

## **ReGenerationNOW** Catalogue of Measures

Convention Bureau Tirol - June 2023

Area of Action	Key Objective	Impact Goal	SDGs	Measure	KPI / Indicators	Frequency of measurement	Who Will be Responsible	Priority	Status 2021
				1.1.1 Sustainability aspects will be 100% integrated into the entire corporate design in images, speech and text from 01.10.2021. This includes gender-neutral, inclusive language, diversity in visual language; Nature and health are always visible.	At least one sustainability aspect is integrated into 100% of online texts (published after 01.10.2021). From 01.10.2021, sustainability aspects will also be taken into account in 100% of all print media in terms of content, but also in production.		Convention Bureau Tirol	1	Done
				1.1.2 100% of the giveaways are sustainably and fairly produced.	The countries of origin of the suppliers/supply chain are largely regional (see glossary) and follow the following logic depending on the product: Tyrol, South Tyrol/Bavaria, Austria, Europe. 100% der Materialien sind bio und fair produziert.	annually	Convention Bureau Tirol	1	Done
		1.1 Increase awareness of sustainable events in the meetings industry from 72% to 85% by December 2025.		1.1.3 By the end of 2021, the Interdisciplinary Sustainability Team (IDT) will define the development of a sustainability handbook of Tirol Werbung (TW) as a measure for 2022. This includes, among other things, the design, wording and supplier briefings.	Until the end of 2022, the sustainability handbook will not only be made available to Tirol Tourist Board employees, but also to the public on the website for downloading.	annually	IDT Sustainability and subsequently Design Department, UDL (Corporate Services) and Tirol Shop of the Tirol Tourist Board	1	Delayed
				1.1.4 The surveys already carried out (customers and industry) from 2021 will be repeated annually.	90% of customers believe that Tirol is a top destination for regenerative and healthy meetings by the end of 2025. The number of sustainability guidelines submitted by businesses in the sector will increase by 10% annually. The number of survey participants will also be increased by 10% annually by the end of 2025.	annually	Convention Bureau Tirol	1	Done
	1. All relevant service providers	sustainability aspects by December 2025.	3 DOD INFAULT AND NELL-SURA 10 REQUERTS CONSIDE CONTRECTOR NEQUERTS	1.2.1 Implementation of a new sustainable training series with at least two training offensives per year for partners and clients (e.g. support in the certification process, impulses on health in Tyrol as a conference destination and gender equality/diversity management, etc.).	100% of training initiatives include sustainability aspects by the end of 2025.	annually	Convention Bureau Tirol	1	Done
Enabling People (Impulses and empowerment for a sustainable knowledge culture)	in the Tyrolean conference industry offer regenerative and healthy meetings and customers know about them.			1.2.2 Every networking event always includes at least one programme item on a sustainability aspect. In the Tirol Tourist Board, workshops and training courses on the topic of sustainability are offered annually for all employees.	In addition to news, reports and other topics from Tirol as a conference destination, at least 50% of the programme content will be dedicated to various sustainability aspects by the end of 2025.	annually	Convention Bureau Tirol	1	Done
			9 ROSTIV, MONITARI 13 LATIN 17 PARTINESSARS 2000	1.3.1 The Convention Bureau Tirol is undergoing certification with the Austrian Eco-label and will be a service provider by the end of 2021. The Green Event Tirol seal is being tested for smaller formats.	The Convention Bureau Tirol and the Tirol Tourist Board are licensees of the Austrian Eco-label until the end of 2021.	annually	Convention Bureau Tirol	1	Done
				1.3.2 The convention.tirol sustainability strategy is published on the website and partner businesses are 'coached' to develop sustainability strategies and publish them on their websites.	Sustainability strategy will be published on the Convention Bureau Tirol website by December 2021 after public consultation.	annually	Convention Bureau Tirol	1	Done
				1.3.3 Events of the Convention Bureau Tirol are based on a sustainability background and are conducted as Green Meetings.	Indicators for sustainable events are: Climate-neutral location, certification with the Austrian Eco-label, sustainable topics in the keynote speeches, etc.	annually	Convention Bureau Tirol	1	Done

