

GLOBAL  
**DESTINATION  
SUSTAINABILITY  
MOVEMENT**

# Media Kit

[www.gds.earth](http://www.gds.earth)

# About Us

The GDS-Movement is a pioneering, data-driven international change agency that acts to catalyse socio-economic and environmental transformation in cities and regions across the world. Our mission is to empower tourism and events professionals with the mindsets, skill sets, and toolsets to co-create more regenerative and resilient destinations to visit, meet, and live in.

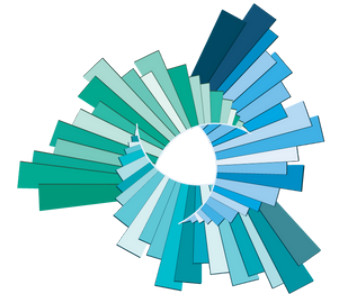
# About GDS-Index, GDS-Forum, GDS-Awards, and GDS-Academy

The GDS-Index is a trusted performance improvement programme to assess and accelerate the progress of a destination's regenerative journey. It measures, benchmarks, and enhances the sustainability strategies, action plans, and initiatives of more than 100 destination management organisations, municipal authorities, and their tourism supply chains. Co-founded in 2016 by the International Congress and Convention Association (ICCA), City Destinations Alliance (CityDNA), IMEX Group, and MCI, the GDS-Index offers an unparalleled resource for visitors, DMOs, municipalities, and event planners looking for destinations that offer the best in sustainable performance.

The GDS-Forum is a gathering of destination leaders, sustainability advocates, and tourism experts, fostering innovation for regeneration. The GDS-Forum programme is an evolving un-conference experience in the form of a flexible and informal meeting defined by deep cooperation. It aims to unlock attendees' collective intelligence, share meaningful exchanges, solve shared challenges, and empower participants to accelerate their destinations' sustainable and regenerative tourism and events strategies through radical collaboration. City Destinations Alliance (CityDNA), the Global Destination Sustainability Movement (GDS-Movement), and Visit Bruges partner this year to present this exceptional in-person event, dedicated to nurturing cities' environmental and socio-economic well-being.

The GDS-Awards is an annual recognition of excellence in destination leadership, innovation, improvement, and legacy initiatives. In its 9th edition, GDS-Awards recognises outstanding contributions and innovation practices through the 'Leadership Award' based on GDS-Index ranking, the 'Most Improved Destination Award' based on year-on-year GDS-Index benchmarking results, the 'Innovation Award', selected by an independent panel of industry experts, and the 'Impact Award' in collaboration with #Meet4Impact, also selected by an external panel of industry experts. The GDS-Awards ceremony brings together the GDS-Movement, City Destinations Alliance (CityDNA) and the host community in an inspiring celebration. It serves as a prestigious platform to honour the remarkable achievements of the winners.

The GDS-Academy, brought to you by ICCA and City Destinations Alliance, is a blended learning platform to enhance positive benefits for people and placethrough tourism and events. It offers a dynamic educational experience that helps destinations and events professionals understand and practice what they learn. Professionals can expect to be guided and inspired by experts and thought leaders who share their knowledge through fun modules with quizzes, polls, and lively discussions. There are in-house and open-enrolment courses for every aspect of sustainability practise in the sector.



# Media Overview

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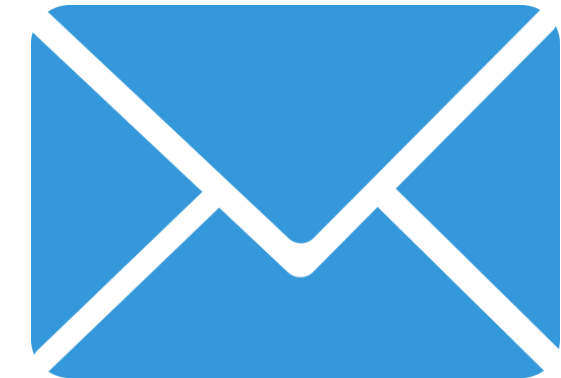
LinkedIn

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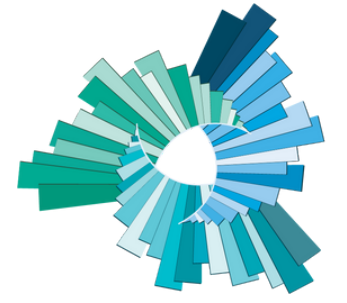
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Contact Us

Please email  
[info@gds.earth](mailto:info@gds.earth)  
or contact us [here](#)

For media / press queries: please email [anja@gds.earth](mailto:anja@gds.earth)



**Global Destination  
Sustainability Movement  
(GDS-Movement)**

@gds-movement

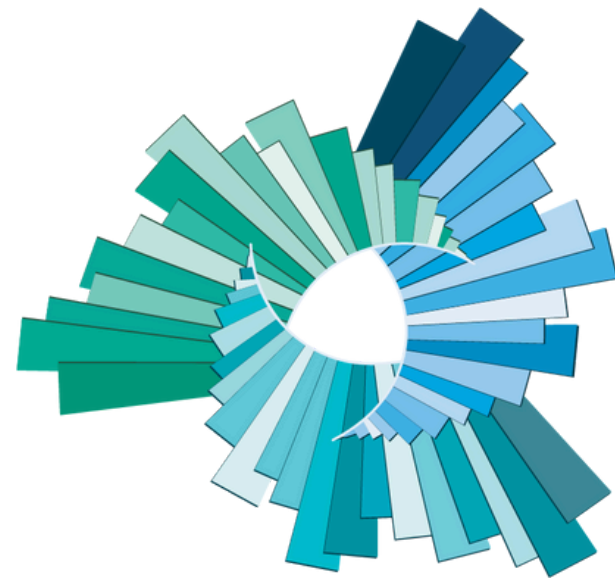
[https://bit.ly/GDSM\\_LinkedIn](https://bit.ly/GDSM_LinkedIn)

