



Copenhagen Sustainable Meetings Protocol

Introductory concept note

Introduction

In December 2009, 16000 people will descend on Copenhagen for a 2 week meeting to discuss and come to agreement on a new global Climate treaty. To prepare Copenhagen for the COP15 UN Climate Change Conference, government, city authorities and business have worked hand in hand to advance the development of the city and the meetings industry towards a more sustainable COP 15 event.

Such has been the learning and transformation of the city infrastructure and meetings industry, that six key stakeholders decided to partner together to package and share the learning and experience for the benefit of other organizers, destinations and governments. They call this initiative the **Copenhagen Sustainable Meetings Protocol**.

Who is inspiring and supporting this project?

The project is powered by six innovative and pioneering organizations who have come together to create a unique consortium with a common vision for a more sustainable, responsible and ethical global marketplace.

- Ministry of Foreign Affairs
- VisitDenmark
- Wonderful Copenhagen
- Municipality of Copenhagen
- MCI Group
- Novo Nordisk A/S

These project partners share a compelling mission to accelerate the transformation and sustainable development of large international meetings. The stakeholders represent different areas of the meetings industry: local municipality, institutional and corporate clients, city convention bureau, national tourism organisation and professional congress organiser. MCI sustainability services are project managers and provide specialised consulting and advisory services.

What is the definition of the term “Sustainability”

When using the word sustainability, the following definition provided by the BS8901 Sustainable event management system is adapted:

“An enduring, balanced approach to economic activity, environmental responsibility and social progress”.

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What are the objectives of the project?

1. Inspire continuous action and sustainable development of Copenhagen and the Danish Meetings Industry
2. Share knowledge and learning from COP15 and the Copenhagen Climate strategy
3. Contribute and influence the meeting practices of large event organisers (institutional and corporate)
4. Help destinations to accelerate transformation to become more sustainable host cities
5. Use the protocol to increase adoption of key global sustainability standards and certifications

Why undertake this project?

The partners believe that large events such as COP15, have the potential to transform destinations. Large events touch hundreds of industries and thousands of people. Events are a multiplier for the successful evolution of vitalized communities – they are the most effective form of communicating and motivating change. Demanding, encouraging and supporting sustainability within large events catalyzes business to take practical action.

The partners believe that events are part of the solution. The global meetings industry, with its' broad reach and expansive network, must evolve to achieve a higher standard for more effective and efficient business practices that integrate sustainability into day to day operations and strategic management. The project is meant to shine a light on the path to get there.

What are the key components of the project?

1. **BS8901 Implementation in Denmark:** A key component of the initiative is the introduction of the BS8901 Sustainable Event Management System into the Danish market place. MCI Sustainability Services, in a collaboration with the leading global BS8901 auditors - Sustainable Event Certification (SEC), have engaged the national standards and certification body, Dansk Standard and Dansk Certification in an initiative to bring the BS8901 event standard to Denmark. Danish Standards is translating the BS8901 into Danish and will be supporting its evolution to an ISO standards. Once trained in it's administration, Dansk Certification will provide third party auditing services for organisations who wish to implement and certify their event planning process with BS8901 in the future.
2. **Integrate the BS8901 system into COP15:** To improve the overall sustainability of the COP15 event, the Danish Ministry of Foreign Affairs decided to implement and integrate the BS8901 Sustainable Event Management System into the organisation of the event. Working with MCI and SEC the ministry has implemented additions and improvements to policy, process and systems to increase the social, environmental and economic sustainability of the conference.



Danish Certification have been tasked to certify the effectiveness and performance of the Ministry's event management system.

3. **Create and publish the COP15 sustainability case study:** As part of the BS8901 process and the Danish Governments commitment to sustainability, MCI have been commissioned to create a case study report of the COP15 event. The report will capture, assess and report on the sustainability actions and performance of the conference. This includes
 - a. Sustainability commitment, systems, policies and processes
 - b. Results achieved
 - c. Process and systems performance assessment
 - d. Sustainability impact disclosure and assessment
 - e. Key learnings, critical success factors and conclusions

4. **Create and publish the Copenhagen Sustainable Meetings Protocol**
 - a. The Copenhagen Sustainable Meetings Protocol will be a flexible umbrella framework that can be used to organize large, complex meetings in a sustainable way. It integrates local and international sustainability initiatives, standards, systems and certification programs. The protocol builds on the efforts done before, and the experiences collected during, Denmark's hosting of the UN Climate Change Conference, COP 15, in December 2009.

 - b. The protocol is a guide for good leadership and active engagement of key stakeholders in large meetings. It identifies innovative and synergetic strategies that catalyze sustainable development - for the benefit of organizers, delegates and host communities.

5. **Launch an engagement and learning program**
 - a. The project partners will be taking the protocol "on the road", engaging with meeting industry stakeholders to share the initiatives learnings and insights. By entering into collaborative dialog and new partnerships, they intend to work towards a goal of accelerate the transformation of the meetings industry.

Collaboration, Partnership and Synergy

The project aligns and reinforces key local and international sustainability initiatives. It delivers enhanced results through mutually beneficial collaboration. It integrates BS8901 as a sustainability management system with sustainability principles such as the UN Global Compact. The project partners seek to inspire sustainable practices and to attract better events to host locations. It underscores the importance of certification programs, meetings industry initiatives, government policy and corporate engagement and, in so doing, outlines the need for a sustainable local infrastructure. The Protocol is a gift to the industry with the intention that it will improve over time as technological innovations and best practices are shared.

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When will the project result be ready?

The draft protocol concept will be ready for EIBTM and COP15. The COP15 Case Study report will be ready by the end of February, 2009.

Who should be contacted for more information?

- Key Contacts
 - Lars Blicher-Hansen, VisitDenmark, lbh@visitdenmark.com, tel. +45 32889920
 - Jan-Christoph Napierski, Udenrigsministeriet, jannap@um.dk, tel. +45 33920654

- Project Consultants
 - Guy Bigwood, Group Sustainability Director, Guy.bigwood@mci-group.com, tel. +34 669 76 26 34

- Project Partners
 - Lotte Kjærgaard, Center for Miljø, Københavns Kommune, lokjae@tmf.kk.dk, tel. +45 33665982
 - Signe Gaarde, Økonomiforvaltningen, Københavns Kommune, sig@okf.kk.dk, tel. +45 33662283
 - Lise-Lotte Skovdal, Wonderful Copenhagen, lls@woco.dk, tel. +45 33557424
 - Lotte Wagner, MCI Copenhagen, lotte@nhg.dk, tel. +45 70222130
 - Heather Palen, Novo Nordisk A/S, hpal@novonordisk.com, tel.+45 4444 8888.