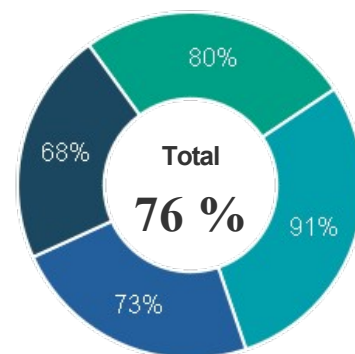
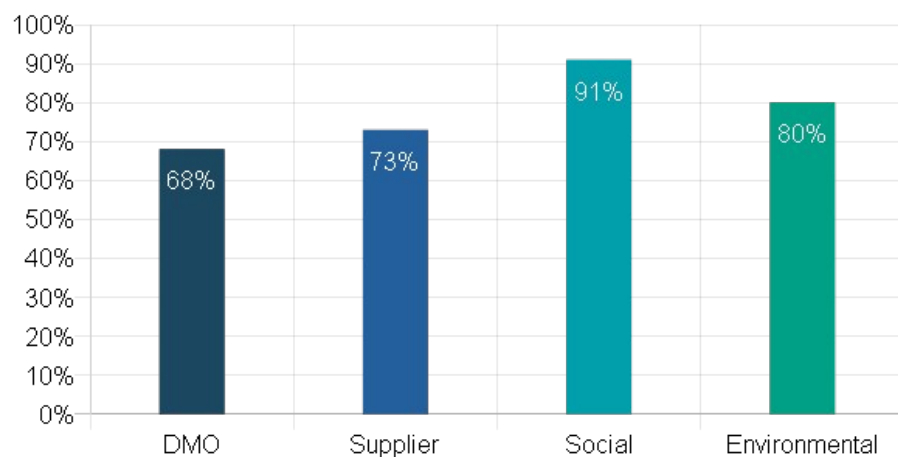


# Aalborg 2019 GDS-Index Report

## Performance Overview (2019)

● DMO ● Supplier ● Social ● Environmental



## DMO Performance Highlights

- ✓

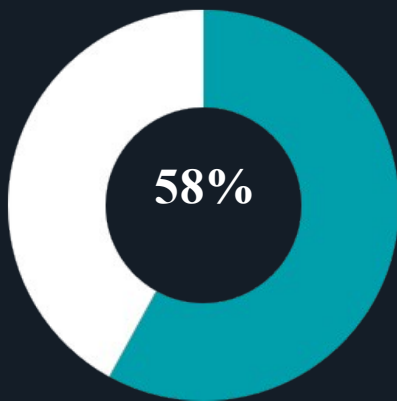
Does [DMO] have a Sustainability Strategy?
- ✗

Does [CITY] have a sustainable destination certificate?
- ✓

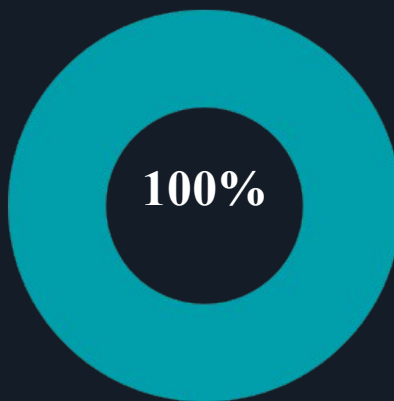
Does [DMO] report on its sustainability performance?

## Supplier Performance Highlights

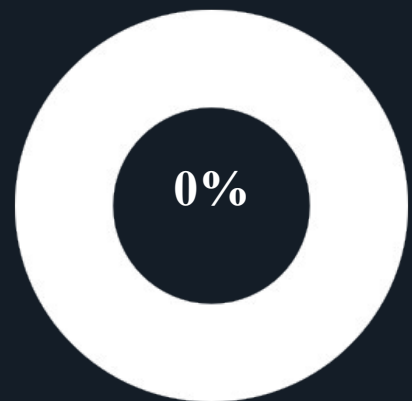
From the very beginning, VisitAalborg CVB has been a supporter and a part of the development of the ICCA Scandinavian Sustainability Index, now extended to the Global Sustainability Destination Index. 64% of all hotel capacity in Aalborg holds an official eco-certification, and the largest conference venue of the city Aalborg Congress & Culture Center has obtained an official ISO 20121 certification in 2017! VisitAalborg CVB also provides information for clients on how to host a sustainable meeting in Aalborg and North Denmark.



