

## Business Meeting Fonds Vorarlberg 2026: Evaluation Framework

1. Regional Impact	max. 8 points
<b>1.1. Event Duration</b> The duration of an event is an important factor for the value generated in the region.	
Two days (1 point), three or more days (2 points)	2
<b>1.2. Event Timing</b> Vorarlberg positions itself as a year-round destination and aims to generate traffic outside peak travel periods.	
The event takes place in the Bodensee Vorarlberg region (including, among others, Bregenz, Dornbirn, Feldkirch, Hohenems, Götzis, etc.) between October and May, or in the Alpenregion Vorarlberg, Bregenzerwald, Kleinwalsertal, Lech Zürs, Montafon regions in October, November, December, April, or May.	1
<b>1.3. Sustainable Value for the Region</b> Business meetings create lasting value when they leave sustainable impacts in the region. They connect people, organizations, and ideas, contributing to the economic and social development of Vorarlberg.	
<b>Involvement of Local Partners</b> Regional stakeholders are actively involved in the planning and execution of the event. This creates synergies between business, science, and society, fostering shared learning and new forms of collaboration.	2
<b>Integration of Regional Nature and Cultural Offerings</b> Meetings become part of the region by intentionally incorporating regional identity, culture, and natural experiences. This strengthens Vorarlberg's character as an open, livable, and sustainable region..	2
<b>Sharing Knowledge and Making Results Visible</b> Careful preparation and sharing of outcome is central to an event's sustainable success. This goes beyond classical media coverage and focuses on harvesting insights, creating a sustainable knowledge transfer that inspires and generates new impulses for Vorarlberg.	1
2. Sustainability	max. 8 points
<b>2.1. Sustainable Efforts</b>	
<b>Informing and Raising Awareness Among Participants</b> Participants are informed about the event's sustainability efforts and made aware of ways they can contribute themselves (e.g., traveling by public transport, accessibility, catering with regional produce, waste reduction, etc.). An example of communication efforts can be found <a href="#">here</a> .	1
<b>Involvement of Certified Sustainable Partners</b> To promote awareness of choosing sustainably operating hosts and service providers, one point is awarded for collaborating with at least one business certified with the Austrian Ecolabel or Ökoprofit.	1
<b>Efforts in Ecological Sustainability</b> Active measures are taken to conduct the event in a resource-efficient manner, e.g., limiting giveaways, using reusable banners, hosting paperless events, or reducing transportation needs. Additional ideas can be found <a href="#">here</a> . Points are awarded based on the level of effort (0-2).	2
<b>Efforts in Social Sustainability</b> Active measures are taken to ensure a socially responsible event, e.g., gender-inclusive communication, supporting social or cultural initiatives, or offering special rates such as discounted tickets for students or seniors. Additional ideas can be found <a href="#">here</a> . Points are awarded based on the level of effort (0-2).	2
<b>2.2. Green Meeting &amp; Green Event</b>	
<b>Certification with the Austrian Ecolabel</b> The event is certified according to the Austrian Ecolabel guidelines for Green Meetings & Green Events. Certification enhances both credibility and awareness of sustainability practices.	2
3. Eventdesign	max. 4 points
<b>3.1. Culture of Meaningful Encounters</b> Points are awarded when interactive and engaging event formats are offered and spaces are created for genuine encounters.	
<b>Interactive Formats</b> The event includes formats that promote interaction among participants and give everyone a voice, e.g., dialogue rounds, walking discussions, Fishbowl sessions, or reflections in small groups.	1
<b>Co-Creative Formats</b> At least one co-creative format is offered for joint result development, actively involving participants in the creation of ideas, outcomes, or solutions, which are then collectively supported and carried forward, e.g., Open Space, World Café, or Barcamp.	1
<b>Participant Involvement in Advance</b> Participants can contribute to the content, topics, or structure of the event before it takes place, e.g., through topic submissions or online surveys. When participants see their own interests reflected in the agenda or can shape their event experience individually, both the relevance of the event and their satisfaction and engagement with the outcomes increase.	1
<b>Design of the Event Space</b> The event space is physically designed to encourage interaction and encounters, e.g., through intentional room changes, themed rooms, or relax areas. In a carefully curated space, participants can actively contribute, move freely, and use the space according to their needs. This also includes considering breaks for reflection or personal time.	1