

The background of the entire slide is a photograph of a mountain landscape. In the foreground, a steep, rocky slope is covered with green grass and patches of purple heather. A narrow, winding dirt path leads up the slope. In the middle ground, there are dense evergreen forests. In the background, several mountain peaks are visible, some with patches of snow, under a hazy sky. The overall scene is a beautiful representation of the Tyrolean Alps.

ReGeneration NOW

convention.tirol sustainability strategy



„What we do today determines what the world will look like tomorrow.“

Marie von Ebner-Eschenbach

Foreword

Tourism in Tirol is responsible for maintaining an attractive living space and sought-after recreational area, as well as a thriving economic region. Its aim is to provide impetus and the best possible basis for our society's orientation towards the future.

Convention Bureau Tirol aims to expand its role as a centre of excellence and, as a trailblazer in the Alpine region, to consistently implement bold and, above all, sustainable steps in its own further development, while contributing to the innovative development of sustainability within the industry.

Be part of our development process and support us in making the Meeting Destination Tirol even more successful and sustainable.

Many thanks,

Veronika Schumann

Head of Convention Bureau Tirol

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1. **The background** - what drives us
 2. **Process to strategy** - our modus operandi
 3. **The 4 Ps for Tirol as a regenerative conference destination** - a proposal
 4. **Catalogue of measures** - the next steps



Foto: Pillerseetal, Hochfilzen • Tirol Werbung / Webhofer Mario

The Background

What drives us to create a regenerative conference region in Tirol

Guiding principles of the sustainable.convention.tirol project team

Requirements

In order to survive long term against international competition as an attractive congress and conference destination and thus generate a significant economic and social impact we, as Convention Land Tirol, must reflect on our strengths whilst dealing responsibly with our living space at the same time.

For us as a core team, positioning the Tirol MICE region as a sustainable venue for meetings of all kinds is therefore essential.

Mission

By creating awareness and open communication, we inspire the MICE industry and all its relevant stakeholders to share and promote shared responsibility for the development of a sustainable meetings industry.

Meaning / Purpose

As part of the Tirolean Tourist Board and Lebensraum Tirol Holding, Convention Bureau Tirol aims to act as a role model and pave the way for sustainable development.

Guiding principles of the sustainable.convention.tirol project team

Vision

In Conventionland Tirol, all service providers make an individual contribution as sustainably operating businesses. Most suppliers are certified as sustainable.

Tirol is perceived by potential customers as a genuine, honest and empowering venue for regenerative meetings. As a result, increasing numbers of significant events take place in the region.

Expertise

We have a strong network at our disposal and liaise in close cooperation with our respective stakeholders.

We act and communicate openly, appreciatively, respectfully, transparently, reliably, responsibly, clearly, without prejudice, inclusively, bindingly, cooperatively with great enthusiasm and meet as responsible equals.

External Effect

We will be THE information and service point for sustainable events in Tirol. This meaningful activity and resultant feeling of solidarity that has emerged in the industry fills us with pride.

This conscious positioning as a sustainable meetings destination and associated raised profile of the MICE industry is firmly anchored in the Tirolean way and lays solid foundations for the future.

Our Humanitarian Image



All people are equal in diversity and valuable members of society, regardless of origin, religion, standpoint, gender and potential.



All people are bestowed with human dignity and the freedom of thought and action.



Every human being is both guest and host: and can recognise travel as a force for cultural, social and economic exchange.



The inherent power of people to shape their own future is unique.



Everyone is adaptable and capable of learning.

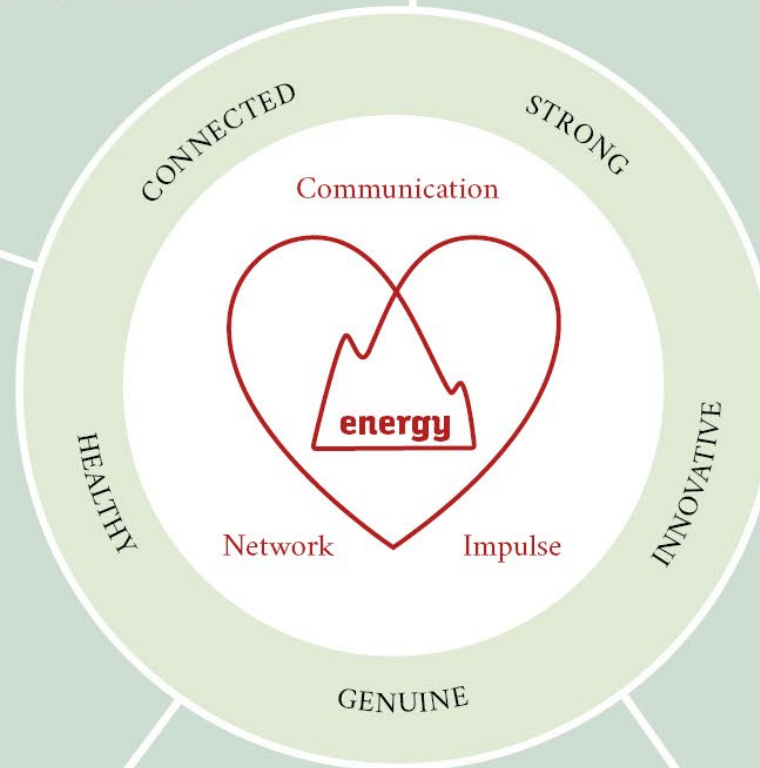


Everyone is capable of making decisions in the sense of responsibility for the common good, while taking into account their effects and consequences for future generations.

