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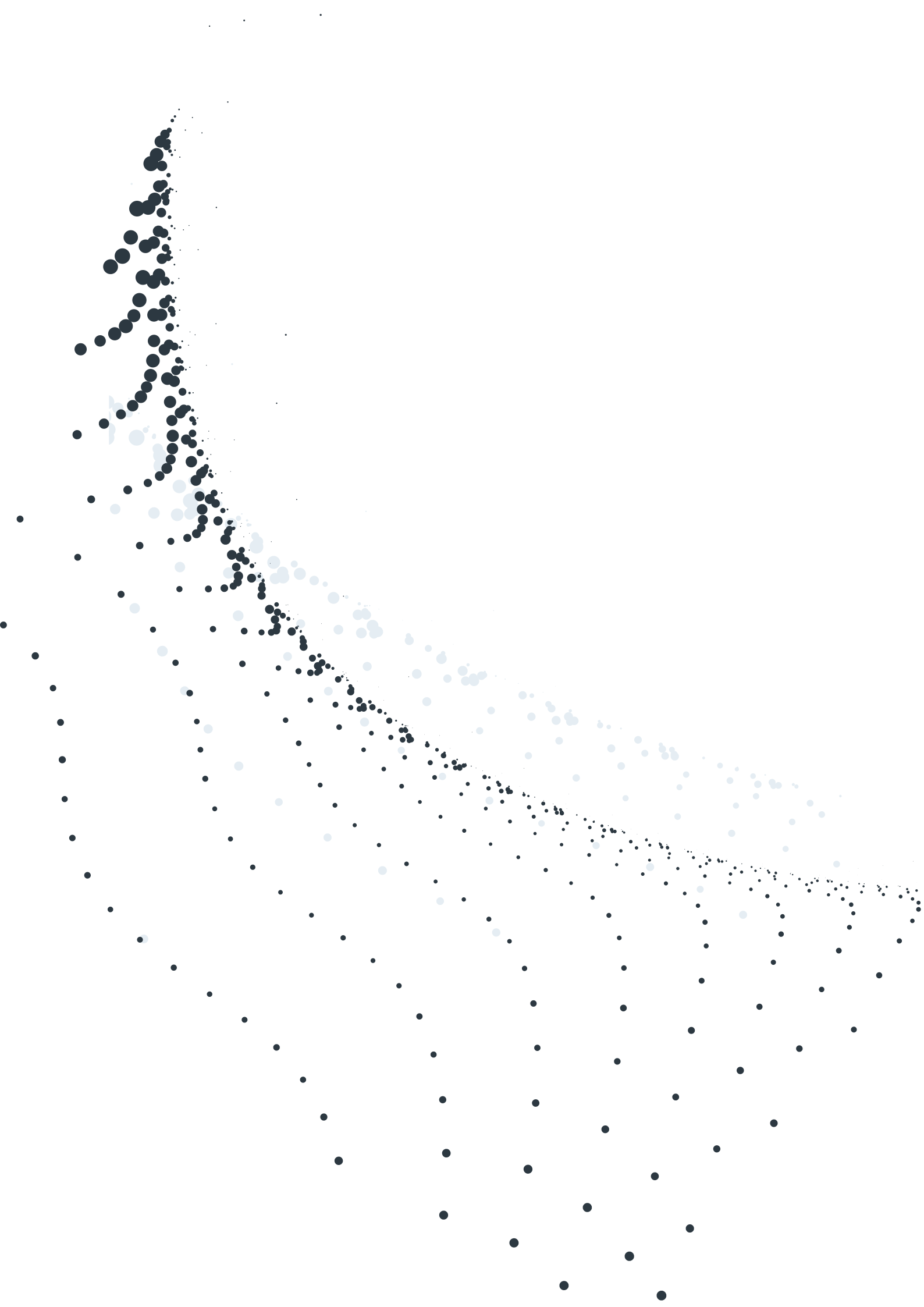


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Compilation  
of **Best Practices** on the  
**Business Events Industry**

2024





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# Best Practice Compilation

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Compendium of Best Practices for Sustainable, Human and Digital Business Events. This Compendium is a compilation of the result of the call for Best Practices that was done by the BEFuture European Union Co-funded project. The applicants are proudly presented here, and BEFuture extends its gratitude to all participants for their efforts and willingness to share their ideas and innovations.



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This compilation is designed to showcase exemplary practices that can inspire Business Event professionals in their green transition, leverage innovation and technology to make the Business Event's industry more future proof. The Call was shared not only in the six BEFuture partner countries, namely France, the Netherlands, Belgium, Germany, Italy and Spain, but throughout Europe and beyond. More details on the methodology and approach can be found in the State-of-the-Art Best Practice Deliverable, available at [be-future.eu](https://be-future.eu).

The 80 Best Practices that were submitted are gathered and organised into three areas, based on the categories that the applicants chose during the submission procedure:

1. **Sustainability and Business Events**
2. **Digitalization and Business Events**
3. **Legacy in Business Events**

These Best Practices aim to spark new ideas on how the Business Events industry can tackle issues such as reducing emissions, finding alternatives for attendee mobility, advancing social sustainability, capacity-building, engaging and enhancing event experience with VR technology, and integrating AI or the transition to new business models. Some practices presented are small, some bigger, but all have kickstarted a process of change and are now inspiring the way.

**Hopefully, their work inspires you to join that change!**



# Category 1: Sustainability and Business Events

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Within this section, the following sub-categories were available for submission. Note that when referring to sustainability it means environmental and social sustainability. In this compendium BEFuture kept the projects at the categories where applicants applied to, please take into account that some can be placed in more than one category:

- (1) **Carbon neutral**, achieving net-zero carbon emissions through mainly mitigation practices;
- (2) **Circular**, adopting circular economy principles to maximise resource efficiency and minimise waste;
- (3) **Energy**, optimising the use of renewable resources and improving energy efficiency to reduce reliance on fossil fuels;
- (4) **Food**, implementing food waste and low-footprint foods;
- (5) **Inclusion**, Diversity & Accessibility, ensuring fair access to sustainability benefits and opportunities across diverse communities;
- (6) **Partnership**, collaborating with various stakeholders to enhance sustainability initiatives. They are organised in alphabetical order;
- (7) **Transport/Mobility**, encouraging the use of low-carbon transport options to reduce carbon emissions;
- (8) **Waste**, promoting recycling and waste reduction strategies to minimise environmental pollution;
- (9) **Water**, employing water conservation measures and technologies to manage water resources effectively.

**The following Best Practices are presented in alphabetical order for each sub-category.**

## Sub-category: Carbon neutral

### 4foreverything

- Sustainable Virtual Shop
- [www.4foreverything.com](http://www.4foreverything.com)
- **Country:** Spain

**Main Information:** The Sustainable Virtual Shop is an innovative digital tool developed by 4foreverything to streamline the design and service management process for exhibitors at exhibitions or congresses, focusing on sustainability and carbon footprint awareness.

**Project Description:** This virtual shop provides exhibitors with an intuitive platform to manage stand designs and services, offering real-time updates and a 3D visualisation of their stands. It calculates the carbon footprint based on choices made in materials and setup, offering alternatives to minimise environmental impact.

**Project Contribution to SDGs:**

**SDG 12 – Responsible Consumption and Production:** by enabling exhibitors to make informed decisions about the sustainability of their stand setups

- **SDG 13 – Climate Action:** by enabling exhibitors to compensate for their carbon footprint.

**Success Indicators:** The tool has been utilised in managing stands at major exhibitions including **IAAPA 2023**, **AirSpace World 2024**, and **WOOE 2024**. It has recorded a total carbon footprint of **8 tons CO2 equivalent** so far, with plans for an ad hoc reforestation project to offset these emissions further.

## Climeet

- Carbon Footprint Measurement and Management Tool
- [www.climeet.events](http://www.climeet.events)
- **Country:** France

**Main Information:** Climeet, based in Paris, France, offers a carbon footprint measurement and management tool specifically designed for the events industry.

**Project Description:** Climeet enables event organisers to understand and manage their carbon footprint by providing a specialised tool for measuring emissions, reducing greenhouse gases, and raising awareness among stakeholders. The platform allows users to create various carbon scenarios, facilitating eco-design for events and ensuring alignment with low-carbon trajectories.

**Project Contribution to SDGs:**

**SDG 12 – Responsible Consumption and Production:** Encourages sustainable practices and waste reduction.

- **SDG 13 – Climate Action:** Measures and reduces carbon footprints of events.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration with suppliers and stakeholders for sustainable development.

**Success Indicators:** Since its commercialisation in late 2022, Climeet has raised **€2M in funding**, expanded **from 7 to over 100 clients**, and increased its team **from 3 to 11 employees**. The tool has been used by high-profile clients to enhance sustainability efforts at their events, reinforcing Climeet's role in promoting carbon neutrality within the events industry.

## Falla Plaza de Honduras

- Sustainable Falla «La Replantà»
- [www.facebook.com/fplazahonduras](https://www.facebook.com/fplazahonduras)
- **Country:** Spain

**Main Information:** The “Sustainable Falla La Replantà” initiative by Falla Plaza de Honduras focuses on creating environmentally friendly Fallas for the famous Valencia festival.

**Project Description:** The project involves measuring and offsetting the carbon footprint by planting trees in Albufera Natural Park. For its 10<sup>th</sup> anniversary in 2024, the Falla financed its monument through crowdfunding and celebrated Valencia’s European Green Capital status with sustainable practices.

**Project Contribution to SDGs:**

- **SDG 5 – Gender Equality:** Promotes inclusivity and gender balance.
- **SDG 12 – Responsible Consumption and Production:** Implements waste reduction and sustainable resource use.
- **SDG 13 – Climate Action:** Measures and reduces the carbon footprint.
- **SDG 17 – Partnerships for the Goals:** Collaborates with stakeholders to enhance sustainability.

**Success Indicators:** The project successfully involved over **100 members** in sustainability practices, planted **150 trees** to offset carbon emissions, and received various awards, including the 2<sup>nd</sup> place in “neutral and sustainable Fallas”. The initiative raised **€3,880 through crowdfunding** and significantly reduced the use of plastic materials, demonstrating the feasibility and impact of sustainable practices in traditional events.

## Fifty Shades Greener

- Green Manager Programme
- [www.fiftyshadesgreener.ie](http://www.fiftyshadesgreener.ie)
- **Country:** Ireland

**Main Information:** Fifty Shades Greener is an environmental education organisation founded by Raquel Noboa. It focuses on providing sustainability education and training specifically tailored to the hospitality industry, aiming to transform it into a leader in environmental stewardship.

**Project Description:** The Green Manager Program, initiated by Raquel Noboa, focuses on transforming the hospitality industry through targeted sustainability training aimed at reducing energy, waste, and water usage. Originating from a successful pilot at Hotel Doolin, this program has grown into a national initiative funded by the Irish government, now encompassing over 270 hotels. It contributes to sustainable tourism by promoting environmental stewardship among hospitality providers.

### Contribution to SDGs:

- **SDG 4 – Quality Education:** Provides education and training on sustainability.
- **SDG 6 – Clean Water and Sanitation:** Reduces water usage.
- **SDG 7 – Affordable and Clean Energy:** Promotes energy efficiency.
- **SDG 8 – Decent Work and Economic Growth:** Enhances employment opportunities via green skills.
- **SDG 12 – Responsible Consumption and Production:** by fostering more efficient resource use in the hospitality sector
- **SDG 13 – Climate Action:** by reducing the industry's carbon footprint.

**Success Indicators:** Over 270 hotels in Ireland have adopted the program, with participants achieving an average **30% reduction in energy, waste, and water costs**, and a **22% reduction in Scope 1 and 2 emissions**. The program, a finalist in the European Green Skills Awards 2022, is now also available in the UK, India, and Denmark.

## GALIS

- Exhibit Responsibly
- [www.galis.fr](http://www.galis.fr)
- **Country:** France

**Main Information:** The “Exhibit Responsibly” initiative by GALIS aims to promote sustainable practices in the events industry.

**Project Description:** the project includes designing and building eco-friendly exhibition stands using responsible materials, maximising reuse, recycling, and reducing the carbon footprint. The project follows the avoid-reduce-offset approach for GHG emissions, focusing on certified offset projects and responsible communication. GALIS also emphasises stakeholder engagement to foster a culture of sustainability within the industry.

**Project Contribution to SDGs:**

**SDG 5 – Gender Equality:** Promotes inclusivity and gender balance.

- **SDG 12 – Responsible Consumption and Production:** Implements sustainable resource management and waste reduction.
- **SDG 13 – Climate Action:** Measures and reduces carbon footprints.
- **SDG 17 – Partnerships for the Goals:** Collaborates with stakeholders to enhance sustainability.

**Success Indicators:** the project has developed and applied a Sustainable Event Policy Checklist, received certifications like **ISO 20121**, **ISO 26000**, and the “**Engagé RSE**” label, and has successfully reduced CO<sub>2</sub> emissions. Initiatives include using recycled and recyclable materials, raising awareness among suppliers, and optimising energy consumption. The approach has led to the creation of sustainable and impactful exhibition stands, showcasing GALIS’s commitment to eco-responsibility in the events industry.

## Inwink

- GreenPath: Paving the Way to Carbon Neutrality
- [www.inwink.com](http://www.inwink.com)
- **Country:** France

**Main Information:** GreenPath by Inwink aims to revolutionise the events industry by addressing the urgent need for sustainability and carbon neutrality.

**Project Description:** the platform mitigates the environmental impact of business events through technology-driven solutions, such as the ScanExpo feature for reducing paper waste and integration with Climeet for calculating carbon footprints. The project promotes sustainable practices among organisers and participants, serving as a catalyst for broader industry change.

**Project Contribution to SDGs:**

- **SDG 12:** Responsible Consumption and Production: Reduces waste and encourages sustainable practices.
- **SDG 13:** Climate Action: Calculates and reduces carbon footprints.
- **SDG 17:** Partnerships for the Goals: Fosters collaborations like the one with Climeet.

**Success Indicators:** The project has achieved over **160 downloads** of its whitepaper on organising eco-responsible events, with positive feedback from event professionals. The ScanExpo feature and Climeet integration are being deployed, expected to yield measurable results in reducing environmental impacts. This initiative is a model for sustainable event planning and execution.





## Joint Meetings Industry Council

- Net Zero Carbon Events
- [www.netzerocarbonevents.org](http://www.netzerocarbonevents.org) / [www.themeetingsindustry.org](http://www.themeetingsindustry.org)
- **Country:** Belgium

**Main Information:** Net Zero Carbon Events, a project by the Joint Meetings Industry Council, is a groundbreaking initiative based in Brussels, Belgium. With nearly 700 registered organisations from 60 countries, it is the largest climate change movement in the Business Events industry, aiming to eliminate carbon emissions through sustainable practices and stakeholder engagement.

**Project Description:** Net Zero Carbon Events seeks to drastically reduce carbon emissions in the Business Events industry by setting reduction goals, measuring carbon footprints, and implementing sustainable practices. The initiative involves the entire ecosystem, from venue operators and organisers to exhibitors and service providers. The strategy began with garnering support from influential industry players, leading to the launch of the NZCE Pledge at COP26 in Glasgow. The initiative has since developed a comprehensive roadmap and various workstreams focused on sustainable event practices.

