

FACT SHEET:

MeetDenmark's Plan for Sustainable Transition 2022-2024

Action area 1: Continuing the green transition

(Industry footprint)

Initiative 1: Partnership for sustainable growth aims to strengthen a coordinated national knowledge sharing to support the green transition of suppliers in the Danish business and meeting industry.

Initiative 2: Green transition certifications will help the suppliers in the Danish business and meeting industry to work in a structured manner to reduce their environmental impact and initiate new sustainability measures.

Initiative 3: Strategic impact measurement with an aim to strengthen the suppliers capacity to measure and monitor the environmental and climate impact and achieve the greatest effect of their effort.

Initiative 4: Sustainable value chains where suppliers in the Danish business and meeting industry evaluate the value chains and include areas such as circular economy.

Initiative 5: More green and innovative industry solutions to accelerate the development of the Danish business and meetings industry.

Initiative 6: Participation in the Net Zero Carbon Event Initiative, where Denmark shares its knowledge and experience to strengthen the overall international cooperation on reducing the climate impact of the business- and meeting industry.

Action Area 2: Increasing the social value creation

(Industry handprint, positive contributions and regenerative transition)

Initiative 7: Continued development of Denmark's strengths in outreach and legacy will contribute to Denmark maintaining and developing its current strengths in the area.

Initiative 8: New regenerative concepts and business models aim to support, develop, and strengthen the competitiveness of companies in the Danish business- and meeting industry and the broader value creation in the field of business.

Action Area 3: Make sustainable business good business

(making the sustainable choice easy and working with customers to create more long-term value.)

Initiative 9: Top rankings in international benchmarks to be strengthened by working strategically on sustainability.

Initiative 10: Communication of the sector's sustainable initiatives to support companies in Danish business- and meeting industry in communicating their own sustainability initiatives.

Initiative 11: Outreach and legacy as a strong competitive parameter to increase international meetings and congress clients' awareness of Denmark's focus in the area.