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is toerisme



MEET IN FLANDERS ACADEMY #4

TOERISMEVLAANDEREN // Meet in Flanders Academy



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MELANIE DELAPLANCHE – SUSTAINABILITY ADDICT

melanie@sustainabilityaddict.com

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MARJAN NAUWELAERT – RESEARCHER
TOERISME VLAANDEREN

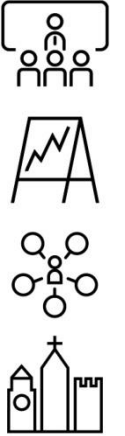
marjan.nauwelaert@toerismevlaanderen.be



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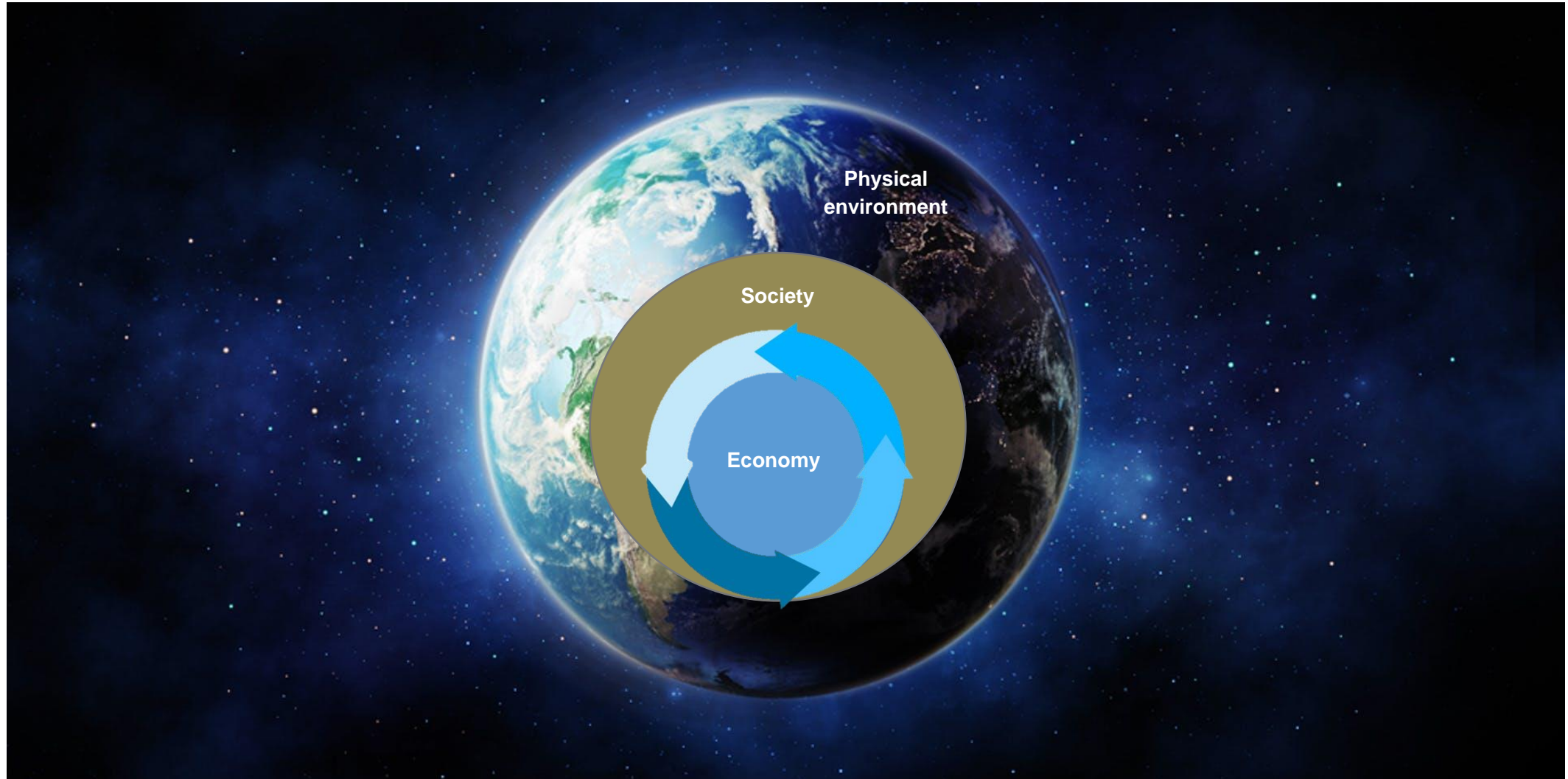
SUSTAINABILITY AS AN INNOVATION FACTOR

