




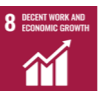







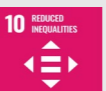






Area of Action	Key Objective	Impact Goal	SDGs	Measure	KPI / Indicators	Frequency of measurement	Who Will be Responsible	Priority	Status 2021	Status 2022	Status 2023	Notes
Enabling People (Impulses and empowerment for a sustainable knowledge culture)	1. All relevant service providers in the Tyrolean conference industry offer regenerative and healthy meetings and customers know about them.	1.1 Increase awareness of sustainable events in the meetings industry from 72% to 85% by December 2025.		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.	quarterly	Convention Bureau Tirol	1	Done	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.
				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	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.
				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	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.
				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	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 opinion that Tirol is a top destination for regenerative and healthy meetings.
		1.2 100% of the convention.tirol education offer includes sustainability aspects by December 2025.		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	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;
				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	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
		1.3 From 2022, at least 70% of all convention.tirol own events are Green Meeting/Green Event sustainable or certified, by 2025 100%.		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	Done	Done	Certification process started in summer 2021, licensee of the Austrian Eco-label since 23.09.2021.
				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	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.
				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	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

		 	<p>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.</p>	<p>By the end of 2023, a mobility plan with concrete measures will be available from the working group.</p>	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
		 	<p>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.</p>	<p>By the end of 2035, 100% of public transport will be powered by renewable energy.</p>	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)
		   	<p>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.</p>	<p>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.</p>	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.
		   	<p>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.</p>	<p>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.</p>	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.
			<p>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.</p>	<p>The Meet Green Label and an associated catalogue of criteria were published on the Convention Tirol website by mid-July 2022 at the latest.</p>	annually	Convention Bureau Tirol	1	Not started yet	Delayed	Delayed	
			<p>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.</p>	<p>Annual employee surveys show a positive development of the mood until 2025.</p>	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.
			<p>4.1.4 By the end of 2022, all Convention Tirol partners have undergone 'Safe Service' certification.</p>	<p>By the end of 2022, all convention.tirol partners will have implemented the Safe Service logo on their websites</p>	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.
		 	<p>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).</p>	<p>In January 2023, the first Convention Tirol sustainability report or another reporting tool (e.g. dashboard) will be published.</p>	annually	Convention Bureau Tirol	1	On Track	On Track	On Track	The dashboard of the Tirol Werbung is currently under construction.
		 	<p>4.2.2 Production of an annual convention report with a focus on sustainability.</p>	<p>From January 2021 onwards, a Convention Report will be published annually.</p>	annually	Convention Bureau Tirol	2	Done	Done	Done	A Convention Report is produced annually.
		 	<p>4.2.3 By the end of 2021, all convention.tirol employees will take part in emergency management training.</p>	<p>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.</p>		Convention Bureau Tirol, Eventmanagement Team, UDL	1	Done			All CBT staff attended the training 28/29.09.2021.
			<p>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.</p>	<p>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.</p>	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.
			<p>4.2.5 Integration of the meetings industry in the crisis resilience plan of Tirol Tourist Board until mid-2022.</p>	<p>By mid-2022, the crisis resilience plan, which includes the meetings industry, was developed together with an external expert.</p>	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

Pillar	SMART Goal	Actions	How will it be measured / KPI	Frequency of measurement	Who Will be Responsible	PRIORITY	Status					
Living Proof (Experience Tyrol as an authentic meeting and model region)	4 Tirol as a congress and conference destination is perceived as an authentic meeting destination.	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 RESPONSIBLE CONSUMPTION AND PRODUCTION 14 LIFE BELOW WATER	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	On Track	Done	2023: Is already in use: ÖBB Congress Account: https://www.oebb.at/en/tickets-kundenkarten/businessreisen/kongresskonto
			15 LIFE ON LAND	4.3.2 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	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
	4.4 By 2030, 60% of convention.tirol partner businesses and regions will be certified with the Austrian Eco-label.	5 GENDER EQUALITY 6 CLEAN WATER AND SANITATION	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	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	
		7 AFFORDABLE AND CLEAN ENERGY 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	4.4.2 By 2030, 100% of Tyrolean 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 Tyrolean regions will have been certified.	annually	Tirol Werbung	2	on Track	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.	
			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	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 the eco-label: Austria Trend Hotel Congress Innsbruck, Hotel & Wirtshaus Post, Leberberg Schlosshotel, Stanglwirt 2023 Europahaus Mayrhofen, Harrys Home Telfs, Haus Sonne Fieberbrunn, Landhaus Edelweiss/Pitztal	
			4.5 A barrier-free offer (digital and structural) is available at all convention.tirol partner businesses by 2030.	10 REDUCED INEQUALITIES	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	Done	On Track
		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	On Track	On Track	2022: Barrier-free conference hotels included as landing page on convention.tirol and category in submenu		
		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	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.		

weekly
monthly
quarterly
annually
Biennial

Not started yet
On Track
Done
Delayed
Not relevant