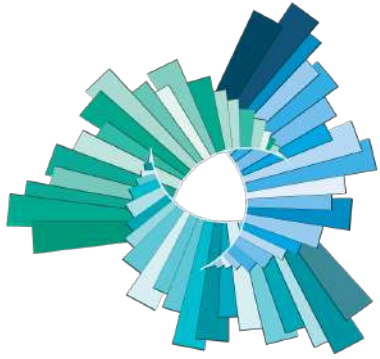




GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**

Performance Improvement Report

Presentation by

Khalisah Stevens and Guy Bigwood

Monday, 21st November 2022

visit.brussels 



Content

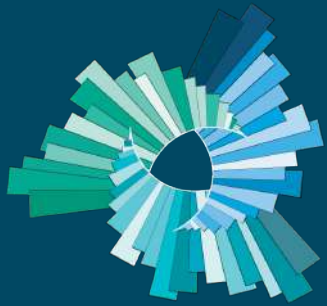
- 1 Update from you
- 2 Assessment Results
- 3 Recommendations
- 4 Best Practices
- 5 Further Assistance



Krakow, Poland
2022 GDS-Index Destination



What's
new
with
you?



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Results

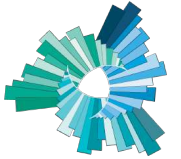
How did you **perform** this year?

How can you **improve**?

Nice, France
2022 GDS-Index Destination



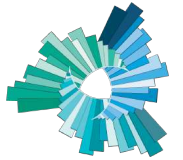
Evaluation Methodology



This performance improvement report is based on your destination's benchmarking submission. It evaluates your destination's performance for 70 sustainability criteria, across four different categories from **Environmental** and **Social** issues to assessing tourism **Suppliers** and **Destination Management**. It includes:

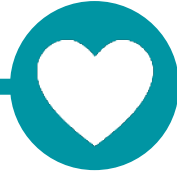
- 1 Review of your destination's GDS-Index benchmarking submission
- 2 Comparison and benchmark against averages and peers
- 3 Strengths and weaknesses of your sustainability efforts
- 4 Strategy recommendations based on your submission
- 5 Best Practices selected from other GDS-Index destinations

GDS-Index: What do we benchmark?



- Climate, Energy and Emissions
- Circularity and Waste
- Water
- Air Quality
- Transportation
- Biodiversity

City Environmental Performance



- SDGs Alignment
- Corruption
- Diversity, inclusion, and equity
- Health, Safety, and Wellness
- Accessibility

City Social Performance



- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia

Supplier Performance



- Destination Strategy
- Governance and Reporting
- Policy and Certification
- Capacity Building
- Measurement, Impact, and Reporting
- Marketing and Communications
- Accessibility

Destination Management



70 qualitative and quantitative criteria

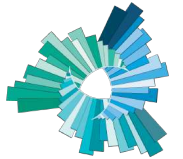
informed and closely-aligned to UN Sustainable Development Goals (UN SDGs) and to the GSTC Destination Criteria.

For more detail visit: www.gds.earth/index



One planet
travel with care

Driving performance is achievable in the short term



We've seen a 33% increase
in average performance in 7
years and a
44% increase in the Top 10

Recovery from the pandemic
continues, though now at a
slower rate compared to
2021 as travel reopens.



GDS-Award 2022 Winners



GDS-INDEX LEADERSHIP AWARD

Gothenburg

Represented by Göteborg & Co. For the 6th year, Gothenburg earn the top spot with an impressive score of 92.98%. They consolidate their leadership with the best, overall performance in social, economic, and environmental index criteria.



GDS-INDEX MOST IMPROVED AWARD

Bangkok

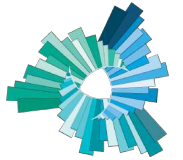
Represented by Thailand Convention & Exhibition Bureau (TCEB), jumped into 28th place in 2022 showing that sustainability performance can be improved quickly with the right strategy, resources and partnerships.



GDS-MOVEMENT INNOVATION AWARD

Belfast

Represented by Visit Belfast, demonstrated the successful implementation of a sustainability strategy and showed how innovation in food can contribute to helping society. Their "Changing the Menu. For Good" initiative won the hearts and minds of the award's judges.



RAISING THE BAR

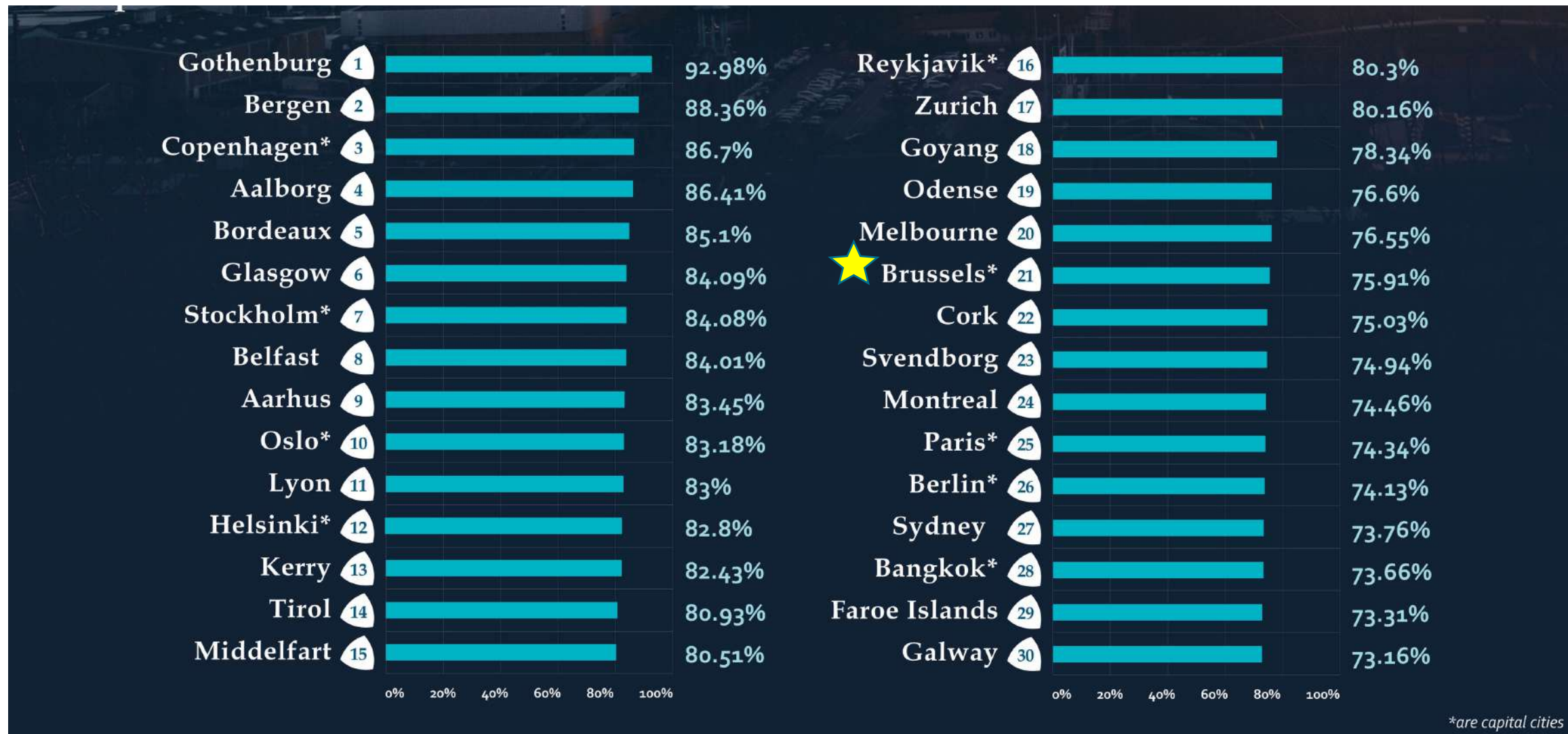
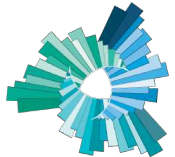
Results, trends, and insights from the 2022
Global Destination Sustainability Index (GDS-Index)



