

GLOBAL
**DESTINATION
SUSTAINABILITY
MOVEMENT**



VALENCIA

**GDS-Forum and CityDNA
Autumn Conference
2023**
Regenerative Event Approach

3 - 4 October, 2023 Valencia

www.gds.earth/forum/



The GDS-Forum is a global event that convenes and unites destination leaders, sustainability champions, tourism and events experts, and entrepreneurs, to catalyse innovation for regeneration.

Your Hosts

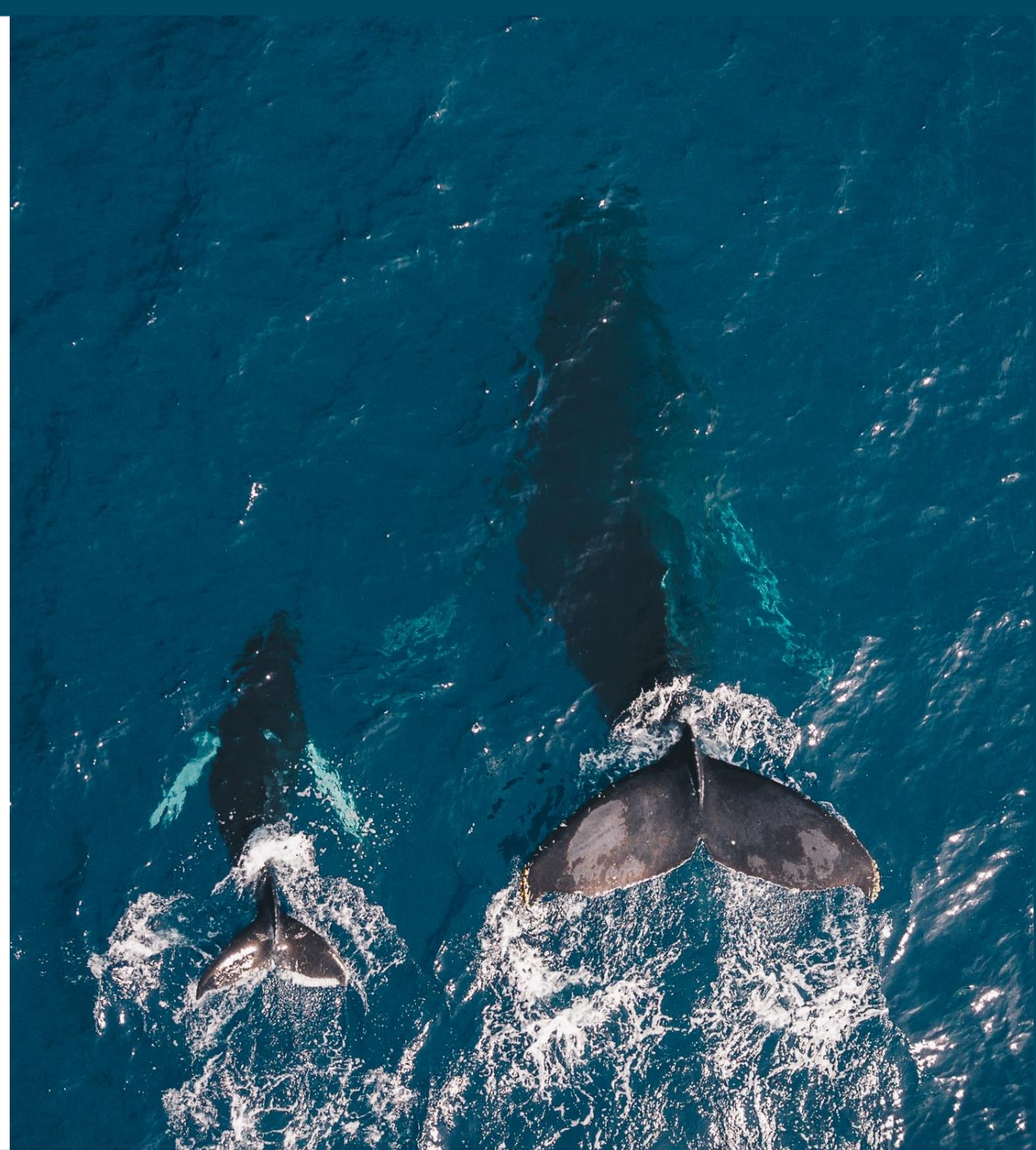
The Global Destination Sustainability Movement (GDS-Movement), City Destinations Alliance (CityDNA) and Visit València partner to bring you the GDS-Forum and the CityDNA conference, two incredible back-to-back events, and to jointly celebrate the prestigious annual GDS-Awards in partnership with ICCA.




