

GLASGOW CONVENTION BUREAU

# People Make Glasgow Greener Strategy to 2023

PEOPLE  
MAKE  
GLASGOW  
GREENER

GLASGOW  
CONVENTION  
BUREAU

**The People Make Glasgow Greener vision and strategy is aligned to the city's Tourism & Visitor Plan to 2023, with four main areas of focus:**

**Dear Green  
Place**

**Social  
Enterprise**

**Food  
Revolution**

**Accessible  
Glasgow**

**People Make Glasgow Greener is aligned with the following  
UN Sustainable Development Goals to 2030:**



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



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.



Glasgow Convention Bureau (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.



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



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 conference organisers 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.



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 hotels and venues with a green award by 2023.

## ‘DEAR GREEN PLACE’

In old Scots Glasgow means ‘Dear Green Place’ and 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 at the 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 include sustainable and access information.



## 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.



## 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

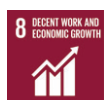
revolution. GCB will work with restaurants accredited with a [Taste Our Best](#) award. In addition, GCB will promote venues and suppliers on the People Make Glasgow Greener toolkit who lead the way in sustainable best practise, accessibility and align to the Food Revolution spirit.



## 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.



# 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.

## 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.

## HYBRID GLASGOW

Following the impact of COVID-19 on the meetings industry, there is a opportunity out of adversity and that is the way virtual meetings have been embraced by conference organisers, keen to gather their community together online.

Moving forward, the blended model of Hybrid conferences has been cited as a positive

contribution to reaching sustainable targets, while also supporting the live face to face experience. To support conference organisers looking to add a virtual element to their conference, we have developed a Hybrid Glasgow website with content to enhance the online delegate experience, as well as offer a taste of Scotland through engaging videos, links to Scottish produce for purchase and information on the city itself.



Aileen Crawford  
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