Status 2022	Status 2023	Notes
Done	Done	The inclusion of sustainability aspects was already anchored in the CBT Marketing & Communication Strategy 4.0. Thus, the implementation was already started in January 2021.
Done	Done	This approach has been in place for a number of years, but could be optimised with a new understanding of regionality and more scrutiny.
Delayed	Not relevant	As a result of the restructuring in the Tirol Tourist Board, from 2023 onwards a separate competence centre for sustainability was established, which will be increasingly dedicated to sustainability agendas, both internally and externally. The wording of 1.1.3 is therefore no longer relevant.
Done	Done	These surveys were conducted for the first time in 2021 and will be optimised based on them. The results of 2022 will also be used for the annual optimisation and service adjustment of the Convention Bureau. In the autumn 2022 survey, 84.7 % have the option that Tyrol is a top destination for regenerative and healthy meetings.
Done	On Track	Already partly realised, especially when it came to resilience, sustainable leadership, etc. 2022: Training on Green Meeting and webinar on Impact Management;
Done	On Track	Sustainability topics have always been covered at network meetings, but can be included even more prominently. 2022: Healthcare Tea(m) Time with a strong sustainability focus. Sustainability training for employees within the Tirol Werbung
Done	Done	Certification process started in summer 2021, licensee of the Austrian Eco-label since 23.09.2021.
Done	Done	The sustainability strategy is reviewed annually (possibly with the involvement of the public or the GDS Stakeholder Task Force) and adapted. 2021: Sustainability strategy was published 2022: Training on sustainability strategy was planned by CBT but slowed down by internal restructuring; Regular exchange regarding our experiences in the sustainability strategy process.
Done	Done	Here is the report: https://www.convention.tirol/hybrid- veranstaltung-tirol-connect/ 2021: Tirol Connect 2022: no hybrid event held; MICE Stories held in climate- neutral locations 2023: Convention4U as Green Meeting