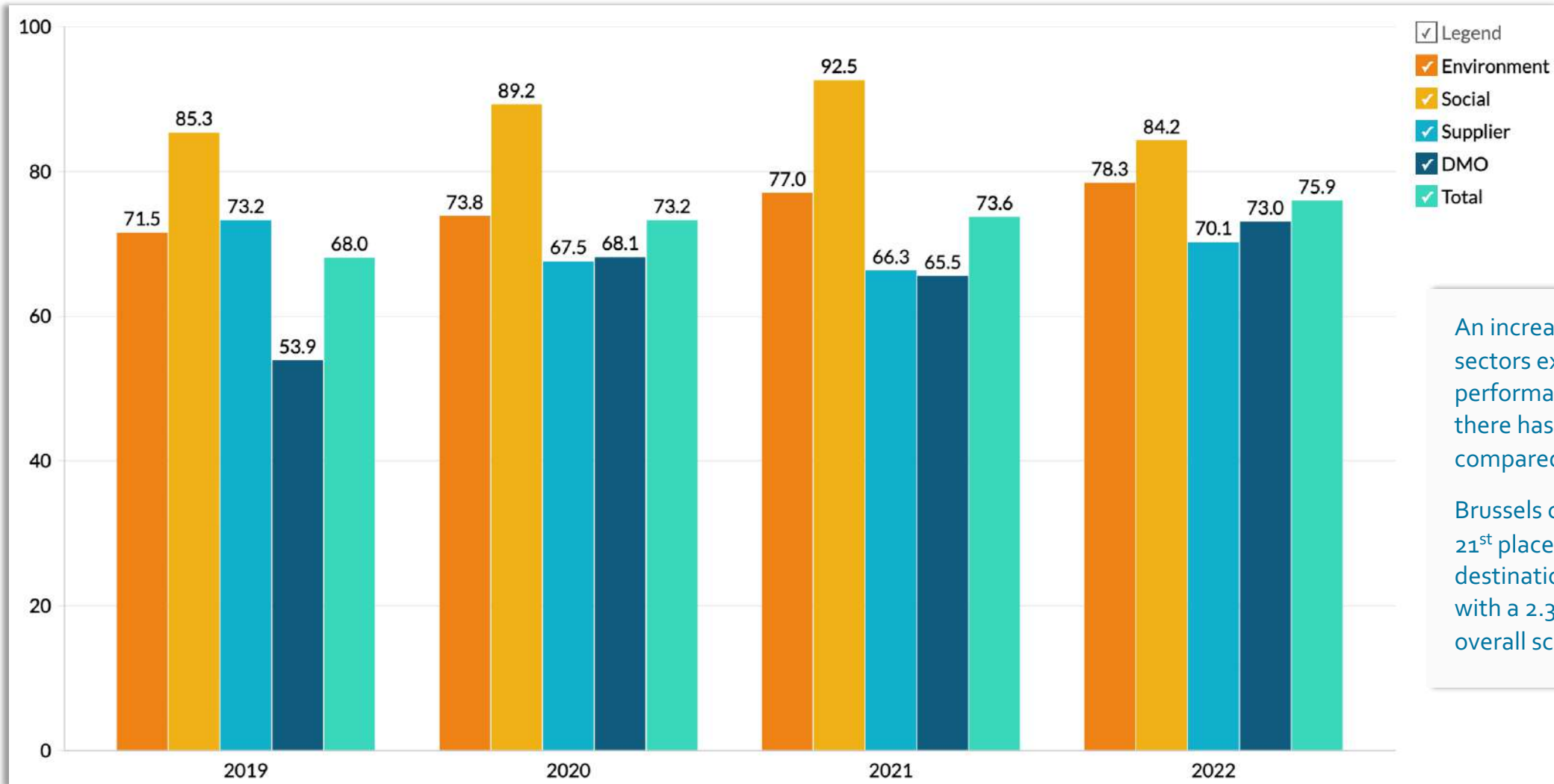
GLOBAL
DESTINATION
SUSTAINABILITY
INDEX

<https://www.gds.earth/reports/>

GDS-Index 2022: Top 30



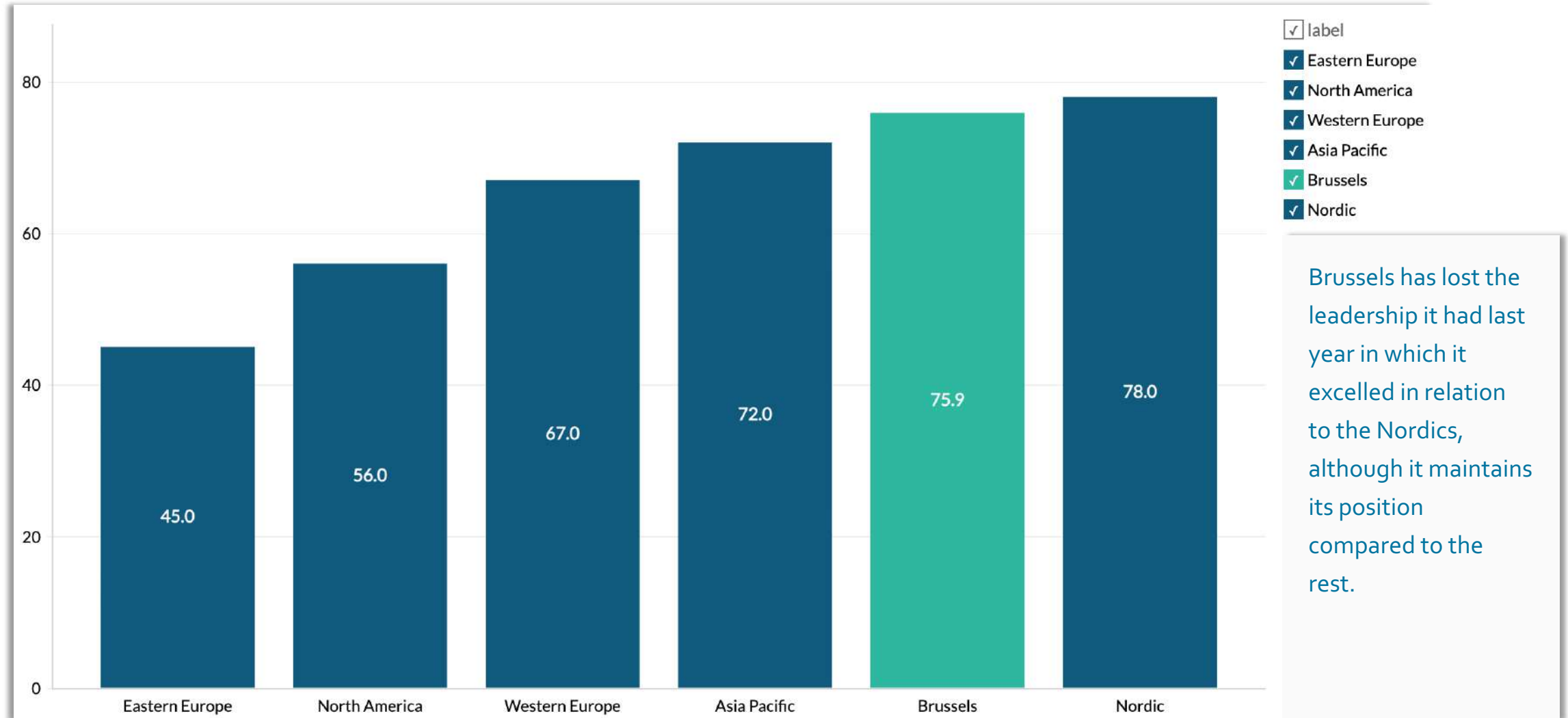
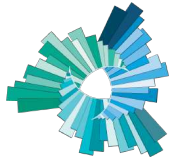
Your Scores



