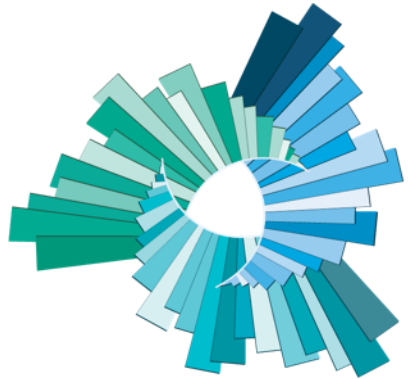




B R U  
G G E

VISIT  
BRUGES



GLOBAL  
**DESTINATION  
SUSTAINABILITY**  
FORUM

**GDS-Forum and CityDNA  
Autumn Conference  
2024  
Regenerative Event Approach**

15-19 October 2024, Bruges, Belgium

[www.gds.earth/forum/](http://www.gds.earth/forum/)



# Co-creating a Regenerative GDS-Forum with you!



GDS-Movement, CityDNA and Visit Bruges Convention Bureau are committed to regenerative tourism, and will help destinations to strategise, scale positive impacts, and prioritise events with a positive social, environmental, and economic legacy. Here is a summary of our regenerative event strategy.

## GDS-FORUM and CityDNA CONFERENCE REGENERATIVE EVENT STRATEGY

### Catalyst

Empower the global destinations community to improve its own environmental and social sustainability practices

### Exemplar

Lead by example by implementing innovation, creativity, logistic and social aspects of sustainability

### Our Approach

#### Climate Action:

*Partnerships and action to transition to net zero carbon emissions while regenerating biodiversity*

#### Circular Economy:

*Rethinking how we manage and use resources during the event*

#### Social Responsibility

*Driving Inclusion, Diversity, Equality and Accessibility (IDEA) for participants*

#### Legacy & Impact

*Leaving a positive legacy for the destinations that host us*



# Regenerative Event Strategy's Objectives and KPIs



## Climate Action:

*Partnerships and action to transition to net zero carbon emissions while regenerating biodiversity*

- Integrate **offsetting** of travel CO<sub>2</sub>e as part of the registration process
- **90%** sustainable mobility solutions used for local transportation, walking distance venues and public transportation to/from the event
- **90%+** of food locally sourced (less than 160km)
- Eliminate red meats and focus on **sustainable** ingredients
- **100%** of travel and unavoidable event emissions to be offset via certified carbon projects

## Circular Economy:

*Rethinking how we manage and use resources during the event*

- Eliminate **90%** of single-use plastic, polystyrene, and PVC
- **100%** of all signage and branding to be made from more sustainable materials
- **70%** of waste diversion rate
- **90%+** of food waste composted
- **100%** of decorations and floral arrangements rented

## Social Responsibility

*Driving Inclusion, Diversity, Equality and Accessibility (IDEA) for participants*

- **90%** of suppliers are local
- **30%** of suppliers are social or impact enterprises
- Integrate **purposeful** social activities into both events

## Legacy & Impact

*Leaving a positive legacy for the destinations that host us*

- Build an **international community and capacity** for impact by sharing ideas and experiences at the Impact Day event
- Advance understanding, approaches and the **investment case for funding of Impact projects**

# About the GDS-Movement



The Global Destination Sustainability Movement (GDS-Movement) is a pioneering, international change agency that acts to catalyse socio-economic and environmental transformation in cities and regions across the world. Our mission is to empower people with the mindsets, skillsets, and toolsets to create regenerative destinations to visit, meet, and live in.

GDS-Movement was born from the vision of creating a more sustainable future for destinations. It has a story that traces back over a decade. To read more about our story, [click here](#).



**THE RIPPLE EFFECT:** Results, trends and insights from the 2023 Global Destination Sustainability Index. The GDS-Index showcases brave and pioneering destinations that recognise the urgent need to collaborate towards the regeneration of our cities and towns and actively work towards creating places that visitors, communities, and nature can flourish in.



**THE 2023 GDS-FORUM REPORT:** Explore the unconventional discussions and outcomes of the 2023 GDS-Forum, the "un-conference", and dive into the '10 Ideas' that emerged. The 2023 GDS-Forum was organized by the collaborative efforts of CityDNA, VISIT VALÈNCIA, ICCA, and GDS-Movement in beautiful Valencia, Spain, last October.

Our [reports](#) highlight key trends affecting the business and leisure tourism industry and hope to inspire regenerative actions by showcasing sustainability initiatives from destinations around the world. The insights contained in the reports serve as a roadmap to build a more regenerative tourism culture.