

**EMBRACING
SUSTAINABILITY:**



**THE HUNGARIAN MICE
COLLECTIVE COMMITMENT**



December 12, 2023

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Introduction

The global meetings industry, boasting a size of approximately 920 million U.S. dollars in 2019 and projected for a commendable growth trajectory, anticipates reaching an impressive 1.8 billion U.S. dollars by 2030, as forecasted by NextMSC, despite a minor setback in 2020. This remarkable expansion underscores the ever-growing significance of Meetings, Incentives, Conferences, and Exhibitions (MICE) in the contemporary interconnected world.

The advent of the COVID-19 pandemic, a global disruptor, has prompted a collective reevaluation of travel behaviors and ignited a vision for a more sustainable future. A 2022 report from the World Travel & Tourism Council and Trip.com Group revealed that 69% of travelers actively seek sustainable travel options, with 75% expressing a willingness to adopt more sustainable travel practices in the future. Impressively, nearly 60% have already chosen more sustainable travel options in recent years. In an era where global travelers are awakening to the profound consequences of their journeys, sustainability has ascended as a central concern, eliciting a response from supply stakeholders.

As per a survey conducted by AMEX Global Business Travel, 83% of travel and meetings professionals indicate that their organizations incorporate sustainability considerations into the planning of meetings and events. Sustainable event planning and execution have become imperative for ensuring resilience and adaptability in today's landscape. The global MICE industry is cognizant of the transformative change underway, with sustainability taking center stage in the collective consciousness of travelers, businesses, and industry leaders.

The sustainability of events and exhibitions aligns seamlessly with the Sustainable Development Goals established by the UN General Assembly, particularly emphasizing Goal 12, which addresses sustainable consumption and production patterns. Sustainable MICE can significantly contribute through measures such as reducing plastics usage and promoting material reuse, lowering energy and water consumption, mitigating greenhouse gas emissions, encouraging sustainable mobility, reducing noise and pollution, minimizing food waste, utilizing environmentally friendly food and products, supporting local employment and young entrepreneurs, celebrating local culture and cuisine, fostering sustainable supply chains, and enhancing residents' involvement.

Background and Rationale

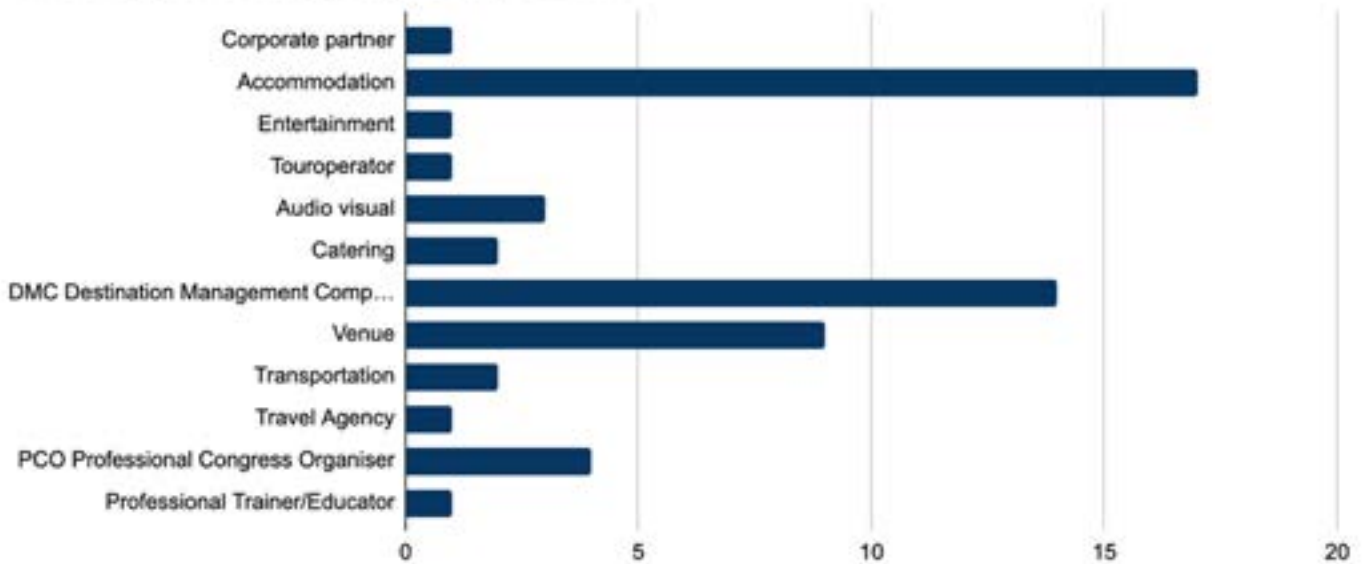
The emergence of the “Embracing Sustainability: The Hungary MICE Collective Commitment” signifies a proactive response to the escalating imperative within the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector in Hungary to prioritize sustainability and adopt responsible practices. The introduction highlights the increasing global awareness in recent years regarding the environmental, social, and economic impacts associated with MICE events. Recognizing Hungary's pivotal role in hosting events of international significance, there exists a compelling need for a unified commitment to sustainable practices.