		1.4 By 2030, increase the number of events in Tirol in sustainable sectors by by 10 %.	4 DUCLTION   5 CONSTANT     9 MAGHERING HARD   6 MAGHERING HARD     9 MAGHERING HARD   16 MAGHERING     17 Partnersense   10 MAGHERING     10 Description   10 MAGHERING	1.4.1 Increased awareness and communication of Tirol as a top research destination in the 9 selected sustainable key industries (Life Sciences, Wellness Tourism, etc.) by 2030.	By mid-2022, Tyrolean key industries will be visible on the convention.tirol website. New strategic partnerships will be promoted in the above-mentioned areas and communicated more intensively in the convention.tirol network, and press work will be expanded, especially in the scientific field (with at least 5 media cooperations per year). At the end of 2030, 10% more events were organised in Tyrol than in 2022 (measurable on the basis of the annual Meeting Report Austria).	annually	Convention Bureau Tirol & SAT	1	Done	Done	On Track	2021 Key Industries on CBT website: https://www.convention.tirol/key-industries-tirol/; participation in m&i Healthcare 2022; research of relevant Key Industry market events; 2022: Inclusion of congresses in customer newsletter. 2023: Exchange with SAT on sustainability training	
				2.1.1 Contacts are established in cooperation with relevant Tirolean institutions: Tirolean universities, Chamber of Commerce. At Convention Bureau Tirol events, mainly Tirolean speakers are requested. The convention.tirol service is publicised in the relevant newsletters (WKO, university).		annually			On Track	Done	On Track	2022: Exchange with representatives of the University of Innsbruck, Chamber of Commerce and SAT 2023: Increased focus in 2023.	
	2. In the network of the Tirolean conference industry, collaborative relationships, a lively and profitable exchange for sustainable development as well as for a unifying sense of belonging and WE are created.			2.1.2 Research and expansion of the stakeholder contact list in cooperation with Lebensraum Tirol Holding.	By the end of 2022, 20 regional strategic partners with potential are researched. By the end of 2024, 10 of the 20 potential new contacts are part of the convention.tirol community and participate in a CBT activity at least once a year.	annually	Convention Bureau Tirol & SAT	3	Done	Done	On Track	Contact list with 51 steak holders already available. IDT was founded for this purpose. This topic will also be dealt with more intensively in the Competence Centre Sustainability from 2023. 2021 & 2022: Veronika Schumann was part of the IDT Sustainability and Tourism Mindset. 2023: since the beginning of 2023, the topic of Tourimsus Mindset has been integrated into the team Competence Centre Sustainability and further dealt with.	
		2.1 Five strategic partners were added to the network by the end of 2024. 2.2 All convention.tirol partners shal present or provide a comprehensible sustainability concept within the firs 12 months after entry or by the end of 2025.		2.1.3 Dialogue and discourse platforms are developed at regional and supra-regional level to actively promote the tourism ethos.	Annual surveys show positive developments in tourism sentiment.	annually	Lebensraum Tirol Holding, Tirol Werbung	2	Done	Done	On Track		
				2.1.4 By the end of 2024, participatory and co-creative innovation processes will be increasingly used in the convention.tirol network.	50% of the network events will have a workshop character by December 2024. By the end of 2024, 30% of the participants in a good third of the network events will be external regional stakeholders.	annually	Convention Bureau Tirol	2	on Track	On Track	On Track	2021: External regional stakeholders have already been invited to Tirol Connect. Interactive workshop with external stakeholders and Stefan Sagmeister. 2022: Impact management webinar with employees of TW, SAT & LTH. 2023: Advanced training courses with workshop character will be integrated into the training plan Interactive future workshop with external participants	
			e 13 climate 17 Particerships st	2.2.1 All Convention Tirol partners are 'coached' via training campaigns, but also individually, and encouraged to develop sustainability strategies and publish them on their websites.	2024 30% of all Convention Tirol partners have a published sustainability strategy. 2030 it is 100% of all Convention Tirol partners	annually	Convention Bureau Tirol	1	On Track	On Track	On Track	The GDS benchmarking process has set the ball rolling. The publication of the CBT sustainability strategy is also a first milestone in this direction. The training offensive had to be postponed until 2023 due to internal restructuring. Accordingly, the KPI targets were realistically adjusted.	
Connecting Partners (Connecting a co-creative and responsible network of the Tirolean meeting industry)				2.2.2 A guideline for a sustainability concept will be prepared by the Convention Bureau Tirol and made available to the partners.	By the end of 2023, a guideline for the development and creation of a sustainability strategy will be made available for download on the Convention TIrol website.	annually	Convention Bureau Tirol	1	Not started yet	Not started yet	On Track		
		2.3 Through the Interdisciplinary Team (IDT) Sustainability, a Tirolean competence team on sustainability will be established by the end of 2022.	5   FORER FOLLITY   8   BCCINT WORK AND COMMIC CARNYER     9   MCL MARKER   11   ALTER     9   MCL MARKER   13   CLAME     17   MCR MERCURS   Solution   Solution     Solution   Solution   Solution   Solution	2.3.1 From the end of 2022, the Tyrolean Competence Team Sustainability will offer regular (at least 3 per year) exchange opportunities, training (at least 2 per year) and ongoing support in product development processes for the service providers.	The measures of the Tyrolean Competence Team will be measured from the end of 2022 onwards on the basis of agenda content, participant numbers and innovative product examples and, if applicable, presented on the website.		Interdisziplinäres Team (IDT) Nachhaltigkeit	1	on Track	On Track	Done	Veronika Schumann is part of the IDT Sustainability and can therefore place various topics, measures and ideas there. From 2023, the agendas will be taken over by the Competence Centre Sustainability. The new team Competence Centre Sustainability has been officially communicated in the Tirol Werbung since the beginning of 2023.	
		2.4 At least 80% of convention.tirol partners will offer the possibility of energy-efficient hybrid meetings with regional technology providers by 2025.	1 MOVERTY POVE POVERTY POVERTY POVERTY POVERTY POVERTY POVERTY POVERTY POVERTY POVERTY POVERTY POVE POVERTY POVE P	2.4.1 In the implementation of 100% of Famtrips, great importance is attached to sustainability not only for live experiences (travel, accommodation, catering & programme), but also virtual realisations are provided with a social added value.	By 2025, 80% of the Famtrips will be realised virtually or hybrid. Where possible and available, technology providers will come from the region for 100% of the events.	annually	convention.tirol network	2	on Track	Not relevant	On Track	This is already practised and promoted in about one third of the partner companies. Famtrips: hardly relevant in 2021 & 2022, as hardly any Famtrips took place. The major Tyrolean convention partners have developed their own hybrid solutions for destination together with Tyrolean technology companies. (Example: hymat from Congress Centrum Alpbach and Ganslhaut). 2023: Data was included in the partner survey 2023	

