



Be the change you want to see
in the world: #BeeSustain

Denmark

ICCA 2014 Best Marketing Award
Entry
Wonderful Copenhagen CVB



COPENHAGENCVB.COM

1. What were the marketing challenges being addressed?

Capital of Sustainable Meetings – a threatened position

Some 10 years ago, having an international airport, one or two convention centers and a selection of hotels was enough to be considered a competitive convention and meetings destination.

Since then, the competition has grown massively, with new destinations entering the domain, and it is no longer enough solely to offer hardware and logistics to stand out and get attention.

Having a brand and a corporate story that people can and want to relate to have become important factors too.

Copenhagen has all its meetings hardware in place. The city also has a strong environmentally friendly profile in general, an extensive portfolio of hotels and venues with a green, distinctive mark, and a unique track record of sustainable meetings management in specific.

Through pioneering work on eco-certifying mega events, such as the UN Climate Change Conference COP15 in 2009 and The Danish EU presidency in 2012, Copenhagen's meetings industry was motivated and forced to a drastic upgrade on eco-friendliness.

The mega events and the development in the city's meetings product received massive international attention and publicity in the meetings industry, and Copenhagen earned the nickname Capital of Sustainable Meetings.

But our position as Capital of Sustainable Meetings is threatened. Both because other destinations focus on sustainable solutions, but, more importantly, because we know that we earned the title Capital of Sustainable Meetings by eco-certifying mega events and are telling the world about it.

With no such events currently in the pipeline, we had to think out of the box to preserve our position. We had to do so within the given budgets. We chose to focus on an initiative in the cross field between PR and marketing – a cross field we have worked successfully in over the years.

Limited budgets call for creativity

With a point of departure in our Capital of Sustainable Meetings title, Wonderful Copenhagen CVB has managed to get hundreds of pages of international publicity and invitations to numerous of industry sessions with a theme of sustainable meetings management in practice.

It is beyond question that the international attention and publicity has been disproportionate with the size of our destination on the one hand, and our budgets on the other hand. Wonderful Copenhagen CVB has never had a huge marketing budget, but in recent years, the majority of the budgets allocated to traditional marketing activities have been redirected to sales activities.

Therefore, the attention and publicity generated from the Capital of Sustainable Meetings-position have been a priceless and crucial element in our work with promoting Copenhagen as a convention destination.

Copenhagen – a green capital

- ❖ Copenhagen has earned the title of European Green Capital 2014.
- ❖ The Copenhagen City Council is working targeted to become the world's first CO₂-neutral capital by 2025. In 2013, Denmark ranked number one on the Climate Change Performance Index, a success based on positive development in recent emissions and good policy execution.
- ❖ Copenhagen was the first city ever to host an eco-certified international political summit when some 30,000 people attended the UN's Climate Change Conference, COP 15, in 2009.
- ❖ In 2012, Denmark hosted the presidency of the European Union. More than 100 meetings were organised according to the sustainable event management system, ISO20121, making it the most sustainable European Union presidency ever.
- ❖ In 2011 Copenhagen the International Cycling Union assigned it the first official 'Bike City' and today 52 % of Copenhageners commute by bike. Copenhagen has also been named 'most walkable city'.
- ❖ 71 % of the city's hotel rooms are now eco-certified; the number has risen from 8 % in 2008.
- ❖ The majority of the city's convention venues are Green Key certified, including the two largest venues Bella Center and Tivoli Congress Center.



2. What is innovative and creative about the campaign/project; What lessons can other ICCA members learn from your ideas?

The innovative and creative approach

We wanted our contribution to differentiate us from competitors in the meetings industry, who also focus on sustainability and CSR.

Therefore our initiative should:

- ❖ expand and develop from our current platform: Capital of Sustainable Meetings.
- ❖ be unexpected and 'crazy' without yielding from the seriousness of our message.
- ❖ appeal to numerous senses and include elements of surprise and humor as icebreakers in our contact with our target audience.
- ❖ put us 'out there on the edge' where we, ourselves, embody the concept in a visible way.
- ❖ engage our target audience in specific and the industry in general to participate and 'create a buzz.'

We quickly acknowledged that we needed a recognizable symbol or mascot for sustainability – something that could serve as a conveyor by giving our message wings and strengthening our position.