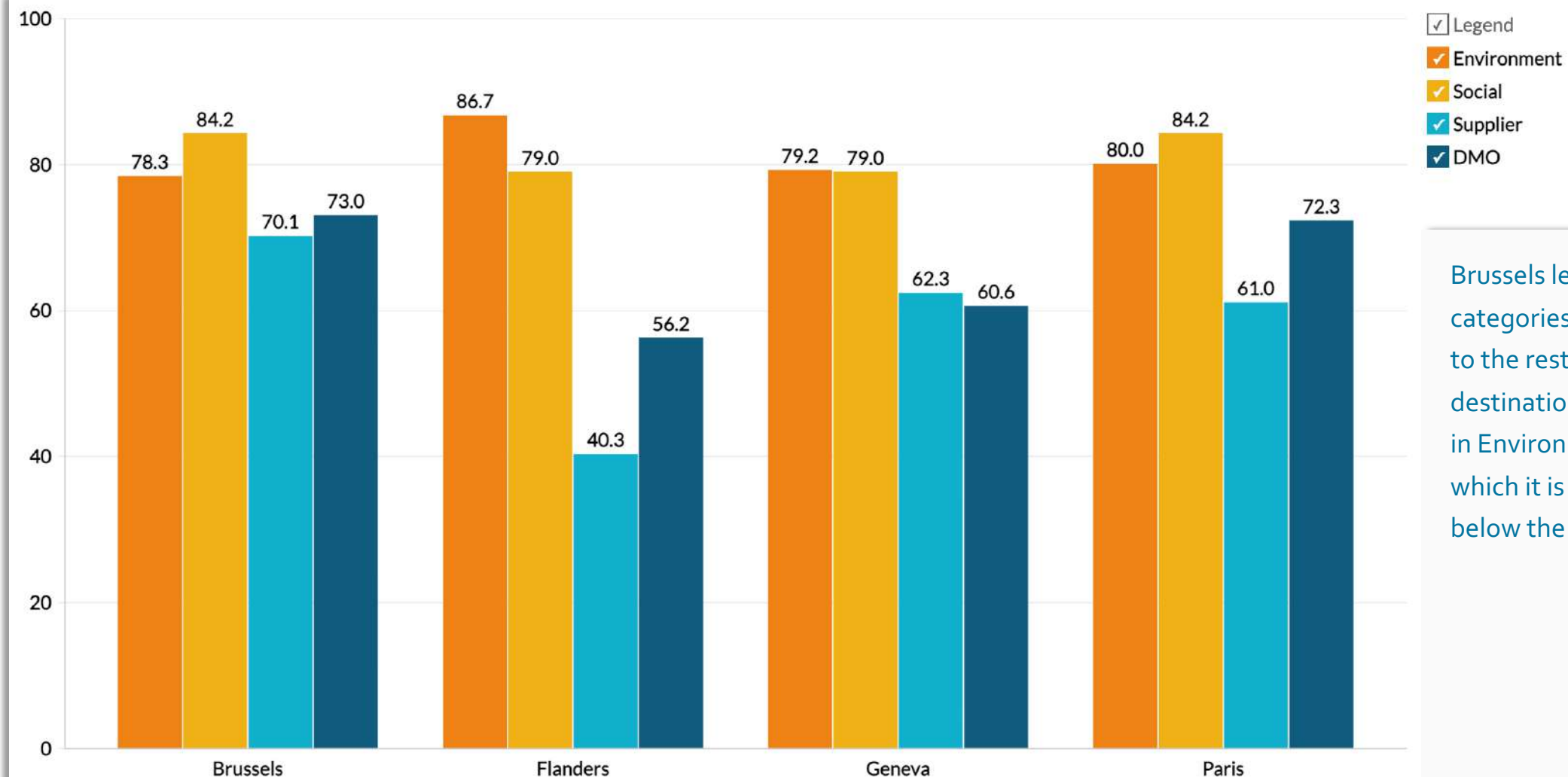
An increase in all sectors except social performance, where there has been a drop compared to before.

Brussels came in at 21st place out of 65 destinations in 2022 with a 2.3% increase in overall score.

Comparison against regions

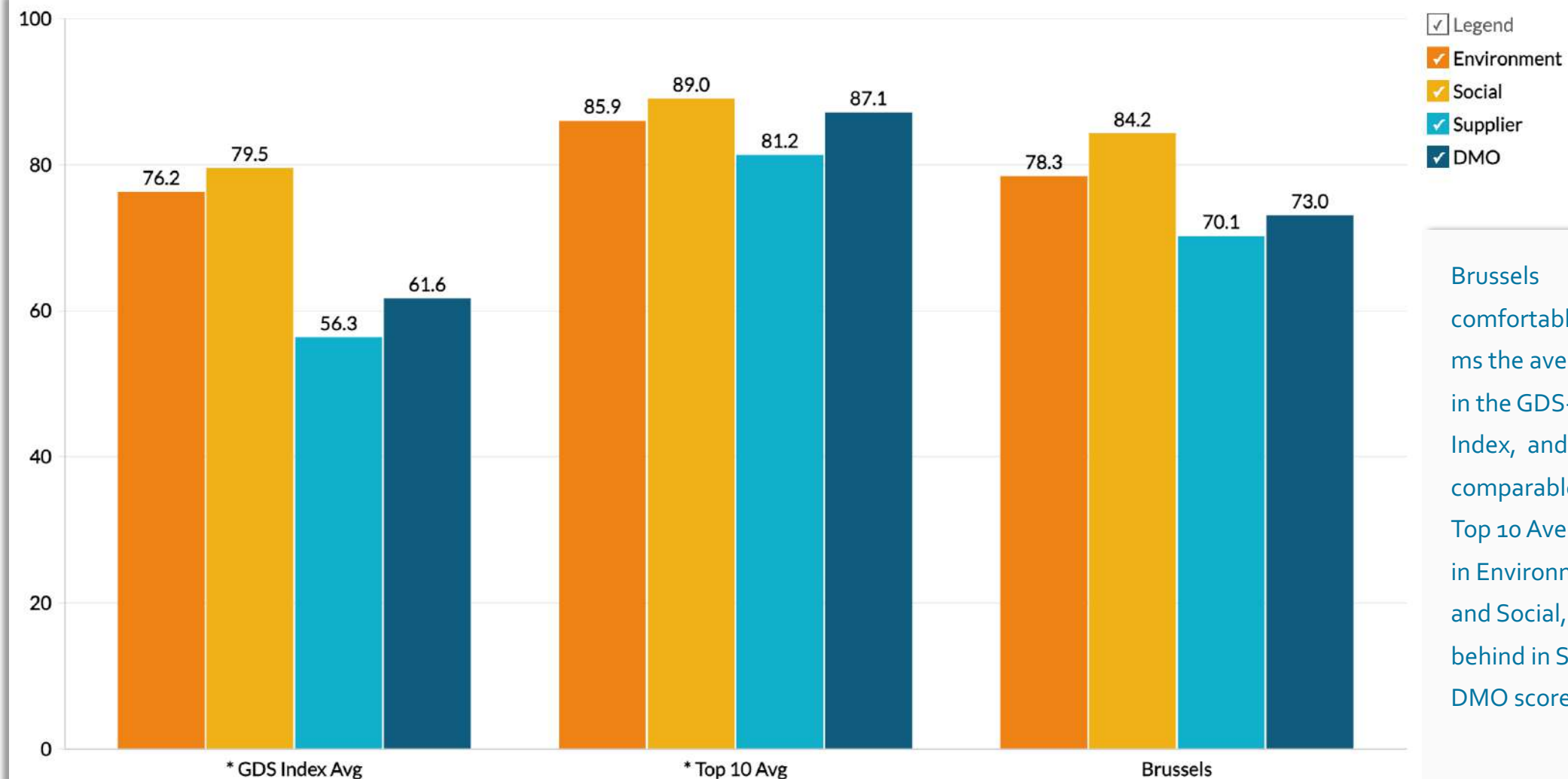


Performance against destinations near you



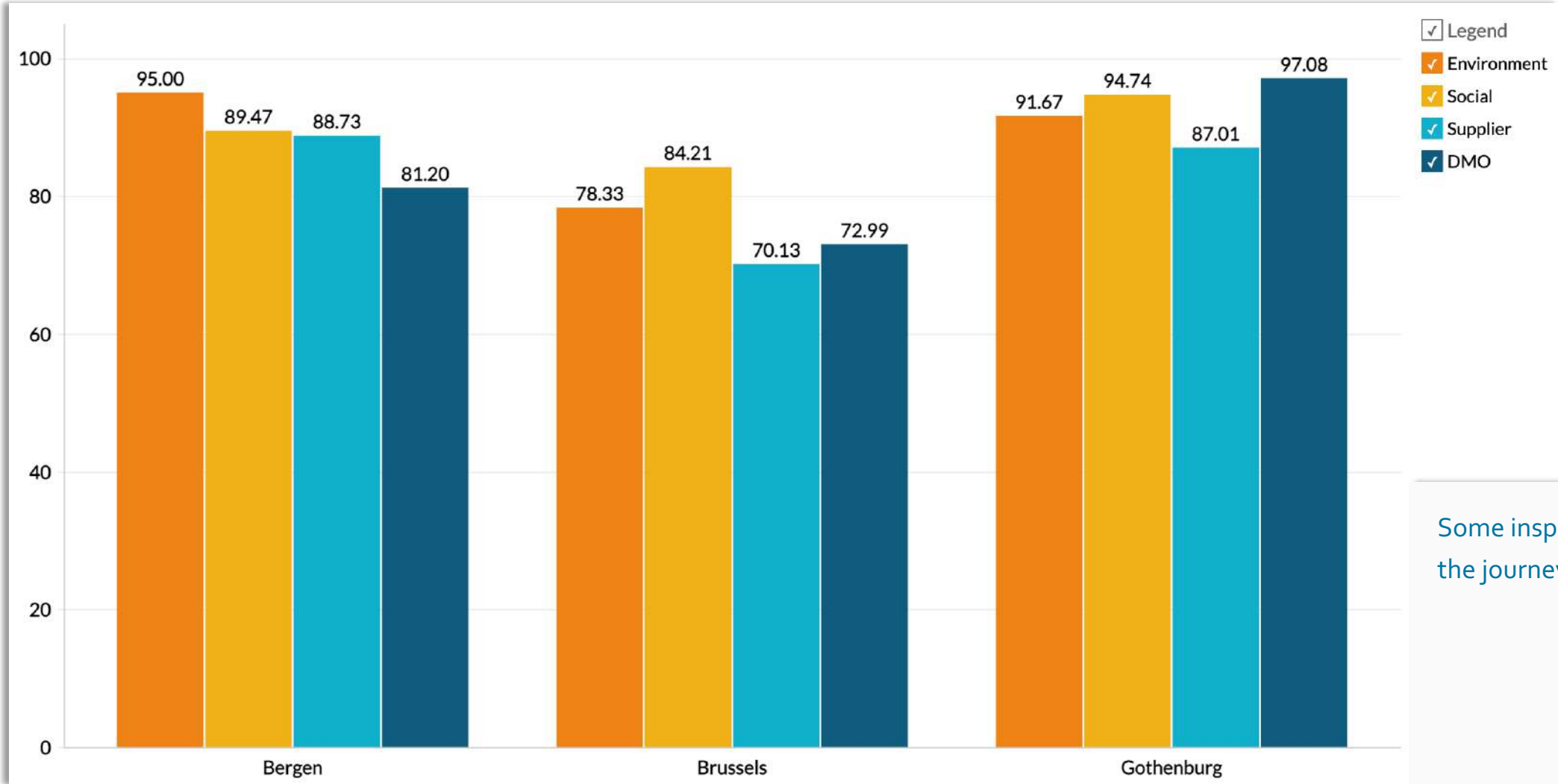
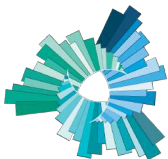
Brussels leads in all categories compared to the rest of the destinations except in Environmental, in which it is slightly below the rest.

