



# Global Association Forum

HOSTED BY



## ICCA Global Association Forum 2025

**Destination:** Granada, Andalucía, Spain

**Venue:** Palacio de Congresos de Granada

*Daily Commute:* Attendees should expect to travel to and from the venue by foot. Please plan accordingly.

### Monday, 7 July

08:30 – 09:00	Transfer to Seed Bombs Workshop <i>Collection point: Hotel Barceló Carmen Granada</i>
09:00 – 10:30	<b>Welcome activity: Seed Bombs Workshop</b> <i>Join the Seed Bombs Workshop and be part of an exciting initiative to revitalize degraded soils in our ecological restoration project area! Soil degradation is a major challenge in our region, but together, we can make a difference.</i> <i>In this dynamic and engaging workshop, you'll:</i>  <i><b>Combat Erosion and Desertification:</b> Help reduce soil erosion and desertification, enhancing biodiversity and contributing to the fight against climate change.</i> <i><b>Create SEED BOMBS:</b> Craft your own Seed Bombs—clay capsules packed with a mix of seeds from 20 native Mediterranean species. These pioneer plants thrive with minimal requirements, making them perfect for restoring degraded soils.</i> <i><b>Learn and Participate:</b> Discover the intricate relationship between vegetation and soil through interactive and fun activities. Join us in a green bombing session to launch your Seed Bombs and watch as new life takes root.</i> <i><b>Generate More Soil, Generate More Life:</b> Your participation will directly contribute to soil conservation and the growth of new plants, fostering a healthier ecosystem.</i>  <i>Don't miss this opportunity to make a positive impact while having fun!</i> <b>Please wear sneakers and long pants, We advise bringing a hat or cap and sunscreen</b>
10:30 – 11:00	Transfer to Hotel Barceló Carmen and city centre
12:00 – 18:00	<b>Badge pickup</b>  <i>Badges can be picked up at the ICCA Hospitality Desk, located on the first floor of the Palacio de Congresos de Granada.</i>
12:00 – 12:30	<b>Kickoff &amp; Agenda Overview</b>  <i>Begin with purpose. A warm welcome and a preview of what's to come. Our shared focus, the event's structure, and a few words to set the tone for the days ahead.</i>  Facilitated by sustainability expert O'Shannon Burns. Speakers: Eva Garde, Granada Convention Bureau   Manuel Ortega, Granada Convention Bureau   Gemmeke de Jongh, ICCA

12:30 – 13:00	<b>Collaboration Lab   <a href="#">Where do we stand with sustainability?</a></b>  <i>Where do we stand on a range of sustainability issues? Enter an interactive space where we explore our diverse perspectives. Through engaging prompts and peer conversations, we uncover our common ground and opportunities to learn from one another.</i>  Facilitated by sustainability expert O'Shannon Burns.
13:00 – 14:00	Lunch
14:00 – 15:00	<b>Collaboration Lab   <a href="#">Making sustainability work in the RFP process</a></b>  <i>What specific challenges are holding us back from authentically integrating sustainability into procurement and the RFP process?</i>  <i>During this interactive session, Associations and Members will come together to unpack those roadblocks and co-create smarter, more effective strategies to embed sustainability into the RFP process. Leave with actionable ideas and a stronger sense of how collaboration can drive systems change.</i>  Facilitated by sustainability expert O'Shannon Burns.
15:00 – 16:30	<b>Business Matchmaking P1</b>
16:30 – 17:00	Afternoon coffee break
17:00 – 18:00	<b>Business Matchmaking P2</b>
18:00 – 20:00	Leisure time
20:00 – 20:30	Waking to the dinner
20:30 – 22:30	<b><a href="#">Collection point: Hotel Barceló Carmen Granada</a></b> <b>Sustainable dinner at El Carmen de los Chapiteles</b>  <i><a href="#">El Carmen de los Chapiteles</a> is located in the lap formed by the Sabika and the Darro River, opposite the Albaicín and the Sacromonte neighborhoods, it is surrounded by the lush forest of the Alhambra. A very elegant space in a unique setting, making the venue the best option for holding events in Granada.</i>  <b><i>Dress code: cocktail, comfortable shoes</i></b>
22:30 – 23:00	Walking back to the city centre or the hotels