The mascot had to be relatable, likable, easy to communicate and understand and - crucially – embody our story about sustainability. It should also be possible to relate it specifically to Copenhagen. We decided to throw our love on this poor, little guy: 



But why the honeybee?

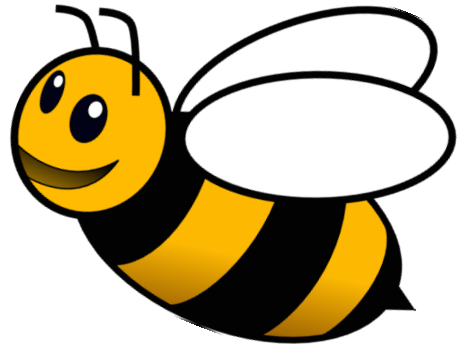
- ❖ Bees are crucial to our eco-system and responsible for the pollination of at least 1/3 of the food we eat. This is easy to relate to both on a personal and a more general level.
- ❖ Bees are an endangered species, and numerous sustainable actions can easily be undertaken to support their conditions. Those actions also support the eco-system as a whole and therefore pave the way for sustainable behavior in any industry.
- ❖ Bees have a very characteristic and recognizable look and are appealing because they are attracted to flowers and produce honey.
- ❖ Bees are organized in unique societies where they all have specific roles and contribute to the common good.
- ❖ The bee also has an anchoring in Copenhagen through the CSR project called ByBi, the City Bee project. A number of key players in the Copenhagen meetings industry, including us, have been engaged in supporting the project.

About the Copenhagen ByBi Project:

Since 2011 ByBi has placed over 4,5 million bees around Copenhagen. The project not only work to preserve bees, but also trains homeless people and others on the edge of the labor market to become beekeepers and learn and share the importance of the bees. ByBi also activates kids and refugees and encourage the Copenhageners to plant flowers and fruit trees around the city. In 2013, they harvested 5 tons of honey in Copenhagen.



From marketing to movement



#BeeSustain

- ❖ The mascot is small, but the mission we decided to take on is big. Our main focus, of course, is to draw attention to Copenhagen and get people to choose us for their next convention or event!
- ❖ However, staging green events in Copenhagen is not enough when you have an ambition of making the world a better place. And that is our ambition too!
- ❖ We want to practice what we preach, and we are convinced that with the title Capital of Sustainable Meetings comes an obligation to share knowledge and best practices with the international meetings industry on a global level.
- ❖ Under the motto **'Be the change you want to see in the world,'** we want to highlight the importance of sustainability and inspire others to be sustainable too – no matter where in the world they stage an event.
- ❖ Therefore, **#BeeSustain** is more than just your average campaign – it is a movement designed to encourage sustainable initiatives and inspire players in the meetings industry.
- ❖ The #BeeSustain movement launched for IMEX 2014 in Frankfurt.

2.1 What can other ICCA members learn?

Think big – make your personal agenda global

When promoting Copenhagen we work with three key narratives: Innovation, High Quality of Life and Sustainability. Sustainability is also a global issue. In the #BeeSustain initiative we merge your own agenda with a global agenda which help create a spin off in our messages.

Go small – what you're looking for might be just in front of you

We looked to our local surroundings to find a step stone from which we could unfold our narrative. It must be a recognizable symbol and a story which people can easily relate to, also on a personal level.

Co-create – inform, invite and engage

We want to inform, engage and educate the industry on a topic we feel passionately about – which is how sustainability can contribute to cost-effective meetings and conferences without compromising neither quality nor the environment. We also invited the industry to #BeeSustain with us and share learnings on sustainability.

Use existing physical & virtual platforms

With a **limited budget**, use and activate the platforms you are already working with/on such as:

- ❖ Campaigns or similar that are already 'in the book.' Consider how you can benefit from combined actions.
- ❖ Your own and/or the meetings industry's existing virtual channels such as the Web, newsletters, social media etc.
- ❖ Your own and/or the meetings industry's existing, physical platforms such as international trade shows.
- ❖ If you decide to use printed materials, 'less is more' should be your guiding star. Think catchy core messages rather than multi-page explanations and guide your audience to where they can find more information on virtual channels.