### Project Contribution to SDGs:

- **SDG 13 – Climate Action:** by working towards the reduction of carbon emissions associated with Business Events, NZCE contributes directly to climate action.
- **SDG 12 – Responsible Consumption and Production:** by promoting responsible consumption and production practices, encouraging waste reduction and circular economy principles.
- **SDG 17 – Partnerships for the Goals:** by fostering global partnerships for sustainable development by engaging stakeholders from diverse sectors and regions.

**Success Indicators:** The success of Net Zero Carbon Events is demonstrated by high levels of adoption and engagement from stakeholders, with nearly **700 companies and organisations registered**. Participants have committed to following the guidelines of the Paris Agreement, achieving net zero by 2050, and reducing emissions by 50% by 2030. Pledge signatories report progress every two years, with numerous success stories and Best Practices being shared publicly.

## NJV Athens Plaza Hotel

- Reducing Carbon Footprint
- [www.njvathensplaza.gr](http://www.njvathensplaza.gr)
- **Country:** Greece

**Main Information:** NJV Athens Plaza, located in Athens, Greece, is committed to sustainability through a range of environmental initiatives aimed at reducing its carbon footprint and promoting eco-friendly practices.

**Project Description:** NJV Athens Plaza Hotel is dedicated to long-term sustainability, employing various strategies to enhance operational efficiency, flexibility, and adherence to environmental principles. Key efforts include energy conservation, use of renewable energy sources, effective waste management, and significant engagement in local community development. The hotel aligns its activities with the New Climate Law's goals, aiming to reduce greenhouse gas emissions by 30% by 2030.

### Project Contribution to SDGs:

- **SDG 7 – Affordable and Clean Energy:** by improving energy efficiency and integrating renewable energy sources, promoting affordable and clean energy.
- **SDG 9 – Industry, Innovation, and Infrastructure:** because of the innovative sustainability practices and energy management systems enhance the hotel's infrastructure and sustainable industrialisation.
- **SDG 11 – Sustainable Cities and Communities:** since the hotel's sustainability efforts contribute to making Athens more sustainable and resilient, positively impacting the urban environment.
- **SDG 12 – Responsible Consumption and Production:** for its efficient use of resources, reduction in waste, and enhanced waste management practices promote sustainable consumption and production.
- **SDG 13 – Climate Action:** due to the commitment to reducing greenhouse gas emissions and aligning with international climate action frameworks, like the Race to Zero campaign, demonstrate active efforts against climate change.

**Success Indicators:** Achievements in energy efficiency and waste reduction, marked by the implementation of a comprehensive energy management system. Certification by international standards such as **EARTHCHECK Evaluate Plus and ISO standards** (ISO 14001, ISO 45001, ISO 50001) which underscores the hotel's commitment to sustainability and operational excellence.

## NTT DATA Spain

- Event's Sustainability Calculator Tool
- [www.es.nttdata.com](http://www.es.nttdata.com)
- **Country:** Spain

**Main Information:** The Catalan Tourism Agency and NTT DATA Spain developed a Proof of Concept (PoC) for a digital tool to assess the environmental, social, and economic sustainability of tourism events related to conventions and congresses.

**Project Description:** The tool measures the carbon footprint, social impact, and economic benefits, providing insights into the sustainability of such events. It includes functionalities for both external users and administrators, facilitating decision-making and promoting sustainable practices.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** Promotes sustainable resource management.
- **SDG 13 – Climate Action:** Reduces the carbon footprint of tourism events.
- **SDG 17 – Partnerships for the Goals:** Enhances collaboration for sustainable tourism.

**Success Indicators:** The PoC successfully tested in various use cases, leading to positive feedback and the planned full implementation. The tool has demonstrated its capability to measure and report on different sustainability metrics, fostering changes in the convention tourism industry towards more sustainable practices and enhancing the sector's overall sustainability.

## Reed & Mackay

- Global Sustainability Initiative
- [www.reedmackay.com](http://www.reedmackay.com)
- **Country:** United Kingdom

**Main Information:** Reed & Mackay stands at the forefront of the business travel and event management industry, primarily in Europe, with a pioneering approach to integrating sustainability into corporate travel and events. Their robust sustainability agenda includes comprehensive carbon calculations and emission reduction tools that promote responsible corporate travel choices.

**Project Description:** Reed & Mackay integrates advanced sustainability features into their travel management services, offering detailed carbon footprint calculations and promoting sustainable alternatives like rail travel over short-haul flights. They provide clients with tailored reporting dashboards for tracking progress towards carbon reduction, leveraging partnerships to facilitate the purchase of Sustainable Aviation Fuel (SAF) and support carbon offset projects.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** through the promotion of sustainable travel options and carbon management solutions
- **SDG 13 – Climate Action:** by enabling businesses to reduce their travel-related carbon emissions effectively

**Success Indicators:** Reed & Mackay has achieved a **70% reduction in carbon emissions** for a global technology client, increased sustainable rail bookings by **30%**, and **integrated carbon notifications** across all markets. The company holds **ISO 14001** accreditation, a **Gold EcoVadis rating**, and is committed to the UN Global Compact.

## Sub-category: Circular

### Düsseldorf Convention

- The Drawer Heroes
- [www.duesseldorf-convention.de](http://www.duesseldorf-convention.de) / [www.schubladehelden.de](http://www.schubladehelden.de)
- **Country:** Germany

**Main Information:** The “Drawer Heroes” initiative by Düsseldorf Convention focuses on recycling old smartphones to promote digital inclusion and support sustainable practices. This initiative is part of a broader effort by Düsseldorf Convention to integrate sustainability into the event management sector.

**Project Description:** The initiative collects old mobile phones to either refurbish or recycle them, reintroducing refurbished phones into circulation and supporting digital inclusion for needy individuals and refugees.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** because it supports innovation in waste management and promotes sustainable industrial practices.
- **SDG 11 – Sustainable Cities and Communities:** because it contributes to sustainable urban development through waste reduction and enhanced community engagement.
- **SDG 12 – Responsible Consumption and Production:** by recycling and refurbishing smartphones, the initiative promotes responsible consumption and efficient use of resources.
- **SDG 17 – Partnerships for the Goals:** because of the collaboration with multiple local partners, strengthening partnerships for sustainable goals.

**Success Indicators:** Over **3000 phones collected**, two jobs created, and successful implementation of collection boxes at events, demonstrating significant support for sustainability in action.

## Luxembourg Convention Bureau

- Green Business Events Luxembourg
- [www.greenbusinessevents.lu](http://www.greenbusinessevents.lu)
- **Country:** Luxembourg

**Main Information:** The Ministry of the Economy, in collaboration with the Luxembourg Convention Bureau and Oekozerter Pafendall, launched Green Business Events that Luxembourg collaborates with companies to embed sustainability into their event management processes, focusing on reducing environmental impacts and promoting green practices.

**Project Description:** Launched on February 1, 2023, the GBE project promotes eco-friendly Business Events by developing sustainable event solutions with industry stakeholders. The initiative certifies events that meet specific eco-responsible and inclusiveness criteria, providing them with the official “Green Business Events” logo. The project emphasises the circularity of resources, reduction of carbon footprints, and inclusive practices in event planning and execution.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** by promoting sustainable event practices
- **SDG 13 – Climate Action:** by helping businesses reduce their carbon footprint
- **SDG 17 – Partnerships for the Goals:** Partnerships for the Goals: by collaborating with various stakeholders to enhance sustainability in events.

**Success Indicators:** Over **300 businesses served** with a **50% reported reduction in carbon emissions** per event. In its first year, the GBE initiative awarded the logo to **31 events** that met the demanding criteria. Over **40 event organisers received individual consultancy** from Oekozerter Pafendall. The initiative has created a demand for eco-friendly products and services, transforming the market in Luxembourg. The project has fostered collaboration among event providers, suppliers, and public and private sector partners, ensuring widespread implementation of sustainable event practices.

## Sub-category: Energy

### Bruges Meeting & Convention Centre

- Nearly Zero-Energy Building
- [www.bmccbruges.com](http://www.bmccbruges.com)
- **Country:** Belgium

**Main Information:** The Bruges Meeting & Convention Centre (BMCC) is a state-of-the-art venue designed as a nearly zero-energy building, setting a benchmark in sustainable architecture in the heart of Bruges.

**Project Description:** BMCC integrates advanced sustainability features such as solar panels, green roofs, and geothermal heating and cooling systems to minimise its environmental impact while providing a modern event space. The building is designed to be highly energy-efficient and is a model for sustainable construction in historic cities.

#### Project Contribution to SDGs:

- **SDG 7 – Affordable and Clean Energy:** Utilisation of 642 solar panels and geothermal energy for heating and cooling.
- **SDG 11 – Sustainable Cities and Communities:** Sustainable building practices in a historical city.
- **SDG 12 – Responsible Consumption and Production:** Sustainable materials and waste management.
- **SDG 13 – Climate Action:** Significant reduction in CO<sub>2</sub> emissions through renewable energy and efficient building design.
- **SDG 15 – Life on Land:** Installation of beehives and green roofs to promote biodiversity.
- **SDG 17 – Partnerships for the Goals:** Collaboration with local catering companies and initiatives for sustainable practices.

**Success Indicators:** The BMCC's solar panels generated **187,658 MWh in 2022** and **225,341 MWh in 2023**, covering **47%** of its energy consumption. The building's geothermal system provides efficient heating and cooling, reducing ecological impact. The venue's waste management practices include recycling food waste into biofuel and animal food. Looking ahead, the BMCC aims to further enhance its sustainability efforts, maintaining its **Green Key Certificate** and continuing to support Bruges' climate goals.

## Món Sant Benet

- Sustainability Project
- [www.monsantbenet.com](http://www.monsantbenet.com)
- **Country:** Spain

**Main Information:** Món Sant Benet is a unique cultural and historical site located in Catalonia, Spain, that integrates a medieval monastery with a modern focus on ecological and social agriculture. The site is dedicated to sustainable living and serves as a model for integrating historical preservation with modern sustainability practices.

**Project Description:** Món Sant Benet's sustainability project revolves around ecological and social agriculture integrated within a broader commitment to preserving cultural and natural heritage through the Fundació Catalunya La Pedrera. This is a comprehensive initiative aimed at promoting ecological and social sustainability through various practices and innovations. The project integrates sustainable agriculture, renewable energy, and biodiversity conservation, creating a model that balances cultural heritage with environmental stewardship.

### Project Contribution to SDGs:

- **SDG 3 – Good Health and Well-being:** Through the Alícia Foundation, the project promotes healthy eating habits and addresses food-related health issues.
- **SDG 7 – Affordable and Clean Energy:** The installation of photovoltaic panels supports the transition to renewable energy.
- **SDG 11 – Sustainable Cities and Communities:** through its integration of cultural heritage preservation with sustainability practices.
- **SDG 12 – Responsible Consumption and Production:** Emphasises sustainable agricultural practices and the promotion of local food.
- **SDG 15 – Life on Land:** Enhances biodiversity and ecological health through the Ribera Forest and fish passage projects.

**Success Indicators:** the Món Sant Benet Sustainability Project has achieved significant milestones in ecological and social sustainability, including generating over **25% of its annual electricity through photovoltaic panels**, implementing sustainable agriculture, and enhancing biodiversity with projects like the Ribera Forest and fish passage. The Alícia Foundation has fostered healthy eating habits and culinary innovation through educational initiatives. Looking ahead, Món Sant Benet plans to expand its renewable energy use, enhance biodiversity projects, and increase community engagement, continuing to set new standards in environmental and social responsibility for a more sustainable future.



## W Barcelona

- Sustainability Initiatives 2023
- [www.biospheresustainable.com/en/community/w-barcelona/4535](http://www.biospheresustainable.com/en/community/w-barcelona/4535)
- **Country:** Spain

**Main Information:** W Barcelona implements comprehensive sustainability practices, transforming its property into a sustainable work center.

**Project Description:** Key initiatives of the project include selective waste collection, extensive recycling programmes, food donation efforts, water reuse, solar energy utilisation, and promoting native vegetation. The hotel also reduces single-use plastics and encourages eco-friendly guest behavior through various educational efforts and sustainable amenities.

**Project Contribution to SDGs:**

- **SDG 2 – Zero Hunger:** Donates food to food banks and NGOs.
- **SDG 6 – Clean Water and Sanitation:** Reuses greywater and substitutes native plants.
- **SDG 7 – Affordable and Clean Energy:** Utilises solar energy for hot water and pool heating.
- **SDG 12 – Responsible Consumption and Production:** Implements comprehensive waste management and recycling practices.
- **SDG 13 – Climate Action:** Reduces carbon footprint through energy-saving procedures and waste reduction.

**Success Indicators:** In 2023, W Barcelona managed **45.70 tons of cans, plastic, and bricks; 125.80 tons of glass; 265.82 tons of general waste; 67.18 tons of paper and cardboard;** and **428.80 tons of organic waste**. The hotel donated **7,087 kg of food-to-food banks** and 8,976 kg to animal shelters. Additionally, **48,527 liters of water were reused**, and **148,906 kWh of solar energy were utilised**. These efforts demonstrate W Barcelona's commitment to sustainability and social responsibility.

## Sub-category: Food

### Autonomous University of Barcelona

- Advisory for Responsible Events
- [www.uab.cat](http://www.uab.cat)
- **Country:** Spain

**Main Information:** Conference and Events at Universitat Autònoma de Barcelona (UAB) offers an advisory service to help organisers design environmentally responsible events aligned with the 2030 Agenda's Sustainable Development Goals (SDGs).

**Project Description:** The service includes selecting sustainable suppliers, proposing eco-friendly activities, supporting sustainable communication plans, and drafting Best Practice reports. The initiative promotes responsible habits and encourages event promoters to embrace sustainability, accessibility, and legacy.

**Project Contribution to SDGs:**

- **SDG 5 – Gender Equality:** Promotes inclusivity and gender balance.
- **SDG 12 – Responsible Consumption and Production:** Focuses on waste reduction and sustainable resource use.
- **SDG 13 – Climate Action:** Implements measures to minimise the event's carbon footprint.
- **SDG 17 – Partnerships for the Goals:** Collaborates with stakeholders to enhance event sustainability.

**Success Indicators:** C&E has successfully organised events like the **29th Spanish Universities Research Conference and Casa Convalescència Event & Market**, using locally-sourced products, accessible venues, and sustainable materials. These efforts have set a benchmark for responsible event management, demonstrating significant positive impacts on the local economy and environment.

## CoCoA H2H

- Sustainable Practices
- [www.cocoah2h.com](http://www.cocoah2h.com)
- **Country:** Spain

**Main Information:** CoCoA H2H, headquartered in Barcelona with offices in London, Quito, and Gdańsk, focuses on transforming traditional meetings into impactful human-to-human (H2H) interactions. Their mission is to maximise engagement and efficiency while caring for the environment and supporting local communities.

