

MALAGA

HANDBOOK FOR ORGANISING MORE
SUSTAINABLE EVENTS



málaga
CONVENTION
BUREAU



4	Introduction	15	Team work
5	Destination Malaga	16	CSR actions
8	Key areas	17	Conscious communication
10	Key elements	18	Ethical production
11	Creative concept	19	Measurement and compensation
12	Legacy	20	9 Tips
13	Eco-design	21	Next Steps
14	Supplier	22	Contact details



Introduction

The Malaga Convention Bureau offers this practical handbook to all those who want to organise their events and meetings in this cosmopolitan and ancient city. In line with its strategy to become a sustainable tourist destination, applying criteria of social and environmental sustainability and good governance.

The **transformation process** towards a more sustainable MICE sector **takes time and a lot of patience**. It is impossible to make a drastic change in just one day, but we can start by taking small steps to gradually introduce the concept of sustainability and the relevant criteria beyond waste separation, among other actions.

The MICE industry **requires the participation of all its stakeholders** to implement sustainability.

The sector map includes stakeholders such as:

- destinations,
- end customers (domestic and international),
- event service providers,
- the venues,
- agencies, DMCs and PCOs.

The internal work of this network of companies offering products and services designed under ethical and sustainable criteria is key to organising sustainable events. It opens up a range of alternatives and solutions for the agency or the end customer, who does not always have access to or knowledge of this information.

The hardest job is to **demonstrate that sustainability does not need to be more expensive, if it is approached strategically**, and that there are many benefits to be gained from its implementation, both for business and society and, more broadly, for the planet as a whole.

In this regard, **seals and certifications can function as a catalyst** to bring about change, but they should not be the only solution.

The aim of this handbook, therefore, is to show practical actions that any industry professional can take to design, organise and produce more sustainable events.

Destination Malaga

Malaga is recognised nationally and internationally as a technological, cultural and integrated city, whose development is based on environmental sustainability.

Since the mid-1990s, the city of Malaga has implemented a series of important actions that have enabled it to achieve an outstanding position in Europe, thus becoming the **first Spanish city and one of the first European cities to implement a local Agenda 21**. It has also received national and international awards for urban sustainability.

Accordingly, the city of Malaga is promoting various projects in each municipal area to improve the destination's sustainability with a **clear commitment UN Sustainable Development Goals**.



All these projects include direct actions whose impact can be categorised in the following areas:

1. Water management.
2. Waste management and cleaning services.
3. Air pollution and noise.
4. Environmental education, awareness and training.
5. Urban agenda.
6. Biodiversity, parks and gardens and animal healthcare centre.
7. Renewable energies, energy efficiency and Smart Cities.
8. Sustainable mobility.
9. Sustainable tourism.
10. Green entrepreneurship and sustainability in business.
11. Climate change.

Destination Malaga

From Malaga we want to continue demonstrating the commitment we have made to global sustainability in our city.

These are some of the more than 80 actions taken that we can highlight:



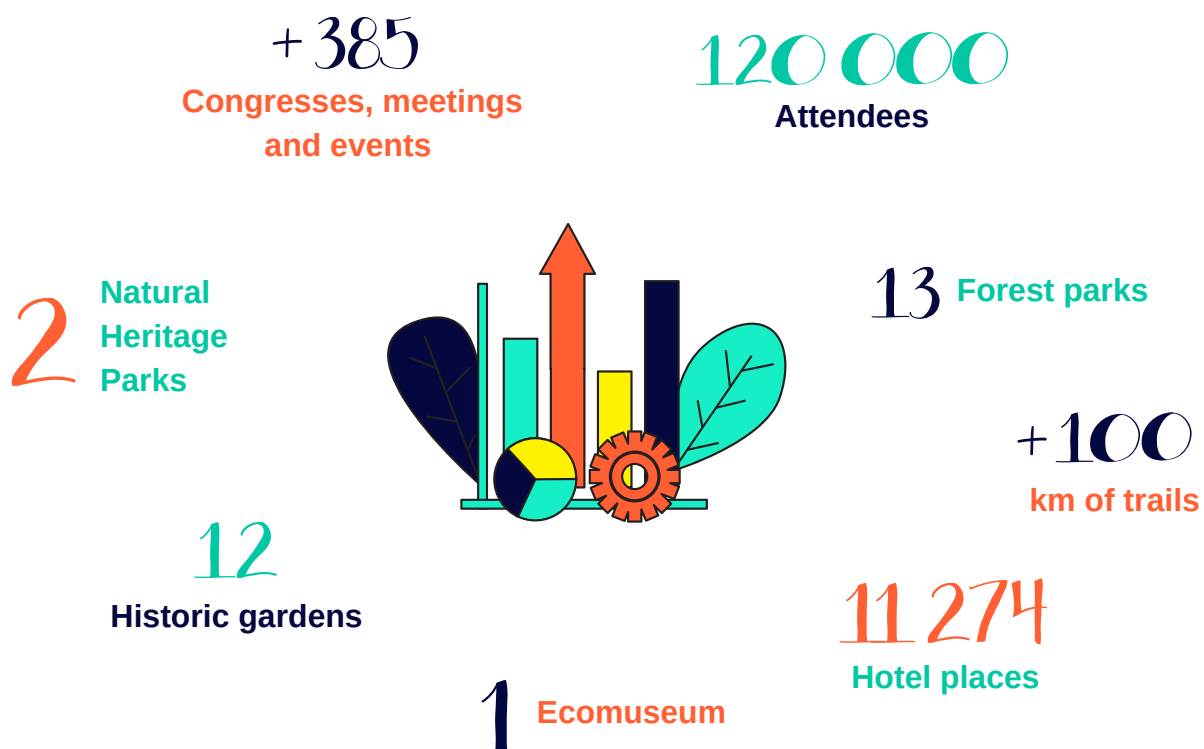
Destination Malaga

It is worth highlighting Malaga's attractiveness for tourism, with a total of 12,800,000 tourists in 2022 and an economic impact of 4,704,233,895.43 Euros

In this context, Malaga is drawing up a strategic plan to become a smart and sustainable tourist destination. This plan is overseen by the **Malaga Observatory for Tourism** and also benefits from the support of initiatives like the aforementioned Environmental Advisory Centre for Malaga-based companies or the **Accessible Tourism Plan**. It is also the first destination to **calculate the carbon footprint of tourists** and offset it through a technological tool.

Likewise, Malaga is a MICE destination par excellence that wants to align all its sustainability practices with the meetings and events tourism industry. An example of this is the **candidacy for Expo2027**, a large-scale event whose central plank is the achievement of Sustainable Development Goals.

Below, we will highlight some figures that support this vision of Malaga as a MICE destination committed to sustainability.




Key areas



**Customer
education**



**Knowledge
about partners**



**Cross-sector
implementation of
sustainability**



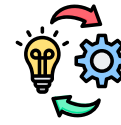
**Access to
information**



**Honesty and
transparency**

Key areas

Cross-sector implementation of sustainability



One of the essential conditions for a sustainable event is that it must be sustainable at all stages. If the value chain is broken in the process and one of the partners is not aligned with the values to be applied, then we can only speak of an event "with sustainability actions".

Customer education



We in the MICE industry have a duty to educate a type of customer who, for financial reasons, a lack of talent or access to information, among other reasons, often rejects sustainable alternatives. To do this, we must provide them with the right information and solutions to help them make the change.

Access to information



Access to information is essential in the implementation of sustainability. In many cases, resistance to change is due to a lack of information and stakeholder involvement. Identifying what data is needed and where to find it greatly facilitates the transformation process.