Use the press and your stakeholders

If used properly, PR can do magic to support your marketing activities. If you have an established relation to key journalists whom you have supported with serious and relevant press material at any given opportunity, you can easily activate them with a well written press release to help spread your message.

Engaging stakeholders as ambassadors is also a way to get both credibility and attention.

3. How was the campaign/project undertaken - demonstrate the professionalism involved by setting out all the key steps

As mentioned before, we had to unfold the initiative within the given budgets, which left us with DKK 15.000 (€ 2.000) in cash. We started our work in early April 2014 with the ambition to launch at IMEX 2014 in Frankfurt.

We did every single element in-house, including developing the overall concept, copy writing, design etc.



Elements and key steps in the #BeeSustain initiative

Title equals hashtag

Our ambition was to create a buzz around sustainability with the bee as the point of departure. Therefore, the title of the initiative had to incorporate both the word 'bee', sustainability and a call to action.

A short brainstorming session led us to the title BeeSustain, which we decided to convert into the hashtag **#BeeSustain**, making it both eye catching as a title and usable when sharing our legacy on sustainable event management on social media.

Visual identity

We decided to make the bee our mascot, and in order to personalize it and make it 'ours,' we designed the '**Copenhagen CVBee**':



Website

We built an online **#BeeSustain** universe as a sub-site to our main website www.copenhagencvb.com., the www.copenhagencvb.com/beesustain site, where we:

- ❖ presented our initiative and mission.
- ❖ explained about the importance of the bees and demonstrated how one can easily and inexpensively support their conditions through concrete sustainable actions.
- ❖ shared best practices and check lists for sustainable event management.
- ❖ informed about Copenhagen as the Capital of Sustainable Meetings.

The screenshot shows the #BeeSustain website layout. At the top is the COPENHAGEN CONVENTION BUREAU logo and navigation links for 'Other sites' and 'International'. Below this is a horizontal menu with five categories: 'ABOUT COPENHAGEN' (Why Copenhagen, sustainability, testimonials & references), 'OUR SERVICES' (What we offer, planning tools, promotional materials), 'PLANNING' (Transportation, welfare, organizers, social program), 'NEWS & EVENTS' (Latest news, social media, corporate calendar, events calendar), and '#BEESUSTAIN' (Create a buzz). A search bar is located on the right. The main content area features a large headline 'BE THE CHANGE YOU WANT TO SEE IN THE WORLD - #BEESUSTAIN' with a sub-headline 'Why all the buzz about bees? As the Capital of Sustainable Meetings, Copenhagen is not only a frontrunner on sustainable meetings management. We also have an obligation to share best practices and inspire the meetings industry to act more sustainable.' Below this is a section titled 'Meetings of the future will be driven by collaborations, sustainable meeting design, innovation, and hybrid technologies. Using sustainability as a design principle creates better and more innovative meetings and helps improve your return on investment in meetings.' and another section 'The honeybee is crucial to our eco-system and is the embodiment of our sustainable meeting initiatives. We ask you to involve your participants and support the bees - explore why and how here in our #BeeSustain-universe.' The right side of the page features a grid of images and text boxes: a large photo of a conference, a photo of hands holding a seedling with the text 'How sustainability helps cut costs', a photo of a person looking at a city with the text '5 reasons why sustainability drives innovation', a photo of a bee on a yellow flower with the text 'How to support the bees at your next event', a photo of a red and white striped hat with the text 'Sustainable Checklist', a photo of a man's face with the text 'Sustainable Event Management helps save planet and budget', and a photo of a red and white striped hat with the text 'Best Practice: Event Sustainability Report'. At the bottom, there are two more sections: 'CMIC Board on: Better Meetings through Sustainability' and 'Why bees are crucial'.

COPENHAGEN CONVENTION BUREAU

Other sites International

ABOUT COPENHAGEN
Why Copenhagen, sustainability, testimonials & references

OUR SERVICES
What we offer, planning tools, promotional materials

PLANNING
Transportation, welfare, organizers, social program

NEWS & EVENTS
Latest news, social media, corporate calendar, events calendar

#BEESUSTAIN
Create a buzz

Search

BE THE CHANGE YOU WANT TO SEE IN THE WORLD - #BEESUSTAIN

Why all the buzz about bees? As the Capital of Sustainable Meetings, Copenhagen is not only a frontrunner on sustainable meetings management. We also have an obligation to share best practices and inspire the meetings industry to act more sustainable.

