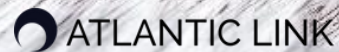




TRAVEL INSIGHTS

Powered by Atlantic Link



PROGRAM

14.00 VELKOMST

14.10 FLEMMING MØLDRUP, LIVSSTILSEKSPERT OG BÆREDYGTIGHEDSAKTIVIST

14.30 TANIA ELLIS, THE SOCIAL BUSINESS COMPANY

14.50 MILLE MARCUSSEN, EPINION

15.10 PANELDEBAT OG Q&A

16.00 NETWORKING I AMBASSADORS LOUNGE

STIL SPØRGSMÅL



WWW.SLI.DO

EVENTKODE: #TRAVELINSIGHTS

slido

TRAVEL INSIGHTS

Powered by Atlantic Link



TAK TIL PARTNERE & SPONSORER



Epinion



KURSUSLEX 

MCH
OPLEVELSER FOR ALLE



SINATUR
HOTEL & KONFERENCE

VAGABOND

VELKOMMEN FLEMMING MØLDRUP

*LIVSSTILSEKSPERT, BÆRDYGTIGHEDSAKTIVIST
& PARTNER I MÄRK*



DER SKULLE EN 16 ÅRIG PIGE TIL

HVORDAN GRETA THUNBERG TÆNDTE
LYSET I ET MØRKT RUM

Nye svenske sjokktall for flytrafikken



11% nedgang
i indenrigs-
passagerer
2018>2019



Startede **alene.**

Inspireret af
Parkland Shooting
bevægelsen.

**FRA TRÆK PÅ
SKULDEREN TIL
CAPS LOCK**

Venstre siger nej til klimalov

Venstre står sammen med Liberal Alliance og Dansk Folkeparti uden for den netop vedtagne klimalov. Den vil koste arbejdspladser, mener de.

Af [Christian Østergaard](#) [Følg @coestergaard](#) 7. feb 2014 kl. 08:10 [6](#)

Klimalov 2014:
40% reduktion i 2020

OM AT BLIVE KLOGERE



POLITIK

Efter valglossing: Klimaet er på dagsordenen hos Dansk Folkeparti

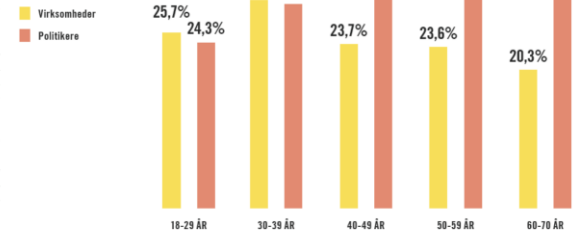
Ved Dansk Folkepartis sommergruppemøde besøger gruppen en cementproducent og diskuterer klimapolitik.





Patagonia
1986

Hvem, mener du, har det største ansvar for en bæredygtig udvikling?

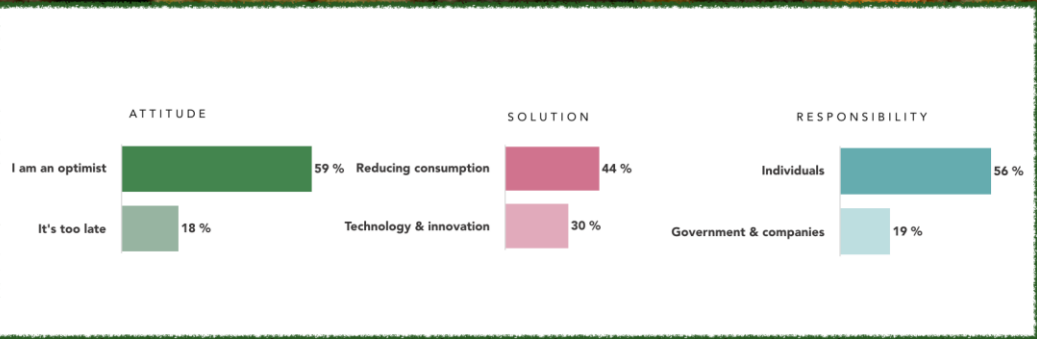


VIRKSOMHEDERNE ALLEREDE I GANG

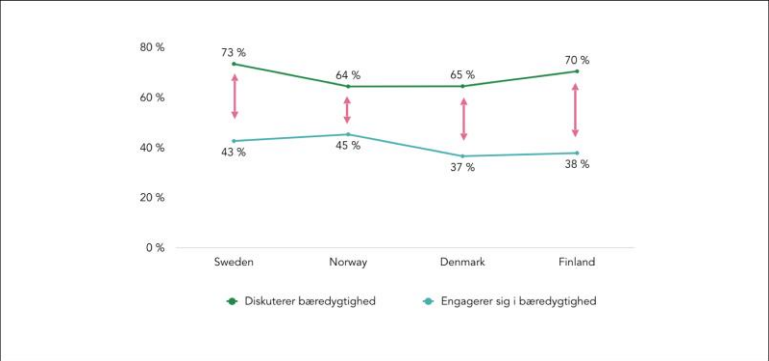
3077
B Corps
i verden




Fra 6 til 19
i Danmark
på et år



FORBRUGERNE FØLGER TROP





En *Samfundsambition* er en klar definition af den forskel, I vil gøre for det samfund, I er en del af.

Den er en del af jeres eksistensberettigelse og funderet i jeres kerneforretning.

“OUR HOUSE
IS ON FIRE”

GRETA THUNBERG

TAK FOR I DAG.

Flemming Møldrup

flemming@maerkcph.dk

+ 4 5 2 6 1 3 0 7 3 1

VELKOMMEN TANIA ELLIS

*SOCIAL BUSINESS EKSPERT & CEO
THE SOCIAL BUSINESS COMPANY*



Bæredygtighed & bundlinje – hvordan?



