



Guy Bigwood, FIEMA

CEO and Chief Changemaker: Global Destinations Sustainability Movement

For the last 19 years, Guy has been delivering award-winning consulting services focused on helping cities, governments, associations, corporates and the hospitality industry step up, scale up and speed up their sustainability programmes and regenerative practices.

He is a recognised global expert on creating regenerative destinations, communities and events. Guy is the Chief Changemaker of the [Global Destinations Sustainability Movement](#); a transformation platform that inspires, educates, and empowers destinations to become more regenerative, flourishing, and resilient places to visit, meet, and live in. He is the creator of the [GDS-Index](#) which is the world's leading sustainability benchmarking and performance improvement programme for destinations and has worked with over 100 DMOs and NTOs to help them create, implement, improve, and communicate their regenerative tourism and events strategies.

From 2006 to 2018, Guy was the Sustainability Director of MCI, the world's largest association management, communications and events agency. He launched and developed a [CSR program](#) across the corporation's 60 offices, developing a business strategy that positioned MCI to be an award-winning sustainability champion, and the organiser and consultant of over 1000 events and exhibitions about sustainable development, Smart Cities, and clean energy. From 2004 to 2008, Guy was the Managing Director of MCI Spain.

Guy is a passionate and outstanding communicator who has delivered over 600 keynote presentations and facilitated workshops engaging over 43 000 participants in more than 50 countries. He teaches Regenerative Leadership at Esade Business School and is a visiting lecturer at various universities around the world.

Guy's pioneering work has been recognised with 23 sustainability awards including the prestigious Events Industry Council Pacesetter Award and with recognition as a Fellow of the Institute of Environmental Management and Assessment (FIEMA). He has co-written 3 Sustainable Event Guidebooks for the United Nations and helped developed over 10 national and international event sustainability standards. He was previously the President of the Green Meetings Industry Council, and worked for 13 years as a Technology Consultant for HP.

Please connect with Guy on www.linkedin.com/guybigwood, guy@gds.earth, or www.gds.earth

200-word version

For the last 19 years, Guy has been delivering award-winning consulting services focused on helping cities, governments, and the tourism/events industry step up, scale up and speed up their sustainability programmes.

Guy is a recognised expert on creating regenerative destinations and events. He is the founder of the GDS-Index and Chief Changemaker of the [Global Destinations Sustainability Movement](#); a transformation platform that inspires, educates, and empowers destinations to become more regenerative, flourishing, and resilient places to visit, meet, and live in. Guy has worked with over 100 DMOs and NTOs to help them create, implement, improve, and communicate their regenerative tourism strategies.

Previously Guy was the President of the Green Meeting Industry Council, the Managing Director of MCI Spain, and the Sustainability Director of MCI Group (the world's largest association management, communications and events agency). Guy's pioneering work has been recognised with 23 sustainability awards including the Events Industry Council Pacesetter Award, the IMEX-EIC Innovation in Sustainability Award, and the UNWTO Innovation Award. He is a Fellow of the Institute of Environmental Management and Assessment (FIEMA) and teaches Regenerative Leadership at the Esade Business School in Barcelona.

www.linkedin.com/guybigwood

100-word version

Guy is a recognised expert on creating regenerative destinations and events. He is the founder of the GDS-Index and Chief Changemaker of the [Global Destinations Sustainability Movement](#); a transformation platform that inspires, educates, and empowers destinations to become more regenerative, flourishing, and resilient places to visit, meet, and live in. Guy has worked with over 100 DMOs and NTOs to help them create, implement, improve, and communicate their regenerative tourism strategies.

Guy's pioneering work over the last 19 years has been recognised with 23 sustainability awards. He has achieved Fellowship of the Institute of Environmental Management and Assessment (FIEMA).