Meetings of the future will be driven by collaborations, sustainable meeting design, innovation, and hybrid technologies. Using sustainability as a design principle creates better and more innovative meetings and helps improve your return on investment in meetings.

The honeybee is crucial to our eco-system and is the embodiment of our sustainable meeting initiatives. We ask you to involve your participants and support the bees - explore why and how here in our #BeeSustain-universe.

How sustainability helps cut costs

5 reasons why sustainability drives innovation

How to support the bees at your next event

Sustainable Checklist

Sustainable Event Management helps save planet and budget

Best Practice: Event Sustainability Report

#BeeSustain - the latest buzz in the meetings industry
As a meetings professional you've got an opportunity to do something and

CMIC Board on: Better Meetings through Sustainability

Why bees are crucial

Printed material

We designed PR- and marketing material made of plantable flower seed paper, asking people to help us save the bees and Planet Earth by planting flowers. To cut costs we hand cut both flyers and ribbons and the remains of the paper was selected for later use:



IMEX Sustainable Storytelling Tour

We pitched our #BeeSustain initiative to IMEX Sustainability team and got accepted as one of six stops among IMEX exhibitors as part of the IMEX Sustainability Storytelling tour.

Press release

We distributed a press release on the initiative to around 700 industry journalists on May 14th, the week before IMEX (See appendix 1). The release was picked up by around 10 medias online.

Newsletter

We included the press release in our own newsletter, which was sent out to 8.000+ contacts in the global meetings industry on May 15.th We also included an invitation to meet us at IMEX with a picture of our team in bee-striped t-shirts (See Appendix 2).

The newsletter also included a story on our 'adoption' of two bee families in the Copenhagen ByBi/City Bee project. The adoption had already been decided back in 2013 as part of our general work with sustainability, and was not as a part of the #BeeSustain-initiative itself, but we timed the action and the release on it to fit our initiative.

Twitter

On May 17 we started using the #BeeSustain hashtag on our @copenhagencvb Twitter.

Selection of tweets by us during IMEX 2014



@copenhagencvb: #Denmark, land of #beer & #honey, invites all #eventprofs to support #bees, they're crucial to our #ecosystem Share actions: #BeeSustain

@copenhagencvb: To bee or not to bee, #eventprofs? Follow #BeeSustain & help us save the #bees copenhagencvb.com/beesustain

@copenhagencvb: #BeeSustain, latest buzz in the meetings industry copenhagencvb.com/copenhagen/bee... #eventprofs #sustainable

@copenhagencvb: Are you ready, #imex14 #eventprofs? Pop by the #Danish stand F270 & get an update on #BeeSustain. #sustainability <http://t.co/C3Xy7dYzv2>

@copenhagencvb: Don't #bee a wannabe, #eventprofs Save #bees copenhagencvb.com/beesustain

@copenhagencvb: Meet us at #IMEX14 at experience our #BeeSustain initiative. copenhagencvb.com/copenhagen/bee... #eventprofs

@copenhagencvb: When you hear the humming, #IMEX14, you know that the @copenhagencvb'ee & @MeetDenmark is coming. F270 #BeeSustain

@copenhagencvb: We do buzz around, @cityandsand @IMEX_Group. Join #IMEX14 #sustainability tour 2pm & get the story on the #bees! #BeeSustain @GreenMeetings