Knowledge about partners



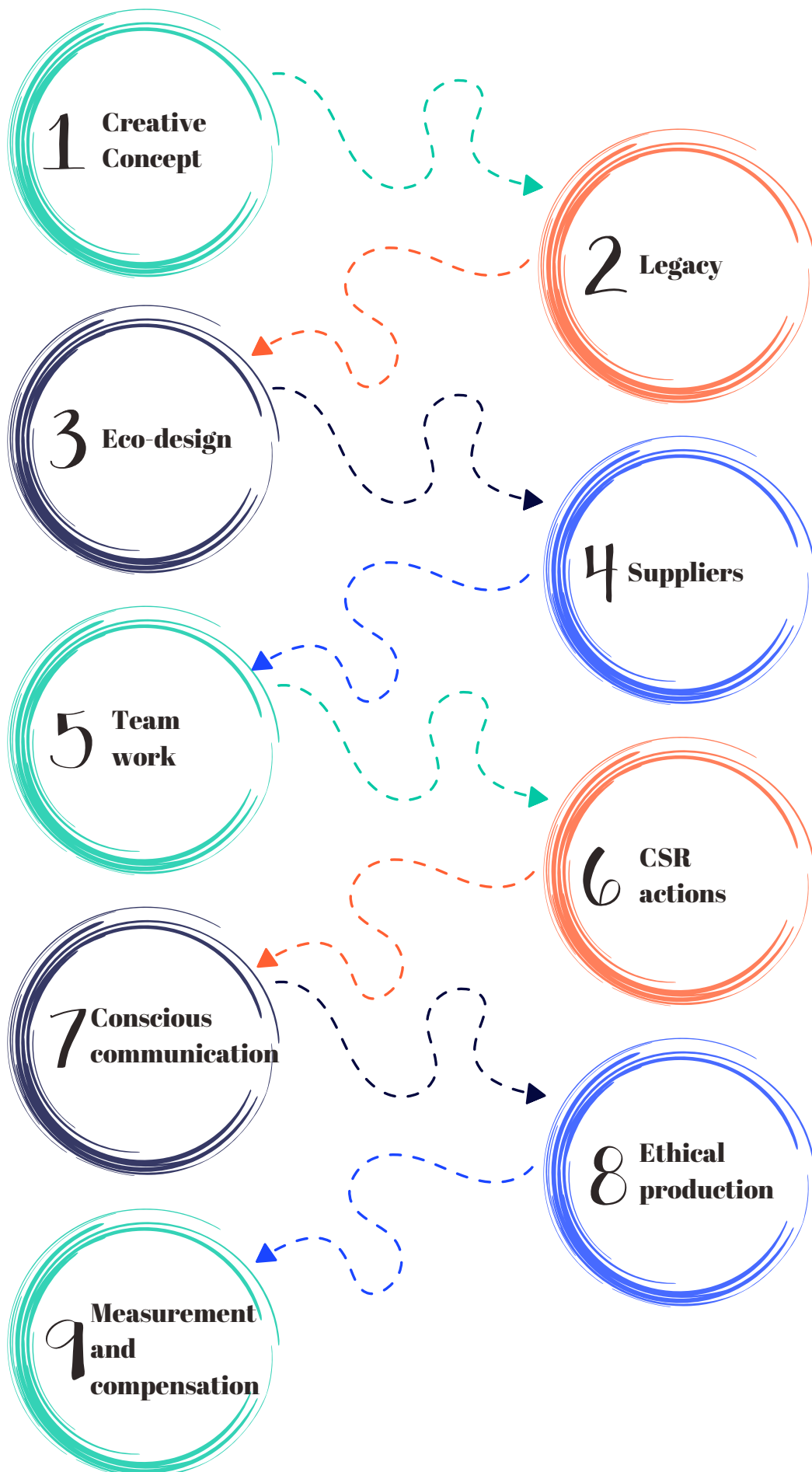
In line with the previous section, knowledge about potential partners or suppliers for our event is key to a successful sustainable event. It requires partners and suppliers who are aligned with the objective and values of the event.

Honesty and transparency of communication



Values such as honesty and transparency in the communication strategy, both in terms of the event and of the stakeholders involved, promote the application of a cross-sector and coherent sustainability, far from the well-known and abhorred greenwashing.