OF SUSTAINABILITY CERTIFIED  
HOTELS



OF SUSTAINABILITY CERTIFIED  
VENUES



OF SUSTAINABILITY CERTIFIED  
PCOS/DMCS

## Social Performance Highlights

Apart from the environmental aspect, Aalborg is the happiest city in the EU (2016) and a city in a country listed in the absolute top of rankings such as least corrupt country/ most prosperous country/ most peaceful country/ and best country for women.

SDG IMPLEMENTATION SCORE



SCORE ON SOCIAL PROGRESS INDEX

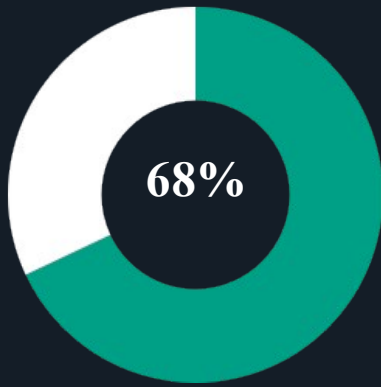


SCORE ON CORRUPTION PERCEPTION INDEX

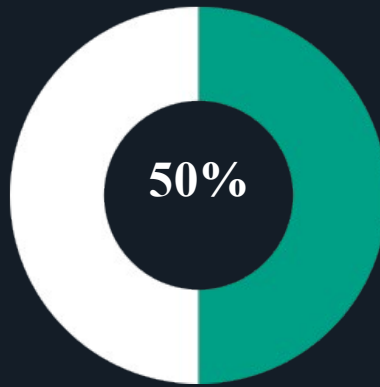


## Environmental Performance Highlights

Every year Aalborg holds a sustainability festival week where the city and the municipality invite everyone to showcase their sustainable projects in the city and surrounding area. The city of Aalborg has had sustainability on the agenda for many years with the "Aalborg Charter", and continues to push its development towards a more sustainable future. The 'Aalborg Charter' (1994) is an urban environment sustainability initiative approved by the participants at the first European Conference on Sustainable Cities & Towns in Aalborg, Denmark. It is inspired by the Rio Earth Summit's Local Agenda 21 plan, and was developed to contribute to the European Union's Environmental Action Programme, 'Towards Sustainability'. The Charter is based on the consensus of individuals, municipalities, NGOs, national and international organisations, and scientific bodies. More than 3000 local authorities from more than 40 countries have signed the Charter. This has resulted in the largest European movement of its type.



OF ELECTRICITY FROM  
RENEWABLES



OF WASTE  
RECYCLED

**17 ha**

HECTARES OF GREEN AREA PER 100  
000 POPULATION

Contact : Inge Krogh Larson ([ikl@aalborg.dk](mailto:ikl@aalborg.dk))

Organisation : Visit Aalborg (<https://www.visitaalborg.dk/corporate/om-visitaalborg/aalborg-en-baeredygtig-turistdestination>)

## About the GDS-Index

The Global Destination Sustainability Index ([GDS-Index](#)) is a destination level programme that measures, benchmarks and improves the sustainability strategy and performance of meetings, events and business tourism destinations. The mission of the programme is to engage, inspire and enable destinations to become more sustainable places to visit, meet in and thrive in.

**Criteria** : The 2019 GDS-Index uses 70 indicators that evaluate the destinations across four key areas and against the UN Sustainable Development Goals:



### City Environmental Performance

Climate, Energy and Emissions  
Waste  
Air Quality  
Water  
Transportation  
Green Areas



### City Social Performance

Sustainable Development Goals (SDGs)  
Corruption  
Social Progress  
Transportation  
Overtourism



### Supplier Performance

Hotels  
Airport  
Agencies (PCOs & DMCs)  
Restaurants  
Venues



### Destination Management Performance

Destination Strategy  
Policy & Certification  
Governance  
Staff Engagement & Capacity Building  
Measurement and Reporting  
Sales and Marketing  
Client Support  
Accessibility  
Community Action & Collaboration



Find out more about our methodology, criteria and data verification [here](#)

**Ownership** : The GDS-Index is not owned by any one organisation. It is operated as a multi-stakeholder partnership founded and endorsed by IMEX, MCI, the International Congress and Convention Association (ICCA) and European Cities Marketing. Gubi Consulting and Guy Bigwood is responsible for the management of the Secretariat. For more [information](#).