Selection of tweets by others during IMEX 2014



SustainableEvt: #BeeSustain – the latest buzz in the meetings industry from Copenhagen @copenhagencvb sco.lt/8uH57J #sustainableevents
julienclarier: Nice way to #BeeSustain from @copenhagencvb :-) instagram.com/p/oLwhX1yi1r/
FionaPelham: #beesustain is a great example of #shareapositiveimpact led by Copenhagen CVB #beesarecrucial DENMARKINEGYPT: RT @copenhagencvb: Here is a guide on what to plant, @SWBauthor - we found it very useful when supporting the #bees, #BeeSustain http://t.c...
Jackiemulls: Rare chance to plant your badge & flyer #BeeSustain @copenhagencvb inspiring #sustainability at #IMEX14 #eventprofs http://t.co/SNm0gulLau
StuartRuff: RT @copenhagencvb: #Denmark, land of #beer & #honey, invites all #eventprofs to support #bees, they're crucial to our #ecosystem Share actions using #BeeSustain
AnneSeeberg: RT @copenhagencvb: When you hear the humming, #IMEX14, you know that the @copenhagencvb'ee & @MeetDenmark is coming. F270 #BeeSustain
Responsible_Biz: RT @copenhagencvb: MT @globinitatives: How events are #sustainable issuu.com/meetingmediaco... @Responsible_Biz @marinabaysands @rog_simons
rog_simons: RT @copenhagencvb: #BeeSustain, latest buzz in the meetings industry copenhagencvb.com/copenhagen/bee... #eventprofs #imex2014 @Responsible_Biz @marinab...
ellenvanree: RT @copenhagencvb: To bee or not to bee, #eventprofs? Follow #BeeSustain & help us save the #bees copenhagencvb.com/beesustain @MeetDenmark

YasminArrigo: "#Denmark, land of #beer and #honey, invites all #eventprofs to support #bees, they're crucial to our #ecosystem Share actions: #BeeSustain"

salliecoventry: RT @YasminArrigo: "#Denmark, land of #beer and #honey, invites all #eventprofs to support #bees, they're crucial to our #ecosystem Share ac...

Jackiemulls: RT @copenhagencvb: When you hear the humming, #IMEX14, you know that the @copenhagencvb'ee & @MeetDenmark is coming. F270 #BeeSustain

CRISTERENZIO: "@copenhagencvb: #BeeSustain, is the latest buzz in the meetings industry, copenhagencvb.com/copenhagen/bee... #eventprofs #imex2014 @MeetDenmark"

IMEX_Group: RT @copenhagencvb: We do buzz around, @cityandsand @IMEX_Group. Join #IMEX14 #sustainability tour 2pm & get the story on the #bees! #BeeSus...

cityandsand: RT @copenhagencvb: And read this article on the #BeeSustain initiative, the latest buzz: copenhagencvb.com/copenhagen/bee... @cityandsand @IMEX_Group

Mildasalcute: RT @copenhagencvb: #Denmark = #beer & #sustainability #IMEX14 Happy hour 16.00 at F270 #eventprofs copenhagencvb.com/copenhagen/byb... #BeeSustain

MICEboard: RT @MeetDenmark: Are you ready, #imex14 #eventprofs? Pop by the #Danish stand F270 and get an update on #BeeSustain. #sustainability

erlebnispete: RT @MeetDenmark: Are you ready, #imex14 #eventprofs? Pop by the #Danish stand F270 and get an update on #BeeSustain. #sustainability

TurismoOggi: RT @copenhagencvb: At the @MPI stand at #IMEX14 sharing #BeeSustain ideas. <http://t.co/MQtPcQGNog>

psalinger: RT @abarsoe: Danish Events Sector Bee-lieves in a better world #IMEX14 #BeeSustain See IMEX Daily Day3 p.46 imex-frankfurt.com/publications/d... <http://t...>

eveos: I like: meaningful marketing! #BeeSustain: Denmark - #IMEX Sustainable Storytelling Tour ow.ly/x85sx

nothing_to_add: RT @copenhagencvb Pop by F270 #IMEX14 & get updated on #BeeSustain #mindblowing #meetings#eventprofs bitly.com/1gmtwLH MT @MeetDenmark

The physical launch – IMEX 2014

In cooperation with our collaborative partner VisitDenmark and the Copenhagen meetings industry, we unfolded the concept at IMEX 2014. We showed up in a bee costume with bee-striped t-shirts wearing antenna hairbows and gardening aprons – some of us for the entire show, some for selected activities.

We asked the industry to #BeeSustain with us by handing out our plantable flower seed flyers, by gluing a #BeeSustain ribbon on people's name batches, by serving honey and Honey Beer from the Copenhagen CityBee-project ByBi, and by inviting to a planting session.

