

# APPENDIX

## Assessment Methodology

Developed by MCI Sustainability Services in close collaboration with the founding Scandinavian cities, the GDS-Index methodology is a destination level benchmarking that measures and compares the social and environmental sustainability strategies, policies and performance of participating destinations to help drive sustainability in the tourism and meetings and events industry further.

The index benchmarks destinations and scores them across 4 categories: Environmental Performance, Social Performance, Supplier Performance and CVB Performance, split across 17 sub categories, using 36 indicators for the benchmarking.

Among the 36 indicators, 16 are based on quantitative data, such as recycling/landfilling rates or number of third-party certified hotel rooms or convention/exhibition centres. The rest 20 indicators are qualitative, based on qualitative assessment of the destination's commitment to sustainability, such as the existence of a CVB/DMO sustainability strategy or the reporting on sustainability by the CVB/DMO.

After signing onto the Index, the destination Convention Bureau (CVB) or Destination Management Organisation (DMO) completes a questionnaire, gathering answers and providing key performance indicators and supporting data.

### Data Sources and score rating

The destinations are asked to submit proof or evidence with each question with the source of their information. The quantitative data submitted by the destinations are usually from official sources, such as the city or the country's statistics office or from publically available data from credible sources such as The World Bank's databank. As for qualitative indicators, usually it is information collected by the CVB/DMO which makes them the most reliable source for this type of information along with the supporting documents they provide. Consultants from MCI Sustainability Services would then verify the accuracy and credibility of the data. Each performance indicator is assigned a number of points according to how well the destination fulfils each indicator. Indicators scores are then aggregated across categories to allow for comparison.

Destinations are then ranked by performance and the website is updated to reflect the destination's ranking.

### Categories

Consultants from MCI Sustainability Services assign category and indicator weights after consultations with industry partners.

- **Environmental Performance:** It includes a city's performance pertaining to its policies and infrastructure, such as climate change commitment, recycling availability, public transport options and air pollution levels.
- **Social Performance:** It looks at the inequality and corruption levels associated with the city's country.
- **Supplier Performance:** It addresses the sustainability commitment and performance of the local meetings industry supply chain, including hotels, venues and restaurants.
- **CVB Performance:** It indicates the sustainability commitment of the convention bureau itself, including questions pertaining to the existence of a sustainability policy and manager, communication of sustainability initiatives to support client planners, and the rigorousness of their reporting on sustainability operations.

The following table provides a topline description of indicators we measure, data and weights.

Category and Indicator	Weight
<b>Environmental Performance</b>	<b>27%</b>
<p>Energy and Emissions</p> <ol style="list-style-type: none"> <li>Does the city have a Greenhouse Gas emissions reduction strategy?</li> <li>What is the city's Greenhouse gas emissions per capita?</li> <li>What percentage of the city's total electricity usage is derived from renewable sources?</li> </ol> <p>Waste</p> <ol style="list-style-type: none"> <li>What percentage of the city's solid waste has been disposed of in a landfill or open dump?</li> <li>What percentage of city's solid waste is recycled or composted?</li> </ol> <p>Air Quality</p> <ol style="list-style-type: none"> <li>What is the city's annual Fine Particulate Matter (PM2.5) concentration?</li> <li>What is the city's annual Particulate Matter (PM10) concentration?</li> </ol> <p>Transportation</p> <ol style="list-style-type: none"> <li>Does your destination offer public Bicycle Sharing Facilities &amp; Network?</li> <li>Does your destination offer Electrical Vehicle Charging Stations?</li> <li>Please provide details and a link "What is the city's Traffic Congestion Index percentage?</li> <li>Which public transport links exist between the main airport and the city centre?</li> </ol> <p>Green Areas</p> <ol style="list-style-type: none"> <li>What is the city's Green Area (hectares) per 100 000 population?</li> </ol>	
<b>Social Performance</b>	<b>7%</b>
<p>Ethics</p> <ol style="list-style-type: none"> <li>What is the country's score and ranking on the Corruption Perception Index?</li> </ol> <p>Inequality</p> <ol style="list-style-type: none"> <li>What is the country's score and ranking on the World Bank Gini Index?</li> </ol> <p>Gender Inequality</p> <ol style="list-style-type: none"> <li>What is the country's score and ranking on the Gender Inequality Index?</li> </ol>	
<b>Supplier Performance</b>	<b>27%</b>
<p>Hotel</p> <ol style="list-style-type: none"> <li>What percentage of the city's total hotel room inventory has an active 3rd party sustainability certification?</li> <li>What percentage of the total hotel room inventory is within walking distance (1km) of the congress and exhibition centre(s)?</li> <li>What percentage of the city's hotel room inventory is easily accessible (within 30mins) by public transport to/from the congress and exhibition centre(s)?</li> </ol> <p>Airport</p> <ol style="list-style-type: none"> <li>Does the city's largest airport have a current eco-certification?</li> </ol> <p>Agencies</p> <ol style="list-style-type: none"> <li>What percentage of PCOs and DMCs located in the city (over 3 full-time employees) have a formal written sustainability policy?</li> <li>What percentage of PCOs and DMCs located in the city (over 3 full-time employees) have a current eco-certification?</li> </ol> <p>Restaurants</p> <ol style="list-style-type: none"> <li>Are there laws in place for restaurants and/or F&amp;B suppliers to reduce non-recyclable/biodegradable material waste (e.g., plastic bags, water bottles or Styrofoam)?</li> <li>Are there laws in place for restaurants and/or F&amp;B suppliers to reduce food waste?</li> <li>Does the city have a program and/or certification promoting or supporting restaurants with a commitment to sustainability (e.g., organic, locally sourced, vegetarian options)?</li> </ol> <p>Venues</p> <ol style="list-style-type: none"> <li>What percentage of the city's congress and exhibition centres have active third-party sustainability certification?</li> </ol>	

CVB Performance	38%
<p>Destination Strategy</p> <ul style="list-style-type: none"> <li>26. Has the CVB/DMO established and is implementing a destination sustainability strategy</li> <li>27. Does the destination or CVB hold a current sustainability certification or is in the process of obtaining one?</li> </ul> <p>Governance and Reporting</p> <ul style="list-style-type: none"> <li>28. How does the CVB/DMO manage the development and governance of the destination sustainability programme. Please indicate all that apply</li> <li>29. Does the CVB/DMO regularly measure and report on sustainable destination progress?</li> </ul> <p>Capacity Building</p> <ul style="list-style-type: none"> <li>30. Does the CVB/DMO support or lead local sustainability training for the city's MICE industry?</li> <li>31. Do the CVB, DMO or local authorities provide incentives or funding for events or event organisers wanting to increase sustainability performance?</li> </ul> <p>Client Support</p> <ul style="list-style-type: none"> <li>32. Does the CVB/DMO provide information about the destination's sustainability features, suppliers and best practice in its RFP responses and sales information</li> <li>33. Does the CVB/DMO website provide information about the destination's sustainability features, suppliers and best practice.</li> <li>34. Does the CVB/DMO provide free or subsidized public transport passes for major conventions?</li> <li>35. Does the CVB/DMO have an accessibility program that supports attendees with physical challenges to participate in events in the destination?</li> <li>36. Does the CVB/DMO provide clients with ideas and resources to support the local community?</li> </ul>	