

# WONDERFUL COPENHAGEN

## 2023 SUSTAINABILITY REPORT

WONDERFUL  
COPENHAGEN

## **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, 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 first 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 INVOLVEMENTS

## 2023 SUSTAINABILITY REPORT

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## **Tourism for Good - an extended strategy period**

Wonderful Copenhagen has a sustainability strategy called Tourism for Good, which has been extended and updated from 2022-2025 with new and revised KPIs as we want to be as agile as possible in an ever-changing world, however, our 2030 vision remains the same.

We want tourism to positively impact local and global sustainable development. Our destination recovery plan, Comeback Copenhagen, covers 2022-2023 including two of our strategic pillars in terms of local citizen engagement and the capital as a leading destination for sustainable tourism development.

Please find the strategy [here](#).



## The Planet Copenhagen manifesto

We have created a manifesto together with industry partners and it is called Planet Copenhagen. 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 on our agenda. Together as a destination we will work on achieving the five mutual manifest goals through action plans for the benefit of the destination and as an inspiration to the rest of the world.

Please find the manifesto [here](#), which currently has 70+ signees.



## 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 action  
Diversity is a fact - inclusion is a choice.

Please find the DEI plan [here](#).

targets

Strategisk handlingsplan  
for inklusion, diversitet og  
mangfoldighed i  
Wonderful Copenhagen



# WOCO FOR ALLE



## 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 take a deep dive 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 organisation to receive the Green Tourism Organisation (GTO) certification as a DMO. The goal is to support organisations 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 organisation'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 catalyse 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 2022 Copenhagen was ranked #3 in the Global Destination Sustainability Index.

The index in 2023 has a total of 69 indicators to measure cities' sustainable performance.



# METHODOLOGY

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## 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 May 2023, 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).
- Water usage: Wonderful Copenhagen's offices are located on the 4<sup>th</sup> floor of a 5-floor building, and it is currently not possible to acquire water usage statistics for Wonderful Copenhagen's office space separately.

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 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.

# CO2 EMISSION

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**Overall CO2 emission by scope**

The table on the right shows the total estimated CO2 missions for Wonderful Copenhagen's operations in 2022, 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, which, for Wonderful Copenhagen, solely comes from the use of electricity, heating and water in the office building rented by the company. At this time, data for water usage is not available, but data for heating and electricity has been included in this year's emissions calculations.

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





## Overall CO2 emission by category

The table to the right breaks down the company's total estimated CO2 emissions for 2022 by category. The "purchasing", "transportation" and "trash" categories will be discussed further on the following pages.

The CO2 emission for electricity and heating 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 55.5% 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 55.5% 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.

(a) denotes that activity-based data was used to calculate the figure.

(e) denotes that the calculations are fully or partially based on estimates.

(m) denotes that a mix of spend-based and activity-based data was used to calculate the figure.

(s) denotes that spend-based data was used to calculate the figure.

**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 2022 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.klimakompaset.dk](http://www.klimakompaset.dk).

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, due to lack of specification in the available data and due to the fact that domestic travels usually do not involve flights, for employees at Wonderful Copenhagen.

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 2022 and as such will be an objective for the sustainability reporting in 2023.

CO2 emissions (tonnes)	
Total CO2 emissions from transportation	305.30 (100%)
(s)(e) Flights	212.28 (69.53%)
(s) Boats	27.00 (8.84%)
(s) Trains	6.36 (2.08%)
(s) Taxi	10.43 (3.42%)
(s) Other & unclassified	49.23 (16.13%)
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.

For electronics, laptops, screens and phones are all measured in units and counted based on invoices throughout the year. All other electronics (cables, keyboards, accessories etc.) are measured using spend-based data.

Rent, office supplies, cleaning services, costs for events and activities, food & drinks and insurance are all measured using spent-based data.

The majority of these expenses are Wonderful Copenhagen's own expenses, but a minority is for purchases made for shared spaces in the office building (meeting rooms, canteen etc.). These are split between the company's renting space in the building, with Wonderful Copenhagen's share being 55.5% based on the percentage of square meters used by Wonderful Copenhagen out of the total amount of square meters being rented out in the office building.

CO2 emissions (tonnes)	
Total CO2 emissions from purchases	536.40 (100%)
(m) Electronics total	93.42 (17.42%)
(a) Laptops	2.97 (0.55%)
(a) Screens	5.28 (0.98%)
(a) Phones	9.17 (1.71%)
(s) Other electronics	76.00 (14.17%)
(s) IT software	118.33 (22.06%)
(s) Rent	153.36 (28.59%)
(s) Office supplies	10.02 (1.87%)
(s) 3rd party service (electricians, security etc.)	10.46 (1.95%)
(s) Substitute / Temporary workers	9.83 (1.83%)
(s) Cleaning services and cleaning supplies	16.94 (3.16%)
(s) Canteen: Food, drinks and lunch purchases	71.21 (13.28%)
(s) Events / Activities	49.91 (9.30%)
(s) Insurance	2.92 (0.54%)

Scope 1 emissions	0%
Scope 2 emissions	0%

Scope 3 emissions	100%
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**CO2 emission from trash**

Wonderful Copenhagen currently sorts its trash into the following fractions:

- Bio
- Paper
- Cardboard
- Metal
- Plastic
- 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.

