteria including management and environmental considerations, requirements to the organization's use of utilities and the broader focus on sustainable tourism development.



# GLOBAL DESTINATION SUSTAINABILITY INDEX (GDSI)

Wonderful Copenhagen is part of the GDS-index and it is a tool that helps us catalyze our sustainability work and the journey we are on.


The index is an example of collaboration, sharing best practices and benchmarking results nationally and internationally. We are working with sustainability initiatives locally that benefit the destination and our industry suppliers, and our mutual efforts support our top ranking in the index.

In 2024 Copenhagen was ranked #3 in the Global Destination Sustainability Index.

The index has a total of 76 indicators to measure cities' sustainable performance.





A photograph of a tree-lined path leading to a building, with text overlaid. The path is made of gravel and is flanked by tall, leafy green trees. In the distance, a white building with a red-tiled roof is visible. Three people are walking away from the camera on the path. The text is white and centered over the image.

# SCOPE OF OPERATIONS AND EMISSIONS ACCOUNTING

## 2024 SUSTAINABILITY REPORT

wonderful  
copenhagen



## **Scope of operations and emissions accounting**

Wonderful Copenhagen operates as the official tourism organization for the Capital Region of Denmark, managing and promoting tourism in 23 municipalities within the region.

The primary purpose of Wonderful Copenhagen is to attract tourism and event business to the region, integrating these activities seamlessly into local communities for the benefit of both residents and visitors. Wonderful Copenhagen does not produce any products in-house, nor does it own or operate any motor vehicles, resulting in non-existent scope 1 emissions.

The organization's scope 2 emissions primarily arise from the use of electricity and water for heating. The majority of emissions fall under scope 3, related to the procurement of services such as consultancy, transportation, event coordination and execution, and software licensing.

Wonderful Copenhagen also operates and sells the fully digital Copenhagen Card. However, the data available for calculating CO2 emissions related to this product is currently limited to spend-based CO2 emissions, calculated based on the use of Azure cloud services for hosting various parts of the online setup for the card's operation.



# METHODOLOGY

## CO2 emissions

The CO2 accounting has been created using the Danish Business Authority's climate compass ([www.klimakompaset.dk](http://www.klimakompaset.dk)) and is the first CO2 account created for Wonderful Copenhagen's operations. Wonderful Copenhagen is committed to release these CO2 accounts yearly and to gradually increase the level of detail within these accounts.

As of February 2025, data for certain CO2 emissions currently is not available, namely:

- Wonderful Copenhagen's digital city card: The Copenhagen Card (electricity usage related to these digital cards and the associated app).

Where possible, activity-based data has been used for the CO2 emissions estimates, however, at this time some data is only available as spend-based data, which decreases the accuracy of the CO2 emissions estimates.

As we move forward with our sustainability efforts, we are committed to continually expanding on the availability of activity-based data, in order to increase the accuracy of our CO2 estimates, but for this first iteration of our CO2-emissions estimates, some data used in the estimates will be spend-based due to either restrictions in availability or time (given the deadline for this report).

In the following tables, (s) will denote spend-based data, (a) will denote activity-based data and (m) will denote that a mix of spend-based and activity-based data was used for the reported figure. (e) will denote that the calculated CO2 emission was based on estimated data.



### **Social & governance parameters**

To meet upcoming CSRD regulation, this report includes reporting on social & governance parameters, such as gender diversity, pay-gap statistics and more. This report represents Wonderful Copenhagen's first extensive reporting on these social and governance parameters and will be expanded upon in the coming years, as part of Wonderful Copenhagen's expanding sustainability efforts.

### **Sustainability strategy performance**

Wonderful Copenhagen's sustainability strategy, Tourism for Good, and its 2024 update includes a series of KPIs that Wonderful Copenhagen aims to achieve with its work on sustainability.

We believe that it is essential to maximize transparency on our work with sustainability and, therefore, this report will include an overview of our performance towards achieving our sustainability KPIs, based on various data sources, including:

- Statistics Denmark for data on bed nights.
- Our own monthly survey with citizens in Copenhagen to gauge locals' perspectives on tourism in the city.