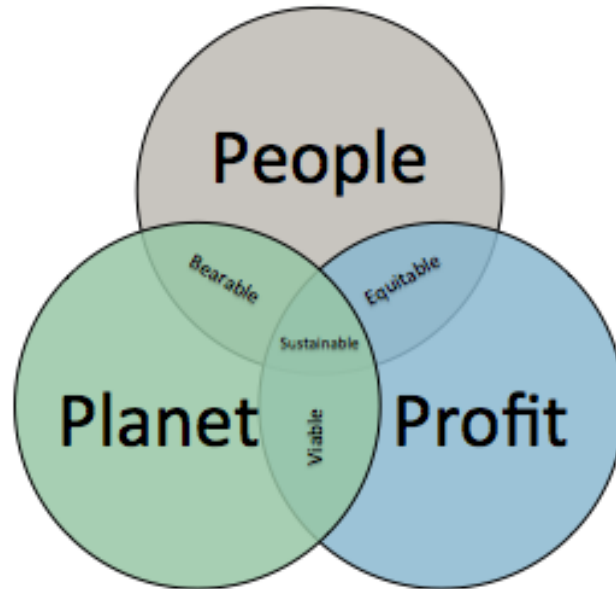


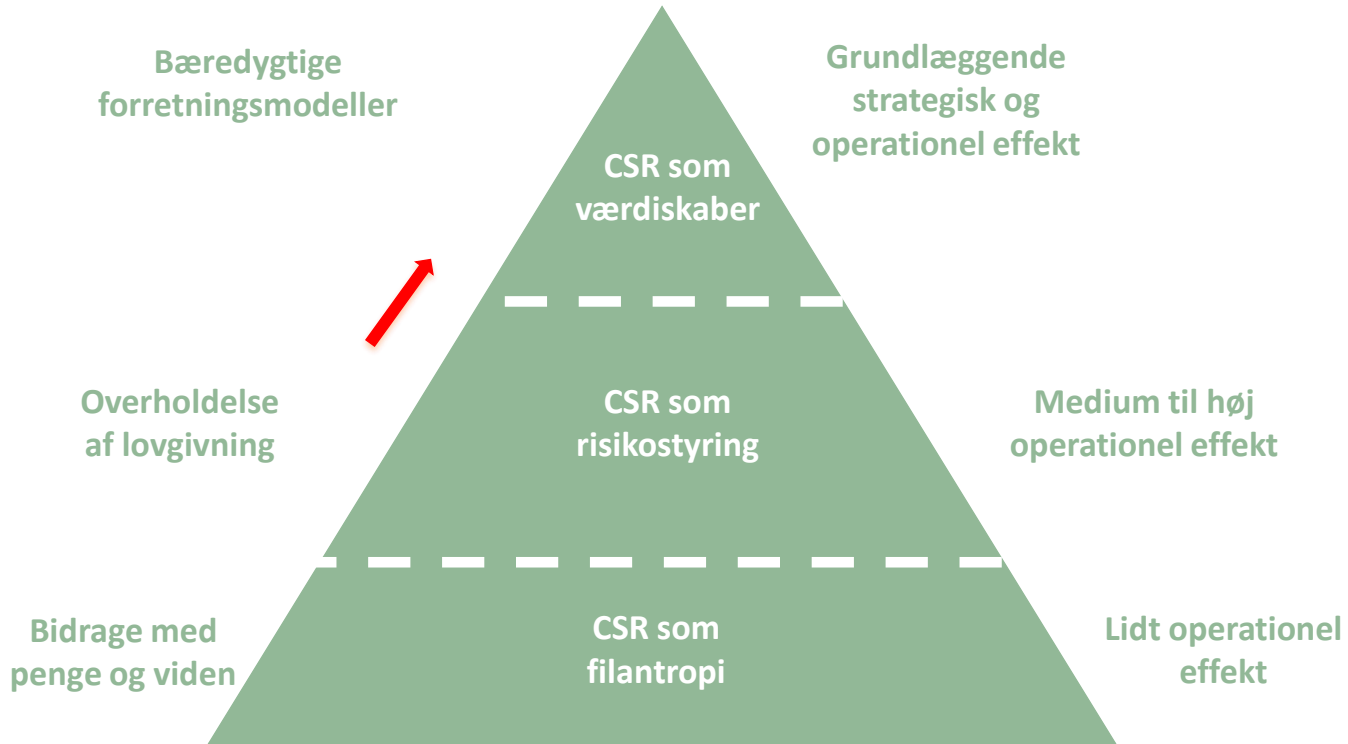
Sociale business trends & strategier...



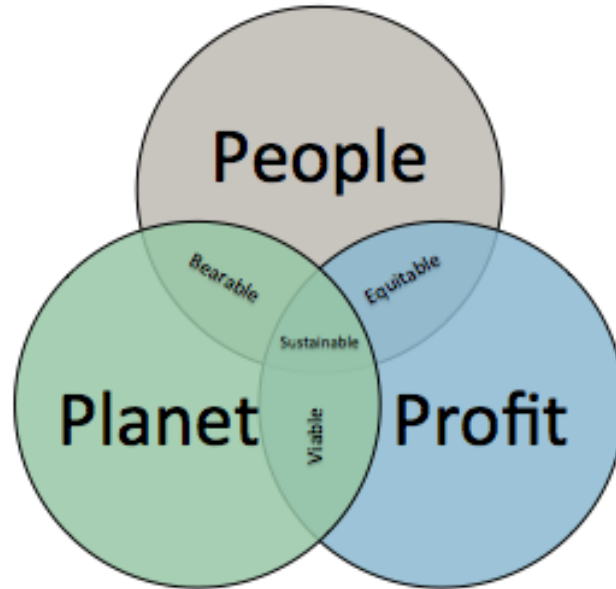
... i ord & handling

Hvorfor?





Hvordan?





VÆKSTFONDEN



Nordzucker



Copenhagen Airports



FAIRTRADE



GLADSAXE



LB FORSIKRING



DnB NORD



GN



fødevareBanken



FOLKEKIRKENS NØDHJÆLP





#1 - Hvad er vores ambition?

Leadership

Transforming the market leading to first mover advantages

Leading industry/public initiatives

Public advocacy

Proactive

Best practice leading to competitive advantage

Differentiating activities

Integration into relevant processes

Compliance with standards

Established norms and industry standards

Codes of conduct

Training of key people

Reactive

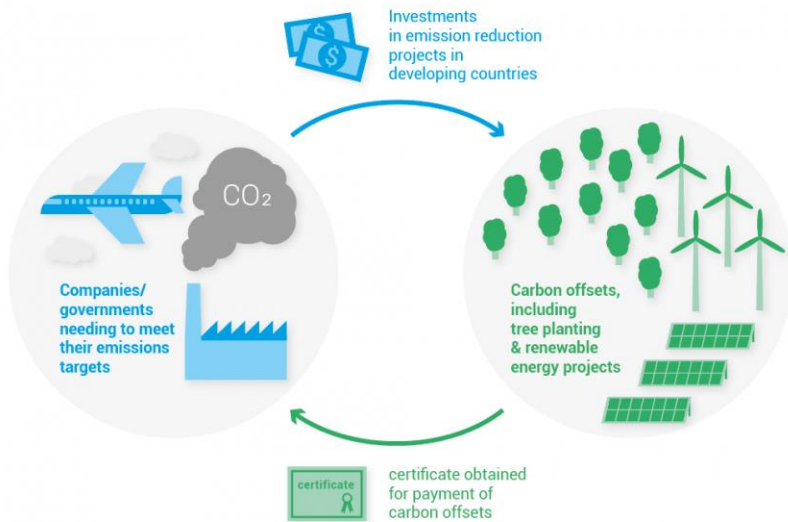
Compliance with law

Risk management

Specific policy

Model: KPMG International





Fly Responsibly

Flying - after all these years the feeling is still magical. For many of us it changed our world forever.

When we started 100 years ago, our major concern was your safety. Little did we know about the impact we would have on the environment. Today we know aviation comes with another big responsibility - to make sure our children have a planet to explore, as well.

For the past 14 years we have been at the top of the Dow Jones Sustainability Index. We have made serious progress in weight reductions, recycling, carbon offsetting, and we have invested in the first sustainable fuel plant in Europe. However, we still don't have all the answers.