This commitment is underpinned by the acknowledgment that sustainability is not merely a moral obligation but a strategic imperative. Sustainable MICE operations not only mitigate the environmental footprint but also foster the development of more resilient and attractive event destinations. Moreover, they serve to attract discerning attendees and clients while contributing to the well-being of local communities.

The findings derived from an extensive survey conducted within the Hungarian MICE sector provide a nuanced perspective on the industry's willingness and current initiatives towards embracing sustainability. Administered to 56 professionals within the sector, the survey illuminates key areas where the industry has made notable progress and identifies areas with potential for further development.

The survey encompasses responses from a diverse spectrum of entities within the Hungarian MICE sector, offering a comprehensive cross-section of industry stakeholders. The breakdown of representation underscores the diverse array of stakeholders committed to the adoption of sustainable practices.

Which type of entity do you represent?



Data for the Graph:

Which type of entity do you represent?	Number of Responses	% of total responses
Accommodation	17	30,36%
Audio visual	3	5,36%
Catering	2	3,57%
Corporate partner	1	1,79%
DMC Destination Management Company - Incoming Agency	14	25,00%
Entertainment	1	1,79%
PCO Professional Congress Organiser	4	7,14%
Professional Trainer/Educator	1	1,79%
Touroperator	1	1,79%
Transportation	2	3,57%
Travel Agency	1	1,79%
Venue	9	16,07%
Total number of responses	56	100,00%

Accommodation providers emerge as the primary contributors, representing 30.36% of the surveyed entities, underscoring their pivotal role in shaping sustainable event experiences. Destination Management Companies (DMCs) and Professional Congress Organizers (PCOs) collectively account for a substantial 25% and 7.14% of the responses, respectively, emphasizing the significant involvement of key entities responsible for the planning and execution of events and their steadfast commitment to sustainability. Furthermore, the participation of audio-visual, catering, entertainment, transportation, and travel agencies, each leveraging their unique capacities, adds richness to the diversity of perspectives and expertise represented. The comprehensive engagement across various segments of the industry signals a unified front within the Hungary MICE sector in embracing sustainability, highlighting the collaborative effort required for meaningful and lasting change.

	Already doing it	Yes	Yes, but need more info	No	Not applicable
Source renewable energy?	25,0%	14.3%	30.4%	14.3%	16.1%
Offset emissions?	32.1%	14.3%	26.8%	19.6%	7.1%
Train me & my team on sustainability?	26.8%	39.3%	26.8%	5.4%	1.8%
Reduce plastic and single use materials?	62.5%	0,25	10.7%	0%	1.8%
Reduce waste?	55.4%	39.3%	3.6%	1.8%	0%
Find circular solutions?	26.8%	32.1%	32.1%	7.1%	1.8%
Procure from local suppliers?	42.9%	32.1%	16.1%	3.6%	5.4%

The survey findings underscore a commendable level of environmental awareness within the Hungary MICE sector. Notably, nearly 30% of respondents express a commitment to sourcing renewable energy, and over 30% actively engage in emissions offsetting. These statistics reflect an increasing acknowledgment of the industry's responsibility in mitigating its environmental impact. However, a significant portion (30%) recognizes the importance of renewable energy but seeks more information, indicating a potential gap in knowledge dissemination that could be addressed through targeted educational initiatives.

A substantial majority of respondents (62.5%) are already taking significant measures to reduce plastic and single-use materials, demonstrating a robust commitment to environmentally friendly practices. Likewise, over half of the participants are actively involved in waste reduction efforts. The survey suggests a prevailing consciousness within the sector regarding the imperative to minimize its ecological footprint, aligning with global sustainability goals.

While slightly over a quarter of respondents are currently adopting circular solutions, the fact that over one-third seek more information implies the potential for broader adoption with the provision of educational resources. Local procurement, a key facet of sustainability, is already a prevalent practice among respondents (42.9%), underscoring the sector's recognition of its positive impact on local economies.

	Already doing it	Yes, whenever possible (event size)	Yes, but need more info	No	Not applicable
Source food locally?	44.6%	41.1%	5.4%	0%	8.9%
Select food types that have the least environmental footprint and in season?	25,0%	42.9%	14.3%	5.4%	12.5%
Facilitate new and interesting experiences of the beaten track?	26.8%	37.5%	17.9%	8.9%	8.9%
Reduce plastic and single use materials?	46.4%	42.9%	5.4%	1.8%	3.6%
Provide good physical and digital accessibility?	44.6%	39.3%	7.1%	3.6%	5.4%
Procure from local suppliers?	1,79%	1,79%	1,79%	1,79%	1,79%

The survey results reveal a pronounced inclination toward local sourcing, with nearly half of the respondents already implementing this practice. There is a notable commitment to selecting food items with the least environmental footprint and choosing in-season produce, with 67.9% actively making these choices. This aligns with the broader global trend of embracing sustainable gastronomy and contributing to the resilience of local food systems.