Performance against 2022 average



Brussels comfortably outperforms the average scores in the GDS-Index, and is comparable with the Top 10 Average scores in Environmental and Social, but far behind in Supplier and DMO score averages.

Performance against the leaders



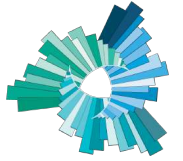
Some inspiration for the journey ahead...

Environmental Performance



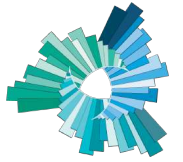
#	Subcategory	Indicator	Achieved Points
EN-1	Climate, Energy & Emissions	Does the city have a Climate Change Mitigation and Adaptation strategy?	4
EN-2		Has the city signed up to an international movement to measure and reduce GHG emissions in line with the Paris agreement?	1
EN-3		What are the city's emission reduction targets for 2030 compared to business as usual levels? Please state the reference year.	2
EN-4		What are the City's Greenhouse Gas basic emissions per capita measured in tonnes of equivalent carbon dioxide unit? Please explain how this figure is calculated	4
EN-5		What percentage of the city's total electricity consumption comes from renewable sources? Please calculate electricity consumed (not produced) from renewab	0
EN-6	Resources	Does the city have a publicly available circular economy strategy? Select all that apply.	4
EN-7		What percentage of the city's municipal solid waste has been disposed of in a landfill?	4
EN-8		What percentage of city's solid municipal waste is recycled? Please include composting but do not include incineration.	2
EN-9		What is the annual total collected municipal solid waste (MSW) per capita (Kg/capita)?	3
EN-10	Air Quality	What is the city's annual Fine Particulate Matter (PM _{2.5}) concentration?	4
EN-11		What is the city's annual Particulate Matter (PM ₁₀) concentration?	3
EN-12	Water	What percentage of city wastewater receives centralised treatment?	4
EN-13		What is the country's water and sanitation score on the Social Progress Index?	4
EN-14	Transport	How many kilometres of bicycle paths and lanes are there in relation to population density in your destination?	Unmarked
EN-15		Does the city have an integrated mobility plan and/or initiatives to improve citizen health and reduce pollution? Please select what is included.	4
EN-16	Biodiversity	Does the city have a biodiversity strategy, and what does it include?	2
EN-17		What is the city's green and blue area (hectares) per 100,000 population?	2

Social Performance



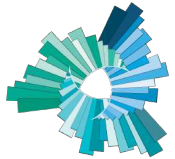
#	Subcategory	Indicator	Achieved Points
SO-1	SDGs	How well is the city's sustainability strategy aligned with the UN Sustainable Development Goals?	3
SO-2		What is the country's performance at implementing the UN Sustainable Development Goals on the UN SDG Index?	3
SO-3	Social Progress	What is the country's score on the Social Progress Index?	4
SO-4	Corruption	What is the country's score on the Corruption Perception Index?	2
SO-5	Personal Safety	What is the country's score for "Personal Safety" on the Social Progress Index?	3
SO-6	Access to Information	What is the country's score for "Access to Information and Communications" on the Social Progress Index?	4
SO-7	Health and Wellness	What is the country's score for "Health and Wellness" on the Social Progress Index?	4
SO-8		Does the city's crisis management plan include tourism and events?	2
SO-9	Inclusiveness	What is the country's score for "Tolerance and Inclusion" on the Social Progress Index?	2
SO-10		Are the city's walkways and public transport system adapted to support better accessibility for people with disabilities? Please select one of the following.	2
SO-11		How does the city council or DMO engage and consult with local residents on important tourism topics? Please select all that apply.	3

Supplier Performance



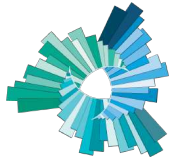
#	Subcategory	Indicator	Achieved Points
SU-1	Hotel	What percentage of the destination's hotel room inventory has an active 3rd party sustainability certification? See the guiding notes for the relevant hotel room	2
SU-2		Are there destination wide initiatives or programmes in place that specifically target hotels to create a more circular economy? Please select all that apply.	2
SU-3		Does the destination have a programme promoting and supporting hotels with a commitment to sustainable food? Please select the areas that the programme a	1
SU-4	Airport	What percentage of the destination's key airport(s) have a current third party certification (i.e. ISO 14001) for its management of sustainability? Please calculate	2
SU-5		What percentage of the destination's key airports are carbon neutral for their direct emissions (not flights)? Please calculate an average if there is more than one	3
SU-6	Agencies	What percentage of event agencies located in the destination have a formal, written sustainability policy?	0
SU-7		What percentage of event agencies located in the destination have an active third party sustainability certification?	0
SU-8		What percentage of tour operators located in the destination have an active 3rd-party sustainability certification?	Unmarked
SU-9	Restaurants	Are there destination-wide initiatives or programmes in place that specifically target restaurants to create a more circular economy? Please select all that apply.	4
SU-10		Does the destination have a programme promoting and supporting restaurants and caterers with a commitment to sustainable food? Please select the areas that	3
SU-11		Does the destination promote and incentivise 3rd-party certification for restaurants and caterers with a commitment to sustainable food?	1
SU-12	Venues	What percentage of the destination's dedicated convention centres have an active 3rd-party sustainability certification for their operations?	3
SU-13	Academia	What percentage of the destination's universities, colleges and hospitality schools have integrated sustainability into their undergraduate tourism and event ma	3
SU-14		What percentage of the destination's universities, colleges, and hospitality schools have integrated sustainability into their postgraduate (e.g. Masters) tourism	3

Destination Management Performance



#	Subcategory	Indicator	Achieved Points
DM-1	Strategy	Does the DMO have a sustainability strategy for the visitor economy? Please select all that apply.	5
DM-2		Does your DMO have a Diversity, Equity, and Inclusion (DEI) strategy? Please select all that apply.	Unmarked
DM-3		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate socially positive outcomes? Please select all that apply.	2
DM-4		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate environmentally positive outcomes? Please select all that apply.	2
DM-5		Does the DMO strategy contain objectives, indicators, targets, and an action plan that aim to generate economically positive outcomes? Please select all that apply.	2
DM-6		Has the DMO's sustainability strategy been developed with widespread stakeholder consultation? Please select all that apply and explain how the stakeholder feedback was incorporated.	4
DM-7		Has the DMO's sustainability strategy and its development process been reviewed and/or updated and publicly released to key stakeholder groups within in the last 12 months?	1,5
DM-8	Policy and Certification	Does the DMO have a documented sustainability policy signed by the most senior executive support, available publicly and defining the organisation's vision, commitment, and objectives?	1
DM-9		Does the DMO have a sustainable procurement policy that clearly defines procurement/purchasing practices, expectations, and requirements from suppliers?	0
DM-10		Does the DMO hold a current 3rd-party sustainability certification for its own event and/or office operations or is in the formal process of obtaining one?	1
DM-11		Does the destination hold a current 3rd-party sustainable destination certification or is in the formal process of obtaining one?	0
DM-12	Governance	How does the DMO manage the development and governance of the sustainable tourism and events programme? Please select all that apply.	4
DM-13	Capacity Building	Do new and existing staff in the DMO receive periodic guidance and training regarding the DMO's sustainability strategy, including their roles and responsibilities?	1
DM-14		Has the DMO supported or organised sustainability training for the tourism and events value chain in the last year?	1
DM-15		Does the DMO provide support to the tourism and events supply chain to help increase suppliers' sustainability performance? Please specify.	2