We also interacted actively *virtually* on Twitter and *physically* by walking the aisles and by popping by other exhibitors such as MPI, ICCA, GMIC - all engaged in our specific subject and in industry development in general - and business partners and competitors alike from around the world.

On IMEX day two we sent out a press release to around 700 industry journalists as a tease for our participation on the IMEX Sustainability Storytelling Tour. The release was one of many articles also shared on Twitter.

Our contribution to the IMEX Sustainable Storytelling Tour was a presentation on Denmark and Copenhagen as a frontrunner within Responsible Thinking and Sustainable Meetings Management. Responsible Thinking is one of four key elements from the Danish meetings design concept Meetovation, which we have developed and used in marketing and PR as a framework for meetings in Denmark in recent years.

The Storytelling Tour was also the setting for our planting session where all participants planted remaining flower seed paper cuts. After the session, the flower pots and the rest of the flower seed paper were donated to Sister Sigrid from the German charity Lichtblick who showed up in person to collect the pots.



After IMEX

In the period just after IMEX we kept the pot boiling on Twitter, and shared legacy of our actions on websites, in newsletter etc. We are currently working towards launching version 2.0 of our #BeeSustain movement, inspired by the publicity and attention the first version created.

4. Set out detailed objectives/targets and explain how well these were met, covering both financial and non-financial issues

Our ambitions with the #BeeSustain initiative have been presented in the previous pages, but in short, the overall ambition was to...

- ❖ brand Copenhagen as the Capital of Sustainable Meetings.
- ❖ create an engaging buzz around sustainable meetings management.
- ❖ create a preference for Copenhagen as a meetings destination and generate business.

...and our specific ambitions were to:

A) Increase visibility:

- ❖ via on- and offline publicity.
- ❖ through traffic to the www.copenhagencv.com/beesustain site.
- ❖ with direct attention at IMEX.

B) Engage target audience:

- ❖ on Twitter with the #BeeSustain hashtag.
- ❖ by wearing our ribbons.
- ❖ by word of mouth.

C) Increase and intensify interaction with target audience:

- ❖ at IMEX in general.
- ❖ at the Danish booth in specific.

A) Increase visibility

Publicity and traffic:

In May 2014, www.copenhagencvb.com/eesustain was in top 10 of the most visited pages on our general website

'**#BeeSustain** – the latest buzz in the meetings industry' was the most read article in the May issue of our Copenhagen Announcement newsletter.

In the week of IMEX, the traffic generated from Twitter to www.copenhagencvb.com was almost three times higher than on an average week.

The **#BeeSustain** press release was the most read release in our 'Latest News' feed in May 2014. It was picked up by around 10 online medias, and our sustainable actions got column inches in the IMEX Daily in two out of three issues.

Direct attention at IMEX

Getting attention at IMEX can be challenging. Our small Danish stand not only competes with other destinations in terms of square meters and extravagance, but we also compete with professional entertainers and actors hired to match the destination and product.

We chose to break the conventions by making an unexpected appearance in bee costumes, which resulted in massive attention and street credit. The humoristic touch worked perfectly as an icebreaker and a dialogue-opener.



B) Engage target audience

#BeeSustain on Twitter:

We obtained great engagement and activity on Twitter.

Twitter in numbers:

Outstanding IMEX week, May 19-25:

- ❖ Tweets: 448
- ❖ Retweets: 645
- ❖ Tweet reach: 740.9K

May in total:

- ❖ Tweets: 634
- ❖ Retweets: 878
- ❖ Tweet reach: 1.09M

First week of June:

- ❖ Tweets: 83
- ❖ Retweets: 43
- ❖ Tweet reach: 230.9K

In the above, around 5% of the tweets were written and posted by us. The rest of the tweets were generated by two distinct groups.

One group counted meetings industry professionals, including meeting planners, industry associations, media etc.

The other group counted people engaged in sustainability and environmental subjects, either on a professional level or on a private level.

#BeeSustain ribbons

We brought 340 ribbons with us, of which we glued just over 300 on name batches. We had visitors coming to the stand specifically to ask for a ribbon.