Trash from canteen waste is estimated and included in this CO2 emissions calculation, however it is an estimate and as such contains a high degree of uncertainty.

CO2 emissions (tonnes)	
Total CO2 emissions from trash	0.64 (100%)
(a)(e) Waste from canteen	0.58 (90.63%)
(a) Paper	0.05 (7.81%)
(a) Cardboard	0.01 (1.56%)

Scope 1 emissions	0%
Scope 2 emissions	0%
Scope 3 emissions	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	
Full time employees	98
Gender diversity (women)	62%
Gender diversity upper management (women)	50%
Gender diversity other management (women)	44%
Gender diversity new hires (women)	60%
Gender pay gap	1.04
High to low pay ratio	2.88
Hires with disabilities, long-term illness etc.	0
Employee engagement	70 / 100
Employee turnover	16.3%
Gender diversity board of directors (women)	38%

Attendance at board meetings	90.4%
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# VALIDATION OF CO2 EMISSIONS CALCULATIONS METHODOLOGY BY BDO

2022 SUSTAINABILITY REPORT

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# AUDIT RAPPORT

## METODE - WONDERFUL COPENHAGEN

31. MAJ 2023

# AUDIT DOKUMENTATION

Dette dokument bekræfter at BDO har udført kontrol vedr.  
metode ift. egen Bæredygtighedsrapport hos

## WONDERFUL COPENHAGEN

Nørregade 7B, 1165 København K

CVR nr. 16326798

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

Audit er baseret på foreliggende Bæredygtighedsrapport samt interview med nøglepersoner.

Audit dato: 31.05.2023

ESRS - Generelle	E - Environmental	S - Social	G - Governance
ESRS 1 - Generelle krav	E1 - Klimaforandringer	S1 - Egen arbejdsstyrke	G1 - Forretningsetik
ESRS 2 - Generelle oplysninger	E2 - Forurening	S2 - Arbejdsstyrke i værdikæden	
	E3 - Vand og marineressourcer	S3 - Berørte lokalsamfund	
	E4 - Biodiversitet	S4 - Forbrugere og slutbrugere	
	E5 - Ressourcer, forbrug og cirkulær økonomi		

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# TOURISM FOR GOOD

2022 KEY PERFORMANCE INDICATOR STATUS

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*»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 organisation, are dedicated to achieving our targets for the key performance indicators laid out in the strategy.

To be able to achieve these targets, we have to continuously measure our progress towards them, and this report presents the current status for the progress towards each target, as of May 2023.

The KPI's and associated deadlines have furthermore been reviewed and extended in the first half of 2023 to allow for the Tourism for Good strategy to continue to be relevant for the tourism development in Copenhagen and to update KPI's with expired, or near-expired, deadlines.

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***



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**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, 10,518 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, April 2023.

This survey is ongoing and will continue to be conducted monthly with an estimate of about 1,000 new respondents answering the survey each month in 2023.

In 2022, a total of 6,487 locals were interviewed, of which 65% thought that tourism in the city created more positive than negative effects.

So far in 2023 (January-April), a total of 4,031 locals were interviewed, of which 64% 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 8 percentage points, compared to the current figure for 2023.

## **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 2022, the number of bed nights in the Capital Region (excl. the City of Copenhagen) was 2,801,534.

For the first quarter of the year, there were 372,729 bed nights in the Capital Region (excl. the City of Copenhagen) in 2019, while the number in Q1 2023 was 383,185.

## 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 a total of 42,064 jobs in the city in 2019. 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 2019, tourism generated 38.5 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**

This is a new KPI. A baseline for the KPI will be established during the summer of 2023 and we will then work to improve this measure for Copenhagen towards 2025.



**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 59% of the hotels in the city have a third-party sustainability certification.

In 2019 and 2020, a lot of new hotel room capacity, which is not yet certified, has been - or is currently being - constructed. However, these hotel rooms are expected to become certified as the construction completes and the rooms become available for use by locals and tourists.

