

Berlin becomes a member of the “Global Destination Sustainability Movement”

- The German capital becomes part of the global sustainability movement in the tourism and congress industry
- Congress metropolis Berlin is listed in the Global Destination Sustainability Index, the most important sustainability ranking of the international MICE industry
- Free participation for all Berlin MICE partners in the innovative "Sustainable Meetings Berlin" initiative of the Berlin Convention Office

Berlin, 27 October 2020 Since October, the *visitBerlin* Berlin Convention Office has been a member of the "Global Destination Sustainability Movement" (GDSM) in order to position itself for the future and to position Berlin as an innovative and sustainable destination for conferences, meetings and congresses. GDSM is an international initiative, to which various destination management organisations have joined, with the aim of jointly designing new and sustainable strategies for the development of tourism and congress destinations. By participating, Berlin will also be listed in the "Global Destination Sustainability Index". This is the most important international sustainability ranking for the MICE industry.

Burkhard Kieker, CEO of *visitBerlin*: “The industry is currently facing a major challenge and must prepare itself for the future. Joining the Global Destination Sustainability Movement is an important step towards this for Berlin”.

Marco Oelschlegel, Director Conventions of the *visitBerlin* Berlin Convention Office: “Through sustainable MICE solutions we are doing our part to position the industry in an innovative and climate-friendly way. The Global Destination Sustainability Movement offers the opportunity to jointly promote the sustainable development of destinations with great transparency and various instruments. For this reason it is a logical and consistent step for us as Berlin to be part of GDSM”.

Guy Bigwood, Managing Director of the GDS-Movement, comments: “Berlin is amongst the top three ICCA destinations for congresses and conventions worldwide. Joining the GDS-Movement, by participating in the GDS-Index, is a clear message to the world: that destination sustainability is a key driver for better, more nourishing, low-carbon meetings. This contributes to the new and urgent regenerative economy, that is rapidly rising in cities across the world.”

Sustainable Meetings Berlin free of charge for MICE partners of the German capital

Together with the Berlin Senate Department for Economy, Energy and Businesses, the Berlin Convention Office is now offering all Berlin MICE partners the opportunity to become part of the Sustainable Meetings Berlin Community free of charge. The partners can use various

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support options such as workshops and consultations free of charge in preparation for the [Sustainable Meetings Berlin](#) audit, which is also free of charge.

John Bywater, CEO MFM Gastro Arminiusmarkthalle in Berlin: “The funding through the Sustainable Partner Programme offers great support on the way to sustainability certification and enables us to become part of this important movement, to discover optimisation potential and to position ourselves even better for the future”.

More Information on the Sustainable Meetings Berlin initiative at convention.visitberlin.de/en/sustainable-meetings-berlin

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“Inspiring the world for Berlin.” With this mission, Berlin Tourismus & Kongress GmbH promotes Berlin’s destination management as well as the city’s tourism and congress marketing. Under the *visitBerlin* brand, the company is a partner, actor, source of creative ideas, and networker. Its remit is focused on sustainable product development and marketing city-compatible tourism services in all twelve Berlin boroughs with the aim of maintaining the life quality of local residents and harmoniously increasing experience value for visitors. As a tour operator, *visitBerlin* also issues the *Berlin WelcomeCard*, the city’s official tourist ticket. The company also operates the Berlin Tourist Info Centres and the Berlin Service Center advice line on +49-30-25 00 25. On visitBerlin.de, Berlin’s official tourism website, visitors can find all the information they need on every aspect of their trip to the city. Find out more about *visitBerlin* on about.visitBerlin.de

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