WONDERFUL COPENHAGEN

2023 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, 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 CO_2 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.

WONDERFUL COPENHAGEN

RELEVANT ACTIONS AND INVOLVEMENT

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.

TOURISM FOR GOOD

AN INVITATION TO A JOURNEY TOWARDS SUSTAINABLE TOURISM BY 2030

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.
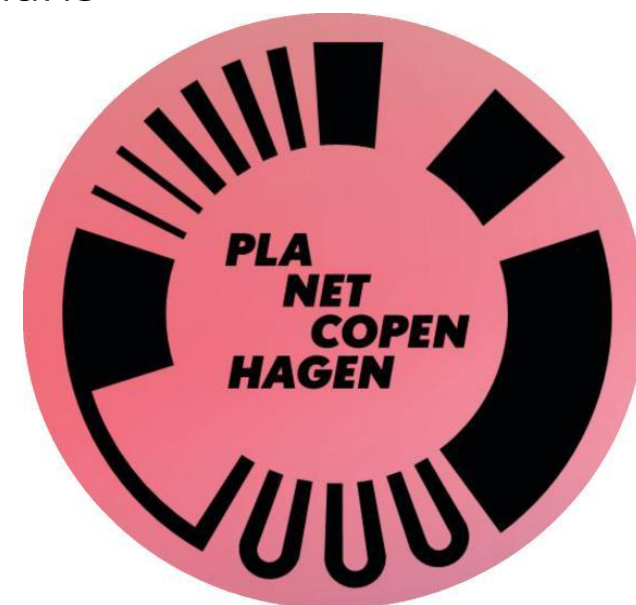
WOCO FOR ALL

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 targets.

Diversity is a fact - inclusion is a choice.

Please find the DEI plan here.

Strategisk handlingsplan for inklusion, diversitet og mangfoldighed i Wonderful Copenhagen

WOCO FOR ALLE

WOCO FOR ALL - ACTIONS 2023

- Launch of action plan on corporate website

- Visibility of the procedure for reporting, contact person(s), and process in case of unwanted behavior within the organization – e.g., the employee handbook

- Mapping of barriers related to accessibility and disability (in-house)

- Advice on how to approach inclusion in a recruitment process

- Promotion and discussion of the inclusion and diversity agenda at WOCO Sustainability Academy

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 organisation to receive the Green Tourism Organization (GTO) certification as a DMO in 2019. 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 2023 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.

GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

METHODOLOGY

CO$_2$ EMISSIONS

The CO$_2$ accounting has been created using the Danish Business Authority's climate compass (www.klimakompasset.dk) and is the first CO$_2$ account created for Wonderful Copenhagen's operations. Wonderful Copenhagen is committed to release these CO$_2$ accounts yearly and to gradually increase the level of detail within these accounts.

As of May 2023, data for certain CO$_2$ 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 4th 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 CO$_2$ 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 CO$_2$ estimates, but for this first iteration of our CO$_2$ 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 CO$_2$ 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

VALIDATION OF CO$_2$ EMISSIONS CALCULATIONS METHODOLOGY BY BDO

WONDERFUL
COPENHAGEN

TOURISM FOR GOOD

»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.

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:

8 DECENT WORK AND ECONOMIC GROWTH
8.5

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
9.1

11 SUSTAINABLE CITIES AND COMMUNITIES
11a · 11.3 · 11.7

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 is completed 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 encouring 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 commited 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:

- 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. 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 proces 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 SUSTAINABLE CITIES AND COMMUNITIES

11.3 · 11a

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

12.6 · 12b

17 PARTNERSHIPS FOR THE GOALS

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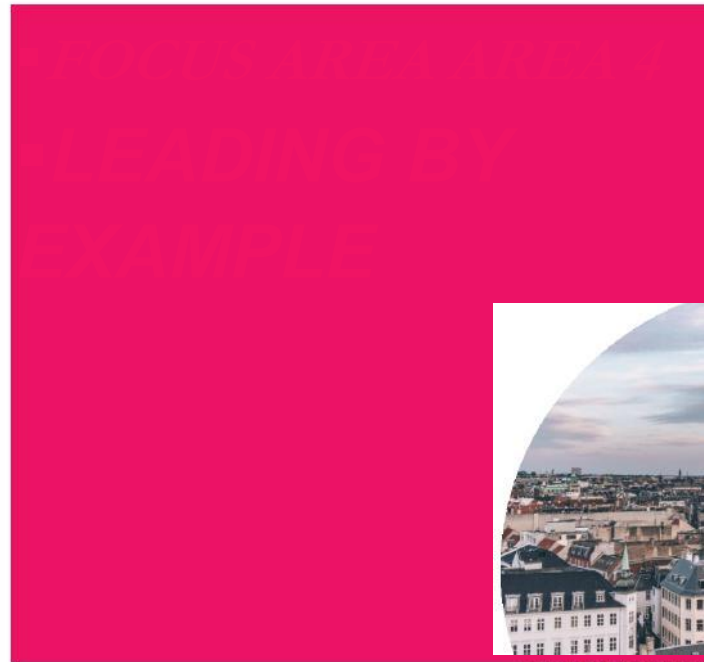
KPI: MAINTAIN A THIRD-PARTY SUSTAINABILITY CERTIFICATION OF OWN OPERATIONS AND OBTAIN A DESTINATION-WIDE SUSTAINABILITY CERTIFICATION

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, join Wonderful Copenhagen as certified Green Tourism Organizations.

Please read more here.

Environmental Award

GREEN TOURISM ORGANIZATION

Wonderful Copenhagen

2023

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: Commiting 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: Commiting to achieving a third-party certification of our own activities will ensures that information on sustainability is an integrated part of our reporting cycle.

SUMMARY

QUESTIONS?

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