



People Make Glasgow (PMG) Greener Performance Report 2022

PEOPLE
MAKE
GLASGOW
GREENER

GLASGOW
CONVENTION
BUREAU

Glasgow has aspirations to become one of Europe's most sustainable cities – 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.

The Glasgow Convention Bureau wants to build on our existing credentials to further support the city in achieving its sustainable objectives and play a greater role in helping to make Glasgow greener.

Our aim is to continue to promote and establish Glasgow as a sustainable conference destination, working with our tourism and conference businesses to offer delegates and organisers the tools they need to deliver a more sustainable conference, aligned to the UN Sustainable Development Goals.

Objectives		Results
1	Launch a refresh of the Sustainable Glasgow Tourism and Conventions plan	Due for completion in 2023.
2	<p>To ensure the sustainable credentials of the city are told in an accessible and engaging manner through positive storytelling.</p> <p>Using PR to position Glasgow as a sustainable conference city through various communication outlets, with a particular focus on the gaining coverage for the city and local tourism and conference businesses in conference trade publications and on digital platforms</p>	<p>Over the past 12 months, Glasgow Convention Bureau have highlighted key sustainability achievements:</p> <ul style="list-style-type: none"> • Glasgow becomes first UK city to achieve EarthCheck benchmarked community status • Legacy of hosting COP26 in Glasgow - Iceberg • Native Glasgow puts sustainability at the forefront of its ambitions • SEC introduces new food strategy focused on sustainability • Glasgow becomes first convention bureau to join Tourism Declares • Glasgow awarded Global Green City status - conference cities unite for green recovery • Glasgow's Mharsanta and Van Winkle restaurants build back greener

Objectives		Results
3	To publish a PMG Greener policy document linked to the UN Sustainability Goals	Glasgow's Sustainable and Responsible Action Plan for 2022/23 is published on the Glasgow Tourism and Visitor Plan website.
4	To create a Go Green toolkit for members that link to the UN Sustainability Goals	Glasgow Convention Bureau has created - and keeps extending - the Glasgow Sustainability Toolkit and also provides organisers a range of sustainability assets within the Meeting Planners' Toolkit
5	Update the PMG Greener website with the ability to search for a 'green venue'	Venue and Service search function has been updated on the Convention Bureau website, to allow to search for sustainable venues and service providers .
6	To secure energy sector and low carbon conferences	<p>In 2022-2023 Glasgow will host 8 low carbon/energy related conferences attracting over 10,000 delegates. Worth £10m in delegate spend.</p> <p>2022 Feb - Scottish Renewables March - Offshore Wind & Supply Chain Conference & Exhibition May - All Energy Conference Sept - Energy Networks Innovation Sept - Communicating Sustainability</p> <p>2023 May - World Energy Science Conference May - Wind Energy Science Oct - SPIE Europe, Space, Satellite and Sustainability</p>
7	To encourage members to gain a Green Tourism Accreditation	60 member organisations have Green Tourism accreditation as of May 2022
8	Retain Glasgow's place in the top 5 on the GDS Index	In 2021 Glasgow ranked 4th on the GDS Index

