



## Visit.brussels Business Event Division Event Sustainability Policy

### MISSION

Visit.brussels' mission is to bolster and spread the image of the Brussels-Capital Region. Our objective is to put Brussels on the local and international map as the capital of 500 million Europeans, the "world city" where 180 different nationalities mingle, making Brussels a cosmopolitan place with permanent links to the rest of the world.<sup>29</sup>

The business events division of visit.brussels' purpose is to develop the range of choices and opportunities in Brussels for conferences, trade shows, meetings and events. Our values are tied around the DNA and the attributes of the city and its region, and sustainability is integrated into our practices. We believe that raising awareness among actors in the sector is key and our engagement towards a sustainable approach is materialized by our **eco-dynamic** company label (a regional label encouraging and recognising organisations that limit their environmental footprint) and our participation to the **Global Destination Sustainability Index** (the events and tourism industry collaborative business initiative that supports Destinations improve their sustainability performance).

### VISION

Be green, be Brussels: Be green, share and co-create good practices for a common sustainable future.

At visit.brussels we realise that our activities of promoting business tourism do have environmental, social and economic impacts. In order to address this challenge, we take responsibility to mitigate the negative impacts and leverage the positive impacts of our events. Our plan to achieve this includes the dedication of specific resources, encourage our main stakeholders to adopt sound sustainability practices, and the commitment to specific Key Performance Indicators (KPIs).

### Our commitment for the European Association Summit 2019 (EAS 2019)

The goal of the team is to lead by example and to create an event model in which our stakeholders become aware of the environment in which we live, and are inspired to adopt more responsible behaviours in their everyday lives.

### How will we do it?

- From an operations perspective, we follow the Reduce- Reuse-Recycle principles across the whole event lifecycle and engage our main stakeholders to support us in this task.





- We promote and invite our participants to use public transportation and offset their travel carbon emissions. We commit to measuring and offsetting the carbon emissions of the event and re-invest the equivalent amount into a local project. We ensure that our event is accessible to all types of publics and encourage inclusivity by working with local social enterprises.
- We prioritise and promote local partners.
- The event will leave an educational legacy within the industry, by sharing knowledge, facilitating networking and promoting event sustainability initiatives.
- We comply with all prevailing legislation

The KPIs we have set for the event are available [here](#). Visit.brussels will measure and monitor progress and produce a sustainability performance report that will be made publicly available.

For any questions or suggestions please contact Giulia Funari: [g.funari@visit.brussels](mailto:g.funari@visit.brussels)

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