**Project Description:** CoCoA H2H integrates sustainable practices into event planning by utilising strategic meeting designs that promote authentic engagement. Their Earth-caring approach includes credible CO<sub>2</sub> offsetting and post-event investments in carbon-related initiatives. Additionally, CoCoA H2H dedicates 10% of its annual profits to local NGOs, fostering social and environmental responsibility.

### Project Contribution to SDGs:

- **SDG 7 – Affordable and Clean Energy:** Reduces event-related carbon footprints.
- **SDG 11 – Sustainable Cities and Communities:** Lowers environmental impact via sustainable practices.
- **SDG 12 – Responsible Consumption and Production:** Promotes efficiency and waste reduction.
- **SDG 13 – Climate Action:** Offsets CO<sub>2</sub> emissions from events.
- **SDG 17 – Partnerships for the Goals:** Collaborates with local NGOs and sustainability partners.

**Success Indicators:** Positive feedback from clients and a legacy of **supporting community heroes** reflect the project's success.

## Sub-category: Inclusion, Diversity & Accessibility

### Convention Bureau Italia

- Including Inclusivity
- [conventionbureauitalia.com](https://www.conventionbureauitalia.com)
- **Country:** Italy

**Main Information:** Including Inclusivity is an initiative by CBIItalia to foster inclusivity within the Italian MICE (Meetings, Incentives, Conferences, and Exhibitions) industry.

**Project Description:** the project focuses on addressing inclusivity across various sectors of the events industry by providing practical and accessible solutions, creating new spaces for discussion, and developing guidelines for local implementation. The project spans the Wedding division and Congress division, promoting inclusivity through panels, working groups, and social media campaigns.

**Project Contribution to SDGs:**

- **SDG 5 – Gender Equality:** Promotes gender equality and diversity.
- SDG 10 – Reduced Inequalities: Fosters inclusivity across different sectors.
- SDG 12 – Responsible Consumption and Production: Encourages sustainable event practices.
- SDG 17 – Partnerships for the Goals: Collaborates with stakeholders to enhance inclusivity.

**Success Indicators:** though in its initial phase, Including Inclusivity has received **excellent feedback from stakeholders**. It aims to engage, discuss, give visibility, and produce novel conversations around inclusivity, setting an example and driving steady change within the Italian MICE industry. The initiative's impact will be assessed qualitatively, focusing on social and cultural shifts inspired by these efforts.

## Icaria Initiatives Socials

- Cheers4U: Team Building with Social Impact
- [www.icaria.org](http://www.icaria.org)
- **Country:** Spain

**Main Information:** Cheers4U is an innovative team-building initiative by Icaria Initiatives Socials, based in Barcelona, Spain. Established to support and empower individuals with intellectual disabilities, Cheers4U combines fun, strategic team-building activities with social value and inclusivity, making it a unique inter-company competition.

**Project Description:** Cheers4U is an annual team gymkhana designed to facilitate interactions with people with mental disabilities in a fun and inclusive environment. Participants engage in various tests, overseen by individuals with intellectual disabilities, promoting teamwork, strategy, and competitiveness. The event focuses on four sustainability axes: Accessibility, Heritage Defense, Environment, and Social Sustainability & Inclusion. It fosters team cohesion, motivation, and joy while highlighting the capabilities of people with disabilities.

### Project Contribution to SDGs:

- **SDG 3 – Good Health and Well-being:** by ensuring healthy lives and promoting well-being for all ages through physical activity and inclusive team-building events.
- **SDG 8 – Decent Work and Economic Growth:** by enhancing the professional skills of workers with disabilities through the funds raised.
- **SDG 10 – Reduced Inequalities:** by reducing inequalities by promoting social inclusion and creating opportunities for individuals with intellectual disabilities.

**Success Indicators:** Cheers4u has successfully engaged over **500 participants** from various companies, including Aigües de Barcelona, Catalonia Hotels & Resorts, and HP. The initiative has received positive feedback for its impact on team cohesion and social inclusion, demonstrating its effectiveness and scalability. The funds raised have significantly contributed to the training and development of individuals with disabilities, supporting their professional growth.

## PortAventura Foundation

- PortAventura Dreams Village
- [www.fundacionportaventura.org](http://www.fundacionportaventura.org)
- **Country:** Spain

**Main Information:** PortAventura Dreams Village, inaugurated in 2019, is an initiative by the PortAventura Foundation aimed at providing leisure and recovery opportunities for children and young people with serious illnesses and their families.

**Project Description:** located within the PortAventura World resort, the village offers free stays, inclusive activities, and specialised care in a supportive environment. This project is part of the foundation's broader mission to enhance emotional well-being through fun and leisure activities.

### Project Contribution to SDGs:

- **SDG 3 – Good Health and Well-being:** Emotional well-being and recovery through leisure activities.
- **SDG 10 – Reduced Inequalities:** Ensures access to leisure activities for children and families with serious illnesses.
- **SDG 17 – Partnerships for the Goals:** Collaborates with numerous organisations and stakeholders to support the initiative.

**Success Indicators:** since its opening, the PortAventura Dreams Village has hosted over **200 families annually**, providing comprehensive care and support. The foundation has engaged **800 collaborating organisations**, raised **8.5 million euros**, and facilitated access to leisure activities for **60,000 children and young people**. These efforts underscore the foundation's significant impact on improving the quality of life for seriously ill children and their families.



## Wodcelona

- Inclusive CrossFit Competition
- [www.wodcelona.com](http://www.wodcelona.com) / [www.barcelonazerolimits.com](http://www.barcelonazerolimits.com)
- **Country:** Spain

**Main Information:** Wodcelona, organised by Barcelona Zero Limits SL, is the largest inclusive CrossFit competition in the world, held annually in Barcelona, Spain. It features a diverse range of categories for both able-bodied and adaptive athletes, promoting inclusivity and diversity in sports.

**Project Description:** Wodcelona is an adaptive-focused CrossFit competition that emphasises inclusivity, particularly for athletes with disabilities. This event, presented by Nike, includes over 1200 athletes from 28 countries and features numerous categories for both able-bodied and adaptive athletes. The competition aims to raise awareness and promote an inclusive environment within sports and the broader community. Wodcelona not only advances competitive sports but also fosters community spirit and establishes Barcelona as a hub for fitness.

**Project Contribution to SDGs:**

- **SDG 3 – Good Health and Well-being:** by promoting physical activity and inclusive sports events.
- **SDG 10 – Reduced Inequalities:** by providing a competitive platform for athletes with disabilities.
- **SDG 11 – Sustainable Cities and Communities:** by hosting an inclusive event that attracts international participants and spectators.

**Success Indicators:** Wodcelona saw a significant increase in participation, with **1,293 athletes in 2023** compared to 1,054 in 2022. The event also achieved higher volunteer involvement and maintained strong public attendance, demonstrating its growing impact and potential as a model for inclusive sports competitions globally. The initiative's success is further reflected in its international realm.

## Sub-category: Transport / Mobility

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### Eco-Union

- Green Travel Initiatives
- [www.ecounion.eu](http://www.ecounion.eu)
- **Country:** Spain

**Main Information:** Eco-Union, based in Spain, is an environmental non-profit dedicated to fostering sustainable development through various innovative projects. Their Green Travel Initiatives focus on promoting sustainable travel practices across Europe, advocating for policy changes and developing practical tools to help reduce the environmental impact of tourism.

**Project Description:** Eco-Union's project focuses on promoting sustainable travel through policy advocacy and the development of green travel protocols. The initiative aims to reduce the environmental impact of tourism by encouraging a shift to low-carbon transportation and sustainable travel practices.

**Project Contribution to SDGs:**

- **SDG 11 – Sustainable Cities and Communities:** by advocating for urban planning that incorporates sustainable travel options.
- **SDG 13 – Climate Action:** by striving to lower emissions in the tourism sector.

**Success Indicators:** Successful development and implementation of green travel protocols, **widespread adoption** among public and private stakeholders, and positive impacts on reducing travel-related carbon emissions.



## Eurosonic Noorderslag

- Solidarity Eco-Tax
- [www.esns.nl/en/showcasing-for-a-better-world/sustainability](http://www.esns.nl/en/showcasing-for-a-better-world/sustainability)
- **Country:** The Netherlands

**Main Information:** Eurosonic Noorderslag (ESNS), located in Groningen, Netherlands, introduced the Solidarity Eco Tax to create a fair pricing system for professional ticket buyers, promoting sustainable travel and environmental responsibility.

**Project Description:** The Solidarity Eco Tax is an added fee on tickets, aimed at compensating the carbon emissions from travel related to the event. The tax funds Sustainable Aviation Fuel (SAF) and reforestation projects, maintaining a balanced price for all ticket buyers. In addition, ESNS offers Green Tour Support, subsidising sustainable travel options for artists, making eco-friendly travel more accessible.

**Project Contribution to SDGs:**

**SDG 13 – Climate Action:** Reduces carbon footprint through SAF and reforestation.

- **SDG 12 – Responsible Consumption and Production:** Promotes sustainable travel practices.
- **SDG 17 – Partnerships for the Goals:** Collaborates with partners like SkyNRG and Choo Choo for sustainable travel solutions.

**Success Indicators:** In its first year, the Solidarity Eco Tax led to a **70-80% participation rate** among ticket buyers, supported **30 artists** with sustainable travel through Green Tour Support, and offset **2095 tons of CO2-equivalent emissions** via SAF. The initiative aims to expand further, continuously enhancing its environmental impact.

## Vueling Airlines

- Sustainable Aviation Fuel
- [www.vueling.com](http://www.vueling.com)
- **Country:** Spain

**Main Information:** Vueling Airlines integrates Sustainable Aviation Fuel (SAF) into their operations to significantly reduce carbon emissions for Business Events. SAF, produced from waste or CO<sub>2</sub> captured from the air, reduces emissions by over 80% compared to conventional fuels.

**Project Description:** the project involves encouraging customers to contribute to SAF supply, which Vueling matches, thus mitigating CO<sub>2</sub> footprints. The initiative aims to use SAF for both short and long-haul flights, promoting sustainable travel until at least 2050.

### Project Contribution to SDGs:

- **SDG 12 – Responsible Consumption and Production:** Promotes sustainable resource management through waste-based fuel.
- **SDG 13 – Climate Action:** Reduces CO<sub>2</sub> emissions from air travel by over 80%.
- **SDG 17 – Partnerships for the Goals:** Collaborates with customers and stakeholders to enhance sustainability efforts.

**Success Indicators:** since June 2022, Vueling has supplied 250 tons of SAF, avoiding **630 tons of CO<sub>2</sub> emissions**, equivalent to 110 flights from Barcelona to Palma de Mallorca. Over **200,000 customers** have participated in the initiative. Vueling also offers emission reduction certificates to demonstrate the CO<sub>2</sub> reduction from using SAF for Business Events and attendees. The initiative's success is measured by the tons of CO<sub>2</sub> emissions avoided through the supply of SAF.



## Sub-category: Waste

### Aucxis

- STAR System
- [www.aucxis.com](http://www.aucxis.com)
- **Country:** Belgium

**Main Information:** Aucxis has developed the STAR system, an innovative RFID solution for managing reusable resources, specifically reusable cups at events, contributing to waste reduction and sustainability.

**Project Description:** The STAR system by Aucxis uses RFID technology to facilitate the lending and return of reusable cups at events, enhancing the user experience while promoting sustainability. This system supports event organisers in meeting European directives to reduce single-use plastics by ensuring that a high percentage of materials used are reclaimed and reused. It also contributes to sustainable tourism by offering a scalable solution applicable across various event types, promoting sustainability in the event industry.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** Promotes the use of reusable cups and reduces single-use plastics.
- **SDG 13 – Climate Action:** Reduces environmental impact through sustainable practices.

**Success Indicators:** At the Royal Antwerp Football Club (RAFC), STAR© achieved a **98% return rate** for reusable cups, significantly cutting down plastic waste. The system has been praised for enhancing the fan experience and has potential applications across various event sectors, including sports, concerts, and festivals, demonstrating its scalability and transferability.

## BT Congress

- A Planet in Your Hands
- [www.btcongress.com](http://www.btcongress.com)
- **Country:** Italy

**Main Information:** BT Congress, located in Cagliari, Italy, leads the “A Planet in Your Hands” initiative, aiming to make the International Congress on Gynaecological Endocrinology, sustainable.

**Project Description:** The initiative focuses on making international congresses sustainable by evaluating environmental impact, planning reduction activities, and engaging participants and stakeholders. Key practices include food waste management with “Food for Good,” water dispensers with reusable bottles, recycled materials for congress items, and minimising energy use through digitalisation.

**Project Contribution to SDGs:**

- **SDG 6 – Clean Water and Sanitation:** Promotes water conservation.
- **SDG 12 – Responsible Consumption and Production:** Implements sustainable resource use.
- **SDG 13 – Climate Action:** Reduces environmental impact through sustainable practices.

**Success Indicators:** The project has significantly reduced waste and increased recycling rates at the ISGE Congress, with an **85% increase in recycled materials** and a **60% reduction in energy use**. The initiative’s success will be extended to future congresses, promoting sustainability in the events industry.

## EUGEO 2019 Congress

- Sustainable Event Implementation
- [www.eugeo.eu/about/7-notizie/91-eugeo-2019-congress-galway.html](http://www.eugeo.eu/about/7-notizie/91-eugeo-2019-congress-galway.html)
- **Country:** Ireland

**Main Information:** The EUGEO 2019 Congress in Galway focused on sustainable event practices, including the University of Galway's Sustainable Event Policy Checklist, eco-friendly initiatives, and sustainability-themed activities, engaging 500 delegates from 36 countries and winning the Fáilte Ireland Sustainability Spotlight Award.

**Project Description:** in May 2019, the EUGEO Congress, themed "Re-Imagining Europe's Future Society and Landscapes," was hosted at the University of Galway. This conference emphasised sustainability through the University's new Sustainable Event Policy Checklist, engaging almost 500 delegates from over 36 countries. Initiatives included sustainability-themed field trips, a biodiversity trail, and eco-friendly practices such as a 'PaperSmart' policy and promoting vegetarian food options.

### Project Contribution to SDGs:

- **SDG 5 – Gender Equality:** Promotes gender equality and diversity.
- **SDG 12 – Responsible Consumption and Production:** Implements sustainable resource management.
- **SDG 13 – Climate Action:** Measures and reduces the event's carbon footprint.
- **SDG 17 – Partnerships for the Goals:** Collaborates with stakeholders to enhance sustainability.

**Success Indicators:** the conference achieved numerous milestones, such as the development and application of the University of Galway's Sustainable Event Policy Checklist, winning the **Fáilte Ireland Sustainability Spotlight Award**, and contributing to Galway's top-20 ranking in the Global Destination Sustainability Index. The event set a precedent for future conferences, such as the **International Geographical Congress 2024**.

## EventBot

- Autonomous Waste Sorting Robot
- [www.tribot.com/lander](http://www.tribot.com/lander)
- **Country:** France

**Main Information:** Launched on April 2024, at the Food Tech Hotel in Paris, EventBot is an autonomous robot designed to assist event participants, visitors, and public spaces with waste sorting.