Destination Management Performance



#	Subcategory	Indicator	Achieved Points
DM-16	Measurement and Reporting	Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of tourism? Please select which issues th	3
DM-17		Does the DMO have a system to measure and monitor the environmental, economic, and social impact and performance of events? Please select which issues thi	3
DM-18		Could you give an example where data collected on the impact of tourism and/or events influenced strategy development?	Unmarked
DM-19		How does the DMO publicly communicate and report on progress towards its sustainability objectives?	2
DM-20		Does the DMO use official reporting frameworks to improve disclosure on sustainable destination strategy and performance? Please select all that apply.	1
DM-21	Marketing and Communications	Does the DMO tourism and events website(s) provide information about the destination's sustainable events and tourism strategy and initiatives? Please select a	2,5
DM-22		When exhibiting at trade shows, are booths made from sustainable materials? Please select all that apply.	1
DM-23		Does the DMO provide information about the destination's sustainability strategy and performance in its RFP responses and sales information?	2
DM-24	Accessibility	Does the DMO actively promote the use of soft mobility to visitors and event participants?	2
DM-25		How does the DMO financially incentivise visitors and event participants to use public transport?	2
DM-26		Does the DMO supply a list of places of interest, transport lines, hotels / venues that support visitors with accessibility challenges to navigate the destination? Ple	1
DM-27	Supporting Regeneration	Does the DMO provide clients with ideas and resources to support local social, environmental, or economic causes and projects? Please select all answer options	1
DM-28		Does the DMO have a legacy and social impact programme for events?	3

Omni: Evaluate yourself in more detail



1

Go to [Omni](#), and navigate to the 'Assessments' page.

2

Click on 'Actions', select 'Download Excel', and follow the on-screen instructions.

3

Open the downloaded excel spreadsheet, and go through the evaluator's comments (column J). Reformat this column, to make it easier to read.

Assessments

Search

ASSESSMENT NAME	PROGRESS	STATUS	SCORE	YEAR	
GDS Index Benchmark (2021)	100 %	VERIFIED	70.6395	2021	Download Excel



GLOBAL
DESTINATION
SUSTAINABILITY
INDEX

Dashboard

Reporting

Assessments

Filemanager

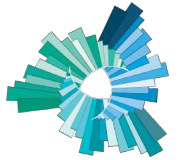
FAQ

Notifications

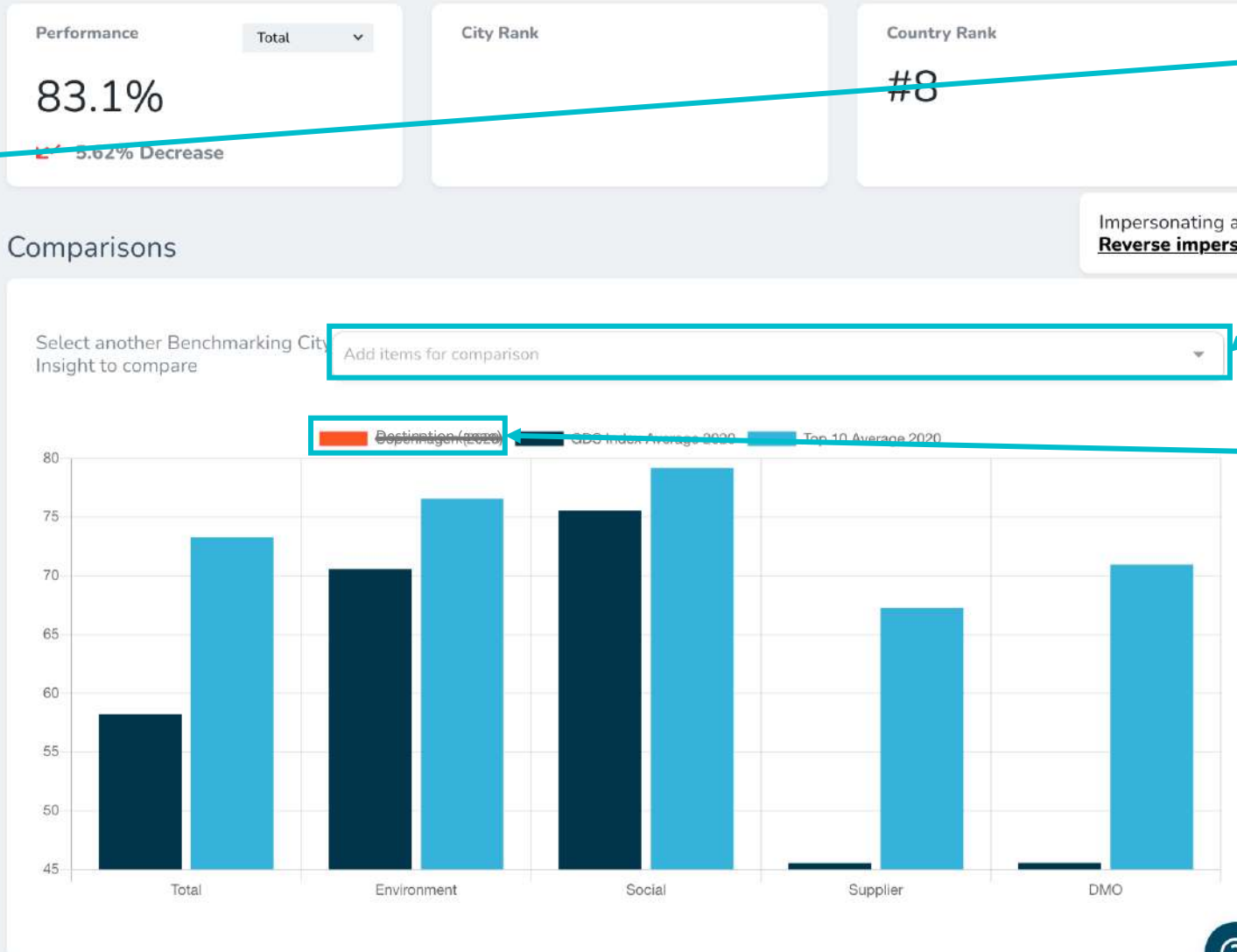
Basic Information

Destination Photos

Omni: Performance analysis



- Dashboard
- Reporting
- Country insights
- Assessment Reports
- Destination insights
- Region insights
- Assessments
- Filemanager
- FAQ
- Notifications
- Basic Information
- Destination Photos



You can download your custom assessment report from this page.

Add other destinations to the graph by typing their name into this search bar. Be aware that scores for different years will appear.

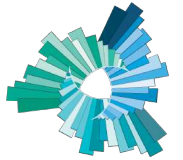
Remove a destination's scores from the graph by clicking on their name

TIP: You can download graphs by right-clicking, and selecting 'Save Image As...' from the menu.

Note: Premium destinations also have access to 'Criteria Insights', which show how you scored for each criteria using bar graphs.



Analysis Summary



Strengths

- Awesome Circular Economy project involving all the stakeholders
- The sorting of bio-waste or the composting of bio-waste at the source will be compulsory for all professionals from the end of 2022
- The "Good Food" portal is a best practice
- Brilliant accessibility guide: Handy Event Guide
- Sustainability Action Plan 2022-2023 is aligned to the UN Sustainable Development Goals

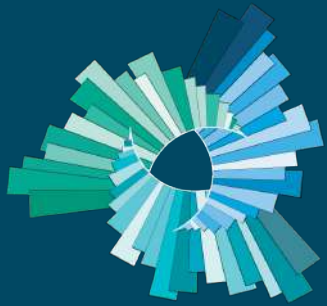
Weaknesses

- Dropped in the national score in the Social Index in some of its categories (Corruption perception, personal safety and tolerance and inclusion)
- The biodiversity strategy doesn't include reference to Tourism neither Events
- Update data for green and blue areas (re-inventory the accessible green spaces, update planned for mid-2021).
- No visual dashboard on the DMO website to display performance data
- The DMO doesn't use official sustainability reporting frameworks (ETIS as an option)

The journey to leadership

The easiest and fastest way to drive improvement is to focus on:





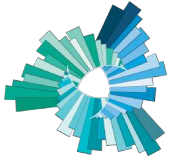
GLOBAL
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Recommendations

