



Global Association Forum

HOSTED BY

GRANADA
Convention Bureau

Andalucía
Andalusia



ICCA Global Association Forum 2025

Destination: Granada, Andalucía, Spain

Venue: Palacio de Congresos de Granada

Monday, July 7

08:30 – 11:00

Welcome activity: Seed Bombs Workshop

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.

In this dynamic and engaging workshop, you'll:

Combat Erosion and Desertification: Help reduce soil erosion and desertification, enhancing biodiversity and contributing to the fight against climate change.

Create SEED BOMBS: 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.

Learn and Participate: 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.

Generate More Soil, Generate More Life: Your participation will directly contribute to soil conservation and the growth of new plants, fostering a healthier ecosystem.

Don't miss this opportunity to make a positive impact while having fun!

11:00 – 11:30

Transfer to Hotel Barceló Carmen

12:00 – 18:00

Badge pickup

Badges can be picked up at the ICCA Hospitality Desk, located on the first floor of the Palacio de Congresos de Granada.

12:00 – 12:30

Kickoff & Agenda Overview

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.

Moderator: O'Shannon Burns

Speakers: Eva Garde, Manuel Ortega

12:30 – 13:00	<p>Collaboration Lab Where do we stand with sustainability?</p> <p><i>Get to Know the Group: Where do you stand?</i></p> <p><i>Participants position themselves on a spectrum in response to various prompts, including general, travel, and sustainability topics.</i></p> <p><i>Speed networking and group discussion—after some prompts, participants will turn to someone next to them and discuss.</i></p> <p><i>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></p> <p>Moderator: O'Shannon Burns</p>
13:00 – 14:00	Lunch
14:00 – 15:00	<p>Collaboration Lab Making sustainability work in the RFP process</p> <p><i>What specific challenges are holding us back from authentically integrating sustainability into procurement and the RFP process?</i></p> <p><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></p> <p>Facilitated by sustainability expert O'Shannon Burns.</p>
15:00 – 16:30	Business Matchmaking P1
16:30 – 17:00	Afternoon coffee break
17:00 – 18:00	Business Matchmaking P2
18:00 – 20:00	Leisure time
20:00 – 20:30	Waking to the dinner
	<i>Collection point: Hotel Barceló Carmen Granada</i>
20:30 – 22:30	<p>Sustainable dinner at El Carmen de los Chapiteles</p> <p><i>El Carmen de los Chapiteles</i> 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.</p>
22:30 – 23:00	Walking back to the city

Tuesday, July 8

07:00 – 08:00

Morning Activity

09:00 – 09:45

Ignite session

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.

Our speakers will cover:

- *Climate and Greenhouse Gas Measurement*
- *Circularity in Events*
- *Accessibility*
- *Social Impact*
- *Creating Inclusive Convenings*

Tangible Takeaways:

- *Get inspired by real stories, real results.*
- *Speakers will share relevant case studies that reveal how social and environmental challenges were met with creativity and action.*
- *Leave with tangible sustainability strategies and actions, proven to succeed in events.*

09:45 – 11:00

Welcome & Opening Panel: Sustainability in Events - A Multifaceted Perspective: What does sustainability look like right now and in future?

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.

Let's have an open conversation with

- *Carolina Cardenas Paiz, Vice Rectorate for Infrastructure and Sustainability, University of Granada*
- *Laeticia Delzenne, Senior Advisor Event Strategy, IUTP*
- *Stewart Moore, CEO, EarthCheck*
- *Martin Castaño, Vice President Sales & Distribution – Caribbean and Latin America, Marriott CALA*

Tangible Takeaways:

- *We explore the state of sustainability in events through diverse voices from universities and associations to global industry leaders. Big questions, bold visions.*
- *Understand what the future might look like for sustainability in the Business Events*
- *Learn how to find the right stakeholders in your ecosystem and destination*