Additionally, the industry demonstrates recognition of the importance of providing unique experiences off the beaten track, as 64.3% of respondents are already incorporating such elements. The emphasis on accessibility, both in physical and digital dimensions, is evident, with 46.4% of respondents actively ensuring inclusive event experiences. Similar to environmental practices, the widespread adoption of local procurement in the culinary domain reinforces the sector's dedication to ethical and sustainable sourcing.

	Already doing it	Yes	Yes, but need more info	No	Not applicable
At the event, do you actively promote full gender equality, cultural/ ethnic and age diversity to play a role?	33.9%	25,0%	10.7%	16.1%	14.3%
Within your organisation, do you actively promote full gender equality, cultural/ ethnic and age diversity to play a role?	44.6%	30.4%	8.9%	7.1%	8.9%
Facilitate additional interactions with local people and communities, businesses, science or organisations in ways that generate value for both parties?	42.9%	25,0%	17.9%	8.9%	5.4%

The survey thoroughly explores the MICE industry's dedication to diversity and community engagement, both in event planning and organizational structures. Over one-third actively promotes gender, cultural/ethnic, and age diversity during events, while nearly half do so within their organizational frameworks. These statistics indicate a growing awareness of the pivotal role that diversity and inclusion play in the overall success and vibrancy of the MICE sector.

Furthermore, 42.9% of respondents actively facilitate additional interactions with local people, communities, businesses, science, or organizations, generating value for both parties involved. This reflects a recognition of the symbiotic relationship between the MICE sector and local communities, emphasizing events as catalysts for positive change and mutual benefit.

In conclusion, the survey results form a robust foundation for the "Embracing Sustainability: The Hungary MICE Collective Commitment."

The survey and workshop outcomes underscore a significant trend among Hungarian MICE stakeholders, indicating active implementation and dedication to furthering sustainability. This suggests a positive shift in the industry, with increased awareness and acknowledgment of the importance of integrating sustainable practices. This key takeaway signals the potential for encouraging developments in the Hungarian MICE sector, aligning with the global movement towards responsible and environmentally friendly business practices. To capitalize on this momentum, it is the opportune moment to delve into specific initiatives, challenges, and opportunities identified in the survey and workshop, providing targeted support for advancing sustainability within the Hungarian MICE community.

These insights will be invaluable as the collective commitment takes shape, guiding the formulation of targeted strategies and initiatives. The survey highlights a collective willingness within the Hungary MICE sector to embrace sustainability not only as a moral obligation but also as a strategic imperative. By harnessing this commitment, the sector can play a pivotal role in shaping a more responsible, resilient, and impactful future for events in Hungary.

Purpose of the Commitment

The purpose of this commitment is threefold:

1. Establishing a framework for MICE stakeholders in Hungary to collaboratively adopt and continually integrate sustainability into their operations and practices.
2. Promoting responsible and ethical conduct within the MICE sector, acknowledging its significant impact on the environment, society, and the economy.
3. Positioning Hungary as a sustainable destination for event hosting, appealing to organizations and attendees prioritizing sustainability and thereby fostering positive economic and social impacts.

Scope and Applicability

This commitment is intended to be applicable to all signatory stakeholders within the MICE sector in Hungary, encompassing entities such as event organizers, venues, accommodations, transportation providers, and suppliers. Its scope includes events of various scales, ranging from intimate meetings to large-scale conferences and exhibitions held within Hungary's borders.

The commitment encourages active engagement from both public and private sector stakeholders, acknowledging the necessity of a collective effort to bring about tangible change. It is relevant to both new and existing events, with the flexibility to be customized according to specific circumstances to ensure feasibility and meaningful impact.

Commitments to Sustainability

Participatory process

On the 21st of November 2023, IN2destination Research & Consultancy in Tourism conducted a participatory process in Budapest, involving a dynamic and engaging workshop. The methodology employed aimed to cultivate a collaborative environment and elicit insights from diverse stakeholders within the MICE sector.

Participants actively engaged in a reflective exercise, making specific commitments related to sustainability and reinforcing ongoing initiatives. These commitments were categorized into governance, environmental, social, and economic aspects, emphasizing both short-term and long-term goals. The interactive nature of the session allowed each participant to individually contribute to collective commitments, instilling a sense of ownership and responsibility.

Collaboratively, participants identified how their individual commitments collectively contribute to positioning Hungary as a sustainable MICE destination. Additionally, they outlined the support they deemed necessary from the Budapest Convention Bureau to advance sustainability initiatives.

