



This is the 2021 report on Glasgow Convention Bureau's People Make Glasgow Greener strategy, aligned to the city's Tourism & Visitor Plan to 2023.

The Glasgow Convention Bureau strategy focuses on four main areas:

Dear Green
Place

Social
Enterprise

Food
Revolution

Accessible
Glasgow

People Make Glasgow Greener is aligned with the following UN [Sustainable Development Goals](#) to 2030

Goal 2. Over 1/3rd of food is thrown away. As part of Glasgow's Food Revolution, GCB will work with Taste Our Best accredited restaurants and unusual venue partners to reduce food waste by 10% by 2023.

Report 2021. GCB has worked with Scotland Food & Drink and Circular Glasgow on the Plate Up For Glasgow initiative to reduce food waste, launched in June 2021.

Goal 7. GCB will work towards promoting energy efficiency to our industry partners by encouraging 70% of the city's hotels and 70% of the city's unusual venues to join the Green Tourism Awards scheme by 2023

Report 2021. GCB worked with the Greater Glasgow Hoteliers Association and Scotland's national enterprise agency, Scottish Enterprise to offer a 50% reduction in the cost of Green Tourism accreditation. In addition, GCB hosted an online membership event in May 2021 to promote Tourism Declares and Green Key accreditation to Glasgow's tourism and events industry.

Goal 8. GCB will encourage conference organisers and delegates to buy from and work with sustainable companies who are equal opportunity employers by promoting

green businesses, accessible venues and social enterprises on the GCB website and in the GCB toolkit. All conferences will be sent this information and GCB will measure the success through the post conference survey with the aim to have over 80% of all respondents to have delivered sustainable conference activity by 2023.

Report 2021. GCB has continuously updated and reviewed the Glasgow [Go Greener in Glasgow content](#) on the Convention Bureau website throughout 2020 and 2021.

Goal 9. GCB is working with Circular Glasgow on innovative ways to repurpose and re-use materials in the meetings sector. GCB will work with Circular Glasgow on one conference focussed activity per year.

Report 2021: GCB worked with Circular Glasgow on educating the meetings industry on reducing food waste initiatives, including the launch of Plate up for Glasgow. An industry training event took place in 2021 with GCB and Circular Glasgow.

Goal 11. GCB is working with Sustainable Glasgow to promote cycling, walking and public transport to all delegates coming to Glasgow through social media, the conference websites and the GCB website. All conferences held in Glasgow are offered information on the delegate travel passes. GCB will encourage over 10 city-wide conferences per year to offer active events, eg Fun Run

Report 2021. GCB has continuously updated and reviewed the Glasgow [Go Greener in Glasgow content](#) on the Convention Bureau website throughout 2020 and 2021.

Goal 12. **GCB promotes Glasgow's Green venues and hotels on the GCB website** by listing the venues who responsibly recycle plastics, glass and aluminium and have a Green Award to evidence their commitment to sustainable business practices. The goal is to have 70% of hotel rooms and venues to have a third-party green accreditation by 2023.

Report 2021. Clients can now search for sustainable businesses via the Glasgow Convention Bureau venue and supplier [Green Business Search](#) facility. In 2021, over 80% of hotel bedrooms have a third-party green accreditation.

‘Dear Green Place’

In old Scots Glasgow means ‘Dear Green Place’ and Glasgow has aspirations to become one of Europe’s most sustainable cities by 2020, with a focus on improving quality of life in the city, protecting the environment and developing a green economy, with sustainability top of the agenda.

Glasgow Convention Bureau is supporting the city in achieving its sustainable objectives by promoting sustainable businesses across the city to delegates and conference organisers. **Representatives from Glasgow’s hospitality industry, local**

government, business and academic communities have created the People Make Glasgow Greener team and are now working together with [Sustainable Glasgow](#) to help make our city a leading sustainable business tourism destination.

All of Glasgow Convention Bureau RFPs and bid documentation includes sustainable and access information

UN Goal 7, 8, 9, 11, 12

Social Enterprise

As well as working with Glasgow's meetings industry on establishing a clear long-term vision to improve the sustainability of the meetings industry, GCB is also promoting Glasgow as a sustainable city that cares about social issues. Conference organisers and delegates coming to Glasgow can benefit from businesses engaged in the Food Revolution, Circular Glasgow and Glasgow's growing list of social enterprise businesses. UN Goal 8, 9, 12

Food Revolution

Taking inspiration from the GDS Index Whitepaper 2019, GCB will embrace the concept of the Food Revolution in support of the UN Sustainable Development Goal 2. GCB will promote restaurants and venues that offer local, organic, seasonal, plant based healthy menus to inspire a change of habits and promote Glasgow as a leader in the food revolution. GCB will work with restaurants accredited with a [Taste Our Best](#) award. In addition, GCB will promote venues and suppliers on the People Make Glasgow Greener toolkit who lead the way in sustainable best practise, accessibility and align to the Food Revolution spirit. UN Goal 2, 8, 9, 12

Report 2021: GCB is working with Zero Waste Scotland and Circular Glasgow to support conference and tourism venues to reduce food waste. GCB joined the Circular Glasgow and Zero Waste Scotland virtual roundtable on 27 April 2021 with event organisers, hoteliers and academics to share best practice around reducing food waste. **Action:** The Glasgow Convention Bureau website now includes a carbon footprint calculator for menu options. The [Calculator Tool](#) can be used by both venues and clients.

Accessible Glasgow

Accessible Glasgow is a pillar of the city's **Tourism and Visitor Plan to 2023**, stating that all visitors will enjoy assets and experiences that are well-connected, legible and accessible to all. In addition, through the Business Events Workstream Glasgow has a particular focus on growing the city's reputation as a destination for conferences in the life sciences and medical field, by supporting delegates living with certain medical conditions to attend their own UK, European or international conferences in our city. UN Goal 8

Sustainability Toolkit

Glasgow Convention Bureau is giving a helping hand to organisers who wish to organise a sustainable conference in our city.

Our on-line toolkit identifies the leading sustainable businesses across the city from hotels and restaurants, to conference venues and providers of corporate entertainment. By doing so, conference organisers can easily choose the services they need to run a more sustainable conference from suppliers who align with their own **green, social and accessible** requirements objectives.

Report 2021: [Hybrid Glasgow](#) was launched in 2020, as a support for clients delivering both virtual and hybrid meetings.

Green Delegate Activities

Glasgow means “Dear Green Place” and today the city lives up to its name. There are over 90 parks and gardens, eight of which have won the UK’s coveted Green Flag award, and at 32% Glasgow has the second largest proportion of green space for its residents of any European city.

The People Make Glasgow Greener team have worked with Glasgow Convention Bureau to identify green spaces which can not only be enjoyed by delegates relaxing after conference but can be used as a place where delegates can get involved in **outdoor activities and ‘horticultural therapy’**.

Delegates can take part in team building activities, such as planting Scottish wildflowers or volunteering in community parks and gardens.