In addition to proactive and appreciative communication and holistic organizational management, we value commitment and cordiality. We take responsibility for the common good and recognise complementary potentials, competences and opinions.

Our strong quality-tested partner network is committed to maintain the highest quality standards. Thanks to its high level of competence as a location for research, business, science and education, Tirol is a successful intellectual hub with international connections.

With our beneficial alpine mountain environment, we fascinate with meaningful and sustainable experiences in nature's adventure playground.



We are open to new ideas, operate in a futureoriented and resourcefriendly way, whilst considering the big picture. We evaluate and set trends, provide spaces for collective learning and meaningful relationships, and thereby create affiliation.

We welcome our clients with authentic hospitality, warm professionalism and genuine appreciation.

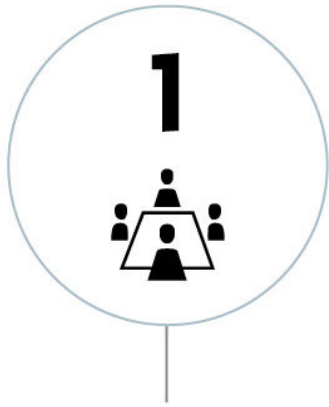
We are passionate about creating sustainable conference experiences for our clients!



Foto: Vallugabahn • Tirol Werbung/Sailer Gregor

The Strategy Process

The Way to "ReGeneration NOW" and Beyond



Project group planning & meetings

Kick-off Convention Bureau workshop with the Global Destination Sustainability (GDS) Movement

Early 2021



Stakeholder mapping

An interdisciplinary and cross-sector stakeholder task force was appointed in April 2021

April 2021

Spring 2021

2nd quarter 2021

(GAP) analysis, background research & international benchmarking

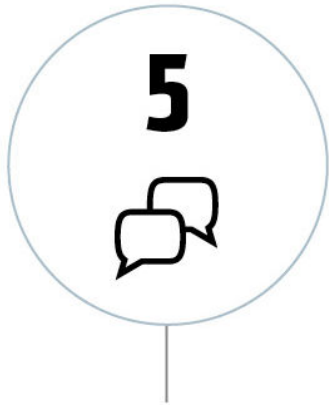
To be developed in spring 2021 by the CBT project team together with the GDS Movement



Online stakeholder survey

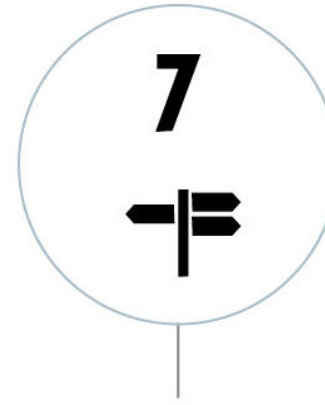
Surveys of customers, sector members and Lebensraum Tirol Holding employees





**Individual stakeholder
interviews (int & ext)**

2nd quarter 2021



**Collaborative strategy
development**

Ongoing evaluation and adaptation
of the strategy incl. reporting

2nd quarter 2021

2nd quarter 2021

30.09.2021

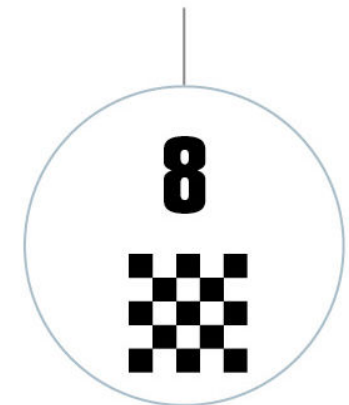
**Working group meetings &
interactive sessions**

3 virtual stakeholder workshops
from April to July 2021



**Strategy launch &
communication**

Publication and public consultation on
Draft 1 of “ReGeneration NOW” & the
Catalogue of Measures on 30.09.2021



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**Finalisation
of the strategy**

Assessment and incorporation
of all feedback from the public
consultation

October 2021

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**Finalisation of the
Catalogue of Measures**

Incorporation of all feedback and
finalisation of the Catalogue of
Measures

4th quarter 2021

28.10.2021

Tirol Connect

Presentation of the final strategy at
the hybrid “Tirol Connect” event on
28.10.2021 at Congresspark Igls

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Implementation & monitoring

Implementation of the measures in
accordance with timings from the
catalogue - this also includes constant
monitoring of the individual projects

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Starting 2022



Foto: Goetheweg, Nordkette • Tirol Werbung/Venier Martin

The 4 Ps for convention.tirol

Four fields of action for more sustainability and regeneration



Foto: Goetheweg, Nordkette • Tirol Werbung/Venier Martin

4 Ps – 4 Fields of action

Enabling **P**eople

Impulse and empowerment
for a sustainable knowledge
culture

Connecting **P**artners

Connecting a co-creative and
responsible network

Developing **P**rosumers

Promoting a deep sense of
societal meaning with social
and emotional impact

Living **P**roof

Experience an authentic
meeting & model destination



Foto: Goetheweg, Nordkette • Tirol Werbung/Schels Sebastian

Enabling People

Empowerment by striving for a sustainable culture of knowledge.