VALENCIA



ICCA



Valencia: The Host Destination for GDS-Forum and CityDNA Autumn Conference 2023

A photograph of the CaixaForum Valencia building, a modern structure with a dark, faceted facade and a glass-enclosed upper section, set against a clear blue sky.

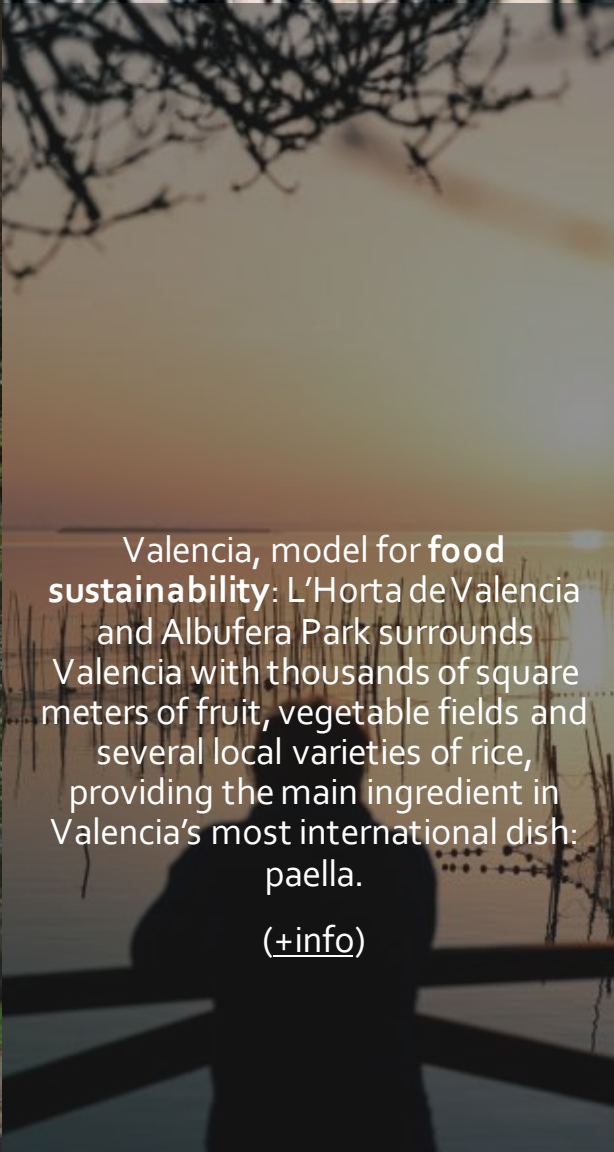
Valencia: the **first city in the world** to verify and certify the **carbon footprint** of its tourist activity in search of actions to reduce and offset it.

[\(+info\)](#)

A photograph of a person wearing a white shirt and a wide-brimmed hat, riding a bicycle on a paved path through a lush green park. Large trees frame the scene, and a stone archway is visible in the background.

Awarded by the European Commission as **EUROPEAN GREEN CAPITAL 2024**, this distinction recognises the city's efforts to improve the environment and the quality of life of its residents and visitors alike.

[\(+info\)](#)

A photograph of a vast agricultural field, likely L'Horta de Valencia, with rows of crops under a clear sky. The foreground shows the dark silhouette of a person's arm and hand.

Valencia, model for **food sustainability**: L'Horta de Valencia and Albufera Park surrounds Valencia with thousands of square meters of fruit, vegetable fields and several local varieties of rice, providing the main ingredient in Valencia's most international dish: paella.

[\(+info\)](#)

A photograph of the Valencia Convention Center, a large, modern building with a curved, metallic facade, reflected in a body of water at sunset. People are walking on a promenade in the foreground.

Valencia is an increasingly accessible, intelligent, and sustainable city, committed to the Sustainable Development Goals

[\(+info\)](#)

The Theme

CO-CREATING DESTINATION POSITIVE

Change is happening faster and greater than expected. Climate, cities, the workplace, artificial intelligence, and visitor numbers are changing exponentially. So how do we go from doom to boom? How can we harness the potential of the social and technological transformation happening around us to regenerate our cities, communities, and natural habitats, and become more resilient for the future? For exponential positive change, we can work together to scale our efforts and solutions.