# CO<sub>2</sub> EMISSION



**Overall CO2 emission by scope**

The table on the right shows the total estimated CO2 missions for Wonderful Copenhagen's operations in 2024, with the limitations stated in the methodology section of this report. As such, there is a degree of uncertainty related to some of the figures used in these calculations. Wonderful Copenhagen is committed to increasing the accuracy of these calculations moving forward.

**Scope 1** emissions stem from a company's own emissions related to, for instance, the production of products or services. The only product that Wonderful Copenhagen currently produces is the Copenhagen Card, which is a digital card that visitors can buy to gain access to public transportation and attractions in and around the city for 1-5 days, depending on the card bought.

While this card used to be physical, it is now a digital-only product, however, there is currently no data available for the energy usage related to the production of the Copenhagen Card. This is something that must be investigated further moving forward, but it is worth noting that Wonderful Copenhagen does have some scope 1 emissions that are not included in this year's estimate due to a lack of data. Albeit presumably a small percentage of the company's overall emissions.

**Scope 2** emissions are related to the company's use of electricity and central heating. Wonderful Copenhagen's electricity usage is 100% certified to come from renewable water-generated electricity, meaning that there are no direct CO2 emissions from the production of the electricity. There are, however, infrastructure-related CO2 emissions, but these are classified as scope 3 emissions in the GHG emissions accounting format. There are some CO2 emission related to the use of central heating, however, as shown in the table.

**Scope 3** emissions stem from the purchase of goods and services, which, for Wonderful Copenhagen, includes software, IT equipment, office supplies, food, transportation, rent, insurance and various services from consultants.

CO2 emissions (tonnes)	
Total CO2 emissions	2,113.64 (100%)
Scope 1 emissions	0 (0.00%)
Scope 2 emissions	10.34 (0.49%)
Scope 3 emissions	2,103.30 (99.51%)

Overall CO2 emission by category

The table to the right breaks down the company's total estimated CO2 emissions for 2024 by category. The "purchasing", "transportation" and "trash" categories will be discussed further on the following pages.

The CO2 emission for electricity are based on a percentage of the office building's total energy usage multiplied by a factor relative to Wonderful Copenhagen's share of the total useable space in the office building, along with a similar percentage allocation for spaces that are shared between the companies using the office building (canteen, basement, meeting rooms etc.)

The 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> floor of the office building is rented by Wonderful Copenhagen, with 58.2%\* of this space being used by Wonderful Copenhagen itself and the remaining space being used by other renters. As such this calculation is based on 58.2%\* of the energy usage for these three floors as well as the same share of the energy usage for the office rooms, canteen and basement spaces, because these spaces are also only used by the companies renting the 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> floor, respectively. Furthermore, all electricity used in Wonderful Copenhagen's offices are certified to come from water-generated electricity sources, meaning there are 0 direct emissions related to the electricity usage, but a minor infrastructure-related CO2 emission stemming from the transportation of the electricity. However, the CO2 emissions from our use of electricity calculated without the certificates is also included in brackets below the main CO2 emission number that does include the certificates.

(a) denotes that activity-based data was used to calculate the figure.  
(e) denotes that the calculations are fully or partially based on estimates.  
(s) denotes that spend-based data was used to calculate the figure.

\*Yearly average. The actual value used for accounting purposes is adjusted quarterly.

CO2 emissions (tonnes)	
Total CO2 emissions	2,113.64 (100%)
(a) Energy and processes (Without green certificates)	17.23 (0.82%) (25.38)
(s) Purchasing	1,661.54 (78.61%)
(s) Transportation	434.88 (20.57%)
(a) Trash	-1.34 (outside of scope) 20



**CO2 emission from transportation**

CO2 emissions for the use of various transportation methods is, for the time being, calculated using spend-based data.

Transportation expenses must be registered to a project ID, which will vary depending on what project the given employee is working on, and employees then must specify what the cost was associated with. Unfortunately, this does not always specify the means of transportation.

All transportation expenses for Wonderful Copenhagen for the year of 2024 have been classified based on these descriptions. If the means of transportation were included in the description, then the expense was associated with the specific type of transportation in this calculation. If the means of transportation were not specified, however, the expense was classified in the "other" category, which is provided as an option in the system provided by [www.klimakompasset.dk](http://www.klimakompasset.dk). However, in some cases the means of transportation was identifiable through the payment invoice, in which case this was used to identify the means of transportation.