Many other leading airlines have also made great strides. To truly create a sustainable future for aviation, we need to work together and do even more. All airlines, all stakeholders in the aviation industry. And yes, all air travellers, too.

That is why we kindly ask everyone to join forces.

We invite the aviation industry to join us in making the world aware of our shared responsibility. We value competition, but we must work together in sustainable aviation. That is why we commit to sharing what we have learned with you and open our best practices to you. Feel free to make use of our certified carbon offset programme. We also invite all corporations to join a corporate biofuel programme - ours or another. And, we invite all air travellers to make responsible decisions about flying.

Let's build a sustainable future together.

Find out more on klm.com/flyresponsibly
On behalf of all our 33,000 employees,

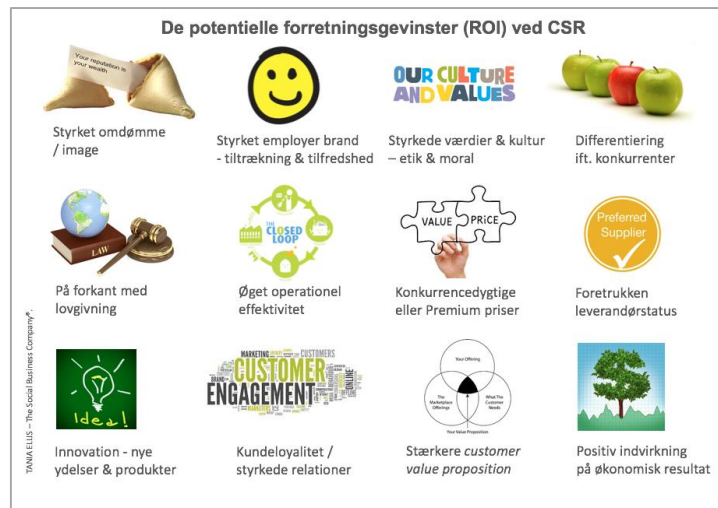


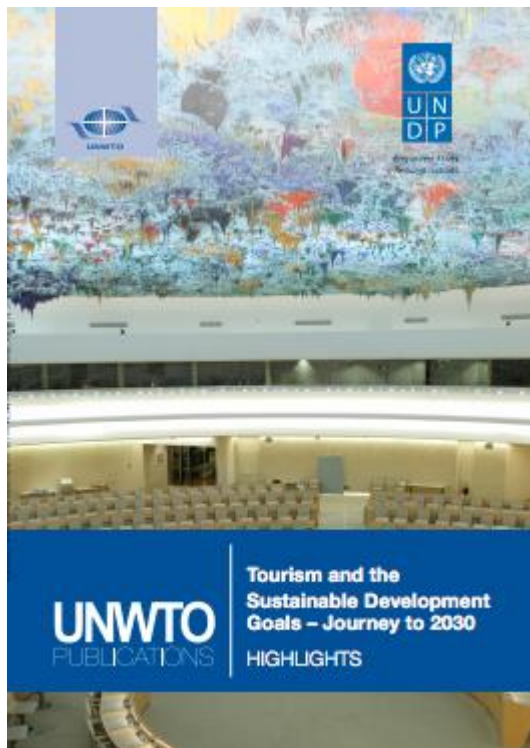
Pieter Elbers
President & Chief Executive Officer KLM Royal Dutch Airlines

Royal Dutch Airlines

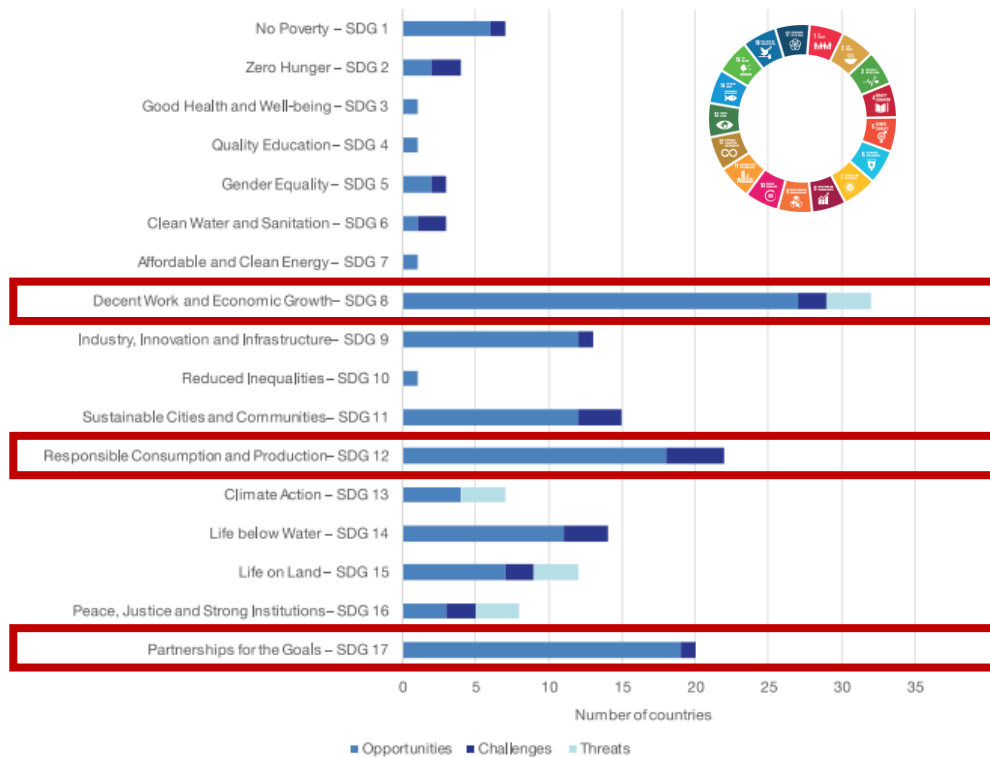


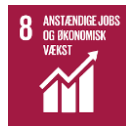
#2 – Hvilken værdi ønsker vi at skabe?





Tourism opportunities, challenges and threats in relation to the SDGs, as reported in 41 Voluntary National Reviews (VNRs)





RESPONSIBLE HOSPITALITY

I BC Hospitality Group arbejder vi ud fra begrebet Responsible Hospitality. Det betyder, at vi - udover at levere den bedste service til vores gæster og kunder - også tager ansvar for forretningens påvirkning på miljø og samfund, og bestræber os på at have en positiv indvirkning på vores omgivelser.



Responsible Hospitality Day
 Madspild (Treatbox i TG2G)
 Bæredygtig leverandørkæde
 Mad Med Omtanke (Lokal etc)
 Oplevelser (Bybi)
 Sociale Partnerskaber

SOCIALE PARTNERSKABER

JOBKOLE FOR UDSATTE GRUPPER



FIND FOOD

Download the app and order from restaurants, cafes, bakeries & other stores near you.

