



MICE-Workshop

Using the new GSTC MICE Criteria

Peter Reelfs, 25th of April 2024



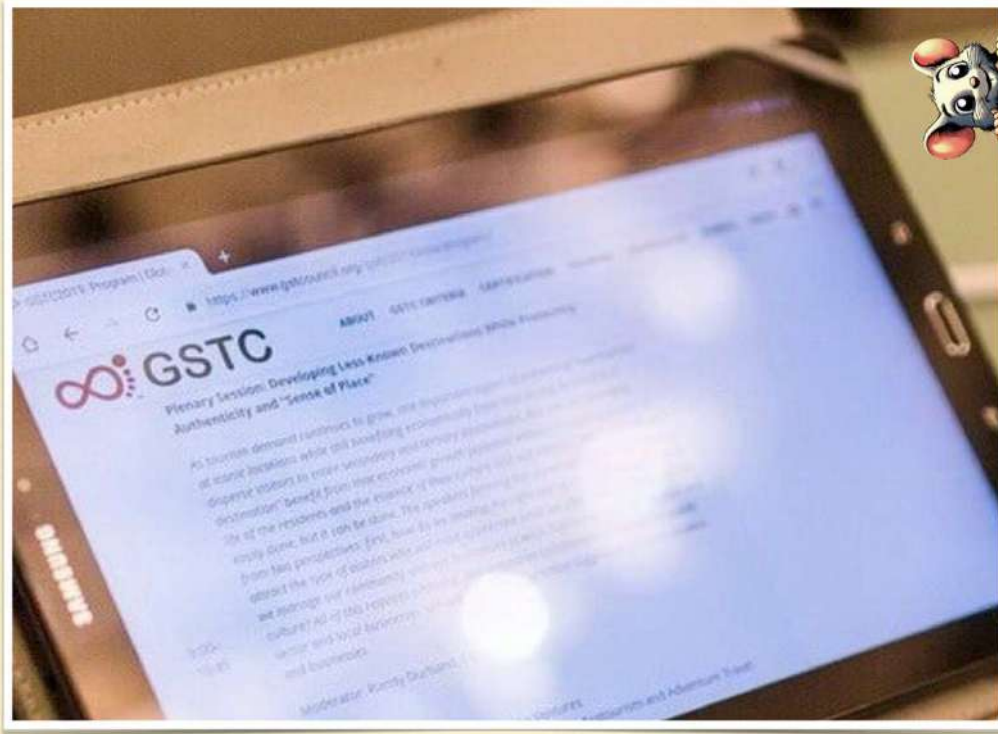
MICE-Workshop - Agenda



- 16:00 - 16:05 - Dr. Mihee Kang – Global Assurance Director, GSTC
- 16:05 - 16:15 - Introduction
- 16:15 - 16:40 - Working in groups
- 16:40 - 17:00 - Sharing groups discussions

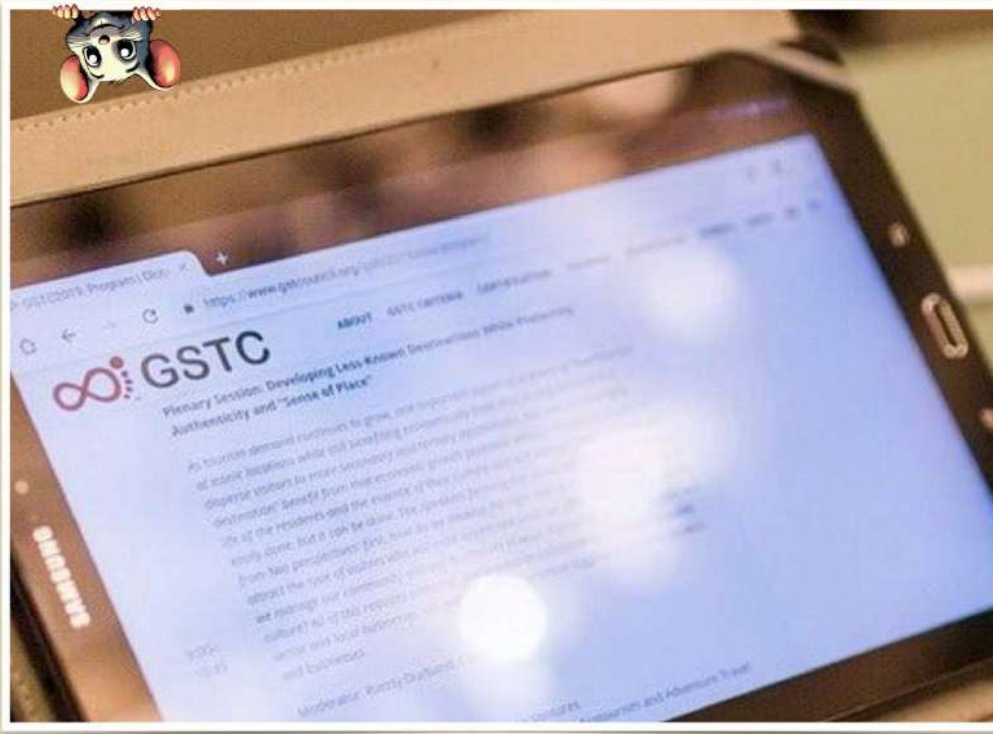


GSTC MICE CRITERIA



- Version 1.0, February 29, 2024
- Performance Indicators and SDGs
- For Venues, Event organisers and Events & Exhibitions