This means that there is a relatively high degree of uncertainty related to this calculation, both from a lack of specification related to the means of transportation that some expenses occurred from and because the data is spend-based rather than activity-based (kilometers or fuel-usage).

Furthermore, all flights are assumed to be international, however, the differentiation between international and national flights do not make a difference in the calculation of CO2 emission based on spend-based data in Klimakompasset.

Wonderful Copenhagen is currently looking into how to more accurately record this data, to improve the CO2 emissions calculation for the use of various transportation methods, however, this unfortunately cannot be achieved before the reporting deadline for 2024 and as such will be an objective for the sustainability reporting in 2025.

CO2 emissions (tonnes)	
Total CO2 emissions from transportation	434.88 (100%)
(s)(e) Flights	306.10 (70.39%)
(s) Taxi	40.68 (9.35%)
(s) Car rental	34.33 (7.89%)
(s) Bus	24.20 (5.56%)
(s) Boats	19.09 (4.39%)
(s) Trains	10.48 (2.41%)

Scope 1 emissions	0%
Scope 2 emissions	0%
Scope 3 emissions	100%

**CO2 emission from purchases and services**

The table to the right shows estimated CO2 emissions from purchases of products and services.

Most of the CO2 emission estimates are based on cost-based data, while a subset, namely IT equipment, is based on the actual number of physical units (phones, screens etc.) bought.

CO2 emissions (tonnes)	
Total CO2 emissions from purchases	1,661.54 (100%)
Consultants & 3 <sup>rd</sup> party services	992.15 (59.71%)
Food, drinks & canteen services	362.71 (21.83%)
Rent, cleaning services, maintenance, furnishing & office supplies	108.89 (6.55%)
Events & meetings	83.01 (5.00%)
Membership fees & subscriptions	52.29 (3.15%)
IT equipment, software & licenses	34.85 (2.10%)
Printing services	19.79 (1.19%)
Education	5.44 (0.33%)
Other	2.40 (0.14%)

Scope 1 emissions	0%
Scope 2 emissions	0%
Scope 3 emissions	100%



**CO2 emission from trash**

Wonderful Copenhagen currently sorts its trash into the following fractions:

- Bio
- Paper
- Cardboard
- Metal
- General waste

The paper and cardboard waste currently gets picked up and weighed at a third-party location and as such the amount of these two fractions of thrash, in kilos, is registered on a monthly basis.

However, no other fraction is currently weighed and as such the amount of trash in these fractions is not measured and cannot be used to calculate CO2 emissions.

CO2 emissions (tonnes)	
Total CO2 emissions from trash	-1.34 (100%)
(a) Paper & cardboard	-1.34 (100%)

Scope 1 emissions	0%
Scope 2 emissions	0%
Scope 3 emissions	0%
Outside of scopes	100%

### Social & governance

Wonderful Copenhagen has just released a new diversity, equity and inclusion (DEI) strategy, which can be read [here](#).

As such, Wonderful Copenhagen is committed to being a socially sustainable company when it comes to its management internally, as well as the impact of the company's projects on the surrounding society.

The table to the right includes the social and governance parameters currently available for publishing. However, these will be expanded upon in the coming years as part of Wonderful Copenhagen's continually expanding sustainability efforts.

Social & governance parameters			
	2022	2023	2024
Full time employees	98	89	90
Gender diversity (women)	62%	63%	60%
Gender diversity upper management (women)	50%	50%	50%
Gender diversity other management (women)	44%	44%	50%
Gender diversity new hires (women)	60%	37%	66%
Gender pay gap	1.04	1.01	1.01
High to low pay ratio	2.88	2.88	2.57
Hires with disabilities, long-term illness etc.	0	0	0
Employee engagement	70 / 100	66/100	TBD
Gender diversity board of directors (women)	38%	46%	50%
Attendance at board meetings	90.4%	81.7%	76.3%