Mélanie Delaplanche



THE BASICS

SUSTAINABILITY



SUSTAINABLE DEVELOPMENT GOALS



DO YOU KNOW YOUR CARBON FOOTPRINT?



<https://offset.climateneutralnow.org/footprintcalc>

<https://offset.climateneutralnow.org/footprintcalc>

DO YOU KNOW YOUR CARBON FOOTPRINT?

Carbon footprint credit to stay under 2°C

1.2 tCo2

Per Capita/year

Source: A good life within the planetary boundaries (August 2017) Daniel W. O'Neil, Andrew L. Fanning, William F. Lamb & Julia K. Steinberger

Carbon footprint: Paris – New York round trip in economy

0.6 tCo2

1 flight



Source: www.iaco.int (United Nation agency)



DON'T BUY THIS JACKET



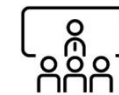


Envie de faire votre shopping circulaire?

Venez découvrir des vêtements, cadeaux, produits cosmétiques et d'hygiène, produits de nettoyage en vrac, solutions zéro déchet, livres de seconde main, de la déco et du mobilier dans un espace de plus de 1200 m² ! Tous sont fabriqués à partir de matériaux recyclés, éco-conçus, à base de matières naturelles pour limiter l'impact sur la planète.

Des startups bruxelloises, des entrepreneurs belges ou européens grâce à qui nous vous offrons les circuits les plus courts possible.



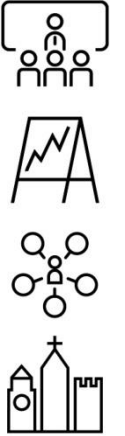


A HOT TOPIC

BIDS THAT INCLUDE SUSTAINABILITY

- **UNWTO Gastronomy Tourism Congress in June 2020 in Bruges**
Climate neutrality and sustainability principles in RFP
- **Euroheat and Power**
Question about global certification, including the GDS Index
- **Cumulus**
How can SDG's be met by the destination
- **Urban Future Global Conference**
Mention sustainability in the RFP

... and some organisations with no activity linked to environmental or social missions

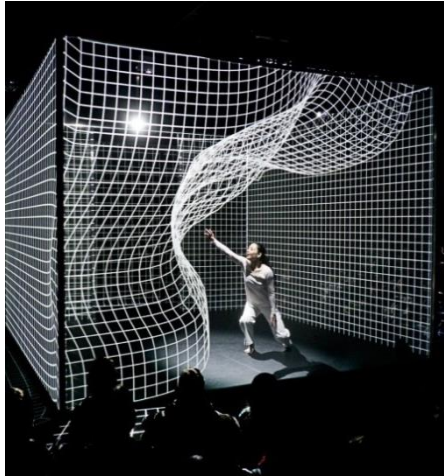


INSPIRATION

RESTAURANT & FOOD



STAGING & AV PRODUCTION



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EXHIBITIONS



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SIGNAGE & ONSITE COMMUNICATION



SOCIAL & LEGACY INITIATIVES



*D*esigned to showcase new ways of creating innovative projects and promote young talent, this educational project is integrated into teaching, with support from art schools from the Île de France region, centres for Arts & Technology and apprenticeship training centres.



ÉCOLE
CAMONDO

B
ÉCOLE
BOULLE



SOCIAL BUSINESSES



UP CYCLING WORKSHOPS



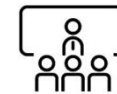
ART & EDUCATION



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ACTIVITIES & TEAM BUILDINGS





EXCEED EXPECTATIONS

OTHER DESTINATIONS' BENCHMARK

“The differentiator with Rotterdam is its drive for sustainability, combined with its unique architecture and urban vibe, and lower costs compared to more popular destinations”



Helsinki - The City With Standards.