COLLECT

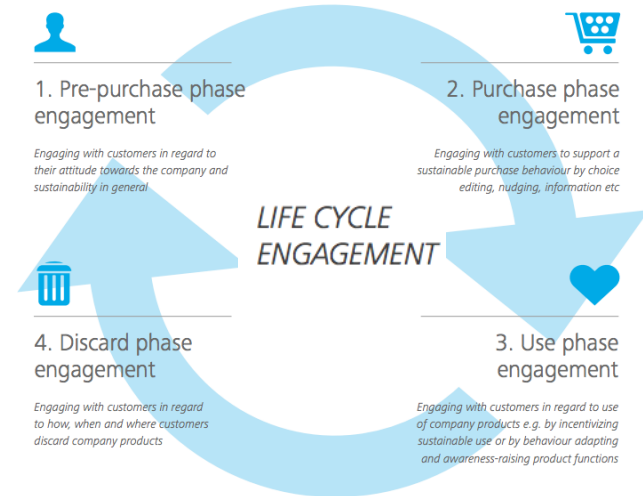
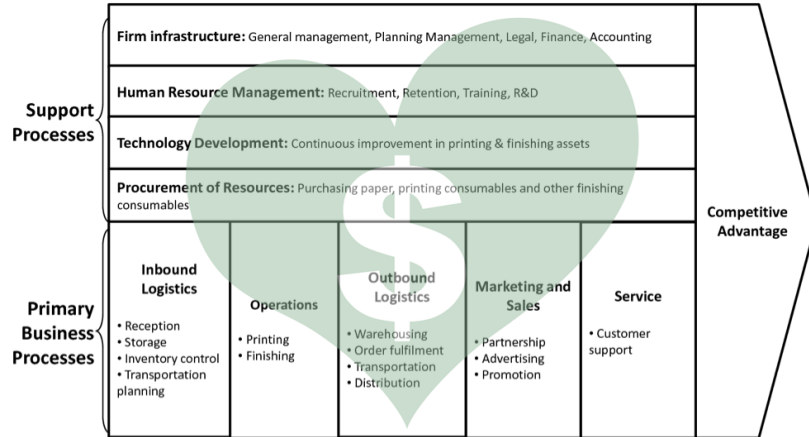
Head off to collect your food in the designated time window.

EAT

Show your order confirmation, grab your food and enjoy!



#3 - Hvor kan vi gøre den største forskel?



Make It Märkbar, Deloitte, 2016



Think Sustainably – good living in Helsinki

Climate change affects us all. Helsinki is committed to promoting a more sustainable way of life – for everyone. Our new service helps you make more sustainable lifestyle choices.

Read more



Make steps towards a better life through your everyday choices – see the sustainability criteria.

Read more

C40 WORLD MAYORS SUMMIT



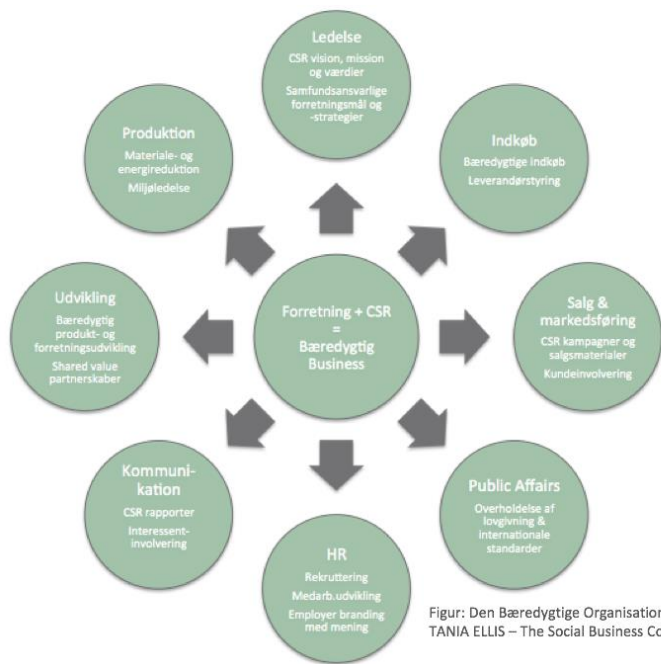
Experience sustainable Helsinki

The suppliers who have met the Think Sustainably criteria are marked with a green tab.

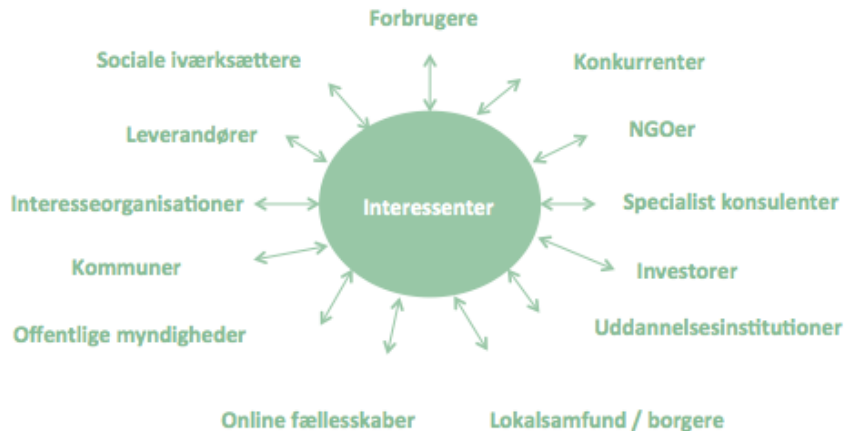
Restaurants Attractions Shopping Cafés Bars & Nightlife Accommodation

MUSEUMS & GALLERIES Amos Rex	RESTAURANT Cargo Coffee & Vegetarian Food	SHOPPING Relove Tools
SIGHTS AND ATTRACTIONS Löyly	RESTAURANT Restaurant Nolla	

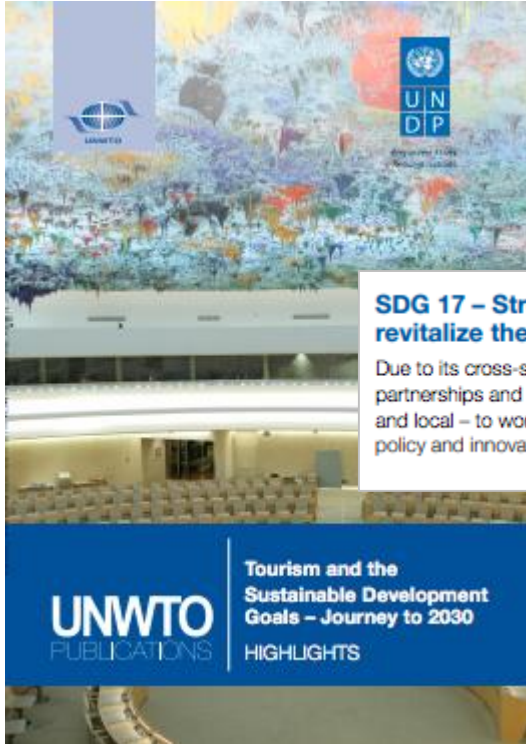
#4 - Hvem kan vi gøre det sammen med?