# VALIDATION OF CO<sub>2</sub> EMISSIONS CALCULATIONS METHODOLOGY BY BDO





# AUDIT RAPPORT

## CO2E-RAPPORTERINGSMETODE - WONDERFUL COPENHAGEN

13. MARTS 2025





# AUDIT DOKUMENTATION

Dette dokument bekræfter at BDO har udført kontrol vedr.  
CO2e- rapporteringsmetode hos

## WONDERFUL COPENHAGEN

Nørregade 7B, 1165 København K  
CVR nr. 16326798

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Kontrollen omhandler metodisk tilgang op imod standarden ESRS E1, punkt 1-9, samt greenhouse gas  
protokollen og er afgrænset  
til de rapporteringselementer, CO2e- rapportering, som fremgår af Bæredygtighedsrapporten.

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Audit er baseret på CO2e segmentet af foreliggende Bæredygtighedsrapport samt interview med  
nøglepersoner.

Audit dato: 13.03.2025

## KONTAKT

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2024 KEY PERFORMANCE  
INDICATOR STATUS

# TOURISM FOR GOOD

wonderful  
copenhagen



*»Wonderful Copenhagen's ambition  
for 2030 is that tourism in Greater  
Copenhagen positively impacts local  
and global sustainable  
development.«*

# SOCIAL & GOVERNANCE PARAMETERS

As part of Wonderful Copenhagen's sustainability strategy; Tourism for Good, we, as an organization, are dedicated to achieving our targets for the key performance indicators laid out in the strategy.

To be able to achieve these targets, we must continuously measure our progress towards them, and this report presents the current status for the progress towards each target, as of May 2025.

For more information on our tourism for good strategy, please visit our website [here](#).

An overview of the new KPI's can be found at the end of this presentation.

# ***FOCUS AREA 1*** ***BROADENING*** ***TOURISM***





## **KPI: THE SHARE OF LOCALS WHO THINK THAT TOURISM HAS MORE POSITIVE EFFECTS THAN NEGATIVE MUST BE HIGHER THAN 72 PERCENT (2021-LEVEL) BY 2025**

In total, 34,626 locals in Copenhagen have been interviewed about their opinion on tourism in the city of Copenhagen in the period from January 2022 up to, and including, May 2025.

In the last twelve months, a total of about 12,000 respondents were interviewed, of which 56% thought that tourism in the city created more positive than negative effects.

As such, in order to reach the target of 72%, this metric has to be increased by 16 percentage points, compared to the current twelve-month average.

## **KPI: EVERY NEW PROJECT OR LARGE INITIATIVE WITHIN DESTINATION DEVELOPMENT MUST INCLUDE A COMPONENT OF LOCAL INVOLVEMENT**

This is a KPI that is currently being implemented in all new projects moving forward.

An example is the comeback initiative 7 project, which takes point of departure in input from citizens on concrete issues and friction points related to tourism.

We then seek to qualify the issues with data and in collaboration between us, the municipality and citizens identify solutions that enable the city to be open and welcoming towards guests but also exist in balance with the everyday livelihood of the city.

Tourism together seeks to broaden and enlarge the destination to more areas of the city and spread the positive impact and agent of positive change that tourism can bring to new and less attractive areas. We identify core brand value propositions for each neighbourhood in collaboration with local citizen input and a dialogue with local commercial partners and integrate them as core elements of our international marketing and brand presentation of Copenhagen.

**KPI: THE NUMBER OF BED NIGHTS IN THE CAPITAL REGION OUTSIDE  
OF THE CITY OF COPENHAGEN MUST BE 2,738,157 (2019-LEVEL) OR  
HIGHER BY 2025**

In 2024, the number of bed nights in the capital region (excl. The city of Copenhagen) was 2,838,841.



# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPI's in focus area 1 of our sustainability strategy aim to contribute to the following sustainable development goals:



**SDG 8.5:** The tourism industry created an estimated total of 39,100 jobs in the city in 2023. Ensuring locals' support for continued growth will allow for further job creation in the years to come.

**SDG 9.1, 11a, 11.3 & 11.7:** In 2023, tourism generated an estimated 40,8 billion DKK in revenue in the city. By ensuring locals' support for continued growth and taking into account locals' opinions on the development of tourism in the city. This figure can be increased in the future and provide support for the further sustainable development of the city.

