

industry playing a vital role. The project is a collaboration between eleven municipalities in the region which aim to create a destination filled with ambassadors. This involves cooperation with the hospitality industry to develop a strategy for the region to become a sustainable tourist destination. Self-marketing requires engagement and pride from the local hospitality companies and also requires improved knowledge about the region. The municipalities and the hospitality industry therefore agreed on three key aims for the project: 1. A destination filled with ambassadors, 2. A destination that is balanced, 3. An innovative destination.

Find out more at: <https://www.citynationplace.com/digital-transformation-place-branding>

Producer markets by locals; Izmir: The Metropolitan area of Izmir has established producer markets and is involving the local people to bring both the producer and the consumer directly together. Markets of that kind include Pagos Producer's Market, Alaçatı Herb Festival, Sığacık Market etc. These markets are determined as a part of the 'farm to fork' approach and play a role in expanding cultural traditions.

Find out more at: <https://www.raillynews.com/2019/07/ease-of-access-to-the-pagos-manufacturer-market-in-velvet/> and <https://www.visitizmir.org/en/destinasyon/11482> and https://www.tripadvisor.de/Attraction_Review-g652375-d8671764-Reviews-Slgacik_Village_Market-Seferihisar_Izmir_Province_Turkish_Aegean_Coast.html

4.2.1.5 Sustainable events; Bordeaux; Aarhus; Copenhagen; Genoa; Maribor

A city for environmental-friendly events; Bordeaux: The BCB helps event organisers create a positive impact on the environment (carbon footprint calculation, reduction, and compensation), on society (partnerships proposed with a panel of 35 local associations) and on the economy (working with our ambassadors to attract conventions relating to our local areas of expertise). In 2021, 9 conventions are being planned (51,850 convention days, generating an estimated €15 million local profit), thanks to the ambassadors of 'Le Club des Ambassadeurs de Bordeaux' (350 members). Finally, a local measure was enacted in 2018 to regulate the phenomenon of collaborative platforms (a maximum of 120 days per year for private rental, compulsory online declaration), spreading the presence of tourists across the territory and reducing the strains on real estate. 726 accounts were closed between 2018 and 2019.

Find out more at: <https://congress.bordeaux-tourism.co.uk>

The Green Conference and Event Handbook; Aarhus: VisitAarhus, is certified as a 'Green Tourism Organisation' and around 70% of all hotels in Aarhus already hold an official, international eco-certification, such as Green Key and Nordic Eco- Label, to protect the environment within requirements that entail reducing energy and water use, CO2 emissions and waste generated. Thanks to this proactive approach to sustainability, Aarhus has capable of successfully host high-profile events such as the launch of the Michelin Guide Nordic Countries in 2019 in an environmental-friendly way. "The Green Conference and Event Handbook" offers checklists and guidance from Aarhus University and the VisitAarhus Convention Bureau on planning any event in the city and, thanks to these practices, the city gained spot in the 'Top 100' on the highly recognized ranking by the International Congress & Convention Association (ICCA).

Find out more at: <https://www.visitaarhus.dk/sites/visitaarhusconvention.com/files/2019-10/The-Green-Conference-and-Event-Handbook.pdf>

Sustainable attractions; Aarhus: Cultural sites and festivals can act as catalysts for sustainable development when bringing people together around big and small experiences. The 'Aarhus Sustainability Model' for sustainable development includes a guide and examples to bring sustainability into a European context across the cultural



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sectors. For example, NorthSide, Denmark's most sustainable festival, takes place in Aarhus, and the organisers of the event have ensured green solutions for everything, from food and dealing with waste to power supply based on 100% green electricity. The festival's sustainability programme 'Lead the Way' governs decisions about procurement, investment, collaborators, interior design, resource management, transport, charity and the supply of organic food and beverages throughout the festival. Likewise, Aarhus' Moesgaard Museum is one of the world's most energy-efficient museums, built with sustainability in mind from the start, including building materials and an optimal use of daylight, decreasing overall energy consumption and water waste. The green roof of the museum contributes to decreasing the energy consumption of the building and reduces the overall need for cooling due to decreased heat absorption.

Find out more at: <https://www.yumpu.com/en/document/read/55220233/aarhus-sustainability-model>

A guide for more sustainable business and events; Copenhagen: Meet Copenhagen City assists professional international delegates to plan their study program and match the delegations with relevant partners and experts. To help organizers and businesses host more sustainable large conferences, meetings and events in Copenhagen, Wonderful Copenhagen has developed a digital Sustainability Guide that lists all the sustainable options with 6 planning areas: travel & transportation, venues & accommodation, materials & communication, food & beverages, socially responsible partnerships and lasting impacts.

Find out more at: <https://www.wonderfulcopenhagen.com/convention-bureau/sustainable-events/start-planning-your-sustainable-event>

The Ocean Race Project; Genoa: The Ocean Race is an epic adventure in which the world's top sailing teams circumnavigate the planet powered only by the wind. While the first Ocean Race in Europe has arrived in Genoa in June 2021, the Grand Final and the project 'Racing with Purpose' will take place in 2023. The sustainability programme brings together a range of tangible ways that will positively impact the marine environment such as rolling out initiatives for cleaner, healthier seas and a learning programme. Genoa as host city makes use of the Ocean Race by contributing vital scientific data to aid the understanding of ocean health and the effects of climate change by using our race boats to collect valuable data on