**Project Description:** This innovative solution features a playful and mobile bin that motivates selective waste sorting. EventBot can operate for **12 hours without recharging**, has a capacity of **120 liters for waste and 10 liters for liquids**, and can navigate outdoor areas up to **7 hectares**. Customisable for communication purposes, it is available for short-term rental or purchase with a three-year warranty and 48-hour maintenance assistance.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** Encourages waste management and recycling.
- **SDG 13 – Climate Action:** Reduces waste-related environmental impact.
- **SDG 17 – Partnerships for the Goals:** Collaborates with event organisers to enhance waste management.

**Success Indicators:** EventBot's impact will be measured by the amount of waste sorted correctly, the number of events utilising the robot, user satisfaction, and feedback from event organisers. The ability to operate efficiently in various environments and its adoption rate across different events will further validate its success in promoting sustainable waste management practices.

## Go Zero Waste

- Moving Towards Zero
- [www.movingtowardszero.com](http://www.movingtowardszero.com)
- **Country:** Spain

**Main Information:** Go Zero Waste, based in Barcelona, Spain, leads the “Moving Towards Zero” initiative, promoting waste reduction, local commerce, and climate education through innovative technologies and gamification.

**Project Description:** The “Moving Towards Zero” campaigns by Go Zero Waste aim to implement Circular and Zero Waste policies among citizens. The project leverages gamification and digital tools to change behavior, addressing the rising costs of waste management and promoting sustainable practices within communities.

**Project Contribution to SDGs:**

- **SDG 11 – Sustainable Cities and Communities:** Enhances urban sustainability through waste reduction initiatives.
- **SDG 12 – Responsible Consumption and Production:** Promotes circular economy principles and waste reduction.
- **SDG 13 – Climate Action:** Supports climate education and sustainable waste management practices.

**Success Indicators:** The initiative has launched **45 campaigns** with over **150,000 participants**, resulting in the avoidance of **450,000 pieces of waste**. Clients include the cities of Dublin, Vilanova, and Masnou, as well as enterprises like Allianz and Secartys. Recognised by the Circular Innovation City Challenge and Premios Verdes, the platform is scalable and transferable across different regions and sectors.

## Sub-category: Water

### FrauBlau

- Engaging Visitors & Raising Awareness for Water Conservation
- [www.tmf-dialogue.net/fraublau-focus-on-water-for-the-meetings-and-tourism-industry.html](http://www.tmf-dialogue.net/fraublau-focus-on-water-for-the-meetings-and-tourism-industry.html)
- **Country:** Germany

**Main Information:** FrauBlau, operated by tmf dialogue marketing, is a consultancy based in Germany that focuses on innovative water conservation campaigns. These campaigns are specifically designed to engage visitors and raise awareness about water use and conservation in the tourism and conference industries. FrauBlau utilises digital and interactive platforms to educate and inspire sustainable water practices among both tourists and business professionals.

**Project Description:** FrauBlau addresses the impact of the climate crisis on water resources by creating engaging digital and live experiences that encourage sustainable water usage. These initiatives are backed by technical solutions that provide measurable results, making sustainability an integral part of event and travel planning.

**Project Contribution to SDGs:**

**SDG 6 – Clean Water and Sanitation:** Promotes water conservation through real-time monitoring and awareness campaigns.

- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable water use in the hospitality sector.
- **SDG 13 – Climate Action:** through educational campaigns that engage tourists and locals in water conservation efforts, contributing to more sustainable tourism practices
- **SDG 17 – Partnerships for the Goals:** Collaborates with various stakeholders to enhance water sustainability.

**Success Indicators:** Key success indicators include measurable water savings in participating hotels, the number of plastic bottles avoided by providing drinking water fountains, participant engagement in campaigns, and the impact on biodiversity and wetlands. Campaigns have been proposed in locations such as **Barcelona**, the **Faroe Islands**, and a **Water Nature Park in Croatia**, with significant early-stage interest and engagement. Looking forward, FrauBlau aims to expand its reach and effectiveness in promoting water sustainability across the meetings and travel industry.



## Sant Pau Art Nouveau Site

- High-Efficiency Water System
- [www.santpaubarcelona.org/en/](http://www.santpaubarcelona.org/en/)
- **Country:** Spain

**Main Information:** The Sant Pau Art Nouveau Site, a UNESCO World Heritage site in Barcelona, implemented a high-efficiency water system to address water management challenges related to its vast gardens and historic buildings.

**Project Description:** the system includes native and Mediterranean vegetation with low water demand, drip irrigation, real-time monitoring for leaks, and the use of well water and grey water. These measures ensure sustainable water use while preserving the site's cultural and historical integrity.

**Project Contribution to SDGs:**

- **SDG 3 – Good Health and Well-being:** Reduces illnesses from water pollution.
- **SDG 6 – Clean Water and Sanitation:** Increases water-use efficiency.
- **SDG 11 – Sustainable Cities and Communities:** Protects cultural heritage.
- **SDG 12 – Responsible Consumption and Production:** Manages natural resources efficiently.
- **SDG 13 – Climate Action:** Enhances climate change mitigation and adaptation.

**Success Indicators:** Water Savings: **8% reduction in the ratio of yearly water consumption** to event participants/visitors. Consumption Reduction: **3% decrease in public network water consumption** and **20% decrease in total water consumption** despite a **42% increase in event hours**. Certifications: **Six LEED certifications**, annual renewal of Biosphere sustainable tourism, **ISO 14001**, and **ISO 50001** certifications. These successes highlight the effectiveness of the high-efficiency water system in supporting sustainable event management and maintaining the site's heritage.



# Category 2:

## Digitalisation and Business Events

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The BEFuture call for Best Practices has provided innovative Digital Best Practices for the Business Events industry. In this compendium BEFuture kept the projects at the categories where applicants applied to, please take into account that some can be placed in more than one category:

- (1) **Content Management**, employing systems for seamless content delivery;
- (2) **Experience/Event Format**, using digital tools like virtual reality for immersive experiences;
- (3) **Hybridisation**, blending physical and virtual elements for flexible event formats;
- (4) **Networking and Business**, facilitating global connections through digital platforms;
- (5) **Personalisation**, leveraging on data analytics for tailored attendee experiences.

**The Best Practices in this category are presented in alphabetical order.**

## Sub-category: Content management

### German Convention Bureau

- Open Data for Sustainable Events
- [www.gcb.de](http://www.gcb.de)
- **Country:** Germany

**Main Information:** Open Data MICE is an initiative by the German Convention Bureau to harness open, machine-readable data to enhance the visibility and accessibility of Germany's MICE (Meetings, Incentives, Conventions, Exhibitions) sector. The project aims to create a comprehensive database and knowledge graph of the MICE offerings in Germany.

**Project Description:** The Open Data MICE project aims to create a comprehensive, machine-readable database of MICE (Meetings, Incentives, Conferences, and Exhibitions) offerings in Germany. By integrating this data into a knowledge graph, the project enhances digital marketing and international competitiveness. It includes strategic data management to ensure consistent, up-to-date, and accessible information across various digital platforms, supporting innovative applications and services.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes digital infrastructure for the MICE industry.
- **SDG 12 – Responsible Consumption and Production:** Encourages efficient use of digital resources.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration through open data standards.

**Success Indicators:** The project has initiated data collection workshops and established the infrastructure for a knowledge graph, aiming for a **comprehensive launch in 2024**. The continuous collection and linking of data will enhance the visibility and reach of German MICE services, providing added value for event planners through contextual information and innovative digital solutions. The project's success is measured by increased data availability, user engagement, and the development of new applications leveraging the open data.

## JustAgile

- AI Driven Tool
- [www.just-agile.com](http://www.just-agile.com)
- **Country:** France

**Main Information:** Just Agile has developed an AI-driven tool that aims to revolutionise meeting management by automating preparation, execution, and follow-up tasks, transforming how meetings are conducted within the Business Events industry.

**Project Description:** KI.M simplifies the preparation, execution, and follow-up of meetings, addressing common issues like unproductive discussions, unclear responsibilities, and time pressure. By automating these processes, KI.M helps organisations save significant time and improve communication and strategic thinking. The tool fosters better resource management, decision tracking, and efficient meeting handovers.

### Project Contribution to SDGs:

**SDG 8 – Decent Work and Economic Growth:** Enhances productivity and efficiency in meetings.

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovative AI solutions for business operations.
- **SDG 12 – Responsible Consumption and Production:** Reduces waste associated with traditional meeting preparation.

**Success Indicators:** Reduction in time spent on meeting-related tasks, quantified by decreased hours of preparation and follow-up. Increased productivity and strategic output from meetings, measured by participant feedback and objective achievement rates. Adoption rates across various sectors, indicating the tool's effectiveness and scalability.

## Meet Riga

- Digital Technology for Local SMEs
- [www.MeetRiga.com](http://www.MeetRiga.com)
- **Country:** Latvia

**Main Information:** MEET RIGA leverages digital technology to support local SMEs in the meetings and events industry by providing a centralised online platform that connects these businesses with international event planners.

**Project Description:** The MEET RIGA website serves as a one-stop service centre, helping international Business Event planners find suitable local suppliers efficiently. It features a comprehensive database of service providers including hotels, venues, and other resources necessary for event planning. This platform is designed to streamline the selection process and facilitate direct connections between planners and local businesses.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Enhances digital infrastructure for event planning.
- **SDG 12 – Responsible Consumption and Production:** Promotes sustainable practices and reduces paper waste.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration between local SMEs and international event planners.

**Success Indicators:** Increased traffic and engagement on the MEET RIGA website, reflecting higher interest and utilisation by event planners. Positive feedback from users on the platform's effectiveness in improving the efficiency and quality of event planning. Growth in the number of local SMEs participating on the platform and the business leads generated through it.

## Sub-category: Economic and social impact

### Co d'Azur

- Sustainable Team-Building and Digital Nomad Stays
- [www.codazur.com](http://www.codazur.com)
- **Country:** France

**Main Information:** Co d'Azur, located in Antibes, France, organises stays for teams and digital nomads in beautiful villas on the French Riviera, providing a unique blend of work, leisure, and cultural immersion.

**Project Description:** Co d'Azur offers an innovative solution to remote work challenges by bringing professionals together in magnificent villas during the low season. The program allows guests to work, share meals, and participate in cultural, sport, and social activities, fostering team cohesion and a sense of belonging. This approach balances tourism flow in the region, generates income for local villa owners, and enhances the work experience for remote workers and digital nomads.

#### Project Contribution to SDGs:

- **SDG 8 – Decent Work and Economic Growth:** Provides local economic support and employment.
- **SDG 11 – Sustainable Cities and Communities:** by promoting local produce and cultural immersion.
- **SDG 12 – Responsible Consumption and Production:** Utilises local produce and partners.
- **SDG 13 – Climate Action:** Promotes sustainable travel and activities.

**Success Indicators:** Since its launch in January 2023, Co d'Azur has seen over **16,500 website visits from 86 countries**, a LinkedIn **engagement rate of 13.1%**, and has issued more than five quotes for company events. A proof-of-concept event was organised in February 2023, demonstrating the viability and appeal of this innovative co-working and team-building model.

## Sub-category: Experience / Event format

### Bnetwork

- Eco-Conscious Tracker
- [www.bnetwork.com](http://www.bnetwork.com)
- **Country:** Spain

**Main Information:** bnetwork's CSR initiative, the eco-conscious tracker, aims to promote sustainable hotel booking practices within the event industry by showcasing real-time data on eco-friendly accommodations. This initiative helps drive awareness and influence positive change towards more sustainable practices in the tourism and event sectors.

**Project Description:** The eco-conscious tracker is part of a larger CSR initiative by bnetwork that integrates sustainability into the event accommodation booking process. This tool visually displays the percentage of eco-friendly accommodations booked and available, encouraging event attendees to make sustainable choices. It also provides event organisers with valuable year-over-year data to track improvements and drive further sustainable practices.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** by promoting sustainable consumption patterns within the hotel and event sectors, incentivising the selection of accommodations with recognised eco-certifications
- **SDG 13 – Climate Action:** by reducing the carbon footprint associated with event accommodations

**Success Indicators:** The Eco-Conscious Tracker has **successfully highlighted sustainable booking trends**, motivating a higher percentage of eco-friendly hotel bookings. Event organisers can access real-time statistics on eco-friendly accommodations, aiding in transparent and data-driven decision-making. The initiative has also fostered collaboration with hotels to adopt and enhance CSR practices, supporting overall sustainability goals in the event and hospitality sectors.

## Châteauform

- Le Metropolitan
- [www.chateauform.com/en/house/le-metropolitan/](http://www.chateauform.com/en/house/le-metropolitan/)
- **Country:** France

**Main Information:** Châteauform' Le Metropolitan in Paris, France, is a pioneer in hosting events that are fully compliant with the ambitious LEAD certification for responsible and sustainable event management.

**Project Description:** The LEAD Venues initiative by Châteauform', in collaboration with Green Événements and the SGS certification body<sup>1</sup>, aims to host zero-waste, low-carbon, and socially positive events. The certification process involves rigorous audits and adherence to 12 criteria, including waste transformation, banning single-use products, promoting plant-based meals, and ensuring accessibility and inclusivity. The venue implements extensive measures to minimise environmental impact and foster social inclusion.

### Project Contribution to SDGs:

- **SDG 12 – Responsible Consumption and Production:** Eco-conceives events, transforms waste into resources, and bans single-use products.
- **SDG 13 – Climate Action:** Measures and minimises event carbon footprints, offers plant-based meals, and promotes sustainable transport.
- **SDG 10 – Reduced Inequalities:** Supports the inclusion of marginalised groups and ensures event accessibility.
- **SDG 17 – Partnerships for the Goals:** Collaborates with various stakeholders for sustainable event management.

**Success Indicators:** The initiative has led to the elimination of single-use plastics, **100% glass bottle return**, and the creation of a fully plant-based menu. The venue has formed partnerships for professional inclusion, training individuals from marginalised backgrounds. Châteauform' Le Metropolitan received the **LEAD Silver certification** from SGS, validating its commitment to sustainable and inclusive event practices. Regular audits ensure continuous compliance and improvement, positioning the venue as a model for responsible event hosting.

<sup>1</sup> SGS Certification body: <https://www.sgs-certification-body.de/en>



## Desconnexions

- Team Living
- [www.desconnexions.com](http://www.desconnexions.com)
- **Country:** Spain

**Main Information:** Desconnexions Team Living, an initiative by Silvestre Studio SL, is based in Catalunya, Spain. It integrates team-building activities with sustainability practices, providing an immersive experience that promotes environmental consciousness and organisational cohesion.

**Project Description:** Desconnexions Team Living is a team building initiative focused on sustainability, using eco-friendly mountain shelters to enhance teamwork and environmental consciousness among participants. Desconnexions Team Living offers a 24-hour immersive experience combining team building activities with sustainability education. The program includes nature-based activities and ecological practices, such as sleeping in eco-friendly shelters and minimising waste, aiming to instil sustainable values in corporate teams.