***FOCUS AREA 2***  
***TOURISM***  
***CHOICES***  
***MATTER***



## **KPI: BY 2025 COPENHAGEN MUST BE NUMBER 1 COMPARED TO COMPETITORS BASED ON INTERNATIONAL VISITORS' RATING OF THE DESTINATION AS A SUSTAINABLE DESTINATION**

An analysis was completed comparing Copenhagen to 9 major European cities on 5 different environmental aspects. The comparison was completed using a survey amongst respondents who had visited each of the cities and asked them to rate the cities on each of the 5 environmental aspects, based on their perception of the city after their stay in the respective cities.

Out of the 5 different aspects, Copenhagen was scored as the best-in-class city for three out of five aspects and above average for the remaining two aspects.

[Click here for more information about this analysis.](#)



**KPI: 75 PERCENT OF ALL HOTELS IN COPENHAGEN AND 100 PERCENT OF LARGE CONVENTION VENUES HAVE A THIRD-PARTY SUSTAINABILITY CERTIFICATION BY 2025**

CURRENTLY, 100% OF LARGE MEETING VENUES IN THE CITY AND 86% OF THE HOTELS IN THE CITY HAVE A THIRD-PARTY SUSTAINABILITY CERTIFICATION. THIS INCLUDES HOTELS IN COPENHAGEN CITY WITH MORE THEN 50 ROOMS.

## **KPI: TO FURTHER DEVELOP A CONTENT STRATEGY, THAT WILL NUDGE TRAVELERS TO MORE DIVERSE SUSTAINABLE EXPERIENCES AND CONSUMPTION PATTERNS**

The content strategy has been developed and implemented. The new strategy has an increased focus on broadening the tourists' geographic use of the city by focusing on experiences outside of the inner-city district, as well as promoting activities and experiences in the city that tourists can participate in throughout the year.

For examples of new content, please see the links below:

[A guide for exploring Copenhagen's different neighbourhoods](#)

[A guide for planning your stay in Copenhagen](#)

[Suggestions for daytrips to areas outside of Copenhagen](#)

[CopenPay - nudging visitors to experience the city in a sustainable manner](#)

# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPI's in focus area 2 of our sustainability strategy aim to contribute to the following sustainable development goals:



**SDG 6.4, 7.2, 7.3, 11.6, 12.3, 12.5, 12.6 & 14.1:** By supporting and encouraging the tourism sector to develop experiences and products that positively impacts sustainable transition, we will then contribute to these goals.

**SDG 11.3:** Creating content that nudges travelers to visit more diverse geographies will help spread the impact of tourism throughout the city and region.



***FOCUS AREA 3***  
***PARTNERSHIPS***  
***FOR GOOD***



**KPI: ALL STRATEGIES AND POLICIES MUST HAVE A HIGH SUSTAINABILITY AMBITION AS A CORE ELEMENT, AND THIS IS SUPPORTED BY CONCRETE KPIS ON SUSTAINABILITY**

Wonderful Copenhagen is committed to increasing sustainability within the city's tourism industry, as shown in our tourism for good strategy, and is already incorporating sustainability into our new projects and partnerships.

For examples of our work to promote and incorporate sustainability into our work, please see the links below:

[Copenhagen Legacy Lab](#)

[The Tourism X toolbox](#)

[Go Green: A sustainable guide to Copenhagen](#)

[Sustainable cruise tourism](#)

[Planet Copenhagen](#)

[Wonderful Copenhagen's DEI strategy: WoCo for alle](#)

## **KPI: COPENHAGEN REACHES A SCORE OF OVER 90 PERCENT AND A NO. 1 RANKING IN THE GLOBAL DESTINATION SUSTAINABILITY INDEX OF THE WORLD'S MOST SUSTAINABLE DESTINATIONS BY 2023**

Copenhagen achieved a score of 88% in the 2024 Global Destination Sustainability Index, resulting in a 3<sup>rd</sup> place in the index.



