



Full version

Guy Bigwood, FISEP

CEO and Chief Changemaker: Global Destinations Sustainability Movement

For over two decades, Guy Bigwood has led award-winning sustainability and regenerative development programmes that help cities, governments, associations, corporates, and the hospitality industry step up, scale up, and speed up their transformation.

As Chief Changemaker of the Global Destination Sustainability Movement (GDS-Movement), he drives a global platform that inspires, educates, and empowers destinations to become more regenerative, inclusive, and resilient places to visit, meet, and live in. He is also the creator of the GDS-Index, the world's leading benchmarking and improvement programme for destination sustainability, and has supported hundreds of DMOs and NTOs in building and communicating regenerative strategies for the visitor economy.

From 2006 to 2018, Guy served as Group Sustainability Director at MCI, the world's largest association management, communications, and events agency, where he built a global CSR strategy across 60 offices and positioned the company as an industry leader in sustainable business events. Earlier, as Managing Director of MCI Spain, he spearheaded MCI's early growth in Southern Europe.

A passionate communicator and educator, Guy has delivered over 600 keynotes and workshops engaging more than 50,000 participants in 60+ countries. He teaches Regenerative Leadership at Esade Business School and lectures internationally on sustainability and systems change.

Guy's pioneering work has earned 24 international awards, including the Events Industry Council Pacesetter Award, and recognition as a Fellow of the Institute of Sustainability and Environmental Professionals (FISEP). He has co-authored three UN Sustainable Event Guidebooks, helped develop over ten national and international event sustainability standards, and served as President of the Green Meeting Industry Council. Earlier in his career, he worked for 13 years as a Technology Architect for Hewlett-Packard (HP).

You can connect with Guy on [LinkedIn](#), by email at guy@gds.earth, or through the [GDS-Movement website](#).

200-word version – Facilitator Resume

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Guy Bigwood is a senior facilitator, workshop designer, and strategic advisor with over **20 years of experience** supporting destinations, public institutions, and international organisations to navigate complexity, uncertainty, and long-term transformation. He specialises in designing and facilitating **interactive, experiential learning processes** that unlock the **collective intelligence** of groups and enable senior leaders and cross-functional teams to engage meaningfully with strategic foresight, systems thinking, and adaptive decision-making.

As CEO of the Global Destination Sustainability Movement, Guy has worked extensively with **National Tourism Organisations, cities, and DMOs**, designing and delivering capacity-building workshops and leadership dialogues that bridge research, marketing, and sustainability functions. He has facilitated **600+ workshops and keynote sessions** for more than **50,000 participants across 60+ countries**, including large, diverse groups of senior-level participants.

Guy's facilitation approach is grounded in **adult learning principles** and deliberately designed to be **high-energy, positive, and engaging**, using creative, mindful and sometimes **unusual formats** to make complex topics accessible, memorable, and relevant. He creates psychologically safe environments that encourage experimentation, peer learning, and shared sense-making, while maintaining clear structure and purpose.

He is particularly experienced in translating **complex research, scenario frameworks, and policy insights** into practical workshop experiences that prioritise reflection, peer exchange, and long-term retention over formal outputs. Guy teaches **Regenerative Leadership** at ESADE Business School and is a **Fellow of the Institute of Sustainability and Environmental Professionals (FISEP)**.

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