

WONDERFUL COPENHAGEN'S ENVIRONMENTAL POLICY



WONDERFUL
COPENHAGEN



INTRODUCTION

Tourism generates jobs and growth in the capital region and contributes to making our capital and the entire Greater Copenhagen metropolitan region more vibrant and diverse. The visiting leisure and business tourists bring new knowledge and new impulses along with them. When they return home, they bring all the new impressions back with them. This results in an increased awareness of the capital as well as what the city and the whole region stand for around the world.

Tourism creates experiences, development, growth and prosperity, but tourism also has a negative impact on the environment. It is therefore essential that Wonderful Copenhagen leads the way and contributes to sustainable tourism.

In 2015, the UN adopted 17 ambitious global goals that establish the framework for the global development efforts towards 2030. Wonderful Copenhagen wants to contribute to this global agenda. Many of the goals are directly and indirectly linked to Copenhagen as a city and to tourism in the broader sense: to promote sustainable and renewable economic growth, full and productive employment as well as decent work opportunities for all.

Political decisions need to be adopted and implemented in order to encourage sustainable tourism that creates jobs and promotes local produce and culture (goal 8). It is also necessary to develop tools for this exact purpose (goal 12), make cities and local communities more sustainable (goal 11) and promote sustainable consumption and means of production. Lastly, to contribute by strengthening global partnerships for sustainable

development (goal 17).

The Capital Region of Denmark and The City of Copenhagen are ambitious in regards to sustainability. Copenhagen is known as a city, which has made great progress in regards to innovation and sustainable initiatives in both research and technology. The clean water in the city's harbour, the effective infrastructure and world-leading public transportation system as well as the many cyclists are just some of the environmental initiatives that characterise our destination and that have inspired other destinations around the world.

The ambition in the Capital Region of Denmark's growth and development strategy for Greater Copenhagen is to be a green and innovative metropolis with high growth rates and quality of life. The City of Copenhagen plans to become the world's first completely CO2 neutral capital by 2025. The municipality works with a holistic sustainability concept, where environment and climate are not isolated but viewed in relation to social and economic sustainability, both locally and globally, in regards to future generations.

Wonderful Copenhagen wants to support this agenda. Today, a majority of the hotels and conference venues in Copenhagen excel in green labelling and implement sustainable initiatives of different kinds. The restaurants focus on minimising food waste and use local produce. All this contributes to strengthening the overall reduction of CO2 omission and leaves a less harmful imprint on the environment.



SUSTAINABILITY

Sustainability is based on the definition: People, planet and profit. The Earth's scarce resources and the environment are the main areas we as a company wish to focus on.

The three dimensions – the economic, the social and the environmental – cannot be viewed in isolation. The environmental challenges are unsolvable without thorough understanding and consideration of the world's economic and social challenges. Likewise – economic growth without consideration of the environment leads to resource challenges that ultimately affect both the environment and the economy.

Wonderful Copenhagen's work with sustainability is based on the following overall approach:

Direct actions. The way in which we work. Wonderful Copenhagen's work with creating a sustainable organisation. We work in a way that involves implementing environmental thinking into our day-to-day work.

Indirect actions. What we work with. Wonderful Copenhagen's main function is to promote tourism. We work towards encouraging consideration of sustainability in our external relations and tasks.

WONDERFUL COPENHAGEN AND GREEN KEY

Wonderful Copenhagen has already launched some environmental initiatives and have several energy efficient functions in-house, including light sensors. However, we want to progress.

In our forward-thinking approach, we have initially chosen to follow the Green Key criteria. This is as part of a pilot project in co-operation with Green Key. In order to achieve the sustainability certificate, businesses have to meet a number of requirements. We are continuously working on this. The certification has national and international status. It is the tourism industry's own recognised environmental scheme, which has just become GSTC recognised (Global Sustainable Tourism Council).

The following environmental policy is "Version 2016". Wonderful Copenhagen's management annually revises the operative part of the environmental policy. It will be revised for the first time in 2017 when Wonderful Copenhagen's new strategy has been finalised.



ENVIRONMENTAL POLICY VERSION 2016



WALK THE TALK – SUSTAINABLE CITY – SUSTAINABLE WONDERFUL COPENHAGEN

Copenhagen is acknowledged as a green city with a focus on sustainability and is known in the meetings industry as the Capital of Sustainable Meetings. Sustainability and quality of life are also focal points in Wonderful Copenhagen's marketing policy. Especially since it is something tourists take note of and feel when visiting. Whether it is the clean air, clean water, smart technological solutions or responsible businesses. Because of this, we are obligated to act - both Wonderful Copenhagen and other key tourism operators in the city. This is especially the case in the meetings and congress business areas.

COMMITMENT STATEMENT

As a company, Wonderful Copenhagen is committed to showing that the environment and sustainability are closely linked and are of great significance - both in business and in daily life. Wonderful Copenhagen continuously work in a more sustainable direction, which supports the core messages in our story of Copenhagen and contributes to inspiring our outside world, business partners and the tourists in the city.

VISION

Wonderful Copenhagen will show the world around us - nationally and internationally - that it is both important and possible as a tourism organisation to contribute to sustainable development. We want to act, we want to learn from others better than us, and we will inspire the rest to take part.

CURRENT AND FUTURE ENVIRONMENTAL ACTIONS

We will fortify our current work in regards to a number of different environmental initiatives in significant areas such as energy consumption, waste management and resource exploitation.

Additionally, we will commit ourselves in the future by setting clear and concise goals for our energy and resource consumption and work actively to inspire the world around us. This is both in regards to current and new business partners, but also to the tourists that choose to visit Copenhagen.

DIRECT ACTIONS – WHAT WE WILL DO

WE WILL MINIMISE OUR ENERGY CONSUMPTION BY:

- Continuously keep an eye on our usage
- Using LED light and sensors in the house
- Turning off all computers, lamps and screens when leaving the office

WE WILL REDUCE WASTE AND USE OF RESOURCES BY:

- Waste management
- Effective and proper use of office materials
- Printing on both sides of the paper
- Sorting paper and having cardboard boxes for paper by the desks

WE WILL 'WALK THE TALK' AND INCLUDE ENVIRONMENTAL THINKING IN OUR DAY-TO-DAY WORK AND BUSINESS STRATEGY BY:

- Including employees so that they can contribute to improving our environmental efforts with valuable input
- Using bicycles or public transportation as much as possible to work and during work hours
- Focusing on collaborating on a sustainably run canteen incl. purchases
- Focusing on recycling, e.g. of office materials

INDIRECT ACTIONS – WHAT WE WILL DO TO INSPIRE OTHERS

WE WANT TO BE PART OF THE SUSTAINABLE DEVELOPMENT AND HELP LEAD THE WAY AS WELL AS BEING AN INSPIRATION TO OUR BUSINESS PARTNERS BY:

- Having a clear and concise environmental policy
- Getting even better at communicating environmental actions and ambitions
- Focusing on Copenhagen and the Greater Copenhagen metropolitan region as a sustainable destination in our marketing and e.g. in our materials, website and media. Also, reminding others in our surroundings that the environment and sustainable tourism are hugely important to Copenhagen as a destination
- Encouraging and motivating our business partners to put an increased emphasis on the environment and sustainable behaviour
- Cooperating with Green Key as part of a pilot project and actively work with developing a new, international environmental certification category for DMO's and other actors in the tourism industry. In this way, we will contribute to sustainable development in the industry on an international level