## KPI: WONDERFUL COPENHAGEN IS THE PRIMARY SOURCE FOR RELEVANT KNOWLEDGE ON SUSTAINABLE TOURISM AND DESTINATION DEVELOPMENT

We provide of information about sustainable tourism throughout our websites, partnerships and projects. For examples, please see:

[Go Green: A sustainable guide to Copenhagen](#)

[Sustainability in Copenhagen](#)

We also, continually, conduct research projects to measure the economic, social and environmental impacts of tourism. Some of these results can be found on our website.

Furthermore, the analysis section of our website is currently being improved and once the new design is ready, it will launch with wide range of new data that has been collected over the recent, and coming, months.

We work closely with a wide range of stakeholders within the city to help improve the tourism industry's overall sustainability. Sharing knowledge about sustainable initiatives and methodologies, is a natural part of our work and communication with stakeholders in general.

We are currently in the process of developing a manual for sustainable events.

We have also developed a new tool called the [Copenhagen Congress Compass](#), which is a dialogue tool that helps associations and organizers starting a conversation about how to best implement the sustainable development goals in their congresses.

# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPIs in focus area 3 of our sustainability strategy aim to contribute to the following sustainable development goals:



**SDG 11.3, 11a, 12.6, 17.17:** Publishing information about sustainable initiatives and ensuring that these are incorporated in our own partnerships and projects, will help ensure a more sustainable use of, and development in, the city.

**SDG 12b:** By committing to reporting to, and scoring highly in, the global destination sustainability index and the green tourism organisation certification, we continually keep track of our own, and the city's, performance on sustainability issues, thus creating a data-based foundation for future improvement.

# ***FOCUS AREA 4 LEADING BY EXAMPLE***





## **KPI: MAINTAIN A THIRD-PARTY SUSTAINABILITY CERTIFICATION OF OWN OPERATIONS AND OBTAIN A DESTINATION-WIDE SUSTAINABILITY CERTIFICATION**

Wonderful Copenhagen was the first DMO to receive the Green Tourism Organization certification in 2019. An initiative that supports the sustainable tourism development in Copenhagen and beyond.

Denmark reaffirms its position as a frontrunner in sustainable development as the DMOs in the country's additional largest cities;

VisitAarhus, visitAalborg and inspiring Denmark among others, all have joined Wonderful Copenhagen as certified green tourism organizations.

## **KPI: TRACK OUR PROGRESS AND COMMIT TO A YEARLY INCREASE IN OUR SHARE OF:**

- **ORGANIC FOOD AND BEVERAGE PROCUREMENT**
- **LOCALLY SOURCED FOOD PROCUREMENT**
- **PLANT-BASED FOOD CONSUMPTION**
- **ANY EARLY DECREASE IN FOOD WASTE**
- **IMPLEMENTING A POLICY FOR DIVERSITY AND SOCIAL INCLUSION AND FOLLOWING UP ON PERFORMANCE REGULARLY.**

We have implemented sustainable purchasing requirements in our internal procurement policy and strive to ensure that the majority of our food and beverage suppliers deliver organic food and beverage products, which means that we strive to buy, amongst other things, organic food and drinks where possible.

Currently, the following items are bought on a weekly basis and are organic:

Juice, milk, butter, jam, yoghurt, cheese, sausage, bananas, apples, pears

While the following are not organic:

Soda, beer, Nutella, brown sugar

Other than the miscellaneous items above, Wonderful Copenhagen also has a canteen service, which has food delivered from Meyers contract catering, who are continuously focusing on increasing their share of sustainably sourced ingredients.

Furthermore, Wonderful Copenhagen has created an official diversity, equity and inclusion (DEI) strategy, which can be found [here](#).

# CONTRIBUTING TO THE UN'S SUSTAINABLE DEVELOPMENT GOALS

The KPIs in focus area 4 of our sustainability strategy aim to contribute to the following sustainable development goals:



**SDG 6.4, 7.2, 7.3, 12.3 & 12.5:** Committing to achieving a third-party certification of our own activities will ensure that we meet efficiency standards and sustainability standards for use of water and electricity. It will also ensure that we meet sustainable waste management standards and lower our organization's overall waste generation.

**SDG 12.6:** Committing to achieving a third-party certification of our own activities will ensure that information on sustainability is an integrated part of our reporting cycle.



# QUESTIONS?

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