



Platform for **Legacy** with **US**

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The tool for incorporating  
sustainability into your  
meetings and events

**MADRID  
CONVENTION  
BUREAU**

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Madrid, where business comes to life

**MADRID CONVENTION BUREAU**

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# INTRODUCTION



There has been a major ongoing discussion in the international meetings and conventions industry for some time about how to measure event results, beyond the traditional metrics that break down their economic impact on the tourism supply chain.

In fact, there is growing awareness that these events have an equally valuable impact on local communities in host destinations in terms of knowledge sharing, city brand improvement, increased outside investment, talent relocation, boosts to academic research and the creation of new commercial relations.

Therefore, international associations, and also companies, are beginning to embrace the idea that they can better identify, measure and communicate the positive impacts generated through their meetings' activity.

Nevertheless, there is currently a lack of any action plans or a framework to support the associations and the destinations with which they work, in order to replicate success stories and provide guidance for creating and implementing positive social impacts<sup>1</sup>.

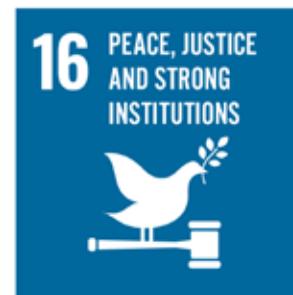
Having identified these new sectoral trends, in recent years Madrid Convention Bureau (MCB) has been working on the development of tools that will help meeting organisers incorporate sustainability criteria and legacy projects in the design of meetings held in Madrid. This way, they can ensure that their meetings generate a positive impact on the destination.

PLUS –Platform for Legacy with US– is the result of MCB's work. PLUS is a digital platform that aims to help meeting organisers effectively manage their events' sustainability and legacy. In line with the 17 Sustainable Development Goals (SDGs) of the UN 2030 Agenda, PLUS makes it possible to generate sustainability reports specific to each meeting that takes place in Madrid. It also offers a sizeable catalogue of recommendations to minimise the meeting's environmental and social impact, as well as suggestions on how to leave a positive mark on the city.

PLUS's ultimate goal is to facilitate the implementation of the SDGs and the creation of a legacy strategy for each meeting held in Madrid.

<sup>1</sup>Social impacts denote the value generated by an activity. Their effects can be economic, social, cultural and ethical, environmental, and legal and political among others... Social impacts can address social issues such as innovation and decision-making, community welfare and social progress (poverty, health, equality, security, civic participation, inclusion, employment, etc.), education/knowledge acquisition and transfer, networking, sustainability and environmental regeneration, sustainable business models and improved efficiency, and direct/indirect/derived economic benefits.

 **SUSTAINABLE DEVELOPMENT GOALS**





# WHAT IS PLUS?

PLUS is a platform for the integrated management of legacy and sustainability at events and meetings, and is available in two languages (Spanish and English).

It's a digital technology managed by Madrid Convention Bureau, with various functionalities related to sustainability and legacy management.

This MCB service makes it possible to generate specific reports, ahead of time, for any meeting that takes place in Madrid, therefore allowing the event's impact to be minimised from the planning stage. This facilitates the implementation of the Sustainable Development Goals (SDGs) during all phases of an event or meeting.

# WHO IS PLUS DESIGNED FOR?

PLUS is intended for the organisers of any congresses, conventions, meetings or events that are committed to the Sustainable Development Goals of the UN 2030 Agenda and that take place in Madrid.

The event must have already confirmed Madrid as a venue, anticipate attendance of at least 100 participants and last for a minimum of two days (1 night).

# WHAT DOES PLUS OFFER?

PLUS is a practical guide for all those who recognise the importance of changing the meetings and events industry to create a more sustainable model.

It therefore provides a variety of tools that make it possible to see the extent to which decisions made in the event's planning phase can have both positive and negative effects on the host destination. PLUS offers suggestions to generate a positive impact, beyond mere economic results.

## 1 SUSTAINABILITY REPORTS

PLUS is characterised by providing specific reports generated from the data used to define each meeting. From the information provided in the initial phase, PLUS generates three different reports focusing on the following:

- An analysis of corrective measures proposed, each organised according to the SDGs that are affected.
- An analysis of corrective measures proposed, each organised according to sustainability criteria.
- A report with the requirements that the different suppliers must be asked to meet in order to minimise the impact of their services.