Key elements in sustainable events



1. Creative concept

Sustainability must be understood and applied across sectors to each and every stage of the event. The conceptual idea is the first step from which all other actions will be established.



In this phase, we also include the concept of "legacy", which aims to go beyond the reduction of the negative impact of the event, and which is committed to a lasting positive impact through the involvement of a host of stakeholders (destination, service providers, associations, citizens, etc.).

Concrete actions



Identify social or environmental causes that are ingrained in Malaga and are consistent with the objective of the event.



Assess and identify local partners with the help of the Convention Bureau to partner with and carry out a legacy project.



Research and analyse similar events that have already taken place.



Design and create without limits, to expose new ideas to trusted suppliers. Truly worthwhile initiatives can emerge!



Identify the Sustainable Development Goals to which we can contribute and adapt them to the indicators promoted by the destination.



Study the reality of Malaga: initiatives, problems, opportunities.



Include people from different backgrounds and departments in the creative process, who will bring fresh ideas and broaden the event's perspective.

Sustainable Development Goals



2. Legacy

Events should leave a positive impact on the destination where they are held. Having a long-term vision can ensure that events will leave their mark and create a legacy in the region.



Events are the communication and transformation tool par excellence. Designing legacy proposals that contribute to the improvement of the destination means living a transforming experience that allows the introduction of new stakeholders in the MICE industry, such as social agents, NGOs, entities, etc.

Concrete actions



Identify real issues at the destination, whether social or environmental.



Analyse the existing network of associations in Malaga with the help of the Convention Bureau.



Determine which sustainability concept the issues pertain to and which SDG they relate to.



Draft a letter of commitment in which the company or agency commits to sustaining the legacy project in the long term.



Establish a set of KPIs (Key Performance Indicators) to measure the positive impact of the legacy.



Turn the destination, the Malaga Convention Bureau, into your strategic partner to properly implement the legacy of your event.



Produce a sustainability report on the event including the whole legacy process, its KPIs and targets.

Sustainable Development Goals



3. Eco-design

Once the event has been thought up, it's time to design it with the aim of reducing the environmental impact, using recycled and recyclable materials.



Although eco-design is mainly understood from an environmental point of view, all sustainability concepts, including social and economic factors, are covered by it, due to the interrelation between them. Thus, the reduction in the consumption of some materials has a direct impact on the well-being of society and also on the economic profitability of companies.

Concrete actions



Analyse what the real needs of the event are and what elements are dispensable.



Reduce electricity consumption by opting for daytime events or local venues that provide natural light.



Reduce paper consumption, e.g. by eliminating printed accreditations.



Ensure confirmation of event attendees to try to avoid food waste.



Opt for temporary structures made from recycled material with low environmental impact that can be reused.



Design the entire waste management and separation process during the event.



Join the waste management assistance programme offered by Malaga as a destination.



Place water fountains in different parts of the venue.

Sustainable Development Goals



4. Suppliers

In a truly sustainable event, the value chain is never broken. This is where suppliers have a key role to play.



Having approved suppliers that are aligned with the Sustainable Development Goals and sustainability globally, whether they are certified or not, is key to ensuring an event that leaves the smallest possible environmental footprint and has a positive impact on the destination.

Concrete actions



Choose a catering who opts for seasonal and locally sourced products and who does not use single-use packaging.



Opt for local and certified suppliers with the Malaga environmental label.



Choose suppliers that have a non-financial reporting document or communicate their sustainability strategy honestly and consistently.



Wherever possible, encourage smaller businesses or those born with an ethical DNA.



Investigate what partners can offer that is new and different from what is usual and known.



Request reusable containers from the destination to be able to use water from the municipal network.



When giving gifts or promotional material, always choose fair trade, local and sustainable products that are steeped in local culture.

Sustainable Development Goals



5. Team work

The team we choose to organise, produce, coordinate and cover an event can make or break it.



The MICE sector is considered female, although the reality is that this idea alludes to the fact that women are in the majority in the sector, but not necessarily to gender equality. The same applies to the representation of other more vulnerable groups. Equal opportunities are essential for a socially sustainable industry.