## Tuesday, 8 July

07:00 – 08:00	<b>Morning Activity</b> Yoga Session by María Dánae Pérez Huertas The Yoga session will be held at the Roof Terrace B-Heaven at Hotel Barceló Carmen.
09:00 – 09:45	<b>Welcome &amp; Opening Panel: Sustainability in Events - A Multifaceted Perspective: What does sustainability look like right now and in future?</b>  <i><b>Welcome by Granada Convention Centre</b> Then join us for an engaging opening panel featuring a diverse range of voices, from industry experts and university scholars to government officials and local partners. Together, we'll delve into the current state of sustainability in events, tackling big questions and sharing bold visions for the future.</i>  <i><b>Let's have an open conversation with</b></i> <ul style="list-style-type: none"><li>• <b>Carolina Cardenas Paiz</b>, Vice Rectorate for Infrastructure and Sustainability, University of Granada</li><li>• <b>Laetitia Delzenne</b>, Senior Advisor Event Strategy, International Association of Public Transport</li><li>• <b>Stewart Moore</b>, CEO, EarthCheck</li><li>• <b>Martin Castaño</b>, Vice President Sales &amp; Distribution – Caribbean and Latin America, Marriott CALA</li></ul> <i><b>Tangible Takeaways:</b></i> <ul style="list-style-type: none"><li>• We explore the state of sustainability in events through diverse voices from universities and associations to global industry leaders. Big questions, bold visions.</li><li>• Understand what the future might look like for sustainability in the Business Events</li><li>• Learn how to find the right stakeholders in your ecosystem and destination</li></ul> <p>Facilitated by sustainability expert O'Shannon Burns.</p>
09:45 – 11:00	<b>Ignite session</b> <i>What bold and interesting action is being taken around specific sustainability challenges in events? Hear from five innovators as they share solutions in short, engaging talks meant to ignite new thinking.</i> <b>1. Climate and Greenhouse Gas Measurement</b> <b>Alexander Alles</b> , Executive Director, Joint Meetings Industry Council (JMIC). Secretariat, Net Zero Carbon Events Initiative <b>2. Circularity in Events</b> <b>Mia Magazin</b> , Director of Events and Sales, WindEurope <b>3. Social Impact</b> <b>Tuya Beyers</b> , International Association Expert for Flanders & Brussels <b>4. Inclusion</b> <b>Klara Ferdova</b> , Secretary General, European Society for Engineering Education <b>5. Wellness/Mental Health</b> <b>Johanna Roodt</b> , Engagement, Events, Communications & Partnerships Leader, European Association of Research Managers and Administrators (EARMA) <i><b>Tangible Takeaways:</b></i> <ul style="list-style-type: none"><li>• Get inspired by real stories, real results.</li><li>• Speakers will share relevant case studies that reveal how social and environmental challenges were met with creativity and action.</li><li>• Leave with tangible sustainability strategies and actions, proven to succeed in events.</li></ul> <p>Moderator: Gerard Lebeda <b>In Partnership with IBTM</b></p>
11:00 – 11:30	Morning coffee break
11:30 – 13:30	<b>Collaboration Lab: Designing Sustainability Solutions</b>  <i>What is holding our events back from deeper sustainability transformation? Come together with your peers in an interactive session where we will analyze the top sustainability challenges we face, and design bold solutions.</i>

	<p><i>During a series of engaging activities, we will analyze and apply lessons learned in the morning sessions, exchange with ideas with other participants, and together build a portfolio of solutions.</i></p> <p><i>Then, we will collectively consider where we see the most potential, new ideas we would like to try, and which ideas are most useful and feasible.</i></p> <p><i>Tap into the wisdom of content experts and industry peers, adding new ideas and strategies to your toolkit.</i></p> <p>Facilitated by sustainability expert O'Shannon Burns</p>
13:30 – 14:30	Lunch
14:30 – 15:00	<p><b>Measuring Sustainability, UN Tourism's new ESG Framework</b></p> <p><i>Immerse in the work UN Tourism is leading around measurement frameworks, and how it is relevant to meetings and events.</i></p> <p><b>Tangible Takeaways:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand the frameworks that are shaping the future of responsible tourism. A chance to engage, ask, and clarify.</i></li> </ul> <p>Speaker: Leandry Moreno, UNTourism</p>
15:00 – 16:00	<p><b>Not just an event: A movement toward regeneration</b></p> <p><b>Session Outcomes:</b></p> <p><i>Through the lens of the Intermodal Tradeshow - a leading case study in sustainability and legacy - you will leave this session empowered to::</i></p> <ul style="list-style-type: none"> <li>• <i>Advance your sustainability and legacy programs, regardless of their current scale.</i></li> <li>• <i>Commit to transforming one event or congress into a model for regenerative practice.</i></li> <li>• <i>Implement changes that are long-lasting, measurable, and create meaningful societal impact.</i></li> </ul> <p><b>Tangible Takeaways:</b></p> <ul style="list-style-type: none"> <li>• <i>Learn how to identify events with strong potential for regenerative transformation.</i></li> <li>• <i>Discover which stakeholders to engage, and how to build effective cross-sector collaboration.</i></li> <li>• <i>Understand how to communicate the ROI of regenerative practices and sell the vision to internal and external partners.</i></li> <li>• <i>Gain practical operational strategies to integrate sustainability into every layer of event planning and delivery.</i></li> </ul> <p><i>Be inspired by the Intermoda tradeshow case study from Mexico and leave with concrete tools to drive long term, regenerative impact in your own events.</i></p> <p>Speakers: Gustavo Staufert, Convention Bureau Guadalajara   Guy Bigwood, GDS - Movement</p> <p><b>In partnership with BestCities Global Alliance</b></p>
16:00 – 16:30	Afternoon coffee break
16:30 – 18:00	<p><b>Sustainability Legislation: What you need to know now</b></p> <p><i>Stay ahead of the curve in this dynamic, hands-on training session designed for professionals navigating the fast-evolving landscape of sustainability requirements in Europe and beyond.</i></p> <p><i>You'll gain clear, practical guidance on how to interpret and implement the latest EU sustainability legislation - including what's required, what's at stake, and how to take action with confidence.</i></p> <p><i>We'll also explore developments outside the EU to help future-proof your strategies on a global scale.</i></p> <p><b>Tangible Takeaways:</b></p> <ul style="list-style-type: none"> <li>• <i>Understand what the new laws really mean for your organization</i></li> <li>• <i>Learn what happens if you fail to comply - and how to avoid common missteps</i></li> <li>• <i>Walk away with practical steps to meet legal requirements and lead sustainably</i></li> </ul> <p>Speakers: Rosa M. Cantón, Omawa   Teresa Suso, Omawa Delegate of Andalusia</p>
18:00 – 19:20	Leisure time
19:20 – 20:00	<p>Transfer to Alhambra</p> <p><b>Collection point: Hotel Barceló Carmen Granada</b></p>
20:00 – 21:15	<b>Private Alhambra visit</b>

