

# There's no such thing as a 'sustainable meeting'

A different approach to sustainability in MICE

**#GSTC2024**

loopnordic  
Strategic Tourism Communication



**"Let's commit to reducing our environmental impact while maximizing the value delivered in the meetings of our clients!"**

# The math of our MICE-customers

The final expenditure  
+ The time invested  
+ The carbon emissions involved

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= High focus on **RO** meeting **I**

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## What Does Not Create Value?

Boredom

Lack of focus

Feelings of isolation

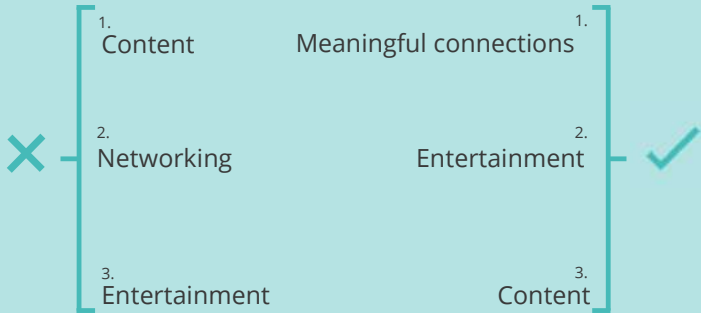
...are major detractors from meeting value





# Meaningful Connections

'When attending a business event people are searching for meaningful, transformative experiences'



Source: 10 Event Trends for 2021, EVENT a SKIFT Brand

## Diapositiva 5

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@sd@loopnordic.com - dette og næste slide skal fusioneres

\_Assigned to sd\_

Anja hartung Sfyrla, 17/04/2024

## What Creates Value?

Building meaningful relationships

Learning new things

Improving collaboration

Enhancing job skills

Boosting motivation

Fostering job love





**"Suppliers and destinations must take greater responsibility for the outcomes of the meetings they host.**

**This accountability is a crucial aspect of sustainability."**



# Regenerative Meeting Activities



# Social Sustainability Approaches



## Diapositiva 9

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@sd@loopnordic.com - Skift billede til snebolde i møde billede fra Færøere  
Anja hartung Sfyrla, 17/04/2024



A group of hikers is seen from behind, walking along a dirt trail on a mountain ridge. The hikers are wearing various outdoor gear, including backpacks and jackets. The landscape is dramatic, with a sea of white clouds filling the valley below. In the distance, a bright sun is setting or rising, casting a warm, golden glow over the scene. The sky is a mix of orange, yellow, and blue. The overall mood is one of adventure and achievement.

**Industry  
strongholds of  
nation/city**



**Let's be a part of the solution!**

**Strategic  
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specialized in tourism &  
experiences**

**loopnordic**  
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