Concrete actions



Opt for events staff who work for and with the inclusion of the most vulnerable groups.



Ensure equal recruitment in terms of representation.



Ensure breaks commensurate with the hours of work performed.



Ensure the comfort of event staff: uniforms, temperature, physical fatigue, etc.



Train the event team so that they have all the latest information.



Motivate teams by providing them with a suggestion box where they can collect useful information to improve future events.

Sustainable Development Goals



6. CSR Actions

Corporate Social Responsibility actions aim to have a positive impact on people and the environment. Events have, in this sense, a fundamental role to play in raising awareness and involving all attendees.



According to the Observatory for Corporate Social Responsibility, companies must manage the impacts of their activities on their customers, employees, shareholders, local communities, the environment and society in general. Events are the most powerful communication tool a company has and, therefore, CSR actions at events are highly recommended.

Concrete actions



Form patrols to clean up public green areas, beaches or rivers.



Select a reliable partner to develop reforestation actions in accordance with the destination's native vegetation.



Allow different NGOs and charities to have a free space at the event to raise funds.



Collaborate with an organisation to manage the collection of food, materials, etc. at events.



Encourage activities related to active tourism, bike or sailing boat hire.



Donate surplus food to soup kitchens in the region.



Design or participate in sustainable tourism routes created in the destination.



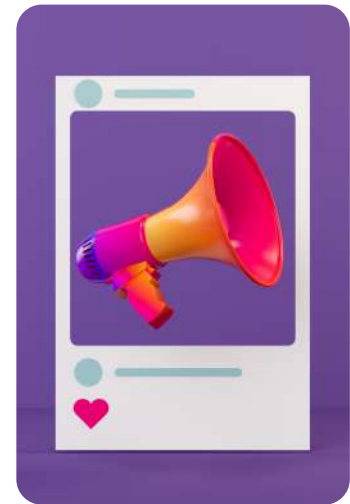
Participate in the preservation of urban beehives.

Sustainable Development Goals



7. Conscious communication

Communication is undergoing a process of unstoppable transformation given the key developments in unsustainability and the exponential growth of technology.



Society is immersed in processes of global change, and communication helps align with new objectives and allude to social awareness and commitments to global sustainability.

When we apply values such as inclusiveness, honesty and consistency in our business communication strategy, we are talking about conscious communication.

Concrete actions



Inform the entire value chain included in the event's sustainability strategy.



Promote and take part in public awareness campaigns through events.



Employ reward methods to incentivise sustainability actions by attendees.



Incorporate communication elements during the event that facilitate sustainability actions by attendees.



Disseminate the long-term benefits of sustainable practices for both the planet and society.



In the post-event communication, report in detail on how it has contributed to the 180 SDG indicators focused on the city of Malaga.

Sustainable Development Goals



8. Ethical production

Ethical production refers both to the actual production and consumption of natural resources and the way in which the actions designed and planned for an event are performed.



The events industry has so far been known for its ephemeral nature. This sometimes involves the waste of natural resources "such as water or electricity", as well as the overproduction of unnecessary and often single-use items. The key is to properly plan and quantify the needs to be covered. Long working hours and changing working conditions are other variables that also require good advance planning.

Concrete actions



Make a single *checklist* from the moment you start organising the event to avoid unforeseen events and to ensure that all actions are carried out.



Avoid contingencies or have a list of sustainable suppliers for a possible plan B if needed.



Efficient use of resources (water, electricity, etc.).



Ensure that all workers involved are provided with healthy meal breaks.



Provide accessible water fountains for all persons involved in setting up the event.



Promote the use of electric mobility to contribute to the decarbonisation of the city.



If accommodation is required for the team, opt for those tourist accommodations that have a best practice guide or the Malaga environmental badge.

Sustainable Development Goals



9. Measurement and compensation

There is no such thing as a 100% sustainable event. Measuring its negative impact and mapping how to offset it is essential to ensuring the real sustainability of our actions.