### **Relevant Hashtags:**

#GDSmovement                      #EventsSustainability  
#PowerofCommunity              #RegenerativeEvents  
#regenerativetourism              #EventProfs  
#RegenerativeDestinationManagement

### **Key LinkedIn influencers of GDSM:**

- [Guy Bigwood](#) (@guybigwood)
- [Milda Salciute, CMP, CED](#) (@msalciute)
- [Inge Krogh Larsen](#) (@ingekroghlarsen)
- [Alejandra H. Zita](#) (@alejandrahzita)
- [Bella Shahsuvaryan](#) (@bella-shahsuvaryan)
- [Jessica Vandy](#) (@jessica-vandy)



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## Quick Web Links

[www.gds.earth](http://www.gds.earth)

[www.gds.earth/index](http://www.gds.earth/index)

[www.gds.earth/index/how-to-join](http://www.gds.earth/index/how-to-join)

[www.gds.earth/blog](http://www.gds.earth/blog)

[www.gds.earth/academy](http://www.gds.earth/academy)

[www.gds.earth/consulting](http://www.gds.earth/consulting)

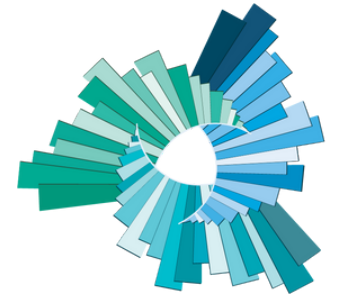
[www.gds.earth/white-papers](http://www.gds.earth/white-papers)

[www.gds.earth/reports](http://www.gds.earth/reports)

[www.gds.earth/changemakers](http://www.gds.earth/changemakers)

[www.gds.earth/forum-2024](http://www.gds.earth/forum-2024)

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## Profile photo



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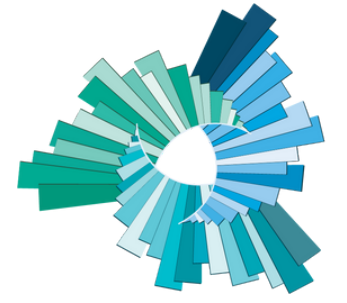
## Changemaker Bios

- [Meet the team](#)

## Leadership profile: Guy Bigwood, Chief Changemaker and CEO

For the last 15 years, Guy has been delivering award-winning consulting services focused on helping cities, governments, corporations and associations step up, scale up and speed up their sustainability programmes and regenerative practices. Guy's pioneering work has been recognised with 22 sustainability awards including the Events Industry Council Pacesetter Award, and recognition as a Fellow of the Institute of Environmental Management and Assessment. He was named one of the Micebook and *isla* Power 50: Green Champions in October 2023.





## How to refer to this organisation

**Official Name:** GDS-Movement

GDS-Movement is short for **Global Destination Sustainability Movement**.

Please do not use "GDS" or "GDS-M" - both are inaccurate.

Our services follow the same format and logic.

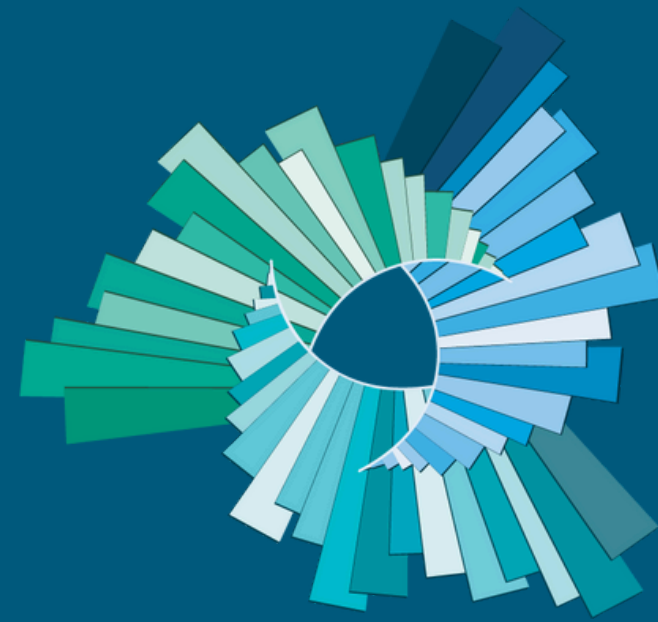
- GDS-Index is the Global Destination Sustainability Index
- GDS-Academy is the Global Destination Sustainability Academy
- GDS-Consulting is the Global Destination Sustainability Consulting





# Social Stickiness Checklist

- ✓ In a hurry? Share what we post!
- ✓ DIY? Tell who, what, when, where, why, and how audiences may benefit
- ✓ Add a Call to Action (CTA)
- ✓ Link to [www.gds.earth](http://www.gds.earth)
- ✓ Tag people and companies in posts, reposts, comments and replies
- ✓ Use hashtags #GDSmovement #RegenerativeDestinationManagement
- ✓ Break text with spaces (easier to read quickly)
- ✓ Reply to comments in the first few hours after posting (more comments = more views )



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Click below for our logos and  
how to use them

- [Download our logo kit HERE](#)

*Thank You*