What if making sustainable choices was as easy as using your favourite app? In spring 2019, Helsinki is rolling out a service that will enable users - locals and visitors alike - to find the city's most sustainable restaurants, experiences, shops and accommodation. This new digital service is based on sustainability criteria that have been tailor-made for Helsinki.



MyHelsinki.fi



Experiences



Accommodation

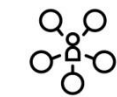
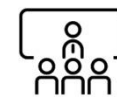


Transportation



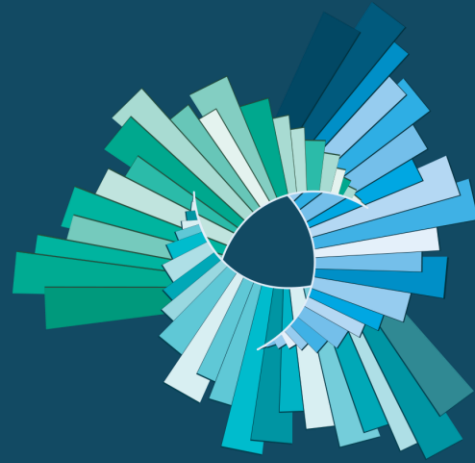
Compensation

By developing sustainability criteria, Helsinki aims to redefine what it means to be a truly sustainable city.



THE GDS-INDEX

Marjan Nauwelaert



GLOBAL DESTINATION SUSTAINABILITY INDEX

A destination level movement that benchmarks, creates and improves the sustainability strategy and performance of destinations

Almost 60 destinations worldwide in the index



Founding Members and Advisory Board



...

TRAVEL TO *tomorrow ...*

- **Benchmarking our sustainability performance**
- **A baseline measurement**
- **Specific goals and tools for improvement**
- **New kids on the block: Antwerp, Bruges, Ghent, Leuven, Mechelen and Visit Flanders**
 - Application summer 2019 by staff members of tourism offices and Visit Flanders



4 PERFORMANCES – 70 CRITERIA

ENVIRONMENTAL PERFORMANCE

Sustainability Strategy,
Energy and Emissions
Waste
Air Quality
Transportation
Green Areas
Water



SOCIAL PERFORMANCE

Corruption
Inclusiveness
Gender Inequality
Health and Wellbeing

SUPPLIER PERFORMANCE

Hotels
Airport
Agencies (PCOs & DMCS)
Restaurants
Venues
Academia

DESTINATION MANAGEMENT PERFORMANCE

Destination Strategy
Governance and Reporting
Capacity Building & Incentives
Marketing and Business Development
Accessibility
Community Engagement & Support