**KPI: To further develop a content strategy, that will nudge travellers 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 sustainable guide to visiting Copenhagen](#)
- [A guide for going on daytrips outside of the city's boundaries](#)
- [A comprehensive guide to exploring Copenhagen's different neighbourhoods](#)

## 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 travellers 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 links below:

- [Go green: A sustainability guide to Copenhagen](#)
- [Sustainable Copenhagen](#)
- [Copenhagen Legacy Lab](#)
- [TourismX Toolbox: Fremtiden er grøn](#)
- [Sustainable cruise tourism](#)
- [The 2023 Comeback Plan for Copenhagen](#)
- [Planet Copenhagen Manifest](#)
- [Diversity, equity and inclusion \(DEI\) strategy](#)
- [Sustainability policy](#)

**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 87% in the 2022 Global Destination Sustainability Index. Reporting for the 2023 Global Destination Sustainability Index is currently underway and, as such, the score for 2023 is not yet available.

## **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.

Fo

For examples, please see:

- [Go green: A sustainability 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 here at the [10xCopenhagen 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 organisers 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:



11.3 · 11a



12.6 · 12b



17.17

**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.



# 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, join Wonderful Copenhagen as certified Green Tourism Organizations.

Please read more [here](#).



**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 beverages 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 organisation'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.

# SUMMARY

## 2022 SUSTAINABILITY REPORT

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

## WONDERFUL COPENHAGEN WILL WORK TOWARDS THE ABOVE AMBITION THROUGH 4 FOCUS AREAS

### BROADENING TOURISM

The goal is not fewer visitors, but that they make broader use of the destination. If the destination is developed to be used in a broader way, travellers will get a richer experience which in turn is likely to result in higher visitor satisfaction. It will also prevent the feeling of tourism pressure in the city, distribute tourism revenue more broadly and make more space for people in the city, whether locals or temporary locals.

### TOURISM CHOICES MATTER

Like any other consumption and behaviour, tourism consumption and behaviour have negative sustainability impacts. If tourism consumption and behaviour are managed responsibly, we will lower the negative environmental, social and economic impacts of tourism. The choices available to visitors will be largely responsible ones. The visitor's perception of the quality of the destination will improve and thereby the likelihood that the visitor will recommend the destination to others.

### PARTNERSHIPS FOR GOOD

Without information, it is impossible to know how to make the biggest sustainable impact. Without measurements, it is impossible to know whether it is worth the effort. Without bringing that knowledge into partnerships, we will find it impossible to create sustainable change that is bigger than ourselves. If Wonderful Copenhagen collects, activates and distributes knowledge about sustainability in partnerships and events, it will contribute to sustainable destination development.

### LEADING BY EXAMPLE

Wonderful Copenhagen, as an organisation, consumes resources on account of its daily operation and procurement. As an employer, Wonderful Copenhagen is also responsible for contributing to a socially conscious labour market. Thus, Wonderful Copenhagen must take the greatest possible sustainability considerations in its own operations to become a leading example.

## WONDERFUL COPENHAGEN WANT TO ACHIEVE FOLLOWING TARGETS BY 2025

- The share of locals who think that tourism has more positive effects than negative must be higher than 72 per cent (2021 level) by 2025.
- Every new project or large initiative within destination development must include a component of local involvement.
- The number of bed nights in the capital region outside the City of Copenhagen must be 2,738,157 (2019 level) or higher by 2025, interests and time.

Supported by 5 specific actions defined in the strategy

- By 2025 Copenhagen must be number 1 compared to competitors based on international visitors' rating of the destination as a sustainable destination.
- 75 per cent of all hotels in Copenhagen and 100 per cent of large convention venues have a third party sustainability certification by 2025.
- To further develop a content strategy, that will nudge travellers to more diverse sustainable experiences and consumption patterns.

Supported by 6 specific actions defined in the strategy

- All strategies and policies have a high sustainability ambition as a core element, and this is supported by concrete KPIs on sustainability.
- Copenhagen reaches a score of over 90 per cent and a no. 1 ranking in the Global Destination Sustainability Index of the world's most sustainable destinations by 2023.
- Wonderful Copenhagen is the primary source for relevant knowledge on sustainable tourism and destination development.

Supported by 11 specific actions defined in the strategy

- Maintain a third-party sustainability certification of own operations and obtain a destination wide sustainability certification.
- 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
- And a yearly decrease in food waste. Implement a

Supported by 8 specific actions defined in the strategy

WITH THIS STRATEGY  
WE WILL CONTRIBUTE  
POSITIVELY TO THESE  
UN SUSTAINABLE  
DEVELOPMENT GOALS



SDG  
TARGETS

6.4 · 7.2 · 7.3 · 8.5  
8.9 · 9.1 · 11.3 · 11.6  
11.7 · 11a · 12.3 · 12.5  
12.6 · 12b · 14.1 · 17.17



IF YOU HAVE QUESTIONS,  
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