Results

Following the interactive and collaborative workshop, a collective vision for sustainable practices within the MICE sector in Hungary began to take shape, driven by insights and commitments. The diverse engagement of industry stakeholders, including accommodation providers, destination management companies, professional congress organizers, and various entities, established the groundwork for a comprehensive exploration of sustainability goals. This section compiles the outcomes of the workshop, specifically the commitments established during the participatory process. These results serve as a roadmap for the “Embracing Sustainability: The Hungary MICE Collective Commitment.”

Outlined below are strategic actions developed across four dimensions during the workshop, involving various MICE industry stakeholders, reflecting an ongoing commitment to sustainability. Furthermore, the accompanying tables underscore the significance of addressing sustainability across multiple fronts to ensure initiatives have a positive and enduring impact. Each of these areas represents an essential component in the mission to organize responsible and sustainable events.

1. Social

Social actions pertain to initiatives centered around human well-being and community relations. They aim to foster diversity, equality, and active community participation. These efforts encompass endeavors ranging from advocating for complete gender equality to facilitating meaningful interactions with local communities, with an overarching goal of making a positive and meaningful contribution to the social fabric within our operational context.

SOCIAL ACTIONS	2025	2025	2025	2027	2027	2027
	Training me and my team	Implementing it	Measuring and communicating it	Training me and my team	Implementing it	Measuring and communicating it
Provide good physical and digital accessibility	X	X	X			

SOCIAL ACTIONS	2025	2025	2025	2027	2027	2027
	Training me and my team	Implementing it	Measuring and communicating it	Training me and my team	Implementing it	Measuring and communicating it
At the event, do you actively promote full gender equality, cultural/ethnic and age diversity to play a role	X	X				X
Within your organisation, do you actively promote full gender equality, cultural/ethnic and age diversity to play a role	X	X	X			
Facilitate additional interactions with local people and communities, businesses, science or organisations in ways that generate value for both parties	X	X	X			
Contribution to the Well-being of Local Communities	X	X	X			
Promotion of Responsible and Ethical Conduct in the MICE Sector	X	X	X			

2. Environmental

Acknowledging the imperative of preserving our environment, environmental actions concentrate on adopting eco-friendly practices within the MICE industry. These initiatives encompass the integration of renewable energy sources, reduction of plastics, and implementation of efficient waste management systems, all aimed at minimizing environmental impact and fostering sustainability in the industry.

ENVIRONMENTAL ACTIONS	2025	2025	2025	2027	2027	2027
	Training me and my team	Implementing it	Measuring and communicating it	Training me and my team	Implementing it	Measuring and communicating it
Source renewable energy				X	X	X
Offset emissions	X				X	X
Reduce plastic and single use materials	X	X	X			
Reduce waste	X	X	X			
Find circular solutions	X	X	X			
Procure from local suppliers	X	X	X			
Source food locally	X	X	X			

ENVIRONMENTAL ACTIONS	2025	2025	2025	2027	2027	2027
	Training me and my team	Implementing it	Measuring and communicating it	Training me and my team	Implementing it	Measuring and communicating it
Select food types that have the least environmental footprint and in season	X	X	X			
Transportation and Mobility	X	X	X			
Water Management	X	X	X			
Biodiversity Conservation	X				X	X

3. Economic

Initiatives dedicated to local economic development aim to bolster support for local businesses and foster sustainable employment opportunities. Through strategic collaboration with local suppliers and promotion of ethical business practices, we actively contribute to the economic growth of the host community.

ECONOMIC ACTIONS	2025	2025	2025	2027	2027	2027
	Training me and my team	Implementing it	Measuring and communicating it	Training me and my team	Implementing it	Measuring and communicating it
Facilitate new and interesting experiences off the beaten path	X	X	X			
Positioning Hungary as a Sustainable Destination for Event Hosting	X	X	X			
Innovation and Technology	X	X	X			
Preservation of Cultural Heritage	X	X	X			