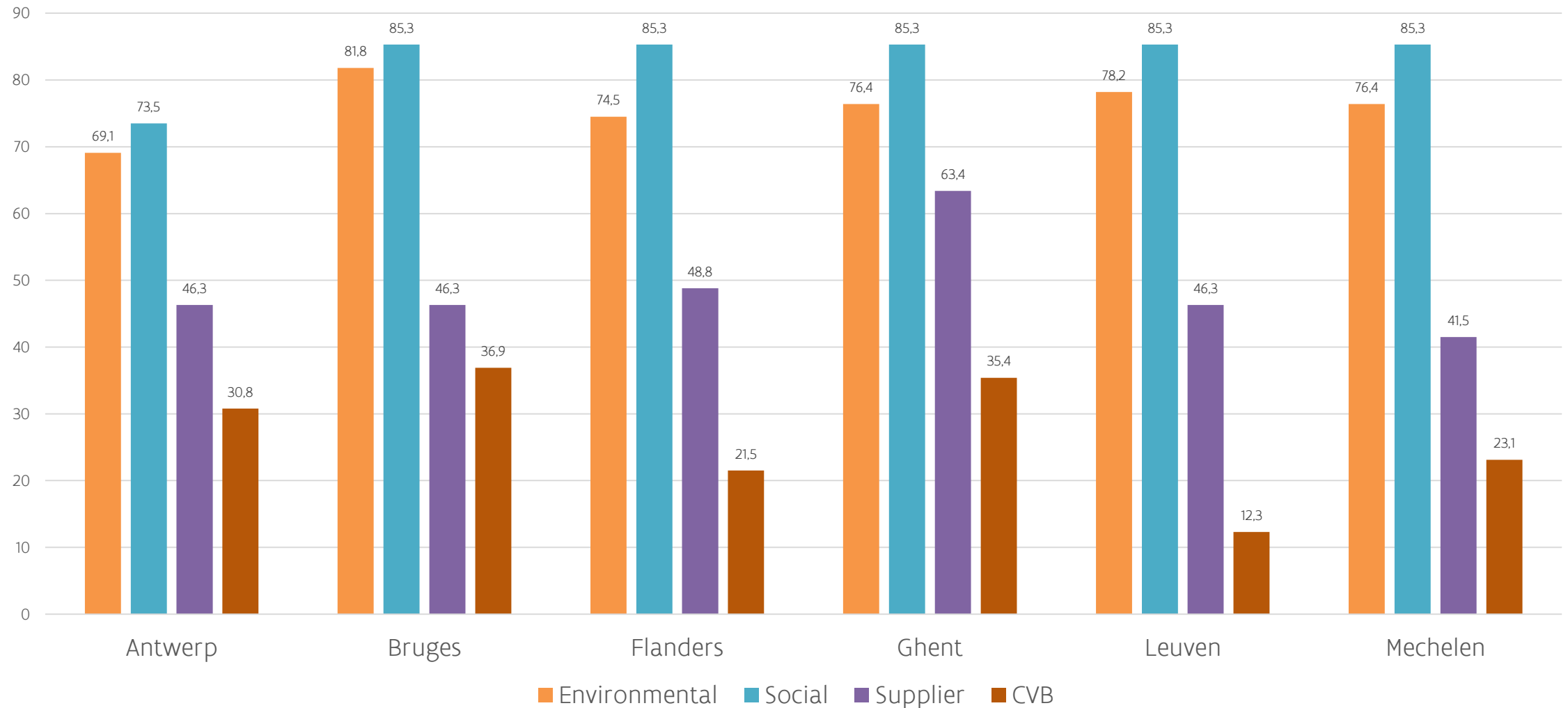
THE RANKING – 58 DESTINATIONS

/GDS-INDEX TOP 10

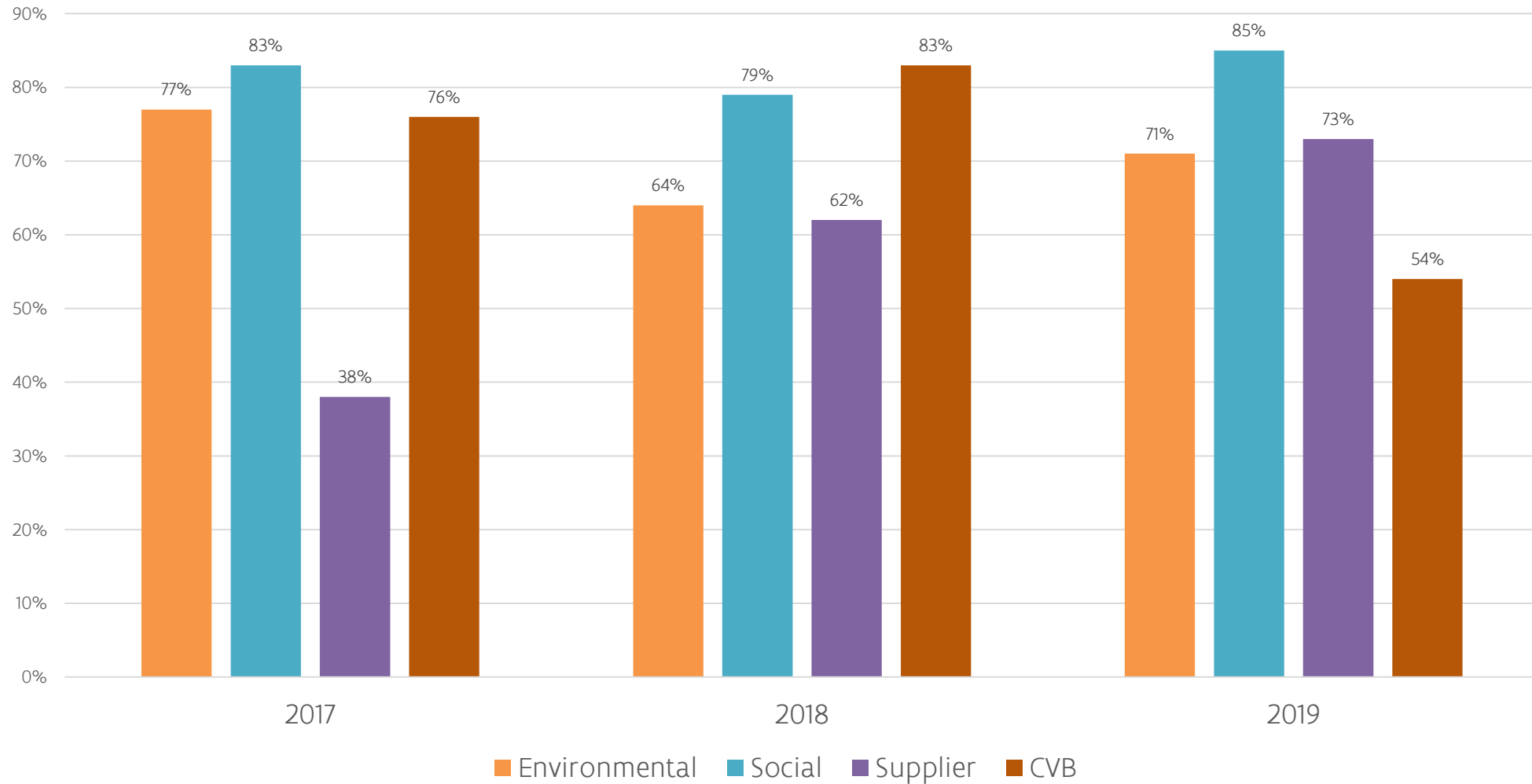
#	DESTINATION	2019 SCORE	CHANGE
1	GOTHENBURG	89.6	⬇️
2	COPENHAGEN	88.0	⬇️
3	ZURICH	84.6	⬆️
4	GLASGOW	78.5	⬆️
5	AALBORG	76.2	⬆️
6	REYKJAVIK	75.8	⬇️
7	MALMÖ	75.6	⬇️
8	SYDNEY	74.9	⬆️
9	UPPSALA	74.3	⬆️
10	MELBOURNE	74.3	⬇️

- 13 Brussels (68%)
- 25 Ghent (61%)
- 28 Bruges (60%)
- 37 Visit Flanders (53%)
- 38 Mechelen (52%)
- 39 Antwerp (52%)
- 42 Leuven (50%)