2.5 In a collaborative process, industry-relevant terminology (such as hybrid events, regionality, living space, etc.) will be developed and made available in a glossary for the sustainable conference region Tyrol by the end of 2022.	5 COURT COURT 5 COURT 5 COU	2.5.1 By the end of 2022, the Convention Bureau Tyrol will initiate the creation of a glossary for sustainable meeting partners via the relevant interest groups (ACB, ÕW, etc.), in which a wide range of terms (such as hybrid events, regionality, living space, etc.) will be clearly defined.	A glossary for sustainable meeting partners will be published by the end of 2022.	annually	Convention Bureau Tirol & ACB	1	Delayed	Delayed	On Track	2022: Guideline for sustainable meetings made available on website: https://www.convention.tirol/darum- tirol/green-meetings/ Will continue to be provided as a ToDo via the ACB.
		2.5.2 On the basis of the regionality definition provided, its integration in the convention.tirol quality criteria and due to local cooperations in the food & beverage sector, as well as other sectors, 60% of the services (food & beverage, giveaways, furniture, etc.) will be sourced from the region by the end of 2025.	The definition of regionality is anchored in the Convention Tirol quality criteria until the end of 2022 and integrated on the website. Based on the annual (at least 10) quality checks, it is measured that Convention TIrol partners work with 60% regional suppliers by 2025.	annually	Convention Bureau Tirol, Agrarmarketing Tirol, Ms Frenes-Lutz Sylvia	2	Not relevant	Not relevant	Not relevant	There is defacto no definition of the term regionality. According to Global 2000, the guideline is that the production of raw materials, their processing and the distribution of the finished product must take place within a maximum radius of 100 kilometres. From GLOBAL 2000's point of view, only if these three criteria are met can one really speak of regional products. The CBT quality criteria were revised in 2022 and will be integrated on the website and distributed in the CBT partner network in 2023.
3.1 By 2030, every fifth business trip will be extended privately by two nights.	11 SUCCASSINGUESES	3.1.1 Tirol is increasingly involved in Austria-wide lobbying with regard to the importance of the conference industry as well as the distinction between leisure and conference tourism and its influence on the sustainability goals of the region (especially with regard to travel routes).	The agendas of various industry meetings (such as convention4u, ACB Meetings, etc.), but also meetings with other strategic partnerships take up this topic every time. As a member of the ACB board and in constant exchange with the ÖW, the Convention Bureau Tirol is jointly responsible for the introduction of and compliance with sustainability aspects in the Austrian meetings industry. In its MICE communication, the ÖW refers to the holiday extension aspect (measurable via ÖW MICE campaigns). MICE topics are a more prominent part of the general Tyrol strategy and tourism development.	annually	Convention Bureau Tirol, Austrian Convention Bureau, Österreich Werbung, Government	1	Done	Done	On Track	This has already been done for years, but it is important to show perseverance and to push it further. Exchange within the ACB at Convention4u, in category meetings and with the convention bureaux. The topic of sustainability is also credibly presented in the campaigns of the Österreich Werbung on the basis of best practices.
		3.1.2 The average length of stay for business trips will be extended from 2 to 4 days by 2030 via various incentives and offers.	Convention Tirol partners create incentives to extend the length of stay and expand their product portfolio to this end by 2030. By 2030, the length of stay has doubled from 2 to 4 days. Measurable via the annual mira report and regular value-added studies (e.g. Wifo).	annually	Convention Bureau Tirol, Austrian Convention Bureau, Österreich Werbung, Government	2	Not relevant	Not relevant	On Track	Is a topic for convention communication. Difficult to measure as long as this data is not collected.