#BeeSustain – word of mouth

The Danish bees were - in our own experience - the 'talk of the town' at IMEX, and people willingly spread both the fact that we were doing something with bees and how it tied to sustainability.

c) Increase and intensify interaction with target audience:

The overall feedback from our staff and partners at the Danish IMEX booth was that the reactions from the visitors were purely positive. Even though our appearance was a bit 'crazy' the response was that it made sense in connection with communicating sustainability as a topic and Capital of Sustainable Meetings in specific.

In terms of using the bee as a symbol, those who were familiar with how sustainable actions are connected to the bee gave us credit for our actions, and those who were not familiar with the story wanted to know more.

In terms of spreading the message on Copenhagen as the Capital of Sustainable Meetings, we experienced that many who talked to us - because of our bee outfit – were not familiar with our specific position as a green frontrunner. The story about the bee was a useful hook to our narrative on Copenhagen and sustainability.

IMEX in general

We were approached by existing and potential clients, journalists, industry experts and competitors wherever we went at IMEX and had a striking increase in interactions and conversations outside our own booth.

The Danish booth in specific

Compared to other years, we didn't experience more visitors at the stand, which was surprising. What we did experience was a longer interaction with the clients and more people popping by without a pre-booked meeting.

Part of the explanation as to why we didn't experience a rise in number of visitors at the stand might be due to the fact that the number of partners exhibiting at the Danish booth was reduced by 20% in 2014 compared to 2013.

Budget

We had a budget of 15,000 DKK (€2,000). In total we spent 12,577 DKK (€ 1,677) on the bee outfit, pots and dirt and printed material. The honey we handed out was sponsored by Bella Sky Comwell Copenhagen Hotel.

Challenges and next step

In general, the **#BeeSustain** initiative was a huge success. We succeeded in getting the attention, the publicity, the interaction and the credit for addressing sustainability - an important issue.

We also cemented our position as frontrunners within sustainability and our brand as Capital of Sustainable Meetings. Many clients and journalists still refer to our **#BeeSustain** appearance at IMEX – despite the fact that many of them were not present at IMEX but have read or heard about it.

#BeeSustain definitely draw attention to Copenhagen and hopefully created a preference for our city as a meetings destination.

In terms of sharing best practices on sustainable event management we know for a fact that we have shared loads of information and inspiration which has been read and shared. In terms of getting the industry to adopt the more idealistic part of **#BeeSustain**, we didn't quite succeed because only a minority in our industry have shared their own best practices within sustainable event management using the **#BeeSustain** hashtag.

We are convinced, however, that there is still huge potential in the **#BeeSustain** initiative. Therefore – as we speak – we are working on the **#BeeSustain** version 2.0 with an aim to launch later this year, or in the beginning of 2015.

Here, we will build on the success in terms of attention and interaction and focus more specifically on how to create a higher engagement in spreading the message on the importance of sustainable actions in the meetings industry.

Appendix 1 – Press Release

#BeeSustain: Denmark - next stop on the IMEX Sustainable Storytelling Tour

VisitDenmark and Wonderful Copenhagen CVB are ready to greet visitors attending today's IMEX Sustainable Storytelling Tour at 2 pm to tell more about Denmark's successful approach to sustainable meetings management and responsible thinking.

Wednesday, May 21, 2014



The Sustainable Storytelling Tour, organized by the IMEX Sustainability Hub, starts 14:00 at the IMEX Sustainability Hub and first stop is the Danish Stand at IMEX at 14:05. At F270 the attendees will learn more about how the Danish meetings industry successfully incorporates environmental and social responsibility at events of all kinds and sizes.

The Danes are frontrunners in the field of sustainable meetings management as encapsulated in the greening of the COP15 UN Climate Conference already back in 2009 and in 2012 during the Danish 'Tap Water' EU Presidency both of which were certified to international eco-meeting standards and became IMEX Green Gold Award Winners.

As part of the overall MINDblowing Meetings in Denmark campaign, VisitDenmark and Wonderful Copenhagen CVB are currently running the #BeeSustain campaign sharing tips and ideas on how the meetings industry can act more sustainable and also help rescue the bees – an endangered species that are crucial to the eco system.

Steen Møller, Head of Business Tourism at VisitDenmark says:

- We believe that Responsible Thinking can easily be part of an event or meeting. In fact, it is usually an added bonus for the environment, your participants, and your budget. Local organic produce and physical activity is a must in meetings, and the same goes for recycling. Responsible thinking not only sends a positive message, it also helps stimulate the energy of your meeting and is, in fact, a key element of our Danish meeting design concept [Meetovation](#) too. Responsible thinking is simply part of our DNA.