## 2 LEGACY LAB

Thanks to PLUS, Madrid Convention Bureau has played a pioneering role in the integration of Madrid's associations, foundations and NGOs working in the social and environmental areas with the MICE industry.

In order for the meetings held in Madrid to make a positive impact on the city, PLUS facilitates contact between the meeting organisers and the local stakeholders benefitting from these efforts (NGOs, associations, foundations, etc.). This way, it assists with the implementation of positive impact actions, as understood from a social, environmental and cultural point of view, while at the same time seeking to generate a lasting benefit for society.

Any conference or corporate event organiser who wants to collaborate with local social or environmental organisations will find an extensive catalogue of associations, foundations and NGOs available on PLUS. They are all aware of the PLUS objectives and are interested in collaborating to generate positive impacts.

Main groupings identified:

- Childhood
- Donations
- Culture
- Health
- Education
- Social inclusion
- Environment

### Type of action and classification:

All of the groupings identified in the Legacy Lab are connected within the tool and are classified according to the legacy action that they can be involved in.

La entidad colaboradora con la que trabaja Madrid Convention Bureau ofrece la posibilidad de que el congreso o evento sea asistido por profesionales con discapacidad intelectual o del desarrollo, formados para llevar a cabo cualquier servicio durante la celebración del mismo (acreditaciones, recepción, entrega de regalos, etc.). El personal de apoyo a congresos ha sido formado y entrenado por preparadores laborales para poder dar lo mejor de ellos mismos en la atención a las demandas de los asistentes.

### EXAMPLE OF SOCIAL INCLUSION → CONVENTION HOSTS WITH INTELLECTUAL OR DEVELOPMENTAL DISABILITIES

Action in line with the Sustainable Development Goals of the 2030 Agenda:



## 3 CO2 CALCULATOR

After the event, more can still be done: we can calculate the carbon footprint that has been generated.

One of the most significant and relevant environmental concerns in recent years has been global warming and its associated climate change. The main impact of any human-generated activity on this phenomenon is caused by the emission of greenhouse gases (GHGs) into the atmosphere. The primary GHG emitted is carbon dioxide, better known as CO2.

The “carbon footprint” concept of an event is an indicator used in sustainability to describe the total impact an organisation has on our climate, with regard to the GHG emissions that it releases into the atmosphere. In other words, the amount of CO2 generated by the event. This indicator enables the organiser to know their GHG impact, identifying all the sources of harmful gas emissions. Based on this information, they can plan improvement actions for their event’s environmental sustainability, and establish effective GHG reduction measures.

The carbon footprint analysis covers all stages of event implementation (design, preparation, setting up, development and taking down), and provides data that can be used as an overall environmental indicator of the event and as a basic reference point for undertaking actions to help reduce energy consumption.

The PLUS CO2 calculator makes it easy to estimate the carbon emissions generated as a result of the meeting or event organisation; it determines the major emissions caused by the event and converts them into CO2 equivalents using accepted conversion factors.

### Collection of background data

The key to getting a good carbon footprint measurement for an event lies in the ability to collect the data that have to be entered into the platform’s CO2 calculator. In order to obtain some of the data that are important for calculating the carbon footprint, all contracted suppliers must be asked to share data on the energy consumption resulting from the service they provide.

So, prior to the event, PLUS provides a **specific template for collecting data** relating to the generation of CO2 that can be sent to all suppliers.

Once all the supplier company consumption information has been entered, PLUS issues a report with information on the equivalent tons of CO2 emitted into the atmosphere as a result of the meeting or event.





## **4** ECO-RESOURCES

PLUS includes a database of sustainable products and services offered by suppliers and establishments in Madrid. Eco-resources are services, products or spaces intended for meeting or event organisation that have a low environmental impact, thus contributing to a more sustainable event.

A comprehensive database of sustainable resources designed for many types of events is available on PLUS. These resources are all in line with the United Nations Sustainable Development Goals

## **OTHER ASPECTS OF PLUS**

PLUS is designed to provide MCB with a record of all the documentation needed to implement the ISO 20121 management system for sustainable events, and to ensure that all activity follows the parameters and indications set out in this standard. The tool also has an important database of meetings for which reports have been generated, as well as various statistics on the use of the platform.

Madrid Convention Bureau provides temporary access to PLUS to any organisers wishing to plan an event that meets environmental and social sustainability criteria.

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