80% of IBEX 35 companies are starting to evaluate their suppliers on social and human rights factors. The increasing relevance of ESG (Environmental, Social and Governance) criteria invites us to define a clear roadmap where concrete actions can be identified, and to compile the information in a non-financial reporting document called a "sustainability report".

Concrete actions



Measure the water footprint and collaborate with projects that contribute to improving the health of aquifers in the area.



Offset the environmental impacts of your event after measuring the environmental footprint (carbon, water, etc.), previously reduced as much as possible.



Determine the amount of plastic used and the percentage that has been separated for recycling.



Quantify the amount of paper used and the percentage that has been separated for recycling.



Calculate the amount of glass used and the percentage that has been separated for recycling.



Count the number of people at risk of social exclusion who have benefited from the donation of surplus food, direct employment in jobs, etc.



Assess the amount of food that has been saved from going to waste through good planning and the donation of surpluses.

Sustainable Development Goals



9 TIPS TO MAKE YOUR EVENT MORE SUSTAINABLE

1 CREATIVE CONCEPT

Include people from different backgrounds and departments in the creative process to bring fresh ideas and broaden the perspective of the event.

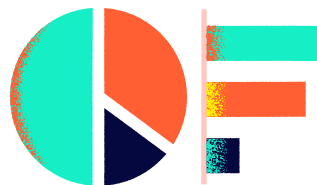


2 LEGACY

Identify problems in the destination, talk to the Convention Bureau and help improve them through the event.

3 ECO-DESIGN

Analyse what the real needs of the event are and what elements are dispensable. Design and create what is strictly necessary, and what can also be reused in future events.



4 SUPPLIERS

Choose local suppliers that have certifications attesting to their commitment to sustainability or that have a sustainability report.

5 TEAM WORK

Ensure equal recruitment not only in terms of representation of vulnerable groups or gender, but also in relation to economic and working conditions.

6 CSR ACTIONS

Select reliable partners to be able to develop correct CSR actions, such as the reforestation of indigenous species or the donation of food surpluses to vulnerable groups.



7 CONSCIOUS COMMUNICATION

Inform the entire value chain of the sustainability strategy to be followed by the event and submit details of the positive and negative impacts of the event for those attending.

8 ETHICAL PRODUCTION

From the outset, ensure that everything is well organised and in writing, so that the team has access to the necessary information.

9 MEASUREMENT AND OFFSETTING

Account for everything that has been consumed, wasted or recycled, such as water, energy, CO2 emissions, etc., and offset with positive impact projects.



Next steps

Malaga wants to continue being a benchmark destination for hosting events. The MICE industry has a key role to play in the transformation of cities, their citizens and their resources.

Malaga's commitment to sustainability is solid and, for this reason, we would like to highlight some of the next steps we will be taking:



SUSTAINABLE EVENT LABEL

Our desire to promote and support the MICE industry on the road to sustainability has caused us to work hand in hand with the city's Department of the Environment to create a seal that certifies those events that are developed with sustainability in mind. We want to help reduce the negative impact of events and promote all positive actions in favour of terrestrial ecosystems.



CROSS-SECTOR TRAINING PLANS

Within the framework of the Sustainable Development Goals, we are committed to increasing the sustainability of the entire value chain of the MICE sector in Malaga. To this end, we will develop a line of specific training for the various areas that make up the events and meetings industry, to allow access to the necessary knowledge, resources and tools.



CIRCULAR ECONOMY STRATEGIC PLAN

Development of the Circular Economy Strategic Plan. Malaga already has several optimal factors in its favour for the implementation of actions that improve the destination's overall sustainability and that have a circular approach, but the intention is to develop a comprehensive plan with objectives and impacts focused on the tourism sector.

Contact details

Malaga Convention Bureau

Paseo Antonio Machado 12, Torre B, 5^a

29002 Malaga, Spain

Tel: 0034 951 929 678

E-mail: convention.bureau@malaga.eu

Web: <https://visita.malaga.eu/convention-bureau/en/>

Manual produced in collaboration with  GenEthico.





málaga

CONVENTION
BUREAU