4. Governance

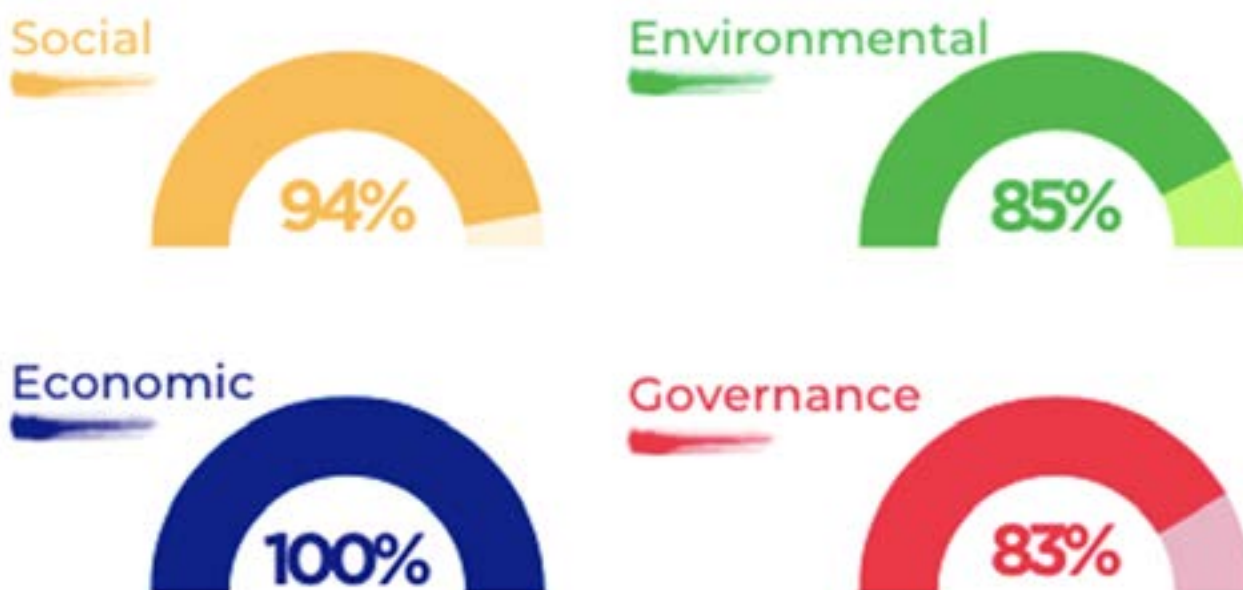
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GOVERNANCE ACTIONS	2025	2025	2025	2027	2027	2027
	Training me and my team	Implementing it	Measuring and communicating it	Training me and my team	Implementing it	Measuring and communicating it
Public and Private Sector Participation	X	X	X			

Clear and Unifying Framework for MICE Stakeholders in Hungary	X	X	X			
Transparency and Accountability	X	X	X			
Collaboration with Local Authorities	X				X	X

The commitments established during today’s workshop demonstrate a steadfast commitment to training, implementing, measuring, and communicating sustainable practices within the representatives of the Hungarian MICE sector.

Commitments by 2025



A comprehensive analysis reveals notable trends, with a staggering 94.45% of social commitments targeted for realization by 2025, underscoring the sector’s urgency in fostering inclusivity, diversity, and community engagement. Environmental commitments also demonstrate a proactive approach, with only 15.15% set to be achieved by 2027 and 84.85% set to be achieved by 2025, emphasizing the industry’s commitment to reducing its ecological footprint. Furthermore, the economic commitments, reaching 100% by 2025, highlight a shared focus on innovation, cultural preservation, and positioning Hungary as a sustainable event destination. The governance commitments, with 83.33% slated for completion by 2025, illustrate a concerted effort toward establishing transparent frameworks, collaboration with local authorities, and fostering accountability.

This cohesive timeline underscores the sector’s commitment to rapid and impactful change, aligning with the overarching goal of the “Embracing Sustainability: The Hungary MICE Collective Commitment.” It is considered very important to add to the present document the discussions raised after the presentation of the results, as crucial concerns surfaced, shedding light on the practical challenges within the current MICE sector’s pursuit of sustainability:

Competitive Disadvantage and Informality

The apprehension surrounding informality within sustainability practices signals a pressing need to address potential disparities among MICE stakeholders. Creating a standardized framework and guidelines for sustainability practices ensures that all participants are on an equal footing, minimizing the risk of certain entities facing a competitive disadvantage. By fostering a shared understanding and commitment to formalized sustainability measures, the sector can collectively thrive.

Perceived Costliness of Sustainability

A pivotal concern arises from the perception by demand that sustainable practices are inherently more expensive. This calls for a paradigm shift and concerted efforts in communication. Demonstrating the long-term economic benefits, such as reduced operational costs, enhanced brand value, and increased marketability, becomes imperative. Clear communication strategies that articulate the advantages of sustainability will play a crucial role in standing up to the misconception that sustainability equates to higher costs, fostering a more widespread adoption of sustainable practices.

Adapting to Shifting Demands

The evolving preferences within the MICE sector, including a resistance to celebrating events masquerading as a sustainable practice, highlight the necessity for continuous adaptation. Staying attuned to these shifting demands ensures that the sector remains relevant and responsive to the evolving expectations of both clients and attendees. By proactively adjusting strategies and offerings, stakeholders can align with emerging trends and position themselves as leaders in the sustainable event industry.

