

# Switzerland Convention and Incentive Bureau

## A SUSTAINABLE EVENT DESTINATION

Created by Positive Impact

Thank you to Switzerland Convention and Visitors Bureau...



As a convention and incentive bureau, Switzerland understand the power and the value of the meetings and events industry and support the development of a sustainable event industry. Positive Impact thanks Switzerland Convention and Incentive Bureau for sponsoring our campaign which tells the story of the power of events during the United Nations International Year of Sustainable Tourism for Development. Because of this sponsorship, we have been able to do the following:

**PROVIDE MONTHLY SUSTAINABILITY EDUCATION TO 87.5k EVENT PROFESSIONALS AROUND THE WORLD!**



**GATHER 150 AMBASSADORS WHO SUPPORT THE CREATION OF A SUSTAINABLE EVENT INDUSTRY!**



Here are some reasons we like working with Switzerland Convention and Incentive Bureau and see them as leaders in sustainable events...

In 2016, Positive Impact created research which investigated corporate event planners and their views on sustainability. Out of more than 100 planners surveyed, almost 60% said that would choose suppliers based on their labels (e.g. ISO 20121 etc). Below are some stunning examples of the sustainable venues Switzerland has available to those events coming to their destination.

### THE ENVIRONMENT ARENA

The environment arena is an exhibition platform for sustainability in the fields of life and nature, energy and mobility, constructions and the modernization thereof, as well as renewable energy. Thanks to innovative building techniques the Environment arena produces approx. 40% more energy than it needs to suffice its own needs (without exhibitions)!



In October 2012 the annual Adventure Travel World Summit event took place over one week in Lucerne, Switzerland. The 2012 Adventure Travel World Summit was the most sustainable ever organized by ATTA, thanks to the initiative of the Switzerland Convention & Incentive Bureau (SCIB) and Lucerne Tourism.

Le Kuklos, the revolving restaurant which can be used for events, turns with the help of solar energy. In addition, running hot water is also heated with the help of the solar panels. Plus... there's an amazing view!



The Conference Hotel Swiss Holiday Park is ISO 14001 certified. Electric kart competitions can be organised for a minimum of 8 people. The power is supplied by the region's hydraulic energy system.

Positive Impact have around 150 ambassadors in action around the world championing sustainability in the events industry. As our ambassador community increases, we see more and more millennials volunteering their time to raise awareness of sustainable events. This pattern of millennials understanding and actively seeking sustainable innovation, more than generations before them, is important to consider for protecting the future of the industry. Here are three examples of how Switzerland provide sustainable innovations.

### MILLENNIALS

The millennials are the most sustainability-conscious generation. Recent studies from Nielsen and Deloitte show that millennials are most willing to pay more for products and services seen as sustainable or coming from socially and environmentally responsible companies.

Source: <https://www.credit-suisse.com/microsites/next/en/entrepreneurism/articles/millennials-drive-sustainability.html>



Diverse organisations in Switzerland permit you, in an easy and uncomplicated way, to rent bikes around the clock in order to get to and from an event the environmentally friendly way!

Various environmentally friendly transport facilities making interesting site visits and event venues – from city trams to cable cars and funiculars in the mountains and solar-powered boats on Lake Geneva.

Switzerland Convention and Incentive Bureau was awarded in recognition of its widespread use of Swiss wood in its stand construction. The wood is a renewable resource and net remover of carbon dioxide from the atmosphere. All promotional material used at the fairs are printed carbon-neutral. The stand also made the most of low energy lighting, minimal electricity and locally sourced organic food and beverages.

Positive Impact represented the event industry at COP21 and COP22. In Marrakech, in 2016, the conversation moved to what actions need to take place to reduce carbon emissions in light of the Paris Agreement and how we can work toward achieving the 17 Sustainable Development Goals. Here are just a couple of ways that Switzerland are leading with this:

### CARBON REDUCTION

Planning to travel around Switzerland? With RideShare visitors save on costs as well as supporting the environment

Supports SDG 11: Sustainable Cities and Communities

Travelling to Geneva for an event? You can pick up a free ticket for public transport at Geneva airport!

Supports SDG 11: Sustainable Cities and Communities

Switzerland is a champion when it comes to recycling. 91% of glass and 84% of PET containers are recycled. You can expect low waste going to landfill at your event in Switzerland!

Supports SDG 12: Sustainable Consumption and Production

More than half of the electricity produced in Switzerland stems from water sources – in other words it's renewable energy and CO2-free at the same time!

Supports SDG 13: Climate Action



2026 WINTER OLYMPIC BID:

Switzerland have been busy of late, entering their bid for the 2026 Winter Olympic Games to take place in Sion. If Switzerland were to win this bid, then these Winter Games would be one of the most sustainable and economically friendly due to the infrastructure that Sion already has in place. Through using what is already available in terms of stadiums, facilities and venues, Sion will minimise the negative impact of waste.

Supports SDG 12: Sustainable Consumption and Production

### What do Positive Impact recommend to Switzerland Convention and Incentive Bureau now?

Switzerland demonstrate leadership in the area of sustainable events. Innovation, technology and sustainable development are three things that as a destination Switzerland are leading on and others can learn from this. In the future, Switzerland Convention and Incentive Bureau could take this one step further by educating their partners on the International Standard for event sustainability, ISO 20121. Through implementing this standard, Switzerland's partners can show that they consider the social, economic and environmental impact of each event they hold and this would be recognised on a global scale.

Learn much more about what sustainability means to Switzerland Convention and Incentive Bureau on their website!