		3.1.3 The digital reporting form of the Austrian hotel industry will be expanded by 2030 to include the category of business travel.	The digital sign-in sheet will include the category "business travel" by 2030.	annually	Convention Bureau Tirol, Austrian Convention Bureau, Österreich Werbung, Government	1	on Track	On Track	On Track	There are already some model regions, but still needs to be focused on when it comes to lobbying.
	3 GOOD HEALTH 3 AND WELL-BENG 	3.2.1 Building on the Social Impact & Measurement Strategy, at least 50% of all Framework Programmes will have sustainability aspects by the end of 2025.	The corresponding measurement process will only be elaborated and implemented in the course of the strategy.	annually	Convention Bureau Tirol	2	on Track	On Track	On Track	2022: Kick-off webinar in September on impact management
3.2 Develop a social impact &	Image: State	3.2.2 The Convention Tirol Social Impact & Measurement Strategy will be developed in the form of a participatory and co-creative process (analogous to the Sustainability Strategy) by the end of 2022.	Development of the strategy in 2022; Presentation and communication of the strategy via the convention.tirol website by the end of 2022; derivation and implementation of corresponding measures by the beginning of 2023.	annually	Convention Bureau Tirol, GDS Movement	1	Delayed	On Track	On Track	2022: Kick-off webinar in July 2022 on the topic of impact management. How we proceed here will be decided in 2023.
3.2 Develop a social impact & measurement strategy (incl. legacy framework) for the Tyrolean meetings industry by the end of 2023.		3.2.3 Meaningful social programmes and incentives are promoted by the Convention Bureau Tirol through at least 5 website contributions per year. The Convention Bureau Tirol acts as a role model for its own events and encourages partners to proactively refer to responsible social programmes when making their offers.	Corresponding companies are listed on the Convention Tirol website (in cooperation with the Austrian Eco- label). All customer offers explicitly refer to this possibility for responsible actions. The Convention Bureau Tirol has contacted the relevant organisations by the end of 2023. At least 10 cooperations have been agreed by the end of 2023.	annually	Convention Bureau Tirol	1	Done	Done	Done	Contributions on website 2022: https://www.convention.tirol/natuerlich-begeisternde- incentives/natuerlich-sinnstiftende-erlebnisse/ https://www.convention.tirol/miteinander-verbunden- tagen/ https://www.convention.tirol/die-menschen-hinter-dem tagungsland-tirol/ Partners with the Austrian Ecolabel are also listed here: https://www.convention.tirol/darum-tirol/green- meetings/ 2023: Supporting programmes during the Convention4U as a social impact programme just as in 2022 during the Loop MICE.
3.3 By 2025, at least one reference to a sustainability topic will always be made in our own customer events.	3 BOOD HEALTHR AND HELLENC 8 BECCHT WERK AND ECONOMIC CRIMTH AND TODOLOGIC TOWNS   10 REDUCUTION CONSTRUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION	3.3.1 Famtrips have sustainability themes in their programming, e.g. Famtrip "Sheroes" to draw attention to strong female personalities in Tyrol or Hybrid Event "Tyrol Connect" has chosen health as a guiding theme.	By the end of 2025, every Convention Tirol event will have at least one sustainability aspect (economic, ecological and social).	annually	Convention Bureau Tirol	1	On Track	Done	Done	2022: MICE Story Tirol Events deal with story writing in the solar punk genre 2023: FamTrips are supported on partner initiatives, guidelines are created see above Loop MICE and Convention4U 2023: Creation of guidelines for Famtrips