Why now?

- **Changing is happening:** Harnessing the momentum of the awakening of global sustainability
- **Redefining Possibilities:** Together, we can embrace the urgency of sustainable transformation by unleashing the power of generative artificial intelligence (AI)
- **Five times faster:** We can collaborate to accelerate decarbonisation and climate strategies at a pace to match the need



GDS-Forum: Purpose and objectives



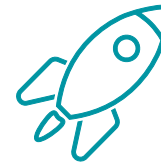
Transforming Mindsets

Empowering holistic practices in the tourism and events sector towards a more regenerative industry



Empowering Sustainable Leadership

Building management capacity for transformation towards positive impact



Igniting Innovation

Catalysing the development of social, environmental, and economic solutions for sustainable growth



Fostering Collaboration

Building a cohesive and collaborative international community of sustainability practitioners within the tourism and events sector

Programme



Bridging Sectors for Impact

Systemic Challenges and Opportunities

Building Blocks for Success

Inspiring Innovation & Collaboration

GDS-Awards

Destination Positive

Foro-GDS

(Spanish Organisations Only)

GDS-Forum

GDS-Forum

GDS-Forum

GDS-Forum & CityDNA Autumn Conference

CityDNA Autumn Conference

Bridge the gap between the Spanish tourism and events sector and social impact with us.

- Inspirational talks
- Debates
- Networking

Event in Spanish

Delve deeply into the systemic challenges facing urban tourism and events destinations.

Investigate and embrace the exponential change happening around us.

Envision the transformation that needs to happen to tourism and events to become more resilient and regenerative.

Discuss and share success stories of the strategic “building blocks” that can accelerate the regeneration of our destinations.

Brainstorm, investigate and define how we scale impact together.

Co-create together a new regenerative tourism framework that can help us to accelerate action.

Recognise and celebrate the efforts of GDS-Index destinations and changemakers.

- Leadership Award
- Most Improved Award
- Innovation Award
- Impact Award (new)



What can cities, communities, DMOs, and others do to enable transformation towards regenerative tourism, meetings, and events?