21:15 – 21:30	Walking from Alhambra to dinner location
21:30 – 23:30	<b>Dinner at El Carmen de los Mártires</b> <i>A magical evening awaits. A night of history, culture and delicious local food in an unforgettable setting. An emblematic and <b>municipal palace</b> located on the hill of the Alhambra, on the south side of its walled fortress. In addition, this space offers an extension of seven hectares including interior spaces and gardens.</i> <b>Dress code: smart casual, comfortable shoes</b>
23:30 – 00:00	Transfer to Hotel Barceló Carmen

## Wednesday, 9 July

09:30 – 11:00	<p><b>Fixing food waste: Practical tools for analysis and action</b></p> <p><i>Food waste at events is a critical - but solvable - challenge. This session dives into the true scale of the problem, revealing why food waste should be a top priority for associations committed to sustainability. Discover actionable strategies that can be implemented at events of any size.</i></p> <p><i>We will explore the issue from multiple angles, including the perspectives of chefs working on the frontlines and the fresh thinking coming from the next generation of culinary professionals. An interactive workshop format will encourage participants to engage with the topic and one another.</i></p> <p><i>This session also marks the launch of ICCA's <b>Food Waste Toolkit for Associations</b>, a powerful new resource for association planners.</i></p> <p><b>Tangible takeaways:</b></p> <ul style="list-style-type: none"><li>• <i>Compelling statistics to help make the case for food waste reduction</i></li><li>• <i>Practical steps for even the busiest event planner to take action</i></li><li>• <i>Inspiration and a clear path toward positive change</i></li></ul> <p><i>Join us to be part of the movement toward more sustainable, responsible, and impactful meetings.</i></p> <p>Speakers: Erica Fawer, MCI   Connie Lau, World Chef Association   Benjamin Lephilbert, Lightblue   Dermot Ryan, ICCA</p>
11:00 – 11:15	Morning coffee break
11:15 – 11:45	<p><b>Closing Perspectives</b></p> <p><i>Join us for a few final perspectives to inspire your action planning.</i></p> <p><i>First, we will go behind-the-scenes look at how we measured the carbon footprint of this event.</i></p> <p><b>Omawa</b> - Carbon methodology <b>Rosa M<sup>a</sup> Canton</b>, Business Development Coordinator, Omawa <b>Movviendo Tourist Group</b> - How to integrate sustainability into operations for the event <b>Teresa García López-Mezquita</b>, Marketing Coordinator, Movviendo <b>Leave roots, not just a footprint</b> <b>Huelle Verde</b> <b>DEI as a part of your sustainability plan</b> <b>Monica Molina</b>, DEI expert</p>
11:45 – 13:15	<p><b>Collaboration Lab: Activating sustainability solutions in your organization</b></p> <p><i>Based on everything we've explored together, how can your organization lead the transformation of association events, advancing these big opportunities for sustainability action?</i></p> <p><i>In this closing session, you will hear from peers who have created organizational Sustainability Plans - how they built them, gained leadership approval, and put them into action.</i></p> <p><i>Then, develop an Action Plan tailored to your organization, grounded in what you have learned throughout the event.</i></p> <p><i>Through guided activities, sustainability expert O'Shannon Burns will introduce practical frameworks to help you identify next steps, gather real-time feedback from peers, and walk away with clear commitments and accountability.</i></p> <p>Facilitated by sustainability expert O'Shannon Burns.</p> <p><b>A few final words as we bring this year's Global Association Forum 2025 to a close! - Dermot Ryan, ICCA</b></p>
13:15 – 14:15	Lunch
14:15	Departures
19:30 – 23:00	<p><b>Optional evening programme: Walking Visit City Centre &amp; Cathedral and Dinner for all participants staying</b></p> <p><i>Discover Granada's heart with a guided walk through the historic center and Cathedral, followed by a final shared dinner with fellow participants.</i></p> <p><i>The collecting point for the optional evening program is Hotel Barceló Carmen, followed by walking back to the hotels.</i></p>

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*Dress code: smart casual, comfortable shoes*

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