**Project Contribution to SDGs:**

- **SDG 3 – Good Health and Well-being:** Promotes well-being through nature-based activities.
- **SDG 10 – Reduced Inequalities:** Encourages social inclusion and community support.
- **SDG 12 – Responsible Consumption and Production:** Emphasises sustainable practices in all activities.
- **SDG 13 – Climate Action:** Reduces environmental impact through eco-friendly practices

**Success Indicators:** High participant satisfaction, with feedback scores averaging **5/5 in recent experiences**. Positive testimonials highlighting the deep impact of connecting with nature and strengthening team bonds. Adoption of sustainable practices by participating organisations, contributing to a broader cultural shift towards environmental stewardship.

## Event for Heritage

- Preserving Cultural Heritage through Events
- [www.actforheritage.com](http://www.actforheritage.com)
- **Country:** France

**Main Information:** Raising Stones Events, based in Tourrettes-sur-Loup, France, launched “Event for Heritage” to promote sustainable practices in the events industry using AI tools and supporting local environmental and social projects.

**Project Description:** Event for Heritage aims to harmonise economic, social, and environmental pillars of sustainability. The project includes an AI Carbon Tool, local beverage partnerships, and think tank sessions to promote sustainable event practices. The initiative is designed to start regionally on the French Riviera and expand across Europe.

**Project Contribution to SDGs:**

- **SDG 13 – Climate Action:** Utilises an AI Tool to measure and reduce the event’s carbon footprint.
- **SDG 12 – Responsible Consumption and Production:** Promotes sustainable practices through local partnerships and product sourcing.
- **SDG 17 – Partnerships for the Goals:** Engages various stakeholders in sustainability initiatives.

**Success Indicators:** Implementation of the **AI carbon calculator across events**, allowing for efficient carbon footprint assessment and reduction. Successful integration of local sustainable products (e.g., regional beverages) into events, with proceeds supporting environmental and social causes. Expansion plans to replicate the successful model in other regions of France and potentially Europe.

## Gau Catering

- Sustainable Gastronomy
- [www.gaucatering.com](http://www.gaucatering.com)
- **Country:** Spain

**Main Information:** GAU Catering, located in Gavà, Barcelona, Spain, is a pioneer in sustainable catering practices. It is the first catering company in Catalonia to receive the Biosphere© Tourism Sustainability Certification, ensuring compliance with international sustainability standards. Gau Catering is dedicated to revolutionising the catering industry by emphasising sustainable gastronomy that sources ingredients locally and promotes zero waste practices.

**Project Description:** GAU Catering's sustainable catering project promotes environmentally friendly practices throughout its supply chain and operations. By using local and seasonal products, minimising waste, and integrating renewable energy sources, GAU Catering aims to reduce its carbon footprint and support the Sustainable Development Goals (SDGs) outlined by the United Nations. Initiatives include efficient water use, sustainable mobility, and promoting recycling and reuse.

### Project Contribution to SDGs:

- **SDG 1 – No Poverty:** Collaborates with social programmes to support local communities.
- **SDG 2 – Zero Hunger:** Implements measures to prevent food waste.
- **SDG 5 – Gender Equality:** Promotes gender equality and respect in the workplace.
- **SDG 6 – Clean Water and Sanitation:** Prioritises efficient water use in all facilities.
- **SDG 7 – Affordable and Clean Energy:** Invests in energy-efficient machinery and renewable energy.
- **SDG 8 – Decent Work and Economic Growth:** Facilitates work-life balance and offers opportunities to disadvantaged groups.
- **SDG 12 – Responsible Consumption and Production:** Emphasises the 3Rs (Reduce, Recycle, Reuse) and sustainable production patterns.
- **SDG 13 – Climate Action:** Measures and compensates the carbon footprint of its activities.
- **SDG 15 – Life on Land:** through its use of local and organic ingredients that reduce the need for long-distance food transportation.
- **SDG 17 – Partnerships for the Goals:** Participates in various associations to promote sustainability.

**Success Indicators:** Reduction in waste by **40%**, **increased use of local suppliers** by **70%**, and **positive customer feedback** on sustainability efforts. GAU Catering has achieved significant milestones in sustainability by reducing food waste, using local and seasonal products, and promoting sustainable transportation. The company's new facilities are designed with zero waste and low carbon models, further enhancing their commitment to environmental responsibility. Looking forward, GAU Catering aims to continue innovating and expanding its sustainable practices, ensuring long-term environmental and social impact.

## German Convention Bureau

- Future Meeting Space
- [www.gcb.de](http://www.gcb.de)
- **Country:** Germany

**Main Information:** The Future Meeting Space initiative by the German Convention Bureau and the Fraunhofer Institute for Industrial Engineering IAO focuses on enhancing the effectiveness and sustainability of Business Events in Germany.

**Project Description:** Launched in 2015, the Future Meeting Space project investigates how Business Events can drive innovation and adapt to emerging trends in technology and society. It provides research-backed recommendations and practical solutions to stakeholders in the event industry, covering areas such as hybrid events, digital engagement, and sustainable event practices.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Supports digital and hybrid event innovations.
- **SDG 12 – Responsible Consumption and Production:** Promotes sustainable event management practices.
- **SDG 13 – Climate Action:** Reduces carbon footprints by fostering digital and hybrid events.

**Success Indicators:** Publication of **six international studies** that shape industry standards and practices. Active participation and **interest from over 300 industry professionals** in annual presentations of findings. Ongoing engagement from a broad spectrum of research partners, confirming the project's relevance and impact within the event ecosystem.

## German Convention Bureau

- Sustainable Events Conference
- [www.gcb.de](http://www.gcb.de)
- **Country:** Germany

**Main Information:** The German Convention Bureau, in collaboration with EVC Europäischer Verband der Veranstaltungs-Centren, launched Sustainable Events Conference (SECON) to promote sustainability in the German event industry.

**Project Description:** SECON aims to enhance sustainability in Business Events by providing practical content on sustainable event management. The conference connects participants and providers both on-site and online, facilitating knowledge transfer, practical exchange, and joint solution development. The initiative addresses ecological, economic, and social impacts, helping event industry stakeholders implement sustainable practices throughout their supply chains.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** Promotes sustainable event practices.
- **SDG 13 – Climate Action:** Encourages the reduction of the event industry's ecological footprint.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration among event industry stakeholders.

**Success Indicators:** the consistent participation of over **200 industry professionals at the conference**, reflecting the industry's commitment to sustainability. The publication of "Together for a sustainable future," a report that disseminates the key content and insights from the conference, further spreading sustainable practices.

## Gothenburg Convention Bureau

- Digital Site Visits to a SMART destination
- [www.goteborgco.se/en](http://www.goteborgco.se/en)
- **Country:** Sweden

**Main Information:** The Gothenburg Convention Bureau, in partnership with Storhotellgruppen, has developed "Goteverse," a digital platform enabling potential visitors to explore Gothenburg through a virtual environment. This initiative aims to enhance Gothenburg's global presence and attract more physical meetings and conferences to the city.

**Project Description:** The initiative leverages Gothenburg's digital twin, Virtual Gothenburg, to provide an immersive, 3D digital site visit experience for event planners and delegates. This digital infrastructure allows detailed exploration of the city's venues, hotels, and cultural points of interest, reducing the need for physical site visits and minimising the carbon footprint of Business Events. The digital twin includes features such as real-time navigation, time-of-day changes, and seasonal adjustments, enhancing engagement and accessibility.

### Project Contribution to SDGs:

- **SDG 11 – Sustainable Cities and Communities:** since enhances sustainable urban development through digital solutions that promote accessibility and reduce the need for physical travel.
- **SDG 12 – Responsible Consumption and Production:** because it encourages responsible consumption by minimising the environmental impact of tourism and events through virtual site visits.
- **SDG 13 – Climate Action:** since it contributes to climate action by providing an alternative to travel, significantly reducing carbon emissions associated with traditional event scouting.

**Success Indicators:** The project has successfully integrated digital site visits into Gothenburg's meeting and event planning processes, showcasing the city to a global audience. It has received positive feedback for its innovative approach and is **included in Gothenburg's action plan for meetings 2023-2026**. The initiative aims to halve global tourism emissions by 2030 and reach net-zero emissions by 2050, aligning with the Glasgow Declaration on Climate Action in Tourism.

## Inwink

- Community Engagement Platform
- [www.inwink.com](http://www.inwink.com)
- **Country:** France

**Main Information:** Inwink provides a digital community platform designed to extend the impact of B2B events through continuous engagement. It bridges the gap between physical events and digital year-long engagement, enhancing the value of events by transforming them into thriving digital communities.

**Project Description:** inwink Community is a solution that extends the life of event experiences into ongoing digital engagement. It allows event organisers to keep participants engaged throughout the year, transforming one-off event interactions into continuous relationships. This platform supports interactions through forums, messaging, and a variety of content formats, making it a versatile tool for maintaining and growing professional communities.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovation through digital community building.
- **SDG 12 – Responsible Consumption and Production:** Reduces the need for repeated physical events by sustaining digital engagement.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration among stakeholders.

**Success Indicators:** Inwink has successfully transformed events into thriving digital communities, as evidenced by significant engagement increases and positive feedback from users. Examples include Esri France's «**Géo Communauté**» and the **Sommet de l'Élevage** community, with thousands of members and extensive content interactions, demonstrating the platform's effectiveness in sustaining long-term engagement.

## Kämpfe Events

- KI-Fotobox
- [www.kaempfe-fotobox.de](http://www.kaempfe-fotobox.de)
- **Country:** Germany

**Main Information:** Kämpfe Events & Fotografie, based in Bad Saarow, Germany, introduced KI-Fotobox, an AI-powered photo booth that enhances event experiences through innovative technology.

**Project Description:** KI-Fotobox integrates AI and photography to create personalised event experiences. Users select AI-generated characters, capture their photos, and receive transformed images instantly. The booth operates offline, ensuring privacy and fast processing. It enhances event interactivity, providing unique and memorable photo opportunities.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovation through AI technology.
- **SDG 10 – Reduced Inequalities:** Offers inclusive and engaging experiences for all participants.
- **SDG 12 – Responsible Consumption and Production:** Utilises efficient technology, reducing waste.

**Success Indicators:** The KI-Fotobox has seen a **40% increase in demand** and a **50% revenue boost** since its introduction. Positive feedback highlights the personalised experience and increased engagement at events. At least 70% of events have switched to AI Photo Booth rentals, with over **95% of guests expressing high enthusiasm**.



## Spaces 360

- Digitalisation of Event Locations
- [www.spaces360.com](http://www.spaces360.com)
- **Country:** Germany

**Main Information:** Spaces 360, based in Germany, offers digitalisation services for event locations, enhancing the way events are planned and experienced through advanced 360-degree imaging technology.

**Project Description:** Spaces 360 provides digitalisation services that transform event locations into immersive 360-degree virtual environments. This technology allows event planners and participants to explore venues remotely, facilitating better planning and decision-making. The service includes high-resolution imaging, interactive virtual tours, and integration with event management platforms, making it easier to visualise and organise events.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes digital infrastructure in the events industry.
- **SDG 12 – Responsible Consumption and Production:** Lowers environmental impact of event planning.
- **SDG 13 – Climate Action:** Lowers carbon emissions by minimising travel.

**Success Indicators:** Spaces 360 has successfully digitalised numerous event locations, providing high-quality virtual tours that have improved event planning and reduced travel needs. The adoption of their services has led to increased client satisfaction, higher engagement rates, and a notable reduction in planning-related carbon emissions.

## V-Event

- Immersive Virtual Event Environments
- [www.v-event.tech](http://www.v-event.tech)
- **Country:** France

**Main Information:** V-Event specialises in creating customisable virtual environments for events, providing tools for meetings, training, entertainment, and heritage exploration through digital twins.

**Project Description:** V-Event creates customisable virtual worlds that cater to diverse needs such as simulation training, meetings, entertainment, and heritage discovery. The platform offers a range of services, including event design, booth creation, and hosting, which aim to provide engaging and realistic virtual experiences while significantly reducing the environmental impact associated with traditional events.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes the use of innovative digital solutions for events.
- **SDG 12 – Responsible Consumption and Production:** Reduces the logistical and environmental footprint of events.
- **SDG 13 – Climate Action:** Lowers CO<sub>2</sub> emissions by up to 90% through virtual events.

**Success Indicators:** V-Event has shown strong growth and interest, with milestones including proof of concept completion and plans for international expansion. The platform's success is measured by key performance indicators such as registration numbers, participant engagement, carbon footprint reduction, and ROI for both organisers and exhibitors.

## Sub-category: Networking & Business

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### Core Optimisation

- Digital Diagnostic for Business Events
- [www.coreoptimisation.com](http://www.coreoptimisation.com)
- **Country:** Ireland

**Main Information:** Core Optimisation provides a Digital Diagnostic service that offers bespoke assessments tailored for the tourism sector to enhance digital maturity and competitive resilience in the Business Event sector.

**Project Description:** The Digital Diagnostic Checkup offers a comprehensive assessment of a business's digital maturity, identifying strengths, weaknesses, and areas for improvement. It provides a roadmap with actionable steps to enhance digital infrastructure, skills, and customer interactions, ultimately driving growth and investment in the Business Events sector.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes digital transformation and technological innovation.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable business practices through digital efficiency.
- **SDG 17 – Partnerships for the Goals:** Enhances collaboration and knowledge sharing in the tourism and events industry.

**Success Indicators:** The Digital Diagnostics Checkup has led to a **59% increase in digital maturity** and a **35% revenue growth** for participants in the first year. The program has positively impacted over **820 businesses** in the tourism sector, demonstrating significant improvements in digital capabilities, customer satisfaction (measured through NPS), and operational efficiency.

## German Convention Bureau

- Sustainability Code of German Event's Industry
- [www.gcb.de](http://www.gcb.de)
- **Country:** Germany

**Main Information:** The German Convention Bureau (GCB) developed the “right and fair” sustainability code for the German-speaking event industry to promote responsible and sustainable event practices.

**Project Description:** The “right and fair” code was launched in 2012 by the GCB and the European Association of Event Centres (EVVC) to promote sustainable practices within the events industry. It encompasses ten guiding principles that cover economic, ecological, and social sustainability aspects. Members create sustainability profiles to document their practices and share their progress, fostering transparency and accountability in the industry.

### Project Contribution to SDGs:

- **SDG 5 – Gender Equality:** Promotes equality and inclusion within the event industry.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable resource use and waste management.
- **SDG 13 – Climate Action:** Supports actions to reduce the carbon footprint of events.

**Success Indicators:** Since its inception in 2012, the “right and fair” project has maintained momentum, with **245 companies currently participating. 75% of members regularly update their sustainability profiles**, demonstrating ongoing commitment. The addition of eight new members since January 2024 indicates growing interest and impact. The initiative has fostered a community dedicated to sustainable practices, contributing significantly to the event industry's alignment with global sustainability goals.

## Gridaly

- Event Management Software
- [www.gridaly.com](http://www.gridaly.com)
- **Country:** Poland

**Main Information:** Gridaly, based in Warsaw, Poland, offers an all-in-one event management software designed to streamline event preparation and enhance networking experiences for participants.