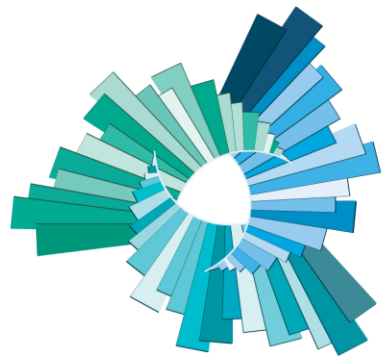
2 October
16:00 – 20:00
CaixaForum

3 October
09:00 – 18:30
Parador de El Saler

4 October
09:00 – 13:00
Hotel Primus Valencia

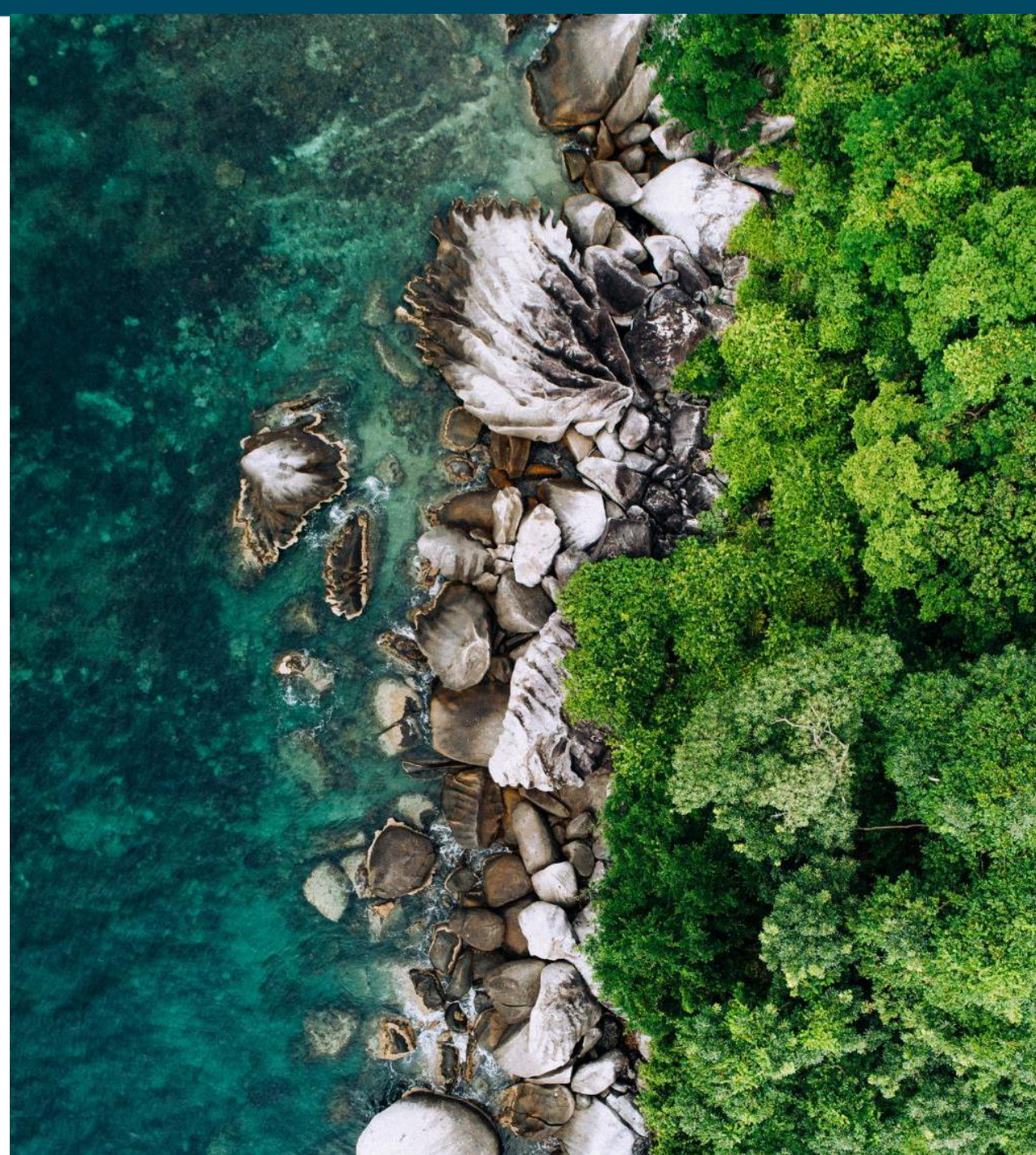
4 October
19:00
Oceanographic

5 - 6 October
Hotel Primus Valencia

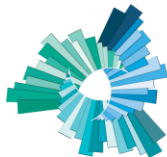


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Regenerative Event Strategy



Co-creating a Regenerative GDS-Forum with you!



GDS-Movement, CityDNA and Visit València are committed to regenerative tourism, and will help destinations to strategise, scale positive impacts, and prioritise events with a positive social, environmental, and economic legacy. Here is a summary of our regenerative event strategy

GDS-FORUM and CityDNA CONFERENCE REGENERATIVE EVENT STRATEGY

Catalyst

Empower the global destinations community to improve its own environmental and social sustainability practices

Exemplar

Lead by example by implementing innovation, creativity, logistic and social aspects of sustainability

Our Approach

Climate Action:

Partnerships and action to transition to net zero carbon emissions while regenerating biodiversity

Circular Economy:

Rethinking how we manage and use resources during the event

Social Responsibility

Driving Inclusion, Diversity, Equality and Accessibility (IDEA) for participants

Legacy & Impact

Leaving a positive legacy for the destinations that host us



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Regenerative Event Strategy's Objectives and KPIs



Climate Action:

Partnerships and action to transition to net zero carbon emissions while regenerating biodiversity

- Integrate **offsetting** of travel CO₂e as part of the registration process
- **100%** sustainable mobility solutions used for local transportation during the event
- **90%+** of food locally sourced (less than 160km)
- Eliminate red meats and focus on **sustainable** ingredients
- **100%** of travel and unavoidable event emissions to be offset via certified carbon projects

Circular Economy:

Rethinking how we manage and use resources during the event

- Eliminate **90%** of single-use plastic, polystyrene, and PVC
- **100%** of all signage and branding to be made from more sustainable materials
- **70%** of waste diversion rate
- **90%+** of food waste composted
- **100%** of decorations and floral arrangements rented