GSTC MICE CRITERIA



Global benchmark for sustainability

- Offering a structured framework to:
 - Reduce negative impacts on the environment
 - Maximise social and economic benefits for the communities
 - Enhance cultural heritage
 - Ensure effective sustainability planning



GSTC MICE CRITERIA



Based on the four pillars of sustainability:

- (1) Sustainable management
 - SECTION A: Demonstrate effective sustainable management
- (2) Social and economic benefit
 - SECTION B: Maximise social and economic benefits and minimise negative impacts
- (3) Cultural heritage
 - SECTION C: Maximise benefits to cultural heritage and minimise negative impacts
- (4) Environment
 - SECTION D: Maximise benefits to the environment and minimise negative impacts



GSTC MICE CRITERIA

Venues

Event Organisers

Events & Exhibitions

33 criteria

33 criteria

33 criteria

149 indicators

154 indicators

147 indicators

A closed or open place, operated or owned by a person or institution, which is designated or has the ability to host events and exhibitions.

An individual, team, business, or organisation who organises an event on behalf of an event owner or other clients. ...

A specific occasion for which people are convened for a limited duration (usually days or weeks) for a specific purpose. ...



SECTION B: Maximize social and economic benefits and minimize negative impacts



B1. Community support

Venue	Event Organizer	Event/Exhibition
The venue supports the local community.	The event organizer supports the local community.	The event organizer supports the local community.
1. The venue supports the local community financially or in-kind in areas of need identified by the local community. Examples of support include contributions to projects led by local partners relating to the local infrastructure, environment, culture, education, training, small business development, health, or sanitation.	1. The event organizer supports the local community financially or in-kind in the location where it is based or in the location where the majority of its events occur in areas of need identified by the local community. Examples of support include contributions to projects led by local partners relating to the local environment, culture, education, training, health, or sanitation.	1. The event organizer supports the local community financially or in-kind in the event destination in areas of need identified by the local community. Examples of support include contributions to projects led by local partners relating to the local environment, culture, education, training, health, or sanitation.



NOW IT'S YOUR TURN



- Form at least 4 groups
- Use the handed out GSTC MICE Criteria
- Each group focusses on only ONE section A, B, C or D
- Choose only ONE sub-sector: Venue, Event Organizer or Event/Exhibition
- Select the top 10 low hanging fruits, i.e. the steps that are relatively easy to realise and at the same time have a relatively high positive impact
- Appoint a person to take notes



Example low hanging fruits - Event organisers

1. A1: Sustainability Policy and Plan: Formulate a comprehensive sustainability policy, including measurable objectives and a review mechanism.
2. A3.1: "The event organiser is in compliance with all applicable local and national laws and regulations in all countries of operation, including among others, health, safety, labor, and environmental aspects."
3. A5.2: "Staff and volunteers receive guidance and training regarding their roles and responsibilities with respect to sustainability policies, plans, and practices. Records of training or guidance are available."
4. D1.1.5: "The event organiser has specific annual reduction targets for energy consumption for its events (calculated as total consumption divided by the number of attendees) and for its office operations."
5. D1.2.2: "The event organiser measures the water used in its office and requests consumption data for its events from the venues and other suppliers with significant water usage."
6. D2.1.2: "The event organiser measures GHG emissions from its office and event operations and the emissions over which it has direct influence or control."
7. D2.2.3: "The event organiser promotes the use of public and shared transportation for event attendees and staff."
8. D2.4.2: "The event organiser has a solid waste management plan for its events that includes measures for waste prevention, reduction, reuse, recycling, energy recovery, and disposal."
9. D2.5.4: "The event organiser substitutes the use of harmful substances in its office operations with environmentally certified alternatives when available.."
10. A4.2: "The event organiser publishes an annual sustainability performance report online, shares it with all stakeholders, and makes the report available in an offline format upon request."
11. B1.1: "The event organiser supports the local community financially or in-kind, in the location where it is based or in the location where the majority of its events occur, in areas of need identified by the local community."
12. B4.1: "The activities of the event organiser do not restrict local access to livelihoods, including land and aquatic resource use."
13. B5.1: "The code of conduct reflects the event organiser's policies regarding exploitation, harassment, and human trafficking."
14. B7.1: "The event organiser incorporates access for people with disabilities, pregnant and nursing mothers, people with allergies, and the elderly into the event design."
15. B9.1: "The event organiser complies with International Labor Organization (ILO) standards and regulations."



GSTC MICE CRITERIA



The Early Adopter Programme for the MICE criteria is intended to support the development of the applicable implementation of the GSTC MICE criteria.

You can find further information at

<https://www.gstccouncil.org/early-adopter-program/>