Enabling People

Empowerment by striving for a sustainable culture of knowledge.

1st Key Objective:

All relevant service providers in the Tirolean conference industry offer regenerative and healthy meetings and customers are aware of them..



4 Impact Goals:

- 1.1 Increase awareness of sustainable events in the meetings industry from 72% to 85% by December 2025.
- 1.2 100% of convention.tirol's educational opportunities include sustainability aspects by December 2025.
- 1.3 From 2022, at least 70% of all convention.tirol's own events are conducted or certified as Green Meeting/Green Event, by 2025 100%.
- 1.4 By 2030, increase number of events in Tirol in sustainable industry sectors by 10%.



Foto: Skigebiet Hochpustertal • Tirol Werbung/Herbis Hans

Connecting Partners

Connecting a co-creative and responsible network

Connecting Partners

Connecting a co-creative and responsible network

2nd Key Objective:

Collaborative relationships, lively and beneficial exchange for sustainable development and a unifying sense of belonging and solidarity are created in the Tirolean meeting industry network.



5 Impact Goals:

- 2.1 By the end of 2024, the network will be expanded to include five strategic partners.
- 2.2 All convention.tirol partners present a sustainability concept or provide one within the first 12 months of joining, or by the end of 2025.
- 2.3 A Tirolean competence team on the subject of sustainability will be set up by the middle of 2022 via the Interdisciplinary Sustainability Team.
- 2.4 At least 80% of convention.tirol partners will offer energy-efficient hybrid meetings with regional technology providers by 2025.
- 2.5 In a collaborative process, industry-relevant terms (such as hybrid events, regionality, living space, etc.) will be compiled and made available in a glossary for the sustainable Tirolean congress and conference region by the end of 2022.



Foto: Marchspitze, Lechtal • Tirol Werbung/Braun Jammis

Developing Prosumers

Promoting a deeper sense of societal consequence with social and emotional impact

Developing Prosumers

Promoting a deeper sense of societal consequence with social and emotional impact

3rd Key Objective:

Customers and consumers become "prosumers" who do not simply consume products, but help shape them, become socially involved through emotional experiences, and thus create deeper meaning while maintaining health.



5 Impact Goals:

- 3.1 By 2030, every fifth business trip in Tirol will be extended by a two-night private stay.
- 3.2 Development of a social impact & measurement strategy (incl. legacy framework) for the Tirolean meetings industry by the end of 2023.
- 3.3 By 2025, at least one reference to a sustainability topic will always be made in convention.tirol customer events.
- 3.4 By 2025, 50% of Convention Tirol story and website entries include all three dimensions of sustainability with a special focus on socio-cultural event components.
- 3.5 By 2035, the proportion of visitors travelling to Tirol by public transport will increase from 10% to 20%.



Foto: Karnischer Höhenweg, Hochpustertal • Tirol Werbung/Venier-Martin

Living Proof

Experience an authentic meeting & model destination

Living Proof

Experience an authentic meeting & model destination

4th Key Objective:

The Tirolean congress and conference region is perceived and experienced as an authentic meeting destination.



5 Impact Goals:

- 4.1 By the end of 2022, 90% of convention.tirol partner businesses, manifested as "Partner of CBT" with the Meet Green logo by 2025, commit to the defined sustainability and quality criteria.
- 4.2 The sustainability measures of Tirol Werbung will be made quantifiable and demonstrable by the end of 2022.
- 4.3 By 2030, 70% of Tirol's regions offer on-site sustainable public mobility options and expand their e-car sharing fleet.
- 4.4 By 2030, 60% of convention.tirol partner businesses and regions are certified with the Austrian Eco-label.
- 4.5 Disabled-friendly facilities (digital and structural) are available at all convention.tirol partner businesses by 2030.



Foto: Klettersteig, Hafelekar • Tirol Werbung/Stolle Frank

Catalogue of measures and the next steps

How to move from talk to action - a concrete proposal



Catalogue of measures

In order to achieve the aforementioned impact goals and guiding objectives, the next step was to draw up a detailed catalogue with concrete measures, as well as the corresponding KPIs, responsibilities and timeframes.

If you are interested, this can be downloaded **HERE**.

We consider both the "ReGeneration NOW" convention.tirol sustainability strategy and the Catalogue of Measures to be living documents, ones that serve as maps. Depending on conditions and circumstances, certain goals or measures will be readjusted, further developed or replaced by new ones.

This is a significant milestone on the way to a regenerative convention destination of Tirol.



Tirol Werbung GmbH

Convention Bureau Tirol

Sarah Vonier

Maria-Theresien-Straße 55

6020 Innsbruck • Österreich

+43 512 5320-393 *t*

sarah.vonier@convention.tirol *e*

www.convention.tirol *w*