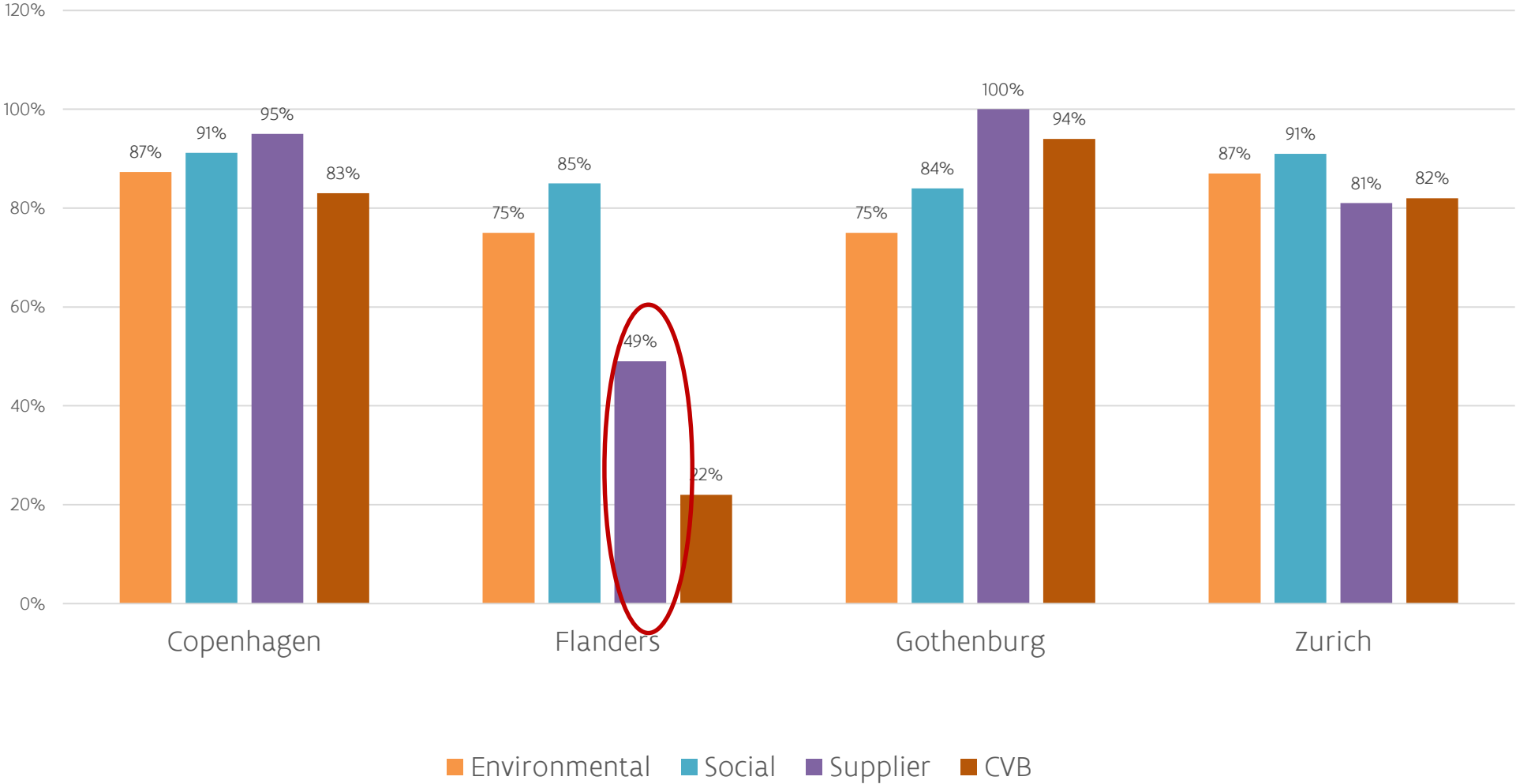
RESULTS OF ART CITIES (WITHOUT BRUSSELS) AND FLANDERS 2019



RESULTS OF BRUSSELS 2017 - 2018 - 2019



PERFORMANCE VS GLOBAL LEADERS 2019



THE SUPPLIER PERFORMANCE – ROOM FOR IMPROVEMENT

Destination wide policies,
initiatives or programmes for
hotels to reduce single-plastic
material waste

HOTELS

% of hotels with active third-
party sustainability certification



THE SUPPLIER PERFORMANCE – ROOM FOR IMPROVEMENT

% of partner PCO's and DMC's located in the destination that have a formal written sustainability policy

AGENCIES

% of partner PCO's and DMC's located in the destination with an active third-party sustainability certification



THE SUPPLIER PERFORMANCE – THE MISSING LINKS

RESTAURANTS

Programme for promotion and support of restaurants and caterers with commitment to sustainable food

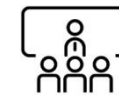
Destination wide policies, initiatives and programmes for restaurants and caterers to reduce single-use material waste

THE SUPPLIER PERFORMANCE – ROOM FOR IMPROVEMENT

VENUES

% of the destination's congress and exhibition centres that have active third-party sustainability certification





FOOD FOR THOUGHTS



AGENCIES: ENGAGE CLIENT AND ATTENDEES

- Proposal includes sustainability credentials of venues/hotels/suppliers
- Sustainability section on website, event app
- Statements in emails, prints
- Social media campaigns
- On-site signage and story telling
- Gamification
- Invite or offer discounts to students, lower income communities
- Opportunity to keep communicating after event