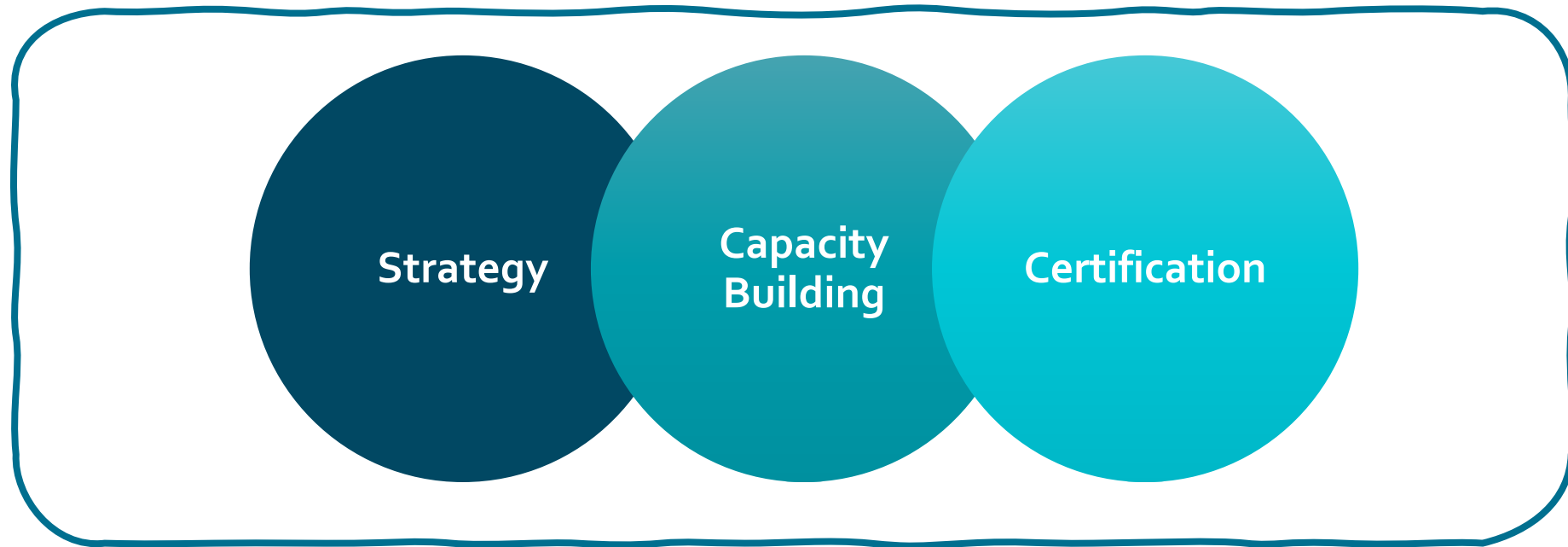
What can you do to improve
sustainability performance and your
GDS-Index ranking?

Prague, Czech Republic
2022 GDS-Index Destination

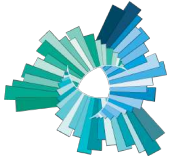
Recommendations



Advice is focused on the following areas and on short-term actions that can generate immediate value



Recommendations: Strategy



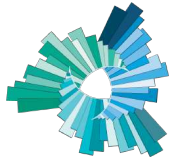
Action Plan

- Sustainability Action Plan 2022-2023 is aligned to the UN Sustainable Development Goals
- It would be highly recommended to be able to find the SDGs represented throughout the strategy, forming part of each of the actions and not mentioned as a single generic objective.
- Create an action plan to implement the social impact objectives of the DMOs events strategy

Targets

- Define at least one target for your environmental objectives
- Define at least one target for your economic objectives

Copenhagen: Take a Stand for a Better Shared Future



Challenge:

To ensure positive environmental, social, and economic impacts both locally and globally as tourism grows.

Solution:

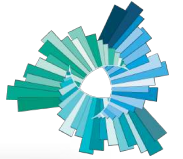
Wonderful Copenhagen created a new Tourism Strategy. The new strategy called "Tourism for Good" addresses sustainable tourism from an environmental, a social and an economic perspective, and contributes directly to the realisation of the UN's 17 global goals (UN SDGs).

More:

<https://www.visitcopenhagen.dk/da/tourismforgood>



Tirol: CVB Sustainability Strategy Development



Challenge:

In Tirol, a number of initiatives and concepts that encourage locals and visitors alike to live, travel, and work sustainably already exist. In 2021 the Convention Bureau Tirol (CBT) was ready to take the next step and initiated the development of a strategy specifically for business meetings. Its goal is to strategically integrate sustainability to set an example for its key alpine tourism areas, infrastructure, and way of life.

Solution:

In a collaborative process, the CBT, co-developed a sustainability strategy for meetings and events. It did this with an interlinking and interdisciplinary working group that included tourism, meetings industry, and external stakeholders, tourism and meetings industry experts, and public consultation.

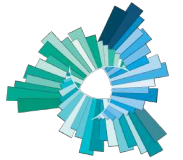
The strategy with the title "ReGeneration NOW" highlights the initiative's motivations, and contains a comprehensive action plan with concrete goals based on the Sustainable Development Goals (SDGs). This work catapulted Tirol directly into the Top 10 in the 2021 GDS-Index benchmark ranking at sixth place out of 73 in its 1st year of participation.

More:

<https://www.convention.tirol/en/regeneration-now/>



Göteborg: Reporting with the UN SDG framework



Challenge:

Measure and report the DMO's progress made towards achieving its strategy objectives.

Solution:

The Göteborg & Co annual report has a comprehensive section on sustainable development. The section highlights priorities, issues, strategy and objectives, stakeholder dialogue activities, and progress, against the UN Sustainable Development Goals the organisation has prioritised.

Impact:

A [dashboard](#) of key metrics and a summary of the report's results.

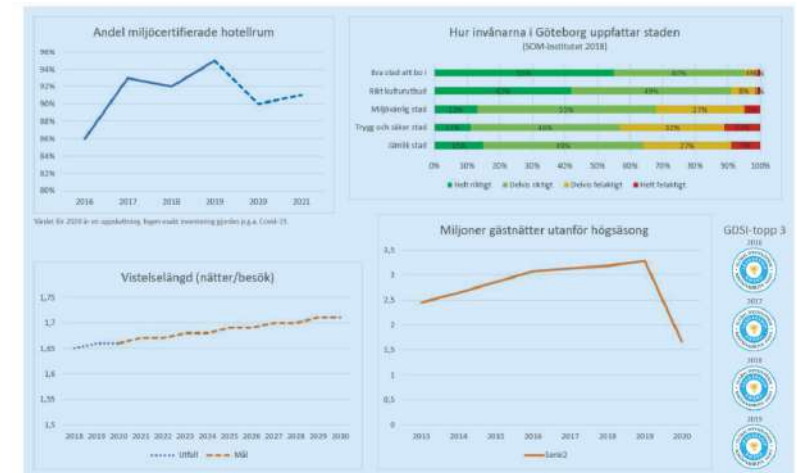
Read [the full report](#).



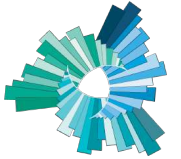
Contribution to the Global Goals and Agenda 2030

The Global Goals for Sustainable Development (Agenda 2030) are growing as an important, shared framework for achieving a society that is sustainable in the long term, both at global and local levels. Based on the key issues of the sustainability framework, Göteborg & Co has identified the sustainability goals to which the company particularly contributes and is affected by. The company's assignment is clearly reflected in those of the goals' targets. Target 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products, target 10.4 Develop and implement laws to create sustainable development impacts for sustainable tourism that create jobs and promotes local culture and products, and target 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilise and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries.

The company's assignment is clearly reflected in three of the Global Goals' targets:



Recommendations: Capacity Building



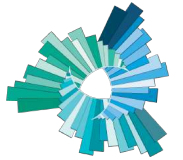
DEI

- Offer external trainings on Diversity, Equity and Inclusion for the tourism supply chain (annually)
- Offer internal trainings on Diversity, Equity and Inclusion for your team (annually)

Sustainability

- Ensure that all new staff are trained on their role and responsibilities in implementing your sustainability strategy
- Organise trainings on the topic of sustainability for tourism operators (annually)

Monaco: Develop Internal Sustainability Training



Challenge:

Raise awareness of sustainability practices in the organisation.

Solution:

Monaco's CVB created a "Green Agent's" guide to educate the staff about the importance of being more sustainable, and their role in the CVB's sustainability strategy.

Further examples for action include:

- Inclusion in Job Descriptions
- Employee Code of Conduct
- Sustainability trainings (including DMO sustainability strategy objectives)
- Frequent communication of achievements

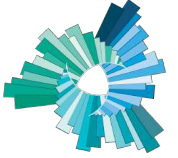
More:

<https://www.gouv.mc/Action-Gouvernementale/Un-Etat-moderne/L-eco-responsabilite-de-l-Administration/Publications/Guide-de-l-Agent-ecoresponsable>



visit
MONACO
CONVENTION BUREAU

Cork: Include Sustainability in Your Employee Handbook



Challenge:

Bridge the gap between sustainability goals and organisational capacity to allow sustainability performance to flourish.