Developing Prosumers (Promoting a depth of social meaning with social and emotional impact)

3. Customers and consumers become "prosumers" who do not simply consume products, but help to shape them, become socially involved through emotional experiences, thus creating meaning and staying healthy.

3. Customers and consumers

3.4 By 2035, the proportion of visito travelling by public transport will	12 ESCRIMPTION NO PRODUCTION 14 LIFE ENTRY MATRIX 15 LIFE OF LIAD 15 LIFE OF LIAD	3.4.1 The mobility team of the Tirol Tourist Board initiates the establishment of an interdisciplinary working group to develop a plan with corresponding measures in Tyrolean tourism until the end of 2023.	By the end of 2023, a mobility plan with concrete measures will be available from the working group.	annually	Tirol Tourist Board, tourism associations, other relevant stakeholders	1	Done	Done	Done	2022: Kathrin Horntrich from the Convention Tirol team is part of the interdisciplinary team on mobility, mobility strategy 2022-24 completion, 2023: Mobility integrated into new competence centre
increase from 10% to 20%.		3.4.2 By 2035, 100 % of public transport will be powered by regenerative forms of propulsion, thus making a significant contribution to CO2 reduction.	By the end of 2035, 100% of public transport will be powered by renewable energy.	annually	Tirol2050/Land Tirol	2	on Track	On Track	On Track	IKB aims for climate neutrality by 2030 (SMART City Innsbruck IKB Climate Neutral by 2030)
3.5 By 2025, 50% of convention.tir story and website contributions wi include all three dimensions of sustainability with a special focus of socio-cultural event components.		3.5.1 Continuously collect stories, best practices and experiences from the convention.tirol network, have them told and pass them on. All-year-roundness is always noticeable in convention.tirol communication. The first audit of the online content will be carried out in January 2022.	The editorial plan for the online channels includes at least 50% sustainability topics. At the end of each year, a content check (in the form of an internal audit) is carried out to determine the percentage achieved.	annually	Convention Bureau Tirol	1	On Track	On Track	On Track	This has already been anchored in the online communication strategy and taken into account in the conception of the annual theme plan.
	5 CENCR 5 C	4.1.1 The sustainability criteria will be included in the convention.tirol quality criteria by mid-2022, as well as audited via regular objective quality checks by a neutral external agent.	The revised Convention Tirol quality criteria will be published on the convention.tirol website by July 2022 at the latest. From August 2022, the sustainability criteria will also be checked and evaluated in at least 10 quality checks (mystery tests) per year.	annually	Convention Bureau Tirol, Ms Frenes-Lutz Sylvia	2	Done	Done	Done	The quality criteria have already been optimised and extended to include sustainability criteria. An internal final check is currently being carried out before this is sent out to the Convention Tirol partner businesses in autumn and made publicly available on the website.
4.1 By the end of 2022, 90% of convention.tirol partner businesse visible by the "Partner of CBT" and	,	4.1.2 Definition and creation of a catalogue of criteria for the convention.tirol "Meet Green Label" will be developed and published by mid-July 2022.	The Meet Green Label and an associated catalogue of criteria were published on the Convention Tirol website by mid-July 2022 at the latest.	annually	Convention Bureau Tirol	1	Not started yet	Delayed	Delayed	
by 2025 the Meet Green logo, will have committed to the defined sustainability and quality criteria.		4.1.3 Regular employee satisfaction surveys measure well- being and the mood and image of Tyrolean tourism as an employer. These serve to optimise the conditions.	Annual employee surveys show a positive development of the mood until 2025.	annually	Tirol Werbung	2	Done	Done	Done	2022: Results of the MA survey 2021 were presented at the MA dialogue in March 2022. 2023: Survey has taken place and necessary measures are initiated.
		4.1.4 By the end of 2022, all Convention Tirol partners have undergone Safe Service' certification.	By the end of 2022, all convention.tirol partners will have implemented the Safe Service logo on their websites	annually	Convention Bureau Tirol	2	Done	Done	Not relevant	Was 100% funded via TW in 2021; as this funding ceased in 2021, few Convention Tirol partners have not committed to this; However, based on Safe Service training and statutory provision as COVID-19 officers, safety is assured in all respects via Convention Partners.
	3 GOOD HEALTH AND WELL SONG 	4.2.1 From 2022 onwards, the annual Convention Tirol activity report shall be replaced by a Convention Tirol sustainability report or another reporting tool/process (e.g. dashboard).	In January 2023, the first Convention Tirol sustainability report or another reporting tool (e.g. dashboard) will be published.	annually	Convention Bureau Tirol	1	On Track	On Track	On Track	The dashboard of the Tirol Werbung is currently under construction.
4.2 The sustainability measures of the Tirol Tourist Board have been made measurable and verifiable ur		4.2.2 Production of an annual covention report with a focus on sustainability.	From January 2021 onwards, a Convention Report will be published annually.	annually	Convention Bureau Tirol	2	Done	Done	Done	A Convention Report is produced annually.
the end of 2022.	14 UFE RELIVE WALER	4.2.3 By the end of 2021, all convention.tirol employees will take part in emergency management training.	By the end of 2021, all Convention Tirol employees have attended emergency management training. The emergency management plan is known in the Tirol Tourist Board until the end of 2021 and is made available to the employees.		Convention Bureau Tirol, Eventmanagement Team, UDL	1	Done			All CBT staff attended the training 28/29.09.2021.
		4.2.4 As a result of an initiative of the IDT Sustainability, a sustainability management system will be implemented in the Tirol Tourist Board by mid-2022.	From August 2022, a sustainability management system will be in place within the Tirol Tourist Board, which will permanently change and influence the tasks and activities within the organisation.	annually	IDT Nachhaltigkeit, Tirol Werbung	2	Delayed	Delayed	On Track	Delayed. with the reorganisation and installation of a sustainability competence centre, this will be implemented in 2023.
		4.2.5 Integration of the meetings industry in the crisis resilience plan of Tirol Tourist Board until mid-2022.	By mid-2022, the crisis resilience plan, which includes the meetings industry, was developed together with an external expert.	annually	Tirol Werbung, Convention Bureau Tirol, Externer, Event Team	2	Not started yet	Not started yet	Not started yet	Not yet started as there is no public crisis resilience plan

