SHIFT HAPPENS

Catalysing change in the business tourism and events industry

Guy Bigwood, Managing Director GDS-Index
What is the GDS-Index

A destination level movement that benchmarks and improves the sustainability strategy and performance of business tourism and events cities and their eco-systems.

Our Purpose

- INSPIRE
- ENGAGE
- ENABLE

urban destinations to become more sustainable places to visit, meet in and thrive in.
We are the leading community of cities measuring and benchmarking on sustainability

+58 global destinations. Goal is to have 300 by 2023
GDS-Index Benchmarking – What do we assess?

City Environmental Performance
- Sustainability Strategy
- Energy and Emissions
- Waste
- Air Quality
- Transportation
- Green Areas
- Water

City Social Performance
- Corruption
- Inclusiveness
- Gender Inequality
- Health and Wellbeing
- Over-tourism

Supplier Performance
- Hotels
- Airport
- Agencies (PCOs & DMCs)
- Restaurants
- Venues
- Academia

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

Composed of 70 Criteria: For more information [https://www.gds-index.com/about](https://www.gds-index.com/about)

Aligned to UN Sustainable Development Goals and to the GSTC Destination Criteria

Assess & Promote Certification
GDS-Index Results 2019

/GDS-INDEX TOP 10/

<table>
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<tr>
<th>#</th>
<th>DESTINATION</th>
<th>2019 SCORE</th>
<th>CHANGE</th>
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<td>1</td>
<td>GOTHENBURG</td>
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Through benchmarking and analysis of local and national strategies, we develop a report that identifies strengths, opportunities and gaps in a destination’s sustainability approach.

We then provide personalised recommendations on how to improve performance in the short and long term.
We specialise in extreme collaboration
We also specialise in having a lot of fun!
Our theory of change

HOW TO CATALYSE REGENERATION

Engage Stakeholders

Co-create shared vision, goals and priorities

Backcast - identify systems and behaviours that need to change

Develop & Implement Action Plan

Build a new “shared” story

Measure and Assess Impact

Certify
Strategic Alliance With Earthcheck

Key goals

Help cities, regions and countries to improve the environmental, social and economic performance of their visitor economy, and become more sustainable and healthy places to visit, meet in and live in.

Simplify and accelerate the pathway to certification for those DMOs starting their sustainability journey, and for market leaders who want to push the boundaries of sustainability performance.

Deliverables

Launch GDS-Certify, a third party sustainability certification for business tourism, events and meeting destinations that will be delivered by Earthcheck, and underpinned by its science based methodology.

Research, develop and provide services to help cities and their values chains to measure and report on the social, environmental and economic impact of their visitor economy.

Only 16% of the GDS-Index DMOs have a destination certification.
If you have any questions or require more information, please contact: Guy.Bigwood@gds-index.com

To find out more about the GDS-Index, please visit: www.gds-index.com

Creating better places to live, meet & thrive in.

Sustainable Destination Management Trends
Best Practices and Insights.

Featuring an analysis of the 2018 Global Destination Sustainability Index from the world’s leading cities.

AN INDUSTRY COLLABORATION BETWEEN IMEX, ICCA, MCI AND ECM

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