Solution:

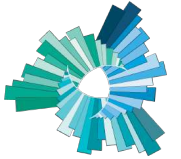
Pure Cork produced an employee handbook including sustainability principles and practices to ensure the entire DMO team had a shared understanding. Focus areas: start with the basics, integrate sustainability goals, key tips, and responsibilities. More comprehensive training should follow the establishment of this strong foundation.



Employee Handbook

Promoting Cork Limited
No 3 Elizabeth Fort
Barrack Street
Cork

Recommendations: Certifications



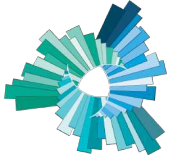
Policy

- Encourage event organisers to create their sustainability policy, share it publicly, and have it signed by their executive
- Create a sustainable procurement policy, or integrate sustainability into your current procurement policy

Certification

- Increase certification rates for hotels - aim for >50%
- Increase certification rates for venues - aim for >80%
- Increase certification rates for agencies - aim for >20%

Lyon: Purchasing Responsibly



Challenge:

Integrating an inclusive and productive responsible tourism strategy is a challenge. However, ensuring that the whole organisation adheres to the same values, principles, and objectives internally is an even greater challenge. It can amplify or mute the positive impact of that tourism strategy.

Solution:

In order to ensure that ONLY LYON “walks the talk” the CVB implemented a detailed Supplier Procurement Policy, clearly outlining its objectives and principles, as well as sustainability indicators to measure when purchasing on behalf of the business.

Impact:

Thanks to a detailed policy and training, all employees understand the importance of integrating the CVB sustainability values throughout the business, as well as being equipped with the information to contribute towards the CVB purchasing goals.



Destination Nord: Sustainability & Procurement Policies



Challenge:

What if not a Sustainability Policy and Responsible Procurement Policy to show the pledge to do their best as a tourism management organization in complying with social, environmental and economic sustainability, through our daily activities and in tourism development?

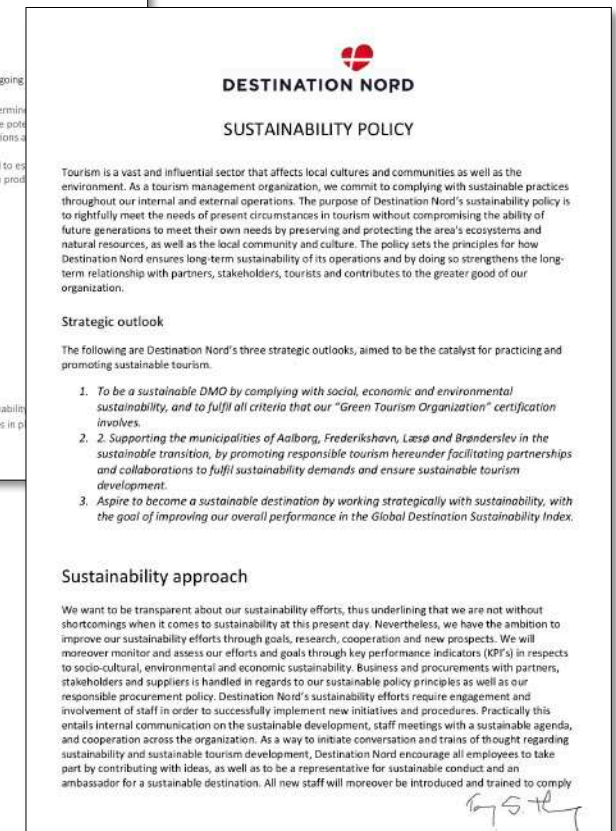
Solution:

Destination Nord created a concise, practical, simple sustainability and procurement policies.

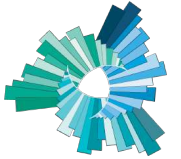
Both are aligned with the UN SDGS, and clearly state principles and overall objectives.

More:

<https://www.enjoynordjylland.dk/corporate/sustainability-policy>



Tips for Omni



Format

- To upload documents, use Pdf format instead of Word

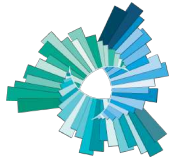
Information

- Next to the name of the evidence, it is necessary to identify the pages where we can find the information required in the document
- The evidence must be updated. Those related to the year 2020, it is next year will not be valid.

Links

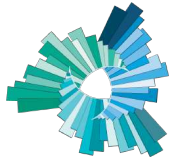
- Review all the added links to check that they are not broken

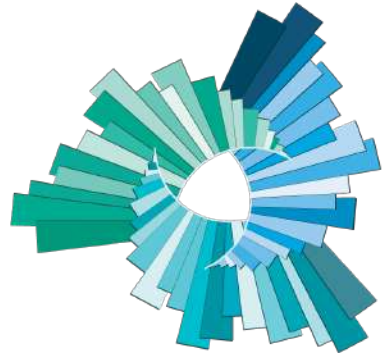
Key Opportunities



1	Complete the Sustainability Action Plan with targets for your environmental and economic objectives
2	Develop a DEI strategy that includes both internal and external training
3	Work on dissemination to increase certification levels
4	Create a sustainable procurement policy
5	Include a visual dashboard on the DMO website to display performance data
6	Use official reporting frameworks

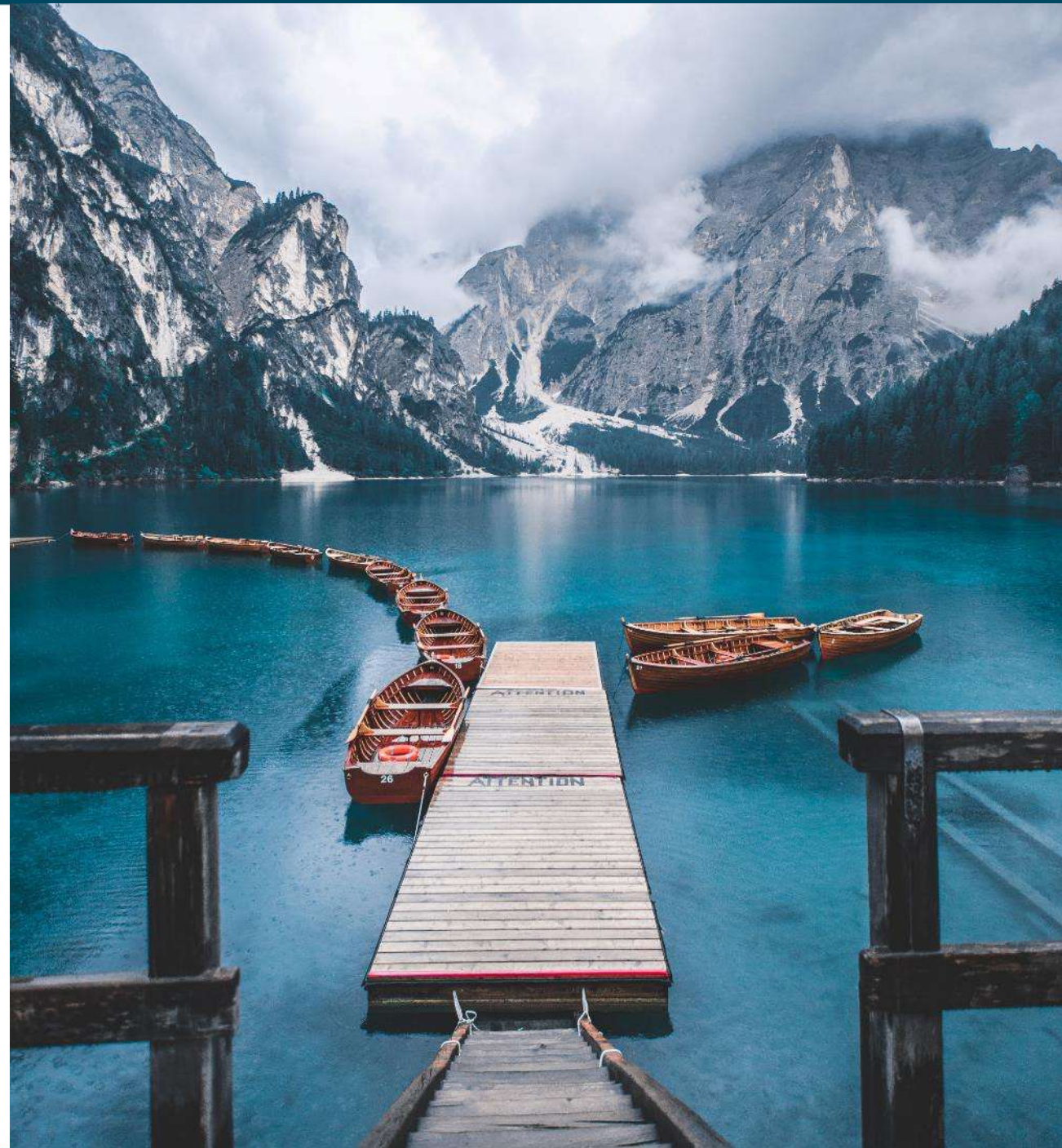
Don't forget to share your results and best practices

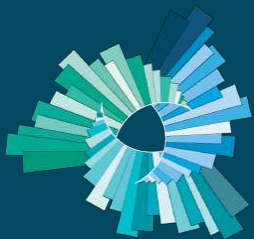




GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**

Our purpose and services





GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

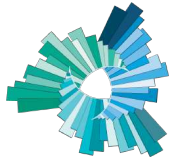
Our Purpose

Our mission is to **empower**
destinations with the mindsets, skill
sets, and toolsets to create **regenerative**
places to visit, meet, and live in.