Jonas Wilstrup, Convention Director at Wonderful Copenhagen CVB, adds:

[Copenhagen](#) has been appointed '[European Official Green Capital 2014](#)' and the city has an ambition to become the World's first carbon neutral Capital by 2025. 71 % of all hotel rooms in the capital are eco-certified and thus, a meeting in Copenhagen is almost bound to have a shade of green whether it is part of the clients strategy or not. As a meetings industry professional you've got an opportunity to act and, for example, support the bees when staging your next event – which we are striking a blow for at IMEX 2014, Wilstrup adds.

Today's Danish storytelling takes place at stand F270 from 14:05-14:20. Steen Møller and Jonas Wilstrup will share their sustainable story using Meetovation elements and look forward to plant sustainable ideas with the attendees in large flowerpots!

VisitDenmark and Wonderful Copenhagen CVB will donate the flower pots and seeds planted during the session to Sister Sigrid from the German charity Lichtblicht.

Attendees interested in learning more on the topic should pencil in the ICCA session "The Power of Collaboration" at the IMEX Sustainability Hub on Thursday, May 22nd at 12 noon where Kristian Rødbro, Project Manager at VisitAarhus Convention will be sharing thoughts and ideas on the development of the ICCA Scandinavian Sustainability Index too.

Appendix 2 - Newsletter

COPENHAGEN ANNOUNCEMENT 15/6 2014

If we die,
we're taking
you with us.

The latest buzz in the meetings industry

Bees are crucial to the eco system, yet an endangered species. As a meetings industry professional you've got an opportunity to do something and support the bees when staging your next event! Now Copenhagen and Denmark lead the way with a new eBeeSustain campaign sharing tips and ideas on how the industry can be more sustainable and help rescue the bees.

A taste of Copenhagen: Woodruff and celery
Restaurant Mielcke & Hurligken [share dessert recipe](#).

A taste of Copenhagen: Cauliflower with smoked ood
Danish Bourse d'Or silver medalist [Jeppe Folsgaard](#) [share recipe](#).

CONFERENCES & EVENTS

- 50 meters from Copenhagen Central Station
- 21 rooms - from 4 to 7,200 participants
- 100% professional consultancy & service

OGI BYEN OGI BREN

11 40 3329 0000 info@wonderfulcopenhagen.com wonderfulcopenhagen.com

Awards & accolades

- [Crown Plaza Copenhagen Towers named Most Digital Hotel](#)
- [Danish MPI Awards 2014: Meetings industry leaders honoured](#)
- [CPH wins the award for the World's Best Security and Best Airport in Northern Europe](#)
- [Scandic tops Nordic hotel rankings](#)

Euroscience Open Forum 2014 in Copenhagen

This June, Copenhagen will host Europe's largest general science congress, Euroscience Open Forum 2014 (ESOF). One of ESOF's aims is to communicate scientific and technological research to the general public, and to that end it will not just invite 5,000 delegates and the five Nobel laureates who will be among the speakers, but will also feature an outreach programme [in the shape of a festival for locals and visitors to Copenhagen](#).

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Hotel news

- [Renovation of the prestigious Hotel d'Angleterre in Copenhagen is complete.](#)
- [Another Wakeup Copenhagen budget hotel is open and ready for business.](#)
- [The new Tivoli conventions center hotel is ahead of schedule - set to open 2015.](#)
- [Women's floor at designer hotel found to be unlawful.](#)
- [Kokkedal Castle Copenhagen joins Small Luxury Hotels of the World.](#)



High-technology and the quality of human interaction

Casestudy: Sleepover Copenhagen

SAS extends Self Service Bag Drop



Wonderful Copenhagen CVB: new website!

We have left our old domain and are pleased to welcome you to our new site at copenhagencvb.com. Please do not hesitate to give us any kind of feedback, contact [Ulrika Mårtensson](#). In case you haven't noticed, we have also updated our [Twitter profile](#). Please follow us [@copenhagencvb](#).



www.meetincopenhagen.com