Figur: Den Bæredygtige Organisation
TANIA ELLIS – The Social Business Company*



Tourism opportunities, challenges and threats in relation to the SDGs, as reported in 41 Voluntary National Reviews (VNRs)

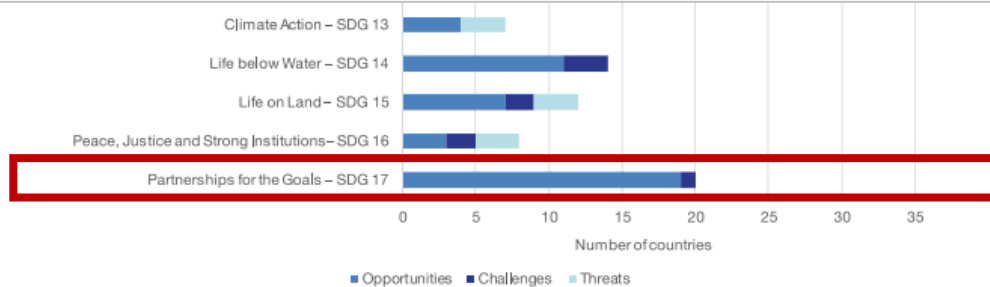
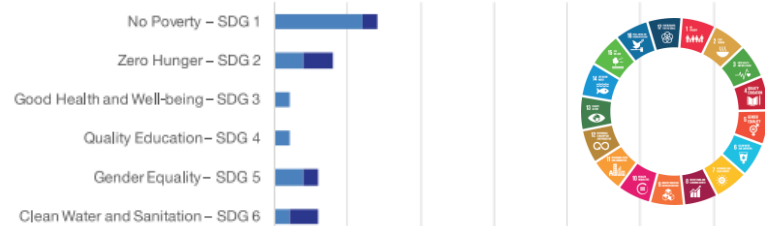


SDG 17 – Strengthen the means of implementation and revitalize the global partnership for sustainable development

Due to its cross-sectoral nature, tourism has the ability to strengthen private/public partnerships and engage multiple stakeholders – international, national, regional and local – to work together to achieve the SDGs and other common goals. Public policy and innovative financing are at the core for achieving the 2030 Agenda.



Professional development; Partnerships for education; Wildlife and ecosystems animal protection; Offsetting actions; Supplier and Customer involvement; Client relationships; Staff involvement and relationships; Community involvement



De små bliver stærke i strategiske alliancer



En guide til ansvarlig leverandørstyring og en erklærings-generator, der hjælper din virksomhed med at samarbejde leverandørskædet.

Brancheinitiativer

Fiskeribranchen	Søbe, parfume, teknisk/kemiske artikler
Forsvarsindustrien	Tekstil- og beklædningsbranchen
Fødevarerbranchen	Tele- og IT-branchen
Handelssektoren	Transportbranchen
Den kemiske branchen	Træbranchen
Legelægsbranchen	Tæppebranchen
Medicinalbranchen	Udvindingsbranchen
Rådgivningsbranchen	Byggeri og infrastruktur
Smykkebranchen	Finanssektoren

Dansk Luftfart etablerer fond for at nå klimamål

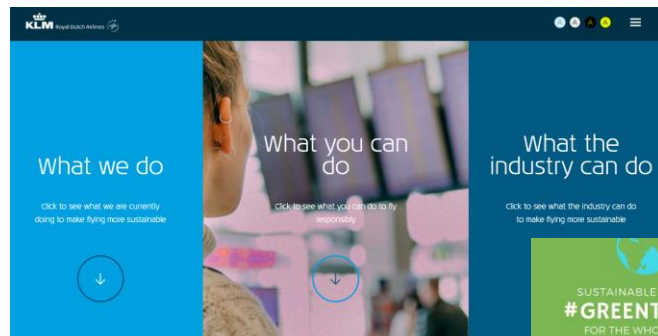
Den danske luftfartsbranche vil danne en uafhængig klimafond. Fonden skal facilitere luftfartens grønne omstilling og blandt andet bygges op om klimabidrag fra rejser.



sustainableevent
ALLIANCE



ISO: 20121
Sustainable Event
Management Systems



GOOD LIFE GOALS



SUSTAINABLE TOURISM #GREENTRAVEL FOR THE WHOLE FAMILY
www.orggirlstravelandtheworld.com

FLY SMARTER
If your travel plans require air flights, choose wisely. Fly direct. Sit in the cheap seats. Pick light. Check the airline's sustainability practices. Do they recycle?

TAKE THE BUS
Better for short haul travel to get you where you're going. Choose smart. Use established local mass transportation systems to see the sites.

STAY SUSTAINABLE
Use shared economy lodging. Try Airbnb, apartment rentals, home shares or couch surfing. Feel more comfortable in a hotel? Toss your green practices before you book.

EAT LOCAL
Identify local organic, locally sourced food. Can't find it? Support the local economy. Sample local flavors. This food doesn't travel as far to get to your plate.

PASS ON PLASTIC
Every year, 25 billion pounds of plastic ends up in the world's oceans, threatening wildlife. Limit personal use of plastic. Take a reusable water bottle and shopping bag.

EXPLORE LOCAL
Make sure your tour or experience is supporting the local economy and employs local personnel. Buy locally made products for your souvenir.

#5 – Hvordan kan vi kommunikere det?

1. **Why** do we wish to communicate? (which strategic and operational goals do you wish to address with your communication, e.g. employer branding, increased sales, stakeholder engagement)
2. **How** do we want to communicate? (which level of engagement do you want to achieve, what style and tone for your various stakeholder groups)
3. **Who** do we primarily want to target our communication at? (determined by your strategic and operational goals)
4. **Which channels** do we want to use to reach our selected target audience? (e.g. social media, public speaking, PR with link/reference to full report)
5. **What** do we want to communicate? (choice of messages adapted to your chosen target audience)
6. **How often** do we wish to communicate? (your strategic and operational goals will determine frequency and time period)
7. **How can we measure** if we have succeeded (e.g. use of quantifiable KPIs & measures)

IDENTIFYING CUSTOMER NEEDS





Er du virkelig
nødt til det?

Det er ikke så nemt som det ser ud til at beslutte sig for om man virkelig har brug for noget. Men det er faktisk en vigtig beslutning, fordi det kan påvirke ens økonomi og miljø. Derfor er det vigtigt at tænke over det grundigt, før man handler. Hvis du er i tvivl, kan det være en god idé at vente lidt, eller at spørge nogen om deres mening. Det kan hjælpe dig på vej.

© 2010 KLM

Royal Dutch Airlines



Hvis du virkelig
er nødt til det

Hvis du virkelig er nødt til det, så gør det. Men husk at tænke over det først. Det kan være en god idé at vente lidt, eller at spørge nogen om deres mening. Det kan hjælpe dig på vej. Hvis du er i tvivl, kan det være en god idé at vente lidt, eller at spørge nogen om deres mening. Det kan hjælpe dig på vej.