Founding Members and Industry Partners



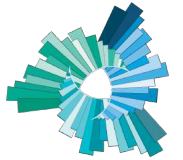
The Leading Movement of Destination Management Organisations Committed to Sustainability and Regeneration



90+ Destinations Globally

29 Countries

Need more help? We can support you:



Strategy Development

- **Co-create strategies**, narratives, and roadmaps
- **Develop** and manage a sustainable and **regenerative visitor economy**

Past Clients: Fáilte Ireland; Wonderful Copenhagen; Meet Geneva; TCEB



Market Research

- **Analyse trends** and research new **opportunities**
- **Discover fresh insights** to guide decision making and drive transformation

Past Clients: Fáilte Ireland; IMEX; Meet4Impact; Group NAO; Lausanne-Montreux



Stakeholder Engagement

- **Convene your stakeholders** to co-create for maximum impact
- **Foster innovation** and local initiatives for sustainability

Past Clients: Tourisme Montreal; Meet Geneva; Lausanne-Montreux



Capacity Building

- **Train and develop** you team through the **GDS-Academy** for improved strategy implementation
- Share new **mind-sets, skillsets and toolsets** to create a regenerative future

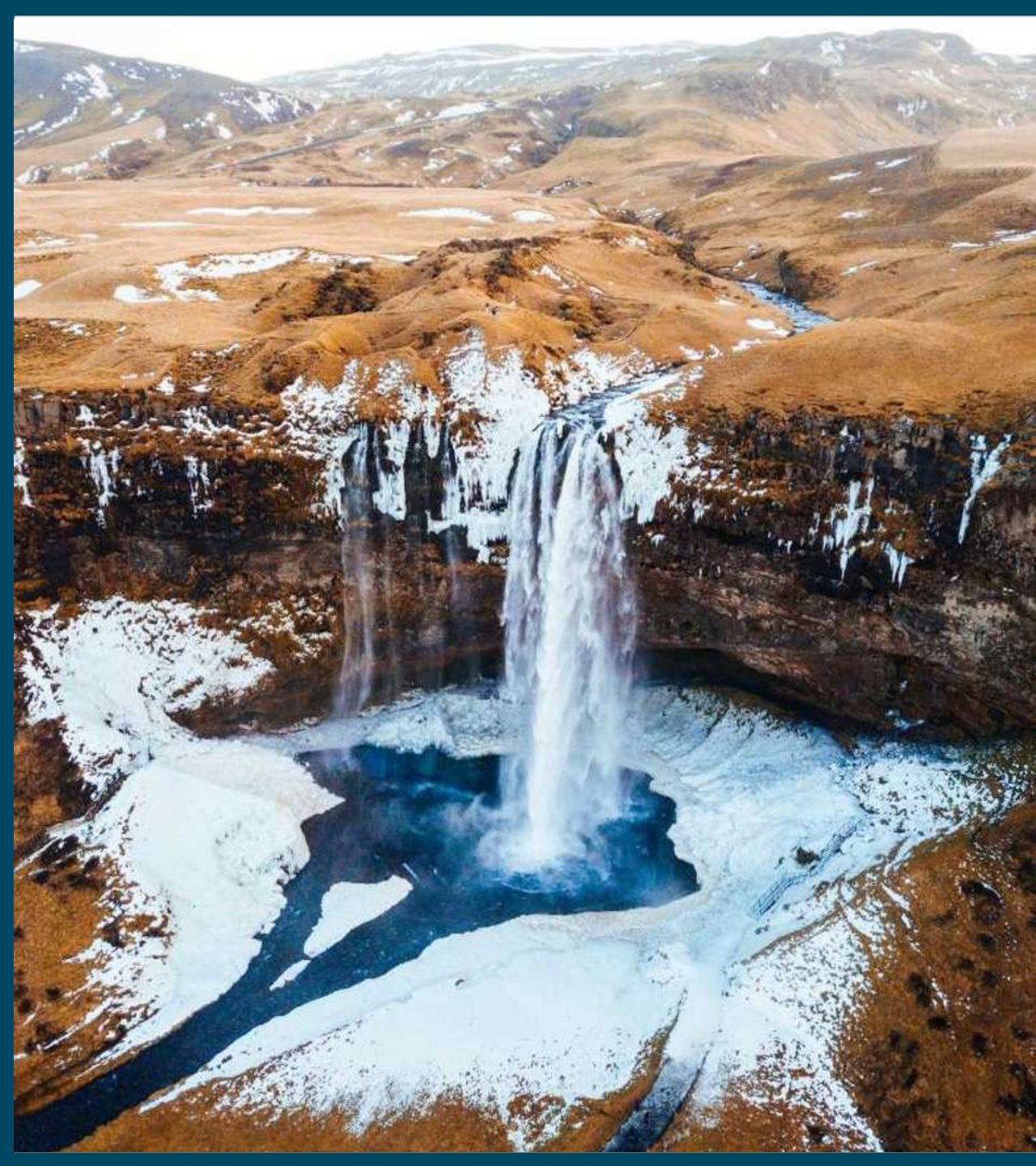
Past Clients: visitBrussels; Delice Network; Visit Flanders; Visit Monaco



Measurement and Reporting

- **Measure and track your impact** and performance for improved reporting
- **Communicate your sustainability** performance to external stakeholders and politicians

Past Clients: Gothenburg; Goyang CVB



Dynamic, Future-Fit Learning

We create training for



Destination
Professionals



Organisations
(DMOs and
their partners)

Blended Learning Experience



Immersive,
engaging and
fun.



Intelligent mix of formats,
discussions and
collaboration.



GDS-Academy Faculty

Experts in sustainable
**destination management,
tourism and events.**

Thought leaders in
**regenerative management
practices.**

From within GDS-Movement,
**our partner destinations,
organisations, and leading
universities.**



Genevieve Leclerc
Co-founder and CEO,
#Meet4Impact



Guy Bigwood
Chief Changemaker,
GDS-Movement



Melissa Baird
Chief Storyteller,
GDS-Movement



Ed Gillespie
Resident Futurist, Speaker, Writer
and Communications Specialist



Dr. Xavier Font
Professor of Sustainability
Marketing, University of Surrey

20+ guest speakers
from DMO from all
over the world



GDS-Academy Portfolio

GDS-ICCA-CityDNA Certificate in REGENERATIVE DESTINATION MANAGEMENT

A 4-month in-depth programme for mid- to senior-level NTO and DMO professionals. Designed to build competency in crafting and implementing destination sustainability and stewardship strategies.



Duration: 4 months
11 Modules



Format: Online

IMPACT STRATEGY & MEASUREMENT

Designed & delivered in
partnership with



Designed for destination management organisations who need to develop a robust event legacy and impact strategy, and implement measurement processes to monitor performance.



4 Modules + optional
Module 5



Formats: online,
hybrid or in-person

STORYTELLING FOR REGENERATION

Designed for marketing and communications' professionals to build skills and capacity in storytelling that has purpose, and can help deliver results in a DMOs sustainability strategy.



4 Modules



Formats: online,
hybrid or in-person

REGENERATIVE EVENT MANAGEMENT

Designed for event professionals who want to rethink, reimagine, and redefine how their events are produced and the impact they manifest for their stakeholders.



4 Modules



Formats: online,
hybrid or in-person

Courses are available as open-enrolment and for ad-hoc custom delivery in your destination or a group of destinations

www.gds.earth/academy

Contact us at academy@gds.earth
for pricing and course delivery options



THANK YOU

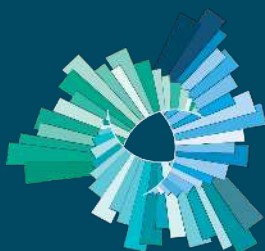
Join a dynamic community of
changemakers

Email: info@gds.earth

Web: www.gds.earth

LinkedIn: bit.ly/GDSM_LinkedIn

Twitter: bit.ly/gdstwitter



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DESTINATION
SUSTAINABILITY
MOVEMENT