**Project Description:** Gridaly provides a mobile event app and an AI-powered matchmaking module to facilitate efficient networking at Business Events. The platform enables attendees to access participant lists, filter connections, schedule meetings, and receive smart networking recommendations based on personal interests and behaviour.

**Project Contribution to SDGs:**

- **SDG 8 – Decent Work and Economic Growth:** Promotes inclusive economic growth through improved networking opportunities.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Utilises AI technology to foster innovation in the event industry.
- **SDG 10 – Reduced Inequalities:** Makes networking accessible to all attendees, regardless of social skills.

**Success Indicators:** Gridaly **doubled its client base in 2023**, working with prominent organisations such as Wolters Kluwer, L’Oreal, and the London School of Economics. The platform significantly enhanced networking efficiency at the Carpathian Start-up Fest 2023, **facilitating 1,488 meetings** and establishing valuable connections among participants.

## Kizwork

- Combating Learning Poverty with a Carbon-Neutral VR & AI Platform
- [www.kizwork.com](http://www.kizwork.com)
- **Country:** France

**Main Information:** Kizwork, based in Valbonne, France, utilises a carbon-neutral VR & AI collaborative platform to combat learning poverty by enhancing remote work and e-learning experiences.

**Project Description:** The platform addresses remote working and e-learning limitations by providing a highly immersive, low-energy solution. Kizwork's 3D environment and avatars consume 30 times less energy than conventional video solutions, significantly reducing CO<sub>2</sub> emissions. The platform offers 3D personalised avatars, custom-branded VR rooms, and AI-generated features for enhanced collaboration and creativity. It supports hybrid working, e-learning, and call centres, ensuring accessibility and efficiency.

**Project Contribution to SDGs:**

- **SDG 4 – Quality Education:** Enhances access to education through immersive e-learning.
- **SDG 12 – Responsible Consumption and Production:** Promotes energy-efficient digital solutions.
- **SDG 13 – Climate Action:** Reduces carbon footprint through low-energy consumption.

**Success Indicators:** Kizwork has shown significant energy savings, with 1 hour of use **generating only 0.08 kg of CO<sub>2</sub> compared to 28 kg for traditional video platforms**. The platform is trusted by major clients, including the #1 aircraft manufacturer worldwide and the #1 retail bank in the EU, demonstrating its scalability and effectiveness in reducing carbon emissions while enhancing remote collaboration.

## La Maison

- QR Directory Business Card
- [www.lamaisonbygts.com](http://www.lamaisonbygts.com)
- **Country:** France

**Main Information:** The QR Directory Business Card is a digital solution designed to replace traditional paper business cards with a QR code-enabled system that links to a webpage with company employee contact details. This innovative approach facilitates networking, reduces paper waste, and enhances environmental sustainability.

**Project Description:** The QR Directory Business Card initiative revolutionises professional networking by introducing non-nominative, QR code-enabled business cards that direct to a detailed contact page sorted by department. This digital tool not only modernises but also simplifies the exchange of contact information, promotes team representation, and supports environmental sustainability by reducing the need for printed business cards.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes digital innovation in networking.
- **SDG 12 – Responsible Consumption and Production:** Reduces waste from traditional business cards.
- **SDG 13 – Climate Action:** Lowers carbon footprint by minimising paper use.

**Success Indicators:** Adoption rate across various industries, reflecting its utility and effectiveness in modernising business interactions. Environmental benefits realised through significant reductions in paper use and associated waste.

## MIXME

- The Networking Icebreaker
- [www.mixmelive.com](http://www.mixmelive.com)
- **Country:** Spain

**Main Information:** MIXME, developed by Tech For MICE SL, is a web application designed to facilitate and enhance networking at in-person events through structured, color-coded conversation sessions.

**Project Description:** MIXME is a software tool that organises group conversations using color-coded assignments, different conversation proposals, and equal speaking times for each participant. It enhances networking at in-person events by creating focused discussions and connecting people. Users can access MIXME via a QR code or URL, and it can be integrated with event apps or shared via email.

### Project Contribution to SDGs:

- **SDG 8 – Decent Work and Economic Growth:** Enhances networking opportunities, promoting economic growth through improved business relationships.
- **SDG 10 – Reduced Inequalities:** Democratises networking, giving everyone equal opportunities to engage and be heard.
- **SDG 17 – Partnerships for the Goals:** Facilitates meaningful connections and collaborations at Business Events.

**Success Indicators:** During its 5-month beta phase, MIXME was successfully applied at several high-profile events, such as Madrid Event Day and Spanish Corporate Event Managers, generating around **320 targeted conversations** in a 40-minute session with **200 participants**. The tool has received excellent feedback for its effectiveness in enhancing networking experiences and fostering meaningful connections.



## SANCBE

- Leveraging Sustainability
- [www.convention-europe.com](http://www.convention-europe.com)
- **Country:** Germany

**Main Information:** In 2023, Strategic Alliance of National Convention Bureaux of Europe (SANCBE) launched a whitepaper titled “How can National Convention Bureaux Leverage Their Influence for Sustainability?”. The whitepaper aligns with the European Green Deal and the Net Zero Carbon Events Initiative, showcasing a collaborative action plan towards sustainable Business Events.

**Project Description:** the initiative focuses on four pillars: expertise & resources, advocacy & communication, strategy & standards, and facilitation & innovation, providing a framework for national convention bureaux to accelerate the sustainable transition.

**Project Contribution to SDGs:**

- **SDG 5 – Gender Equality:** Promotes diversity and inclusion.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable resource management.
- **SDG 13 – Climate Action:** Aims to mitigate and adapt to climate change.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration among stakeholders.

**Success Indicators:** Key initiatives include launching a European Sustainable Business Events Conference and building a media hub for sustainable event planning resources. The first conference, Convene 4 Climate Event, will be held in October 2024 in Barcelona, aiming to foster a dedicated community for sustainable Business Events. Additionally, the Sustainability Hub will serve as a collective knowledge platform, repurposing and personalising sustainability knowledge for the industry.

## Sub-category: Partnerships

### Edinburgh International Conference Centre

- Sustainable Conference Centre
- [www.eicc.co.uk](http://www.eicc.co.uk)
- **Country:** United Kingdom

**Main Information:** The Edinburgh International Conference Centre (EICC)'s Sustainable Events Programme emphasises a triple-bottom-line approach: environmental, societal, and economic considerations. This comprehensive strategy involves partnerships with various organisations to create impactful sustainability initiatives.

**Project Description:** The EICC's Sustainable Events Programme focuses on a triple-bottom-line approach, encompassing environmental, societal, and economic considerations. Key initiatives include energy efficiency, waste management, sustainable food sourcing, carbon mitigation, and event legacy projects. Partnerships with external collaborators play a crucial role in achieving these goals.

**Project Contribution to SDGs:**

- **SDG 7 – Affordable and Clean Energy:** Utilises a renewable energy tariff from EDF.
- **SDG 12 – Responsible Consumption and Production:** Implements a circular economy by diverting all waste from landfills.
- **SDG 13 – Climate Action:** Tracks and reduces CO<sub>2</sub> emissions, with a 60% decrease from the 2013 baseline.
- **SDG 15 – Life on Land:** Participates in peatland restoration projects in collaboration with RSPB Scotland.

**Success Indicators:** EICC has achieved significant milestones, including a **60% reduction in CO<sub>2</sub> emissions** since 2013 and **85% of delegates using eco-friendly travel options**. The Climate Action Contribution has raised **£47,000 for peatland restoration**. Partnerships with Foodsteps and Olio have minimised food waste and **redistributed 55.86 kg of edible food** to the local community within two months. The Step Change program and the BEST initiative have promoted sustainable practices and created lasting impacts in the community.

## French Event Booster

- Innovation Platform
- [www.frencheventbooster.com/en](http://www.frencheventbooster.com/en)
- **Country:** France

**Main Information:** The French Event Booster is an innovation platform located in Paris, designed to foster creativity and innovation across the event industry. This collective project is dedicated to accelerating event innovation through collaboration among stakeholders, including startups and industry players.

**Project Description:** The French Event Booster is a collaborative initiative involving multiple partners, including UNIMEV, L'événement, Weyou Group, Novelty & Magnum, and Mediactive Group/Open Events. The project focuses on accelerating event innovation by supporting start-ups through an incubation program, providing coworking spaces, and organising events and workshops. The initiative aims to create synergies between event industry players, enhance sustainability, and promote digital transformation.

### Project Contribution to SDGs:

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovation and technological advancements in the event industry.
- **SDG 12 – Responsible Consumption and Production:** Supports sustainable event practices and eco-designed solutions.
- **SDG 17 – Partnerships for the Goals:** Encourages collaboration among various stakeholders in the event sector.

**Success Indicators:** Since its inception, the French Event Booster has supported **46 start-ups**, identified **273 innovative solutions**, and created **140 commercial collaborations**. The initiative has organised or contributed to **96 events**, showcasing successful projects like luminescent plants by Aglaé and energy optimisation by Visu Energy. The platform's impact is demonstrated by the high activity rate of its alumni and the ongoing development of new solutions for the event industry.

## VO Lab

- Co-Creation Methodology for Innovation and Inclusion
- [www.vo-lab.be/fr](http://www.vo-lab.be/fr)
- **Country:** Belgium

**Main Information:** VO Lab, part of the VO Group, is a pioneering initiative based in Brussels, Belgium. It was established in 2018 with a focus on enhancing inclusion, dialogue, creativity, and innovation within the events and communications sectors. The lab leverages strategic partnerships with academic institutions and industry collaborators to develop a robust co-creation methodology that fosters open innovation and creative problem-solving.

**Project Description:** VO Lab is an innovative co-creation initiative within the events and communications sector. Established in 2018 as the Creativ'Agile Lab, it focuses on fostering inclusion, dialogue, creativity, and innovation. The lab supports clients through strategic partnerships with academic institutions, industry collaborators, and clients to develop a dynamic co-creation methodology. This methodology includes participatory and collaborative techniques to generate ideas and solutions for future challenges.

### Project Contribution to SDGs:

- **SDG 5 – Gender Equality:** by ensuring women's full and effective participation and equal opportunities for leadership. The lab promotes diversity in creative sessions by ensuring gender balance and varied backgrounds among participants.
- **SDG 13 – Climate Action:** by enhancing education, awareness, and capacity on climate change. The lab aids in implementing sustainable practices and certifications like EMAS through stakeholder engagement and collaborative methodologies.
- **SDG 16 – Peace, Justice, and Strong Institutions:** by promoting inclusive, participatory, and representative decision-making. VO Lab engages stakeholders in dialogues and co-creation processes to align on sustainability strategies.

**Success Indicators:** VO Lab has successfully **completed over 120 projects**, with high client satisfaction and utility of ideas. Key milestones include the development of a unique methodology in partnership with UCLouvain and supporting innovative projects like the New European Bauhaus initiative.

## Sub-category: Personalisation

### Ezus

- Event Management Solutions
- [www.ezus.io](http://www.ezus.io)
- **Country:** France

**Main Information:** Ezus is a software solution designed to help travel agents and tour operators enhance efficiency and personalisation in trip planning by centralising supplier data and automating the creation of customised travel itineraries.

**Project Description:** Ezus simplifies the process of trip planning by allowing travel professionals to quickly design customised travel packages using a centralised platform. The platform integrates CRM and internal catalog features for managing customer and supplier information, alongside tools for constructing interactive travel programmes and generating necessary sales documents like proposals and quotes. This automation reduces the time spent on administrative tasks, freeing up agents to focus on crafting personalised travel experiences.

**Project Contribution to SDGs:**

**SDG 8 – Decent Work and Economic Growth:** Increases productivity and efficiency for travel agents.

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes digital innovation in the travel industry.
- **SDG 12 – Responsible Consumption and Production:** Reduces waste through digital document management.

**Success Indicators:** Adoption by over **400 renowned travel agencies** worldwide. Production of over **500,000 travel documents via Ezus**, demonstrating its scalability and effectiveness. Significant business growth, with a **95% increase in 2023**, highlighting its impact and acceptance in the industry.



# Category 3: Legacy in Business Events

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The BEFuture call for Best Practices has showcased transformative Legacy Best Practices for the Business Events industry, aimed at long-term impact and sustainability. In this compendium BEFuture kept the projects at the categories where applicants applied to, please take into account that some can be placed in more than one category:

- (1) **Economic and Social Impact**, which ensures that events drive economic benefits and social enhancements;
- (2) **Inter-generational**, fostering connections and knowledge transfer across different age groups. They are organised in alphabetical order;
- (3) **Regenerative**, focusing on events that restore and rejuvenate local environments and communities;
- (4) **Skills & Capacity**, building professional skills and capabilities among participants.

**The Best Practices in this category are presented in alphabetical order.**

## Sub-category: Economic & Social Impact

### Aethnic

- Towards a Regenerative Tourism Network
- [www.aethnic.org](http://www.aethnic.org)
- **Country:** Spain

**Main Information:** This initiative, managed by Aethnic, aims to redefine the tourism model in Catalunya to be more sustainable and responsible. The network fosters local experiences that showcase the true essence and identity of Catalunya while minimising the socio-ecological impact of tourism.

**Project Description:** AETHNIC works to develop sustainable tourism models that benefit local communities and preserve cultural heritage. By fostering cooperation among local stakeholders, the organisation creates tourism initiatives that are environmentally friendly, economically viable, and socially inclusive. AETHNIC promotes eco-tourism, cultural exchanges, and community-based tourism projects that empower local populations.

**Project Contribution to SDGs:**

- **SDG 8 – Decent Work and Economic Growth:** because the network promotes local employment and economic growth by integrating local artisans and small producers into the tourism value chain
- **SDG 11 – Sustainable Cities and Communities:** by supporting sustainable urban development by spreading tourism beyond overcrowded areas, reducing the pressure on city centers and popular natural sites
- **SDG 12 – Responsible Consumption and Production:** by encouraging sustainable consumption by tourists through experiences that highlight local products and culture

**Success Indicators:** The network has expanded to **50 unique experiences**, supported by an intuitive marketplace and recognised by local and European authorities for its contribution to regenerative tourism.

## Autonomous University of Barcelona

- Conferences & Events UAB Campus: Sustainability at UAB Campus
- [www.uab.cat/web/about-corporacio-uab/internationalisation/conferences-events-uab-campus-1345754169937.html](http://www.uab.cat/web/about-corporacio-uab/internationalisation/conferences-events-uab-campus-1345754169937.html)
- **Country:** Spain

**Main Information:** Conferences & Events (C&E) at the Universitat Autònoma de Barcelona (UAB) provides an Advisory Service for the Organisation of Responsible Events, promoting sustainable practices in event planning and execution on the UAB Campus.

**Project Description:** C&E at UAB is dedicated to organising environmentally responsible events that respect the culture, economy, people, and legacy of the host community. The advisory service helps event organisers design their events in line with the 2030 Agenda's Sustainable Development Goals, minimising environmental impact and creating a positive legacy. Services include selecting sustainable suppliers, proposing eco-friendly activities, supporting sustainable communication plans, and drafting Best Practice reports.