Disparity in Catering Practices

The observed variations in sustainable practices within the catering industry, encompassing aspects like the use of local produce and food waste reduction, underscore the potential for shared learning and collaboration. Creating platforms for stakeholders to exchange ideas, insights, and best practices fosters a collective improvement of standards. Initiatives promoting collaboration, such as peer-to-peer workshops or study visits, can act as catalysts for disseminating sustainable practices, cultivating a community-driven approach to achieving common sustainability goals.

Challenges in Electric Transport Investment

The substantial investments in electric transport encounter a challenge when met with a demand that may not inherently value such initiatives. Establishing funding streams and raising awareness about the environmental and long-term economic benefits of electric transport are crucial to bridge the awareness gap, encouraging stakeholders to recognize the value of sustainable transportation options.

Aid for Building Efficiency Systems and Logistics Challenges

The absence of support for implementing efficiency systems in buildings poses a significant challenge, particularly in terms of heating/cooling spaces for short stays. Financial support becomes paramount to incentivize sustainable investments. Furthermore, collaborative efforts in logistics, such as shared drop-off points and reduced packaging, can streamline operations, reduce environmental impact, and address the logistical challenges faced by the sector.

Communication and Advocacy for Sustainability

Effective communication and advocacy play a pivotal role in addressing the disparities between supply and demand in the MICE sector. Creating transparent channels for communication, offering educational resources, and promoting a shared understanding of the benefits of sustainability are imperative. This proactive approach guarantees that all stakeholders, ranging from suppliers to clients, are well-informed and actively involved in the collaborative endeavor to shape a more sustainable and resilient future for the Hungarian MICE sector. Ultimately, this effort aims to position Hungary as a sustainable destination for event hosting, attracting organizations and attendees committed to sustainability and driving positive economic and social impact.

Roadmap



In the pursuit of sustainability commitments within the Hungarian MICE sector, establishing a robust support structure is imperative to translate intentions into impactful actions. To address this requirement, four key pillars of support have been identified to empower and guide industry stakeholders on their journey toward achieving sustainability goals.

Firstly, the provision of targeted training programs emerges as a critical support component. Equipping stakeholders with the necessary knowledge and skills to fulfill their sustainability commitments is crucial. These training initiatives not only demystify the goals but also empower individuals and organizations to implement tangible actions effectively.

Secondly, there is an identified need for comprehensive research into sustainability certificates. This involves analyzing international options, understanding their impact on reaching prospects and acquiring clients, evaluating the time and resource investments required per company, and assessing their continuity. Simultaneously, examining the certification or legal framework (or its enforcement) that may hinder fair competition and identifying elements for potential improvement is crucial. The overarching goal is to ensure a comprehensive and ethical approach to sustainability.

The third pillar of support focuses on communication, addressing both the Hungary supply and international and domestic demand sides of the MICE sector. Clear and transparent communication strategies are indispensable to position Hungary as a sustainable MICE destination.

Finally, the sector seeks support in benchmarking best sustainability practices. This involves first identifying these practices. Two approaches are proposed: one involves organizing familiarization trips (fam trips) to learn from experiences on-site, and the other implies inviting owners or managers of these best practices to Hungary to provide technical insights into the key aspects of their success. A third option could be arranging meetings with these focal points of best practices at international events where Hungary MICE representatives are already present.

Collectively, these four pillars of support—researching sustainability certificates, providing targeted training, enhancing communication strategies, and benchmarking against industry exemplars—will strengthen the Hungary MICE sector on its sustainability journey, ensuring a collective and impactful approach to meeting and exceeding their commitments.

The following image illustrates the roadmap for supporting the MICE stakeholders in Hungary on their journey towards sustainability



In conclusion, this roadmap stands as a dynamic and comprehensive guide, directing MICE stakeholders in Hungary on their transformative journey toward sustainability. This visual representation delineates the steps and crucial supports necessary for success. The collective effort reflected in this initiative demonstrates a profound commitment to fostering sustainable practices, not merely as a goal but as a continuous journey, shaping the future of the Hungary MICE sector with resilience, responsibility, and positive impact at its core.

Moreover, to enhance the sustainability initiatives of stakeholders in Hungary, the Budapest Convention Bureau (BUDCB) assumes a pivotal role in providing support, where recognizing and acknowledging the sustainability efforts of stakeholders is crucial. In this regard, the BUDCB will implement measures such as featuring partners implementing and measuring sustainability on their website, highlighting them in the qualified partner program, and showcasing their achievements in newsletters and fairs.

To establish a tangible incentive structure, BUDCB proposes outlining a mechanism to reward those who successfully achieve the sustainability targets agreed upon during the participatory process of this commitment. This recognition could become an optional requirement, potentially by the 2026 qualified partner program application. This not only celebrates partners' efforts but also provides a clear pathway for acknowledgment within our prestigious programs.

Practical tips to ACT NOW

Do you need to convince management to invest in sustainability?

Per every current client, take note if they ask you about sustainability actions and which ones. This way, per quarter, or per year, you can say: we are missing on a 30% of this market which implicates a loss of 11 million (HUF) per year.