Social Responsibility

Driving Inclusion, Diversity, Equality and Accessibility (IDEA) for participants

- **90%** of suppliers are local
- **30%** of suppliers are social or impact enterprises
- Integrate **purposeful** social activities into both events

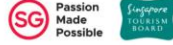
Legacy & Impact

Leaving a positive legacy for the destinations that host us

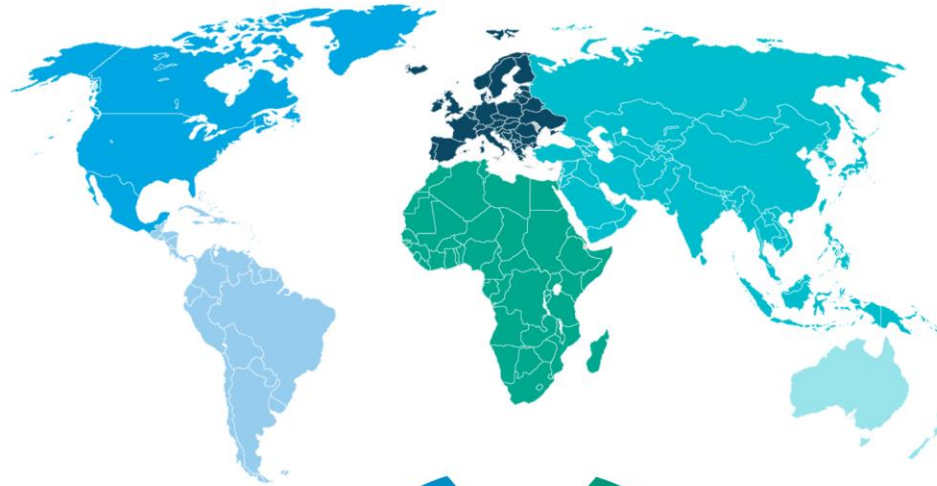
- **Organise an event for Valencia stakeholders to raise awareness** of social impact and create value for the destination
- Provide **opportunities** for professional development and practical experiences for 20 students and academia



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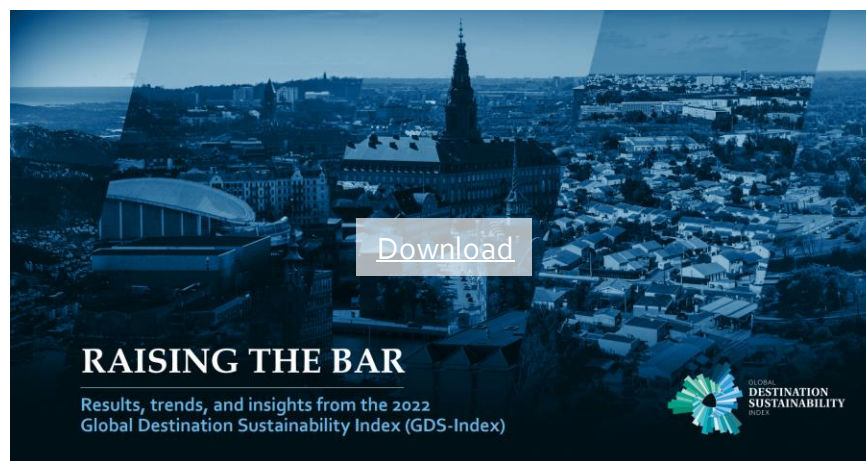
THE LEADING MOVEMENT OF DESTINATION MANAGEMENT ORGANISATIONS COMMITTED TO SUSTAINABILITY AND REGENERATION





GDS-Movement envisions thriving places and communities activated by regenerative tourism and events. Our mission is to empower people with the mindsets, skillsets, and toolsets to create regenerative destinations to visit, meet, and live in.

Our [reports](#) highlight key trends affecting the business and leisure tourism industry and hope to inspire regenerative actions by showcasing sustainability initiatives from destinations around the world. The insights contained in the reports serve as a roadmap to build a more regenerative tourism culture.



RAISING THE BAR: Results, trends and insights from the 2022 Global Destination Sustainability Index. The GDS-Index showcases brave and pioneering destinations that recognise the urgent need to collaborate towards the regeneration of our cities and towns and actively work towards creating places that visitors, communities, and nature can flourish in.



THE REGENERATIVE REVOLUTION: Co-created with IMEX and Marriott International, this report highlights that the post-covid world requires immediate action to co-create a circular and regenerative events industry.