**Project Contribution to SDGs:**

- **SDG 4 – Quality Education:** Enhances access to knowledge and supports research initiatives.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes technological and scientific advancements.
- **SDG 17 – Partnerships for the Goals:** Encourages collaboration and support for research projects.

**Indicators:** In 2023, C&E coordinated parties to design these projects, receiving a warm reception from associations, the scientific community, and corporate customers. **From 2024, they will start recording the legacy of events held on the UAB Campus**, promoting the UAB Patronage programmes in commercial presentations. The initiative aims to leave a lasting legacy for science and make knowledge freely accessible beyond the university.



## Conferli

- Advanced Conference Solutions
- [www.conferli.com](http://www.conferli.com)
- **Country:** The Netherlands

**Main Information:** Conferli, headquartered in the Netherlands, revolutionises the conference and event planning industry by embedding sustainability and advanced digital tools into its operations. Their platform facilitates the selection of environmentally friendly venues and encourages event organisers worldwide to adopt green practices, thus setting new standards for the industry.

**Project Description:** Conferli's initiative offers a platform that enhances conference planning by integrating sustainable practices and advanced digital tools. It aids organisers in selecting venues that align with environmental standards and Sustainable Development Goals, promoting a responsible and impactful approach to global conference hosting.

### Project Contribution to SDGs:

- **SDG 8 – Decent Work and Economic Growth:** Facilitates economic empowerment through sustainable conference hosting.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovative solutions in conference planning.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable practices in destination selection.
- **SDG 13 – Climate Action:** Reduces carbon footprint by prioritising eco-friendly destinations.
- **SDG 17 – Partnerships for the Goals:** Cultivates collaborations among associations, destinations, and local communities.

**Success Indicators:** The SDG filter became the 3<sup>rd</sup> most used filter on Conferli's platform, contributing to a **400% growth in platform users**. Recognition includes **winning the ICCA Innovation Challenge 2022**. By 2024, 78% of associations prioritised SDGs in their RFP processes, showcasing the tool's effectiveness in promoting sustainability within the conference industry. Publications in recognised industry resources like C-MW, Skift Meetings, and Meeting Magazine further validate the initiative's impact.

## DotDot

- Share Your Unused Gigabytes of Mobile Internet Access
- [www.ShareYourGBs.com](http://www.ShareYourGBs.com)
- **Country:** France

**Main Information:** DotDot S.A.S. introduces “Share Your Unused GBs,” a marketplace app that enables users to share unused mobile internet data with others in need. This innovative solution addresses the digital divide by making internet access more affordable and accessible.

**Project Description:** The project aims to bridge the gap between individuals with excess mobile data and those lacking sufficient internet access. Users with extra data (the “#doter’s”) can share their unused gigabytes with those in need (the “#dotee’s”) through a secure, anonymous platform. Corporations can also participate by providing #dots to employees as part of their ESG initiatives, promoting digital inclusion and economic solidarity. This initiative supports both free and fee-based sharing, enhancing social and economic impacts by enabling everyone to access the internet regardless of their financial situation.

### Project Contribution to SDGs:

- **SDG 4 – Quality Education:** by facilitating internet access for educational resources.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes digital inclusion and mobile data innovative use.
- **SDG 10 – Reduced Inequalities:** Bridges digital divide by providing internet access to those in need.
- **SDG 12 – Responsible Consumption and Production:** Reduces data wastage through efficient sharing mechanisms.

**Success Indicators:** The success of “Share Your Unused GBs” is evidenced by the development of functional prototypes and initial sales of the #dot hardware. The project has garnered interest from NGOs and corporations for large-scale implementation. Key performance indicators include the number of users sharing data, the amount of data shared, partnerships with organisations, and the overall increase in internet access for underserved communities.

## GECOP Pilot

- Green Events Code of Practice: Implementing a New World
- [www.vision2025.org.uk/the-green-code-of-practice-pilot-launch](http://www.vision2025.org.uk/the-green-code-of-practice-pilot-launch)
- **Country:** United Kingdom

**Main Information:** The UK GECOP Pilot, led by Vision 2025 and Julie's Bicycle in collaboration with Andrew Lansley, aims to establish a consistent and sustainable approach to event management. The Green Events Code of Practice (GECOP) provides clear guidelines for environmental and social sustainability in the events sector.

**Project Description:** The GECOP Pilot involves a national collaboration between the UK events sector, academia, and local authorities, with extensions to the Netherlands. It aims to standardise sustainable Best Practices across the events industry. The Donut Advisory Toolkit (D.A.T.E) is a key component, enabling local authorities to collect and analyse environmental data from events to assess and improve sustainability practices. The project supports the UK government's net-zero targets and addresses the need for consistent guidance on sustainable event management.

### Project Contribution to SDGs:

**SDG 11 – Sustainable Cities and Communities:** by promoting sustainable practices in event planning.

- **SDG 12 – Responsible Consumption and Production:** through the implementation of the Green Events Code of Practice.
- **SDG 13 – Climate Action:** by working towards net zero events
- **SDG 17 – Partnerships for the Goals:** by fostering collaboration among local authorities, academia, and the events sector.

**Success Indicators:** The success of the UK GECOP Pilot will be measured through the deployment of the Donut Advisory Toolkit, the adoption of GECOP standards, and the collection of data demonstrating reductions in carbon emissions. Key performance indicators include the ease of incorporating GECOP into organisational processes, the correlation between GECOP standards and carbon emission reductions, and improvements in environmental reporting. The project aims to create a transferrable toolkit that can be used internationally across various sectors.

## KIM bcn Foundation

- New Space Economy Congress
- [www.kimglobal.com/en/evento/new-space-economy-una-oportunidad-para-empresas](http://www.kimglobal.com/en/evento/new-space-economy-una-oportunidad-para-empresas)
- **Country:** Spain

**Main Information:** KIMbcn Foundation organises the New Space Economy Congress, a premier event focused on the transformative potential of space technologies. Held in Barcelona, Spain, this congress brings together key players from the global space industry to explore commercial opportunities and drive innovation.

**Project Description:** The New Space Economy Congress addresses the latest business trends and innovations in the space sector, emphasising the commercialisation of space technology and investment opportunities. The event features a comprehensive agenda covering satellite data applications, sustainable urban planning, precision agriculture, humanitarian aid, and more. The congress aims to foster collaboration across the entire space value chain, from satellite manufacturing to the development of space-based applications.

### Project Contribution to SDGs:

- **SDG 3 – Good Health and Well-being:** Enhances health monitoring through space data.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes technological advancements and infrastructure development.
- **SDG 11 – Sustainable Cities and Communities:** Facilitates sustainable urban planning.
- **SDG 13 – Climate Action:** Utilises space technology for climate monitoring and action.

**Success Indicators:** The success of the New Space Economy Congress 2023 is demonstrated by over 650 registered attendees, **48 speakers**, participation from **15 nationalities**, and **250+ B2B meetings**. The event also featured **14 sponsors and 2 media partners**, highlighting its significance and reach. The congress facilitated international collaboration, shared innovative content, and identified business opportunities, contributing to the sustainable growth of the space sector.

## Parkhotel Laurin

- Sustainable MICE and GSTC Certification
- [www.laurin.it](http://www.laurin.it)
- **Country:** Italy

**Main Information:** Parkhotel Laurin, located in Bolzano, Italy, has achieved the GSTC (Global Sustainable Tourism Council) certification, demonstrating its commitment to sustainability in the hospitality and MICE (Meetings, Incentives, Conferences, and Exhibitions) sectors.

**Project Description:** Parkhotel Laurin has implemented a comprehensive sustainability strategy covering event planning, execution, and post-event phases. The hotel emphasises energy efficiency, waste reduction, and the use of locally sourced, fair-trade products. Collaboration with local tourism companies and sustainable transportation options further enhances its eco-friendly initiatives. The hotel also supports cultural and charity events, promoting local heritage and social responsibility.

### Project Contribution to SDGs:

- **SDG 7 – Affordable and Clean Energy:** Utilises energy-efficient systems and renewable energy.
- **SDG 12 – Responsible Consumption and Production:** Emphasises waste reduction and sustainable resource use.
- **SDG 13 – Climate Action:** Implements carbon offsetting and reduction measures.
- **SDG 17 – Partnerships for the Goals:** Collaborates with local tourism companies and sustainable suppliers.

**Success Indicators:** The hotel has achieved significant milestones such as GSTC certification, **60% waste diversion from landfills**, and **85% of ingredients sourced locally**. These initiatives have enhanced client satisfaction and attracted sustainability-oriented businesses, making Parkhotel Laurin a model for sustainable hospitality and events.

## Travel with Purpose Pact

- Corporate Social Responsibility into Corporate Travel
- [www.travelwithpurposepact.com](http://www.travelwithpurposepact.com)
- **Country:** USA

**Main Information:** The Travel with Purpose Pact, based in Northampton, Massachusetts, USA, is dedicated to incorporating Corporate Social Responsibility (CSR) initiatives into corporate group travel programmes and Business Events. The project aims to create meaningful and sustainable impacts in the destinations where events are held.

**Project Description:** The Travel with Purpose Pact encourages companies to incorporate realistic, impactful, cost-effective, and authentic CSR initiatives into their travel programmes. It emphasises regenerative travel by supporting local social enterprises and indigenous communities. The initiative aims to create long-term positive impacts on host destinations while enhancing the experience and engagement of attendees.

### Project Contribution to SDGs:

- **SDG 1 – No Poverty:** Supports local communities and social enterprises.
- **SDG 10 – Reduced Inequalities:** Promotes inclusion of indigenous and marginalised communities.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable practices in travel and events.
- **SDG 13 – Climate Action:** Supports environmental sustainability through regenerative travel.

**Success Indicators:** Key success indicators include the amount of money donated to local organisations, attendee engagement and satisfaction, loyalty to the host company, and event ROI. The initiative has raised significant funds for local causes, increased attendee engagement, and fostered long-term loyalty between attendees and host companies. The blueprint provided by the Travel with Purpose Pact guides organisations in planning and executing effective CSR initiatives.

## Sub-category: Experience / Event format

### Inwink

- AI-Enhanced Event Revolutionising the Viva Technology Experience
- [www.inwink.com](http://www.inwink.com)
- **Country:** France

**Main Information:** Inwink, in collaboration with Viva Technology, aims to revolutionise event experiences through AI.

**Project Description:** the project integrates AI to personalise the event journey for **over 150,000 visitors**, providing tailored recommendations and enhancing engagement. The AI-powered companion collects data to create detailed visitor profiles, predicts event trends, and delivers personalised insights through an intuitive chatbot within the Viva Technology mobile app.

**Project Contribution to SDGs:**

- **SDG 4 – Quality Education:** Enhances digital literacy and skills.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovation in event technology.
- **SDG 12 – Responsible Consumption and Production:** Optimises resource use and minimises waste.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration among stakeholders.

**Success Indicators:** the project successfully implemented AI-driven personalisation at Viva Technology, enhancing visitor engagement and satisfaction. The use of AI resulted in efficient event navigation, reduced scheduling conflicts, and improved interactions between exhibitors and visitors. Positive feedback and increased adoption of AI features by participants underscored the initiative's impact on transforming the event experience.

## Sub-category: Inter-generational

### Académie du Bain de Forêt Provençale

- Forest Bathing for All
- [www.provencesylva.com](http://www.provencesylva.com)
- **Country:** France

**Main Information:** Académie du Bain de Forêt Provençale presents “Forest Bathing for All,” an initiative aimed at promoting intergenerational wellness and sustainable tourism through the practice of forest bathing in Provence.

**Project Description:** Forest Bathing for All introduces the practice of forest bathing to Provence, combining the ecological benefits of forests with their positive impact on human health. This initiative involves guided slow strolls in the forest, focusing on deep breathing and sensory experiences. Sessions can be tailored for families, business groups, mobile seniors, and mixed-generation groups, promoting intergenerational interaction and well-being. Since 2022, a pilot site in the Var region has successfully demonstrated the potential of forest bathing as an emerging tourism and wellness sector.

**Project Contribution to SDGs:**

- **SDG 3 – Good Health and Well-being:** Promotes health through nature immersion.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable tourism.
- **SDG 13 – Climate Action:** Highlights the importance of forests for climate stability.
- **SDG 15 – Life on Land:** Supports biodiversity and forest conservation.

**Success Indicators:** The success of Forest Bathing for All will be measured through the deployment of forest sites, the number of trained guides, session and participant numbers, seasonal tourism impact, revenue generation, and membership growth of the Académie. Additional indicators include website interactions, media coverage, and satisfaction surveys from participants. The initiative aims to create a sustainable tourism model that benefits both the environment and the local economy.



## BT Congress

- Under 35 Competition Empowering Young Scientists
- [www.btcongress.com](http://www.btcongress.com)
- **Country:** Italy

**Main Information:** BTcongress presents the “Under 35 Competition” as part of the Gynecological Endocrinology World Congress organised by the International Society of Gynecological Endocrinology (ISGE). The competition aims to engage young scientists in innovative research and foster multi-generational collaboration.

**Project Description:** The Gynecological Endocrinology World Congress is a biannual scientific event that gathers renowned faculty members and young scientists to present their research. The “Under 35 Competition” **supports 50 young scientists with free registration and accommodation**, encouraging them to present their innovative research. This initiative aims to keep the field of Gynecological Endocrinology vibrant and forward-thinking by involving the younger generation.

**Project Contribution to SDGs:**

- **SDG 4 – Quality Education:** Provides young scientists with access to high-quality learning opportunities.
- **SDG 5 – Gender Equality:** Promotes inclusivity and equal opportunities in scientific research.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable event practices.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration between scientists, organisations, and companies.

**Success Indicators:** The 20<sup>th</sup> edition of the Congress saw **680 participants under the age of 40**. The scholarship programmes positively impacted the event by lowering the average age of participants and bringing in talented young scientists globally. The initiative will be repeated in the 21<sup>st</sup> edition of the World Congress in Florence, Italy, from May 8-11. The competition received 111 submissions from 55 countries, with **50 winners receiving a “Full Congress Package”** and **125 participants** granted free congress registration.

## Sub-category: Regenerative

### All for Nature Travel

- Sustainable Tourism Wildlife Conservation
- [www.allfornature.nl](http://www.allfornature.nl)
- **Country:** The Netherlands

**Main Information:** All for Nature Travel focuses on sustainable tourism with a strong emphasis on wildlife conservation. Founded in 2010, it invests a portion of its turnover back into nature conservation and aims to provide eco-conscious travel experiences that contribute positively to biodiversity.

**Project Description:** Founded in 2010, All for Nature Travel specialises in sustainable tourism for wildlife enthusiasts. The company invests 5% of its turnover in nature conservation and has generated over €527,000 for conservation efforts. The initiative focuses on protecting biodiversity, supporting local communities, and setting an example for the tourism industry through sustainable travel practices.

#### Project Contribution to SDGs:

- **SDG 15 – Life on Land:** because it supports biodiversity by investing in wildlife conservation efforts and creating travel experiences that educate tourists about nature conservation.
- **SDG 13 – Climate Action:** since it actively compensates for CO<sub>2</sub> emissions associated with its travel packages and promotes zero-emission travel practices.
- **SDG 12 – Responsible Consumption and Production:** because it implements sustainable practices in tourism, promoting responsible consumption among travelers.