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Are you facing resistance from suppliers regarding sustainable practices?

Conduct a supplier survey to identify their current sustainability practices and incentives. Share success stories of suppliers who have embraced sustainability to encourage others.

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Do your clients express concerns about the environmental impact of events?

Implement a feedback mechanism to capture client concerns regarding environmental impact. Showcase case studies where sustainable practices positively influenced client satisfaction and event success.

Example: Lunch break instead of being a regular lunch, it is a food tasting provided by local businesses.

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Are there challenges in tracking and reducing waste during events?

Introduce a waste audit system to monitor and reduce waste generation.

Share statistics on waste reduction to demonstrate cost savings and environmental benefits.

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Is there difficulty in convincing event attendees to adopt sustainable behaviors?

Implement interactive initiatives, such as gamification or incentives, to encourage sustainable practices among attendees. Highlight the positive impact on event experiences and social responsibility.

Example: For every two Artisan beer consumption, the attendee is donating 5€ to a local child cancer NGO.

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Highlight the positive impact on event experiences and social responsibility.



Facing hurdles in implementing renewable energy sources at venues?

Conduct a benchmark study on market offers to explore renewable energy options for venues. Showcase examples where venues reduced energy costs and increased marketability through sustainable energy practices.

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Are there challenges in getting employees on board with sustainability initiatives?

Develop an internal sustainability program to raise awareness among employees. Highlight the positive effects on company culture, employee engagement, and corporate social responsibility.

Example: Create working groups where the internal client feels empowered to detect sustainability areas of opportunity and solutions.

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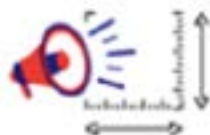
Is there hesitation in adopting circular solutions within your operations?

Collaborate with circular solution experts to explore and implement circular solutions within your business.

Measure what you have accomplished and communicate it.

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Measure what you have accomplished and communicate it.



Do you face difficulty in communicating sustainability efforts to clients effectively?

Develop a clear and concise communication plan to share sustainability initiatives with clients. Use transparent reporting and storytelling to highlight the positive impact, fostering client trust and loyalty.

X We are committed to sustainability

✓ We present you our new team of junior executives, we support young Hungarians in their professional careers.

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We are committed to sustainability



We present you our new team of junior executives, we support young Hungarians in their professional careers

Are there challenges in collaborating with local communities for sustainable initiatives?

Establish partnerships with local community organizations to jointly plan and implement sustainable initiatives.

Showcase successful collaborations that have resulted in shared value and positive community impact.

Example: Become a sponsor of the local female basketball team or local disability association cultural activities.

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Showcase successful collaborations that have resulted in shared value and positive community impact.

Example: Become a **SPONSOR** of the local female basketball team or local disability association cultural activities.

Description of commitment items

In this section, each commitment item is elaborated, offering clarity on its significance and implications. To enhance understanding, each commitment is accompanied by an example tailored to the MICE industry, illustrating its practical application and potential impact. This thorough exploration aims to spotlight the depth and breadth of the sector's dedication to sustainability, laying the groundwork for transformative action and positive change.

1. Provide Good Physical and Digital Accessibility - SOCIAL

- **Description:** Ensure that both the physical and digital aspects of the event are accessible to a diverse audience, including individuals with disabilities.
- **Example:** Providing sign language interpreters for live events and ensuring an accessible and user-friendly event website.

2. Actively Promote Full Gender Equality, Cultural/Ethnic, and Age Diversity at the Event - SOCIAL

- **Description:** Actively encourage and showcase gender, cultural/ethnic, and age diversity during the event.
- **Example:** Ensuring diverse representation among speakers and panellists in conferences.

3. Actively Promote Full Gender Equality, Cultural/Ethnic, and Age Diversity Within Your Organization - SOCIAL

- **Description:** Promote diversity and inclusion within the organization in terms of gender, cultural/ethnic backgrounds, and age groups.
- **Example:** Implementing policies that support equal opportunities for professional advancement for employees of all backgrounds, genders, and ages.

4. Facilitate Additional Interactions with Local People and Communities, Businesses, Science, or Organizations in Ways That Generate Value for Both Parties - SOCIAL

- **Description:** Develop opportunities for event participants to engage with local entities in ways that mutually benefit both parties.
- **Example:** Organizing community workshops where local artisans showcase their products to event attendees, fostering collaboration and mutual benefit.

5. Contribution to the Well-being of Local Communities - SOCIAL

- **Explanation:** Actions aimed at enhancing the prosperity and well-being of local communities.
- **Example:** Collaborating with local organizations not only to allocate a portion of the event profits but also to provide temporary employment opportunities to local residents during the event, creating a direct positive impact on the community.