**IF YOU DON'T ATTEND A CONFIRMED EVENT,
YOU SPOIL MORE THAN JUST THE PARTY.**



TRAVEL



- Propose online webcast of event to reduce travel need
- Encourage attendees to use soft transportation modes
- Minimise distances between different event locations
- Educate about environmental impact of travel
- Suggest carbon offset
- Propose local speakers and crew



FOOD AND BEVERAGE

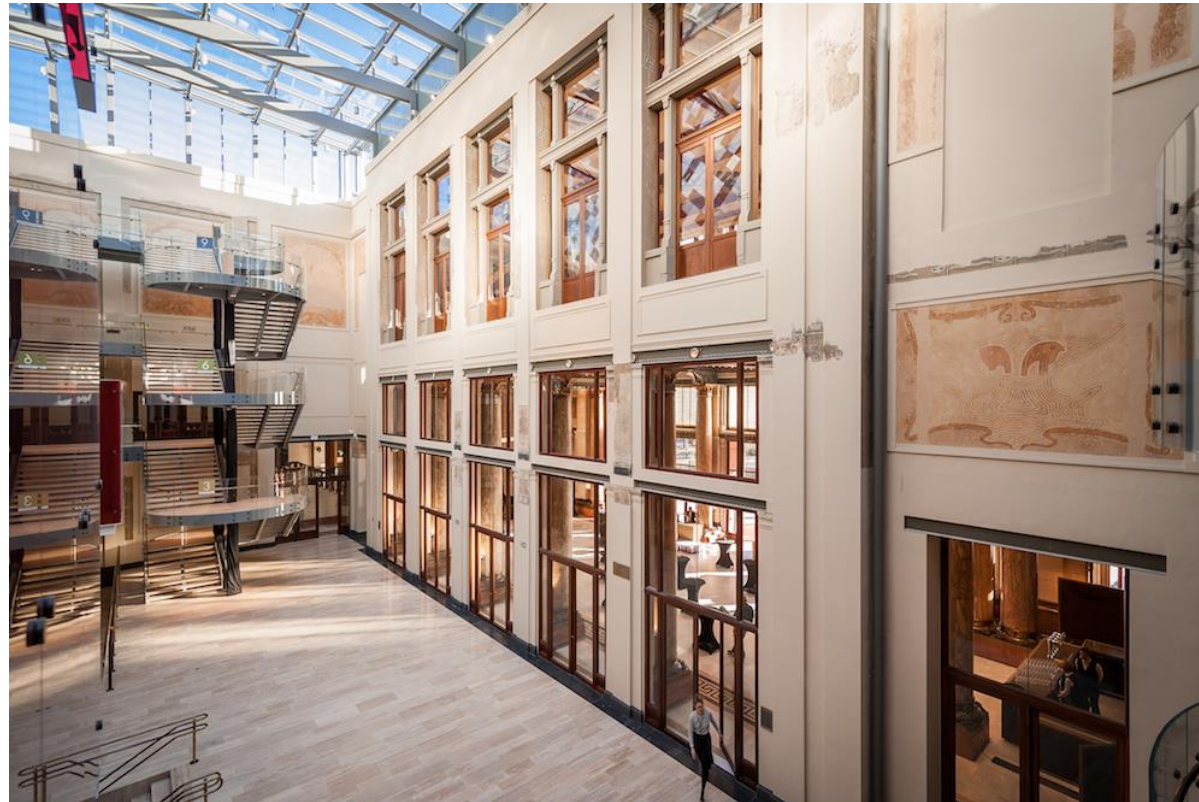


- Local, seasonal, fresh, fairtrade sourced food
- Initiatives to minimise food waste
- Propose low carbon and low water impact menus
- Appropriate signage for specific dietary requirements
- Story telling involving chef, local artisans
- Staff is trained & paid decent wage
- Partnerships with charities for food leftovers, social re-insertion



ACCOMMODATION & VENUES

- Energy and water conservation initiatives and/or policies
- Waste management processes
- Non polluting cleaning products
- Local & seasonal F&B
- Staff training and employment conditions
- Local communities initiatives
- Third party certification
- Sustainability achievements reports
- Accessibility
- Carbon footprint per night stay/delegate





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SUSTAINABILITY ADDICT

 @sust_addict

melanie@sustainabilityaddict.com