© 2010 KLM

Royal Dutch Airlines





KEY LEARNINGS

FOOD AND CATERING

Vegetarian meals

Replacing meat-based meals with vegetarian meals is both an effective and easy way to reduce the environmental impact of your event catering. **Page 9**

Water supply

Consider the duration and number of participants at your event to determine which water supply option will be more sustainable. **Page 10**

Maintaining food waste

Plan your catering around the number of participants who have indicated that they will attend the meals and donate "leftover" food to a homeless shelter or another charitable organisation. **Page 13**

Dining out

Choose restaurants that focus on organic food, vegetarianism or some other sustainable concept to show event participants how sustainable cooking can taste. **Page 13**

WASTE REDUCTION

Sorting waste

Ensure that the waste sorting efforts have been coordinated with the relevant departments in your organisation so that the correct waste ends up being disposed of correctly. **Page 14**

Reusable tableware

Using reusable ceramic or porcelain tableware is a much more sustainable option than disposable tableware because it can be used again and again. **Page 16**

Name tags

Encourage participants to return their name tags and lanyards after the event so they can be reused for later events, and make sure to order name tags in sustainably sourced materials. **Page 17**

Reducing paper use

Consider what needs are served by the different instances of paper use at your event, and then consider alternative ways to satisfy that need. **Page 17**

GUESTS AND VISITORS

Sustainable businesses

Using sustainable businesses a platform to showcase their products and practices helps drive sustainable change and shows support for their sustainable vision. **Page 20**

Presenters

Incentive filling your event programme with speakers from your local area who won't need to travel long distances or by plane. **Page 21**

Transportation

Encourage attendees to avoid flying whenever possible, and when it can't be avoided, ask them to consider ways to reduce the environmental impact of their flight. **Page 21**

Accommodation

Encourage your event participants to choose a sustainable accommodation option and to consider the ways they can reduce their environmental footprint during their stay. **Page 22**

PROCUREMENT

Green decorations

With rented potted plants, you have more freedom to choose plants that fit the ambience and decorative purpose. **Page 24**

Organic cotton products

For events that require event-specific apparel or other cotton products, order the products from a sustainable supplier. **Page 24**

Speaker gifts

Sustainable speaker gifts can be track, experience, gift cards, or donations in the speaker's name. **Page 25**



TRANSPARENS
AUTENTICITET
AERLIGHED

#1 – Sæt ambitionsniveau

#2 – Afklar ønskede gevinster / værdi

#3 – Identificér indsatsområder

#4 – Find de rette samarbejdspartnere

#5 – Kommunikér, kommunikér, kommunikér



DO GOOD & DO WELL

*Today, I will bring
value to the world*

TAK

TANIA ELLIS - The Social Business Company®

We inspire and help companies & entrepreneurs
create value for society and the bottom line with our:

Speaking (trends) | Club (networking) |
Academy (training) | Consulting (business development)



WWW.TANIAELLIS.COM

This presentation may not be copied, used or distributed publicly without permission.

© TANIA ELLIS – The Social Business Company®. All rights reserved.

VELKOMMEN MILLE MARCUSSEN

MANAGER – TOURISM, CULTURE & EXPERIENCES

I EPINION



Hvad mener danskerne om bæredygtighed og rejser?

Travel Insights
Oktober 2019



Epinion



Faglig indsigt i turisme- og
rejsebranchen



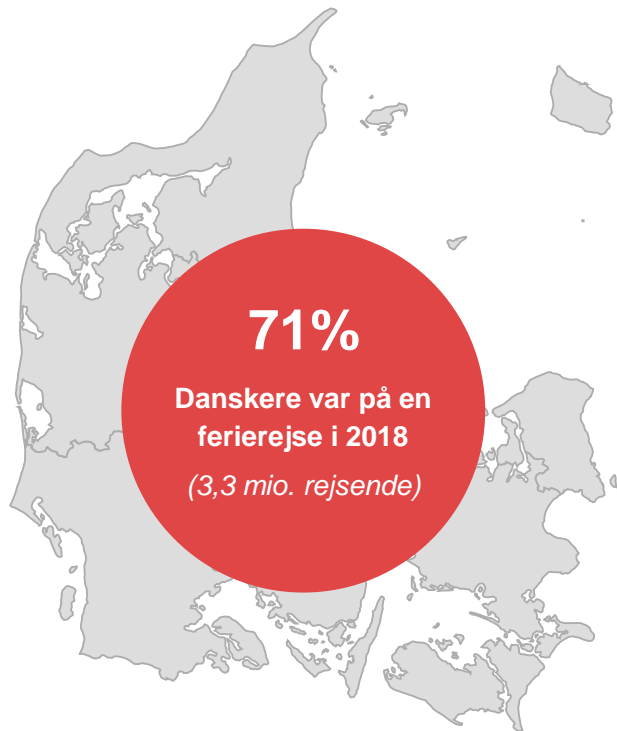
Rådgivere i strategisk
brug af viden



Afsættet for i dag

- "Sådan rejser danskerne 2019"
- "Undersøgelse blandt danskerne om rejser og bæredygtighed"

Næsten tre fjerdedele af danskerne har foretaget en ferierejse i 2018 – langt størstedelen rejste på en længere ferierejse i udlandet