:							weekly			Not started yet
	Pillar		SMART Goal		Actions	How will it be measured / KPI	Frequency of measurement	Who Will be Responsible	PRIORITY	Status
					4.5.3 The Convention Tirol website is also accessible until the end of 2023.	In addition to the language versions, an accessible website version will also be available from January 2024.	annually	Convention Bureau Tirol	2	Not started yet
			4.5 A barrier-free offer (digital and structural) is available at all convention.tirol partner businesses by 2030.		4.5.2 Raise awareness of accessibility through increased communication via Convention Tirol channels by the end of 2025.	The increase in awareness is noticeable via the annual customer and industry surveys by +25% by 2025.	annually	Convention Burau Tirol	1	on Track
					4.5.1 The Convention Bureau Tirol will step up training initiatives in the field of digital accessibility by the end of 2023.	This will be worked out in more detail within the Social Impact and Measurement Strategy by the end of 2022.	annually	Convention Bureau Tirol, GDS Movement	2	Not started yet
			4.4 By 2030, 60% of convention.tirol partner businesses and regions will be certified with the Austrian Eco- label.		4.4.3 The Convention Bureau Tirol provides its partner businesses with ongoing support in the certification process, points out subsidies, arranges contacts and advises on concept development.	An annual training offensive on the subject of certification was launched. By 2030, 60% of Convention Tirol partner businesses will be certified.	annually	Convention Bureau Tyrol, Greenolution, Tyrol Chamber of Commerce	1	On Track
					4.4.2 By 2030, 100% of Tirolean destinations will have been awarded the Austrian eco-label for destinations (which is currently still being developed). For this purpose, the CLAR regions serve as a model with charisma	By 2030, all Tirolean regions will have been certified.	annually	Tirol Werbung	2	on Track
				5 could Calladity Calladity Calladity Calladitation Calladita	4.4.1 Creation of a certification guideline for Convention Tirol partners by mid-2022 and will be evaluated and adapted	The certification guideline will be available for download in the Convention Tirol member area from August 2022.	annually	Convention Bureau Tirol, Greenolution	1	Done
		4 Tirol as a congress and conference destination is perceived as an authentic meeting destination.			<b>4.3.2</b> Innovative mobility solutions of convention.tirol partner businesses will be more strongly staged and incentives will be provided as an incentive for public travel to own events.	By 2025, 50% of Convention Tirol's own events have rewarded and promoted public travel via prize draws or other incentives. By 2025, disseminate at least 4 innovative best practice mobility examples via convention.tirol communication channels.	annually	Ms Johne Katleen Tirol Werbung - Mobility Officer and Tourism Attitude, Landlord Academy, Convention Bureau Tirol	2	Done
	Living Proof (Experience Tyrol as an authentic meeting and model region)		4.3 By 2030, 70 % of the regions in Tirol offer sustainable public mobility options on site and expand their e-car sharing fleet.	12 ACCORDUCTION AND MODIFICIENT AND MO	4.3.1 Representation of interests and cooperation with ÖBB, Tirol, Österreich Werbung, ACB should lead to an Austria-wide rail ticket for congress participants by 2025 at the latest.	At the end of 2025, an Austria-wide rail ticket will be available to all congress participants.	annually	ÖBB, ACB, Austrian Convention Bureaux	2	On Track