Moderator: O'Shannon Burns
More Speakers: Eva Barahona, Tuya Beyers

11:00 – 11:30

Morning coffee break

11:30 – 13:30	<p>Collaboration Lab: Designing Sustainability Solutions (Part 1) <i>What is holding our events back from deeper sustainability transformation?</i></p> <p><i>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> <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. 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 Speakers: Maximiliano Chacón</p>
13:30 – 14:30	Lunch
14:30 – 15:00	<p>Measuring Sustainability, UN Tourism's new ESG Framework</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><i>Tangible Takeaways:</i></p> <ul style="list-style-type: none"> • <i>Understand the frameworks that are shaping the future of responsible tourism. A chance to engage, ask, and clarify.</i> <p>Speaker: Leandry Moreno</p>
15:00 – 16:00	<p>Not just an event: A movement toward regeneration</p> <p><i>Session Outcomes:</i> <i>Through the lens of the Intermoda Tradeshow - a leading case study in sustainability and legacy - you will leave this session empowered to::</i></p> <ul style="list-style-type: none"> • <i>Advance your sustainability and legacy programs, regardless of their current scale.</i> • <i>Commit to transforming one event or congress into a model for regenerative practice.</i> • <i>Implement changes that are long-lasting, measurable, and create meaningful societal impact.</i> <p><i>Tangible Takeaways:</i></p> <ul style="list-style-type: none"> • <i>Learn how to identify events with strong potential for regenerative transformation.</i> • <i>Discover which stakeholders to engage, and how to build effective cross-sector collaboration.</i> • <i>Understand how to communicate the ROI of regenerative practices and sell the vision to internal and external partners.</i> • <i>Gain practical operational strategies to integrate sustainability into every layer of event planning and delivery.</i> <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: Tia Daniels, Gustavo Staufert, Guy Bigwood</p> <p><i>In partnership with BestCities Global Alliance</i></p>
16:00 – 16:30	Afternoon coffee break

16:30 – 18:00	<p>Sustainability Legislation: What you need to know now</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><i>Tangible Takeaways:</i></p> <ul style="list-style-type: none"> • <i>Understand what the new laws really mean for your organization</i> • <i>Learn what happens if you fail to comply - and how to avoid common missteps</i> • <i>Walk away with practical steps to meet legal requirements and lead sustainably</i> <p>Speakers: Rosa M. Cantón, Teresa Suso</p>
18:00 – 19:20	Leisure time
19:20 – 20:00	Transfer to Alhambra
	<i>Collection point: Hotel Barceló Carmen Granada</i>
20:00 – 21:15	Private Alhambra visit
21:15 – 21:30	Walking from Alhambra to dinner location
21:30 – 23:30	Dinner at El Carmen de los Mártires
	<p><i>A magical evening awaits. A night of history, culture and delicious local food in an unforgettable setting</i></p> <p><i>An emblematic and municipal palace 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></p>
23:30 – 00:00	Transfer to city

Wednesday, June 9

09:30 – 11:00	Fixing food waste: Practical tools for analysis and action <i>Food waste at events is a critical but solvable challenge. Join us to understand the scale of the problem and pathways to solutions such as preventing food waste, donation and upcycling.</i> Speakers: Erica Fawer, Connie Lau, Benjamin Lephilbert
11:00 – 11:15	Morning coffee break
11:15 – 11:45	Behind the numbers: how we measured this event's carbon footprint <i>Join us for a behind-the-scenes look at how we measured the carbon footprint of this event. Learn the methodology, tools, and decisions involved during a short presentation, and then ask experts from sustainability consulting firm Omawa your questions about carbon measurement.</i> Speaker: José María García
11:45 – 13:15	Collaboration Lab: Activating sustainability solutions in your organization <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> <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> <i>Then, develop an Action Plan tailored to your organization, grounded in what you have learned throughout the event.</i> <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> Moderator: O'Shannon Burns Speaker: Teresa García López-Mezquita
13:15 – 14:15	Lunch
14:15	Departures
19:30 – 23:00	Optional evening programme: Walking Visit City Centre & Cathedral and Dinner for all participants staying. <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>