**Success Indicators:** Since its inception, All for Nature Travel has sent **1,300 customers** to various destinations, influencing **40 agents** and DMCs, and inspiring sustainable practices within the tourism supply chain. The company has been **Travelife Certified for 10 years**, demonstrating compliance with GSTC standards, and has received multiple awards for biodiversity and innovation.

## Familia Torres

- Perpetual Legacy: EcoSphere Tourism
- [www.torres.es](http://www.torres.es)
- **Country:** Spain

**Main Information:** Familia Torres focuses on sustainable practices in the tourism and wine industry, emphasising environmental sustainability and regenerative actions. This initiative aims to enhance and protect business tourism ecosystems while creating valuable experiences with minimal negative impact.

**Project Description:** Familia Torres has implemented a comprehensive approach to sustainability across its business operations, focusing on water conservation, energy efficiency, and sustainable mobility. The project incorporates regenerative and low-impact location strategies, responsible food choices, and supports sustainable projects. Familia Torres also utilises renewable energy, like solar panels, and emphasises local hiring to support the community economically.

**Project Contribution to SDGs:**

- **SDG 7 – Affordable and Clean Energy:** because it utilises renewable energy sources and implements energy-efficient practices across operations.
- **SDG 12 – Responsible Consumption and Production:** by promoting sustainable food choices and minimises waste through effective management practices.
- **SDG 13 – Climate Action:** by engaging in various initiatives aimed at reducing carbon emissions and mitigating climate impact, including reforestation and development of low-carbon technologies.

**Success Indicators:** Familia Torres achieved an **80% electric or hybrid vehicle fleet**, a **36% CO2 reduction** per bottle since 2008, **100% energy savings** with solar panels at the visitor center, and an **18% reduction in water consumption** since 2016. The Torres & Earth program has significantly impacted media presence and audience reach, enhancing the winery's environmental leadership.

## Toleranca

- Planet Positive Event
- [www.planet-positive-event.eu](http://www.planet-positive-event.eu)
- **Country:** Slovenia

**Main Information:** Planet Positive Event is an innovative digital platform designed for event sustainability assessment and certification. Developed by Toleranca Marketing, it incorporates a carbon footprint calculator and detailed sustainability criteria, offering tools for organisers to measure and improve the sustainability of their events.

**Project Description:** Planet Positive Event is a web-based assessment platform that facilitates the sustainability certification of events. It allows event organisers to conduct self-assessments which are reviewed by external assessors. The platform is aligned with ESRS standards for sustainable reporting and integrates environmental, social, and governance (ESG) criteria into event planning and execution.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** because it encourages sustainable event management through precise criteria for waste reduction, energy use, and resource management.
- **SDG 13 – Climate Action:** since it focuses on calculating and reducing the carbon footprint of events.
- **SDG 17 – Partnerships for the Goals:** because it collaborates with various stakeholders, including international sustainability experts and regional partners, to enhance the credibility and effectiveness of the sustainability assessments.

**Success Indicators:** Planet Positive Event has been successfully piloted in Slovenia, with projects like Conventa and Triglav Funds. It aims to conduct **80 assessments** by the end of the year, demonstrating its potential to transform event sustainability practices globally. The tool has received positive feedback, highlighting its innovative approach to promoting sustainable events.

## Sub-category: Skills & Capacity

### CETT-UB

- Master of Events Management with Specialisation in Business Events
- [www.cett.es/en](http://www.cett.es/en)
- **Country:** Spain

**Main Information:** The CETT-UB School of Tourism Hospitality and Gastronomy in Barcelona, Spain, offers a new Master of Events Management with a specialisation in Business Events. This full-time program is designed to equip students with the necessary skills and knowledge to thrive in the Business Events sector.

**Project Description:** The Master of Events Management with Specialisation in Business Events aims to address the specific needs of the Business Events sector, focusing on innovation, digital transformation, sustainability, and workforce diversity. The program offers specialised courses in event trends, technology, data analytics, marketing strategies, sustainability practices, and risk management. It also includes case studies, simulations, workshops, technical visits, and a Master Capstone project to provide hands-on experience.

**Project Contribution to SDGs:**

- **SDG 4 – Quality Education:** Provides a comprehensive curriculum and hands-on experience.
- **SDG 5 – Gender Equality:** Promotes gender balance and inclusivity.

**Success Indicators:** Success indicators for the Master program include enrolment rates, employment placement rates, industry partnerships, alumni achievements, and feedback from industry stakeholders. The program is **set to launch in the academic year 2024-2025**, with strong support from industry trends indicating a demand for specialised education in Business Events management.

## Eurosonic Noorderslag

- Roadmap Canvas
- [www.circularfestivals.nl/toolbox/general-tools/2585068.aspx?t=Roadmap-Canvas-for-Sustainability](http://www.circularfestivals.nl/toolbox/general-tools/2585068.aspx?t=Roadmap-Canvas-for-Sustainability)
- **Country:** The Netherlands

**Main Information:** The Roadmap Canvas is a tool designed by ESNS to guide festivals and organisations towards becoming circular and climate neutral. It aids in integrating sustainability into core operations through structured steps and clear strategic planning.

**Project Description:** The Roadmap Canvas offers a structured approach to sustainability, breaking down the transition into manageable steps. It assists organisations in assessing their current sustainability status, setting clear and measurable ambitions, and planning actionable steps to achieve them. This tool fosters a strategic and cultural transformation within organisations, making sustainability a central element of their operations.

**Project Contribution to SDGs:**

- **SDG 12 – Responsible Consumption and Production:** by encouraging sustainable management and efficient use of resources.
- **SDG 13 – Climate Action:** by supporting actions to combat climate change and its impacts through sustainable event management.
- **SDG 17 – Partnerships for the Goals:** by facilitating collaboration and shared learning through the Green Deal Circular Festivals and other partnerships.

**Success Indicators:** Adoption of the Roadmap Canvas by major festivals like **Awakenings**, **Mysteryland**, and **International Film Festival Rotterdam**, demonstrating its effectiveness and scalability. Positive feedback on the tool's ability to facilitate discussions and planning around sustainability. The tool's ability to provide a recurring assessment and planning mechanism, ensuring ongoing commitment to sustainability goals.

## Event Design Collective

- Event Canvas, Transforming Event Design
- [www.edco.global](http://www.edco.global)
- **Country:** The Netherlands

**Main Information:** Event Canvas, developed by Event Design Collective, is a pioneering methodology for strategic event design, with headquarters in Switzerland and branches in several countries including the Netherlands, Finland, Germany, Italy, Mexico, the US, and Canada.

**Project Description:** The Event Canvas is a strategic management template that guides event organisers through a structured process of analysing, designing, and implementing events to create meaningful change and measure success through behavioural change. The methodology involves a three-stage process: understanding the context, designing the experience journey, and prototyping to mitigate risks and ensure resilience. This collaborative approach includes diverse team inputs and focuses on achieving predefined stakeholder goals.

**Project Contribution to SDGs:**

- **SDG 4 – Quality Education:** Provides training and certification through the Event Design Certificate Program, enhancing professional skills.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovative event design practices.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable event practices through detailed planning and resource management.

**Success Indicators:** The success of Event Canvas is demonstrated by its global reach, with over **21,000 users** and **3,600 trained professionals**. The methodology has been applied to over **1,200 events worldwide**, including major conferences and summits. It has received accreditation from EIC and recognition through awards such as MPI's Rise Award for most innovative learning format. The methodology's effectiveness is further evidenced by its implementation in various industries and sectors, leading to significant behavioural change and improved event outcomes.

## Inspire Limitless

- AI Academy for Business Events
- [www.inspirelimitless.com](http://www.inspirelimitless.com)
- **Country:** UAE

**Main Information:** AI Academy for Business Events, an initiative by Inspire Limitless, is located in Dubai, UAE. This academy aims to equip event professionals with the knowledge and skills to leverage AI technologies, transforming the way Business Events are planned and executed.

**Project Description:** The AI Academy for Business Events addresses the rapid changes in the events industry by providing comprehensive training on AI applications. The academy focuses on equipping event professionals with the knowledge and entrepreneurial mindset to harness AI across various aspects of event management, including marketing, logistics, and customer engagement. The curriculum includes both synchronous learning through interactive workshops and asynchronous learning via a curated library of video lessons.

**Project Contribution to SDGs:**

- **SDG 4 – Quality Education:** Enhances digital literacy and AI skills.
- **SDG 8 – Decent Work and Economic Growth:** Equips professionals with advanced AI competencies.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes technological innovation in event management.

**Success Indicators:** The success of the AI Academy for Business Events is measured by enrolment and completion rates, the application of learned AI skills in attendees' work, the initiation and adoption of AI-driven projects by alumni, and high feedback scores and testimonials from participants. The academy has already conducted successful workshops in Brussels and Singapore, further highlighting its impact and effectiveness.



## K.I.T Group France

- Responsible Event Advancing Sustainability in Conferences
- [www.kit-group.org/fr/france](http://www.kit-group.org/fr/france)
- **Country:** France

**Main Information:** K.I.T. Group France presents “A Responsible Event,” an initiative to enhance environmental and social impacts in event planning and execution. The project is exemplified by Le Mans Hydrogène, a two-day conference focused on hydrogen and mobility.

**Project Description:** Le Mans Hydrogène gathered to discuss hydrogen and mobility. The event aimed to adopt eco-responsible practices, establish partnerships, and highlight Best Practices in environmental and social responsibilities. The initiative emphasises responsible purchasing, stakeholder engagement, and comprehensive communication to foster a sustainable event culture.

### Project Contribution to SDGs:

- **SDG 5 – Gender Equality:** Promotes gender equality and diversity.
- **SDG 12 – Responsible Consumption and Production:** Implements waste reduction and sustainable resource management.
- **SDG 13 – Climate Action:** Measures and reduces the carbon footprint.
- **SDG 17 – Partnerships for the Goals:** Collaborates with like-minded organisations to strengthen CSR efforts.

**Success Indicators:** The event saw significant engagement, with **285 participants arriving by train** and 15% by public transport, 30% vegetarian meals served, and **64 meals redistributed** to a local charity. Achievements include REEVE level 1 certification, 100% supplier charters signed, and measurable GHG emission reductions, showcasing the initiative’s positive impact on environmental and social dimensions.

## Pagina46

- AppToMe
- [www.pagina46.it](http://www.pagina46.it)
- **Country:** Italy

**Main Information:** AppToMe is an innovative event management platform that streamlines the organisation, execution, and reporting of events by efficiently managing all involved personnel and their skills.

**Project Description:** AppToMe simplifies event management by creating shared calendars, assigning tasks based on individual skills, and offering real-time monitoring. It eliminates the need for printed sheets, thus supporting environmental sustainability. The platform features gamification, time-stamping, and push notifications to enhance communication and engagement among team members.

**Project Contribution to SDGs:**

- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes the use of digital solutions for event management.
- **SDG 12 – Responsible Consumption and Production:** Reduces paper waste by digitalising event management processes.
- **SDG 17 – Partnerships for the Goals:** Enhances collaboration among event organisers and participants.

**Success Indicators:** AppToMe has been adopted by over **70 companies** in its first year, achieving a **revenue target of €70,000**. It has significantly reduced material waste and optimised task management at events, leading to positive feedback from users and increased efficiency in event organisation.

## Polish Tourism Organisation

- Eventprofs Creators Lab
- [www.pot.gov.pl](http://www.pot.gov.pl)
- **Country:** Poland

**Main Information:** Eventprofs Creators Lab, initiated by the Polish Tourism Organisation – Poland Convention Bureau, is a comprehensive educational project aimed at professionalising the Polish meetings industry and enhancing its digital skills.

**Project Description:** Eventprofs Creators Lab was inaugurated on February 28, 2023, in Warsaw. It is designed to provide representatives of the meetings industry with theoretical knowledge and practical skills in e-marketing, social media management, and content creation. The project focuses on building partnerships, generating engaging content, and professionalising the industry, while also strengthening intergenerational connections and building a supportive community.

### Project Contribution to SDGs:

- **SDG 4 – Quality Education:** Enhances knowledge and skills in digital marketing and event management.
- **SDG 8 – Decent Work and Economic Growth:** Supports professional growth and economic development in the MICE industry.
- **SDG 9 – Industry, Innovation, and Infrastructure:** Promotes innovative practices in event management.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration among industry stakeholders and academia.

**Success Indicators:** The success of Eventprofs Creators Lab is demonstrated by its extensive reach and engagement. Since its launch, the project has conducted **63 hours of sessions** and meetings across four cities in Poland, involving **615 participants**. The project has also successfully engaged seven experts and facilitated numerous workshops and training sessions, significantly enhancing the digital skills and professional capabilities of MICE industry professionals in Poland.

## Vo Group

- My Impact Tool
- [www.myimpacttool.com](http://www.myimpacttool.com)
- **Country:** Belgium

**Main Information:** My Impact Tool, developed by VO Group, is designed to evaluate and enhance the environmental and social impact of event projects and communication campaigns. Based in Brussels, Belgium, this innovative tool leverages years of research and expertise in sustainable practices.

**Project Description:** My Impact Tool allows users to measure and improve the sustainability of their events and communication campaigns. It provides a comprehensive assessment of various impact areas, including carbon footprint, alignment with SDGs, biodiversity, circular performance, digital sobriety, and inclusion. The tool generates detailed reports, helping users to visualise and communicate their projects' environmental and social performance effectively.

### Project Contribution to SDGs:

- **SDG 4 – Quality Education:** Enhances sustainability expertise through practical application.
- **SDG 12 – Responsible Consumption and Production:** Encourages sustainable practices and waste reduction.
- **SDG 13 – Climate Action:** Measures and reduces carbon footprints of events and campaigns.
- **SDG 17 – Partnerships for the Goals:** Fosters collaboration with suppliers and stakeholders for sustainable development.

**Success Indicators:** The tool has been used internally by VO Group to measure the impact of 92% of B2B events and 65% of communication campaigns in 2023, with significant improvements in sustainable practices. It has been adopted by various organisations, including Union Saint-Gilloise and TEDx, demonstrating its effectiveness in promoting sustainability within the event and communication sectors. **The tool will be launched to the market in 2024**, aiming to make sustainability accessible to a wider audience.



# Final Message & thanks

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On behalf of the BEFuture team, we extend our heartfelt gratitude to everyone who contributed to this compendium of 80 Best Practices. Your innovative efforts and shared insights are invaluable and serve as a beacon of inspiration across the business events sector.

We are optimistic that these Practices will inspire and influence the industry, paving the way for further advancements and collaboration. The journey does not end here—there is much more to come for BEFuture. Therefore, we invite you to join our community and stay updated with the latest developments at [BEFuture](#).

The next steps involve the dissemination of the compendium and Best Practices, their integration into the [BEFuture platform marketplace](#), and their mention at events where BEFuture participates. We believe these practices will continue to drive innovation and success within the industry.

Thank you once again, and we wish each of you continued success and innovation. Let's keep pushing boundaries together!



**Organisations who provided Best Practices in alphabetical order:**

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