monthly

quarterly annually Biennial

On Track

Done Delayed Not relevant

	On Track	Done	2023: Is already in use: ÖBB Congress Account: https://www.oebb.at/en/tickets- kundenkarten/businessreisen/kongresskonto
	Done	Done	2021: Raffle Tirol Connect 2022: Reward for public travel for participants MICE Story Tirol 2023: Website integration & communication of public travel information on CBT partner profiles. Convention4U
	Done	Done	The guidelines of the ÖUZ have been summarised for Tyrolean convention partners and interested parties in an easy-to-understand presentation and are evaluated and adapted annually
	On Track	On Track	The Austrian Eco-label is working with 6 Tyrolean pilot destinations on the development of a certification for destinations. This goal is also anchored in the Tyrolean Way. Sustainability coordinators are appointed in the destinations.
	On Track	On Track	2021: Virtual network meeting Advent Tea(m) Time on certifications on 07.12.2021 2022: Exchange on sustainability strategy: Webinar on 2022 the following businesses have been certified with the eco-label: Austria Trend Hotel Congress Innsbruck, Hotel & Wirtshaus Post, Lebenberg Schlosshotel, Stanglwirt 2023 Europahaus Mayrhofen, Harrys Home Telfs, Haus Sonne Fieberbrunn, Landhaus Edelweiss/Pitztal
	Done	On Track	Accessibility of our partners was prominently displayed on the covention.tirol website Training is the topic of the new team Competence Centre Sustainability Impact strategy is in progress in 2023
	On Track	On Track	2022: Barrier-free conference hotels included as landing page on convention.tirol and category in submenu
:	Not started yet	Not started yet	The Convention Tirol website will be integrated into the general Tirol advertising website. Accessibility is therefore a general TW topic.
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