



Alte Säge Bezaug © Kaspar Greber Holzbau



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Convention Partner Vorarlberg: Sustainability Policy

Vorarlberg is simultaneously both a modern region and one blessed with diverse landscapes and natural beauty. Thanks to its unique location on the border of Germany, Switzerland and the Principality of Liechtenstein, it has always been culturally and economically connected to its neighbours.

Values such as reliability, community, and a respect for nature and natural resources are important to the population of Vorarlberg. Sustainability is seen as a way of life and driver of innovation. In turn, the personnel at Convention Partner Vorarlberg are led by these values in all that they do.

This is encapsulated in our Mission Statement: "In our network we are a driving force behind a culture of meaningful encounters – in a spirit of partnership and highest level of service we generate lasting value for Vorarlberg and our partners."

Sustainability is becoming increasingly important, in the events industry as elsewhere. Ever more event organisers and locations, as well as hotels and restaurants, are aiming to avoid negative impacts on the environment, the economy and wider society.

It is an explicit goal of ours to be a driver of sustainability in the events industry. We base our actions on the **3Ps of sustainability (People, Planet, Profit)** and endorse the global implementation of the UN's Sustainable Development Goals. We aim to contribute to making the world a more sustainable place.

This begins with us in our office: our personnel are asked to reduce resource use and save paper. In ordering office materials, cleaning, and hygiene products we pay attention to environmental labelling. Waste products are separated so they may be efficiently treated and recycled by the municipal services. Additionally, for their commute to work our employees are availed of an annual public transport ticket, while cycling is encouraged for shorter journeys.



Convention Partner Vorarlberg considers itself a hub between organisers, businesses and resources. Along with partnership-based cooperation between customers and service providers are the following **goals**:

- To be a sustainable role model, both in-company and in our external actions
- To generate the highest quality of service while keeping the 3Ps firmly in mind
- To be the go-to information source for sustainable events in Vorarlberg
- To increase information and support for organisers, in order to increase the number of sustainability-certified events in Vorarlberg
- To provide a checklist and guidelines for the organizing of sustainable events
- To increase the number of sustainability-certified service providers
- To provide regular sustainability training for service providers
- To strengthen cooperation between with businesses (restaurants, traders, transport)
- To promote participants' sustainable travel to and from events

Since 2013, Convention Partner Vorarlberg has been a licensee for the **"Austrian Ecolabel for Green Meetings and Green Events"**. The guidelines of the Ecolabel apply to all aspects of an event, from organiser to environmental requirements to societal impacts. Going forward we want to convince organisers of the need for sustainable events and increase the number of certified sustainable events in Vorarlberg.

Since 2020, Vorarlberg ranks among over 70 destinations partaking in the **Global Destination Sustainability (GDS) Index**, the largest sustainable benchmarking and cooperation platform for the meetings and events industry. The categories evaluated include environment, society, service providers, and destination management. Such worldwide networking generates know-how, and annual evaluation serves to regularly measure and appraise our sustainability efforts. This is a great incentive for us to continue to expand and improve our performance.

Urs Treuthardt

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