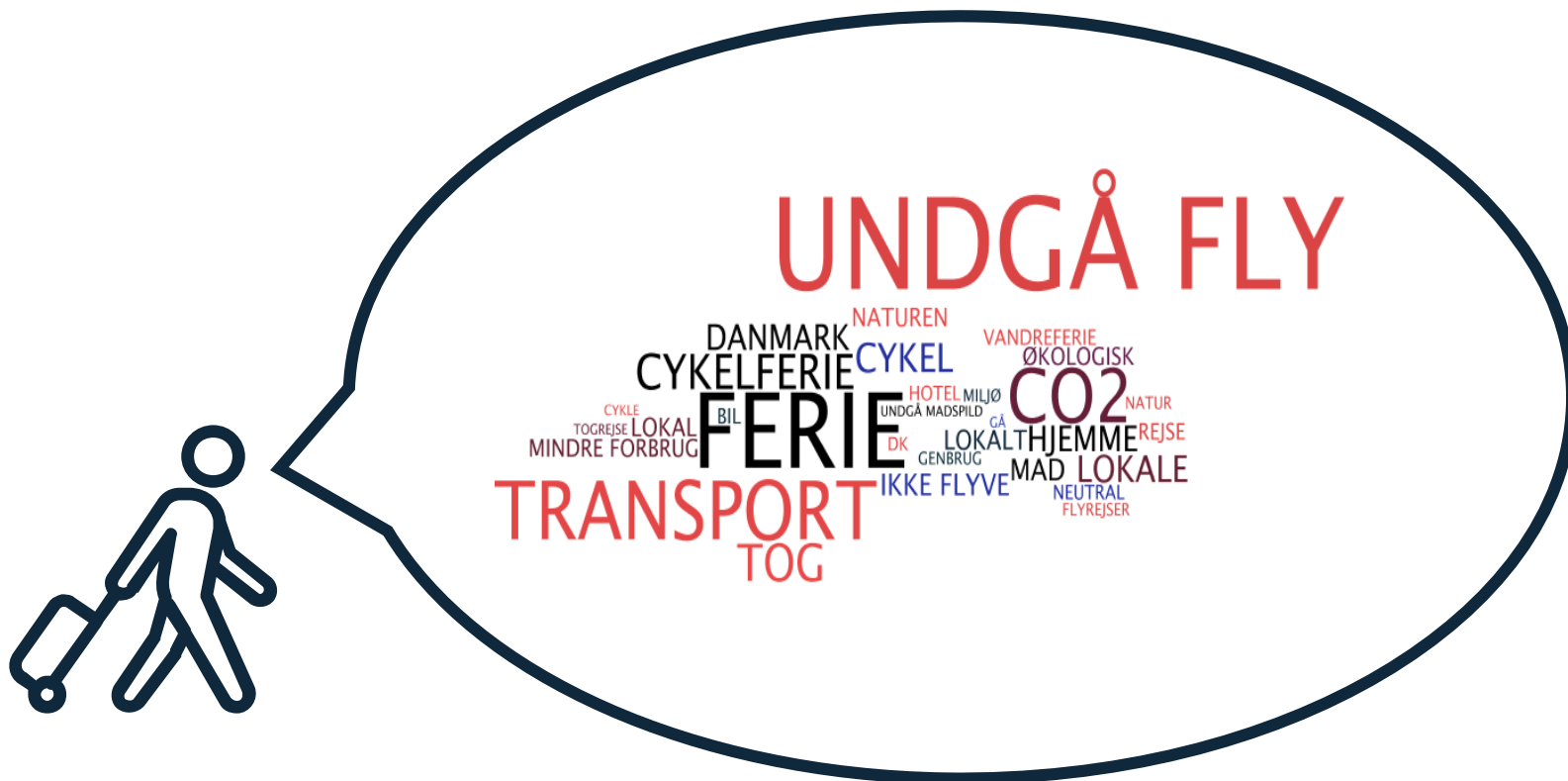


8,1 mio. ferierejser

(2,5 ferierejser pr. person)



Bæredygtighed = CO²-udledning på transporten til destinationen



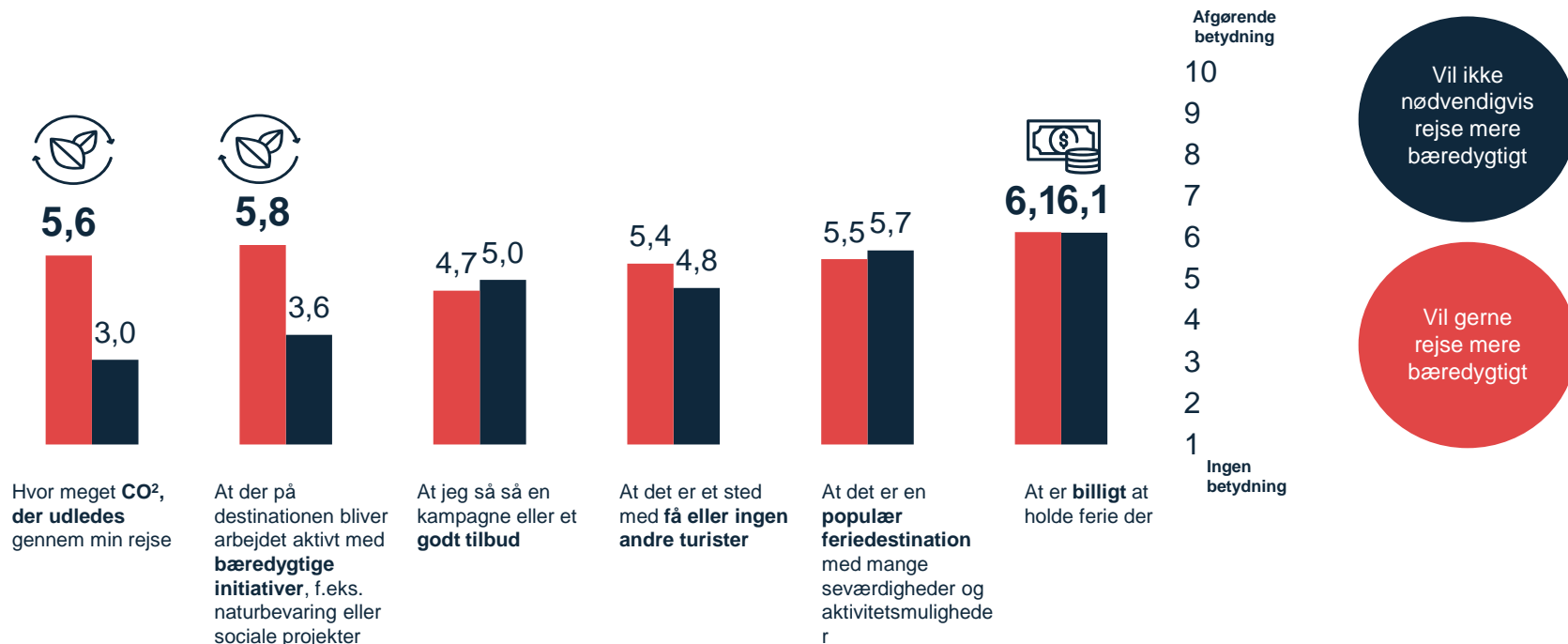
Gode intentioner blandt danskerne omkring bæredygtige ferier



45%

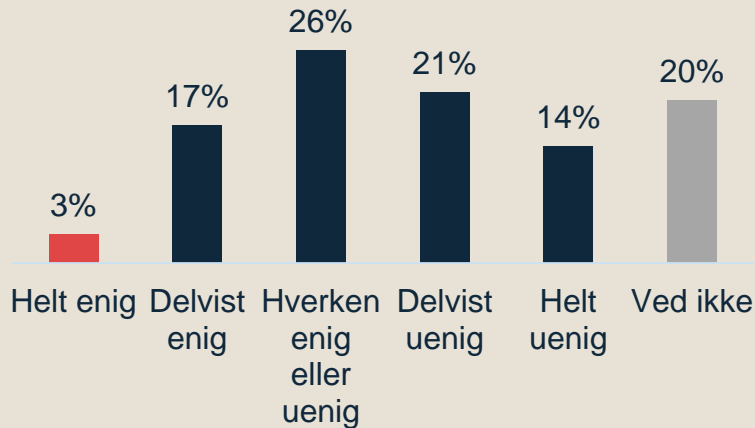
”Jeg vil forsøge at gøre mine fremtidige ferier mere bæredygtige”

Bæredygtighed er et vigtigt valgkriterie for dem, der gerne vil gøre deres ferier mere bæredygtige

