

THE BEST MARKETING AWARD PROPOSAL

The Best Marketing Award allows us to show the great potential in terms of sustainability that the **Costa Rica Convention Center (CCCR)** has, in a creative and attractive way for all our visitors. Through an immersive experience, simulating a Site Inspection, each of our current and potential clients will have the opportunity to identify all the key aspects that allow sustainable development of the CCCR. As an organization, we consider it essential to maintain a line of work aligned with the main pillars identified by the **Costa Rican Tourism Board (ICT)** such as sustainability.

Over the years, Costa Rica has worked to develop sustainable strategies that last over time and positively impact our environment, the ICT has made the necessary efforts to position our country as a world reference. The (CCCR) is no exception; since its conception and design, we have distinguished ourselves by our unique characteristics, which allow a healthy and sustainable interaction between the environment and economic and social development.

The CCCR is an advanced architectural work, inaugurated on April 5, 2018, which has more than 15,000 square meters. Designed to generate **unique experiences** for visitors within a sustainable, modern, and versatile space. Through this work, Costa Rica has become a leading convention destination in the region.

During these years we have proven to be pioneers in the implementation of diverse strategies that allow the development of **sustainable projects**, intending to reduce the impact of daily operation and at the same time, generate sustainable and environmentally friendly resources. It is enough to visit our facilities to identify in each area, those characteristics that make us unique; from the arrival at the venue, you can identify our **charging stations for electric vehicles**, since we understand that day by day there is greater awareness about the care of the environment and among our users the tendency to use this type of vehicle is growing.

Once inside the venue, our visitors can notice the natural lighting, cleanliness, and freshness due to the installation of **reflective ceilings and parasols** that are responsible for mitigating the heat, which leads to savings in cooling systems, also, along the venue, each visitor will find **trash-stations** for the management of solid and liquid waste, among others. Currently, the Costa Rica Convention Center

has 6 Executive Rooms, which provide a feeling of freshness and comfort, these rooms have **LED lighting systems with motion sensors**, also, another aspect that contributes to the optimization of resources is the implementation of **tapping systems with automatic opening and closing**, which allows the preservation of water resources

One of the most relevant features that can be found in the venue is the implementation of a **rainwater reuse system**, which is used for two main functions: as a cooling system for **high-tech air conditioning**, the operation of which is segmented by specific areas and on the other hand, the reuse of rainwater works for the irrigation of green areas. All stored water is processed by our **water treatment plant**, which has a capacity of 400 cubic meters of water per day.

There are efforts that go beyond the structural or physical of the venue, there are also those who seek social welfare, which, together with local authorities, can be extended to many people. Currently, the CCCR has an **unused food disposal plan**, which consists of the donation of food not consumed after the events to different organizations such as shelters, or social assistance centers, ensuring that there is no waste and resources are always optimized. In addition, the CCCR is part of the **National Plan for Healthy and Sustainable Gastronomy** (PNGCSS), which is an initiative of the Costa Rican Chamber of Restaurants and Related, CACORE, which seeks to strengthen Costa Rican cuisine and the development of Costa Rica as a tourist and gastronomic destination.

These initiatives have generated a close relationship between the CCCR and various government entities, such as Local Police, and Firefighters of Costa Rica, among others, offering our facilities for the development of their training, workshops, and activities and that in the end, results in a **sustainable productive chain**, benefiting the community and the country in general.

It is in our interest to be able to show the world the daily efforts that, as a venue and as a country, make in a creative and interactive way, which allows learning and entails the emulation of these actions by other organizations in the country. Like our sales proposals, this campaign seeks to be **innovative, transcendent, and different**, showing the best qualities we have as a venue.