6. Promotion of Responsible and Ethical Conduct in the MICE Sector - SOCIAL

- **Explanation:** Involves advocating and encouraging ethical behavior and responsible practices within the Meetings, Incentives, Conferences, and Exhibitions (MICE) sector.
- **Example:** Creating ethical codes of conduct for event organizers and suppliers in the MICE industry.

7. Source Renewable Energy -ENVIRONMENTAL

- **Description:** Obtain energy from naturally replenishing resources such as sunlight, wind, or rain, with low environmental impact.
- **Example:** Powering the event venue with solar panels.

8. Offset Emissions - ENVIRONMENTAL

- **Description:** Compensate for greenhouse gas emissions from an event by investing in projects that reduce or capture an equivalent amount of emissions.
- **Example:** Supporting native reforestation projects to offset the event's carbon footprint.

9. Reduce Plastic and Single-Use Materials - ENVIRONMENTAL

- **Description:** Minimize the use of plastic and disposable items to decrease environmental impact.
- **Example:** Providing reusable water bottles for attendees instead of single-use plastic bottles.

10. Reduce Waste - ENVIRONMENTAL

- **Description:** Implement practices to minimize waste generation during an event.
- **Example:** Stop purchasing products that have excessive packaging or setting up recycling stations and encouraging participants to properly sort waste.

11. Find Circular Solutions - ENVIRONMENTAL

- **Description:** Adopt a circular economy approach by designing products and systems that prioritize reuse, refurbishment, and recycling.
- **Example:** Using reusable event banners that can be repurposed for future occasions.

12. Procure from Local Suppliers - ENVIRONMENTAL

- **Description:** Purchase goods and services from local businesses to support the local economy and reduce transportation-related emissions.
- **Example:** Obtaining event materials from nearby suppliers rather than distant ones.

13. Source Food Locally - ENVIRONMENTAL

- **Description:** Obtain food products from local producers and farmers.
- **Example:** Creating event menus that highlight locally grown fruits, vegetables, and regional specialties.

14. Select Food Options That Have the Least Environmental Footprint and Are in Season - ENVIRONMENTAL

- **Description:** Choose food options with minimal environmental impact and that are in season.
- **Example:** Offering plant-based menu options to reduce the event's environmental footprint.

15. Transportation and Mobility - ENVIRONMENTAL

- **Explanation:** Concerned with promoting environmentally friendly transportation options, reducing carbon emissions, and encouraging the use of public transportation for event attendees.
- **Example:** Providing incentives for the use of public transportation during an event.

16. Water Management - ENVIRONMENTAL

- **Description:** Implement practices for the conservation and sustainable use of water during events.
- **Example:** Use efficient water management systems and promote conscious water use among participants.

17. Biodiversity Conservation - ENVIRONMENTAL

- **Description:** Consider local biodiversity when planning events to minimize negative impacts.
- **Example:** Collaborate with local experts to protect flora and fauna during outdoor events.

18. Facilitate New and Interesting Experiences Off the Beaten path - ECONOMIC

- **Description:** Provide unique and unconventional experiences for attendees away from conventional or touristy locations.
- **Example:** Organizing team-building activities in lesser-known but culturally rich areas.

19. Positioning Hungary as a Sustainable Destination for Event Hosting - ECONOMIC

- **Explanation:** Means presenting Hungary as a sustainable and responsible location for hosting events, attracting those who value sustainability.
- **Example:** Developing marketing campaigns highlighting Hungary's sustainable practices as an event destination.

20. Innovation and Technology - ECONOMIC

- **Description:** Encourage the adoption of sustainable and innovative technologies in event organization.
- **Example:** Use digital platforms to erase the reliance on printed materials.

21. Preservation of Cultural Heritage - ECONOMIC

- **Description:** Respect and preserve the cultural and architectural heritage of the area where the event takes place.
- **Example:** Avoid damage to historical sites and promote activities that highlight local culture.

22. Public and Private Sector Participation - GOVERNANCE

- **Explanation:** Involves governments and private businesses working together to adopt sustainable practices in the MICE sector.
- **Example:** Collaboration between local government and businesses to organize events benefiting both the community and businesses.

23. Clear and Unifying Framework for MICE Stakeholders in Hungary - GOVERNANCE

- **Explanation:** A transparent structure guiding and aligning the efforts of various stakeholders in the MICE sector in Hungary toward sustainability.
- **Example:** Establishing specific guidelines for organizing sustainable events that all players in Hungary's MICE industry follow.

24. Transparency and Accountability - GOVERNANCE

- **Description:** Operate with transparency and be accountable to all stakeholders. –
- **Example:** Publish detailed reports on sustainable practices and the social and environmental impact of events.

25. Collaboration with Local Authorities - GOVERNANCE

- **Description:** Work closely with local authorities to ensure compliance with regulations and standards.
- **Example:** Coordinate with authorities to obtain permits and manage traffic flow during events.