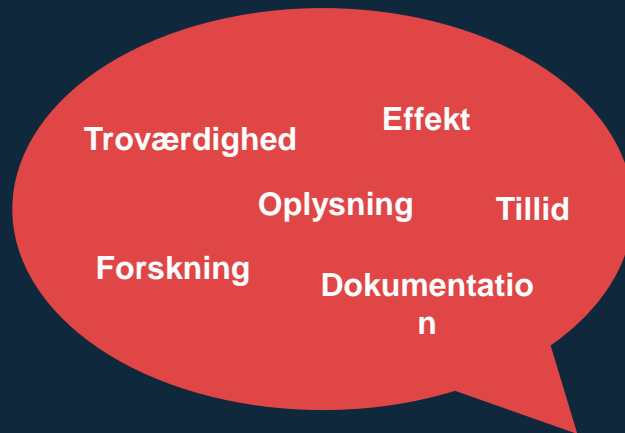


Kun 3% af danskerne har fuld tillid til klimakompensation

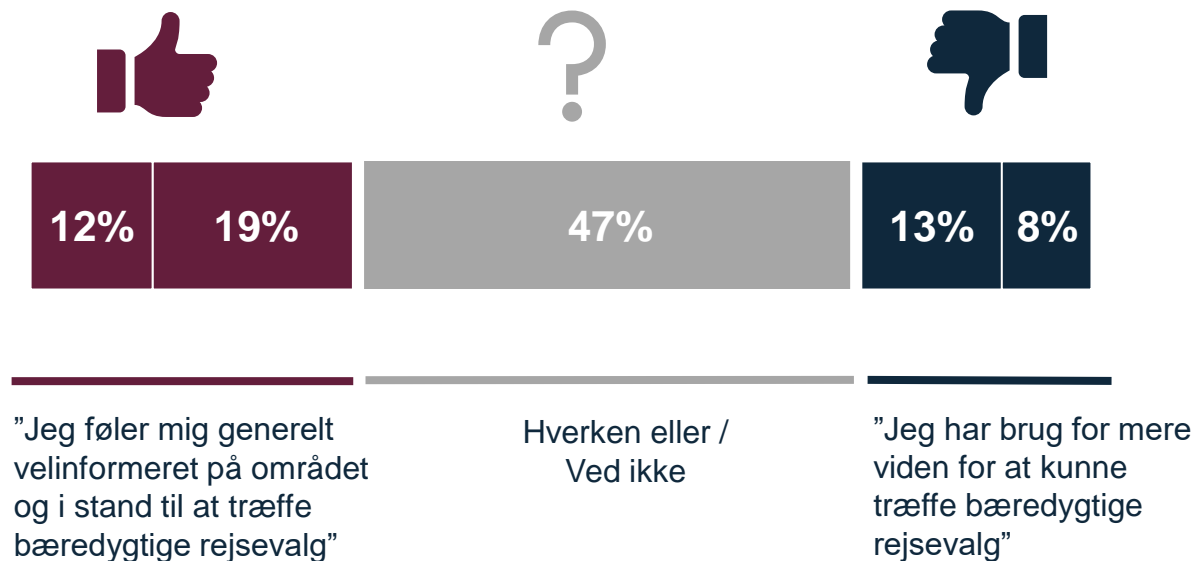
"Jeg har tillid til, at de nuværende muligheder for at kompensere for min rejses klimaaftryk (bl.a. CO₂-udledning) har den tilsigtede effekt"



Hvad skal der til for, at du vil få mere tillid til mulighederne for at kompensere for din rejses klimaaftryk



Kun ca. 1/3 af danskerne føler sig velinformeret og i stand til at træffe bæredygtige rejsevalg



Hvem har **ansvaret** for at fremtidens rejser bliver mere bæredygtige?



Rejseudbyderne:

30%



Forbrugerne: **29%**

Politikerne: **19%**

Ved ikke: **21%**



En ny udfordring for rejseudbyderne?



Helt enig / delvist enig



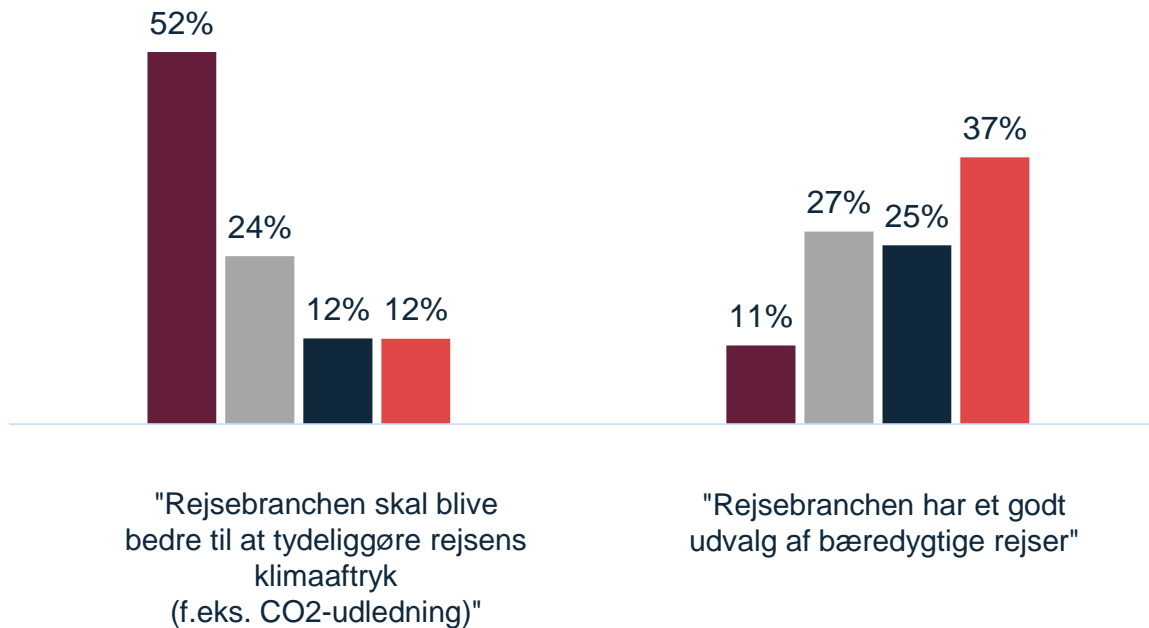
Hverken enig eller uenig



Delvist uenig / helt uenig



Ved ikke



Empowering companies and
institutions to improve today
and see tomorrow

STIL SPØRGSMÅL



WWW.SLI.DO

EVENTKODE: #TRAVELINSIGHTS

slido

PANELDEBAT

CSR I REJSEBRANCHEN



CLAUS NIELSEN



FLEMMING MØLDRUP



TANIA ELLIS



HENRIK SPECHT



KÅRE PRESS-KRISTENSEN





VI SES | HERNING
20. FEBRUAR 2020

TRAVEL **INSIGHTS**

Powered by Atlantic Link

