

# Diversity Equity Inclusion

The Future of  
Events Pathway



## Who we are.

VisitBritain Business Events is part of the national tourism agency, a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS). Our priority is to grow our valuable business events sector by promoting its world-class destinations, venues and driving more targeted international business events into Britain.

VisitBritain Business Events team works in partnership across the nations with VisitEngland, Visit Wales, VisitScotland to support business development and promotion in this sector. We all are responsible for supporting associations, corporations and meeting planners to host successful international business events in Britain offering professional and impartial support.

Alongside our business development and promotion, we work in partnership with our nation and city partners to progress work in key transformational areas influencing our industry, such as environmental and social sustainability, developing legacy and positive impact models and promoting stronger practice of event design with diversity, equity and inclusion at the core.

## Your Journey Begins.



The industry has a fundamental role to play to ensure all people are welcome, represented and valued at events around the world to develop stronger communities, increase participation and generate more meaningful engagements. In addition, embedding diversity, equity and inclusion (DEI) into event design has the potential to accelerate important ambitions for the industry in areas such as sustainability and fulfilling positive event legacy and impact.

As part of our education and partnership role with our nations and cities; VisitBritain Business Events is delighted to partner with New Intent to create this future events pathway to support our understanding in the importance and implementation of DEI across our workplaces and in event design. The guide will support British partners in better understanding the wider definition of DEI, it's relevance within event transformation, and some practical pointers to support organisations and event teams on their future journey to accelerate positive change.

We are grateful to all industry partners for their input and to New Intent for their leadership and guidance. Together we can help shape the future of events.

## Who we are.

As a pro-social organisation, we partner the events community with global challenges to realise a shared vision; when great minds come together, great solutions can be found. We advocate for human rights, we promote environmental transformation, we work with New Intent.

We are a diversity, equality, inclusion, and environmental advocacy organisation. We work with partners and members to educate, advocate, research, and promote the role of events in creating positive social transformation worldwide.

New Intent provides specialised services for events to realise their full potential in creating positive societal change. By connecting the values of organisations and their host destinations, strategies are developed that take the impact of your event outside of the conference room and into your communities.

## Your Journey Begins.



The business events community has been impacted by global issues such as geopolitics, societal challenges, the climate crisis, and workforce pressures. How we respond to these challenges will shape our future and generations to come.

To address these problems, Diversity, Equity, and Inclusion (DEI) are fundamental elements in building possible solutions. New Intent believes DEI is essential to promote environmental action, develop legacy initiatives from events, align with the United Nations Sustainable Development Goals, prioritize well-being policies that prioritise people and the planet, and create a culture of inclusivity for everyone.

By incorporating DEI into core strategies and translating them into actions, the business events community demonstrates its commitment to being part of global solutions, with events serving as a platform to foster common ground for a better future.

In collaboration with VisitBritain, this framework provides guidance, explanations, and markers to initiate your DEI journey.

Rory Archibald  
**Founder, New Intent**





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## Diversity Equity Inclusion Explained.

There are many different definitions and acronyms used to refer to DEI. The following pages set out what this document refers to when referencing DEI.



# Diversity.

[noun]

## The presence of differences that enrich our lives.

Events are one of the most powerful tools in society to drive education, exploration, innovation, and connections. To create an environment for all to flourish, events must ensure that all people, regardless of demographic, are represented for all opinions to be acknowledged. Making diversity a core vision enables a culture of belonging for all.

For events to flourish, our destinations must also embrace diversity, highlighting the different

cultures that exist in their promotions to make delegates from all over the world, regardless of their ethnicity, sexual orientation, gender, age, or religion, feel welcome, safe, and excited to travel.

For our destinations to be truly diverse, so must our workforce. Creating a culture of belonging doesn't stop there. It continues with the people with whom we work. We unlock innovations, points of view, ideas, and a resilient workforce by ensuring all are represented.

- |  |  |
|--|--|
|  Race               |  People with disabilities |
|  Religion           |  Age                      |
|  Economic Status    |  Neurodivergent           |
|  Ethnicity          |  Deaf                     |
|  Sexual Orientation |  Diet                     |
|  Gender             |  Non-Drinkers             |

This list is not exhaustive.

# Equity.

[noun]

## Ensuring that access, resources and opportunities are provided for all to succeed and grow.

In earlier versions of DEI, the term “equality” was used interchangeably with “equity”. However, as society’s understanding has evolved, we now recognise the distinction between the two. While equality is about treating everyone the same and providing equal access to resources and opportunities, equity goes beyond that by acknowledging

that different groups face different challenges and requires us to create an even playing field so that everyone can access the same resources and opportunities.

To illustrate this concept, consider the following scenario: Three individuals, whom we will call “Intentions”, are attempting to peer over a fence.



In this image, we see inequality where there is unequal opportunity.



In this image, we see equality where there is evenly distributed resources, but still no access to opportunities for all.



In this final image, we see equity where there are custom resources distributed, giving access to opportunities for all.



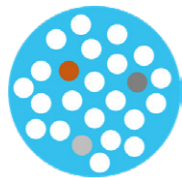
# Inclusion.

[noun]

All are welcome, valued and included. All voices are heard.

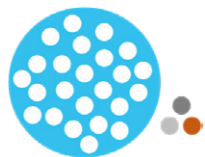
Inclusion is ensuring everybody feels supported, welcome, and able to contribute. It means inclusion in decisions that will affect them. We may have diversity in our events and workforce; however, if we do not include people from different demographics in our discussions and

decisions, we do not have inclusion. A panel discussing young people that do not have a young person represented or a convention bureau leadership group made up of one demographic needs to be more inclusive.

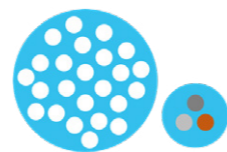


## Inclusion

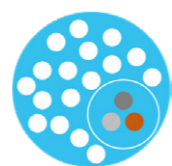
**Inclusion** involves a systemic reform of processes, structures, environments, strategies, marketing, content, and recruitment practices in business events to overcome barriers to provide equitable experiences and opportunities for all that correspond to their requirements and preferences.



**Exclusion** occurs when people are directly or indirectly prevented from or denied access.



**Segregation** occurs when groups of people are isolated from others. For example, people with disabilities are placed in separate conference rooms from the main auditorium for sessions in cases of poor access.



**Integration** is placing persons in processes or environments so long as those people can adjust to the requirements of those processes or environments.

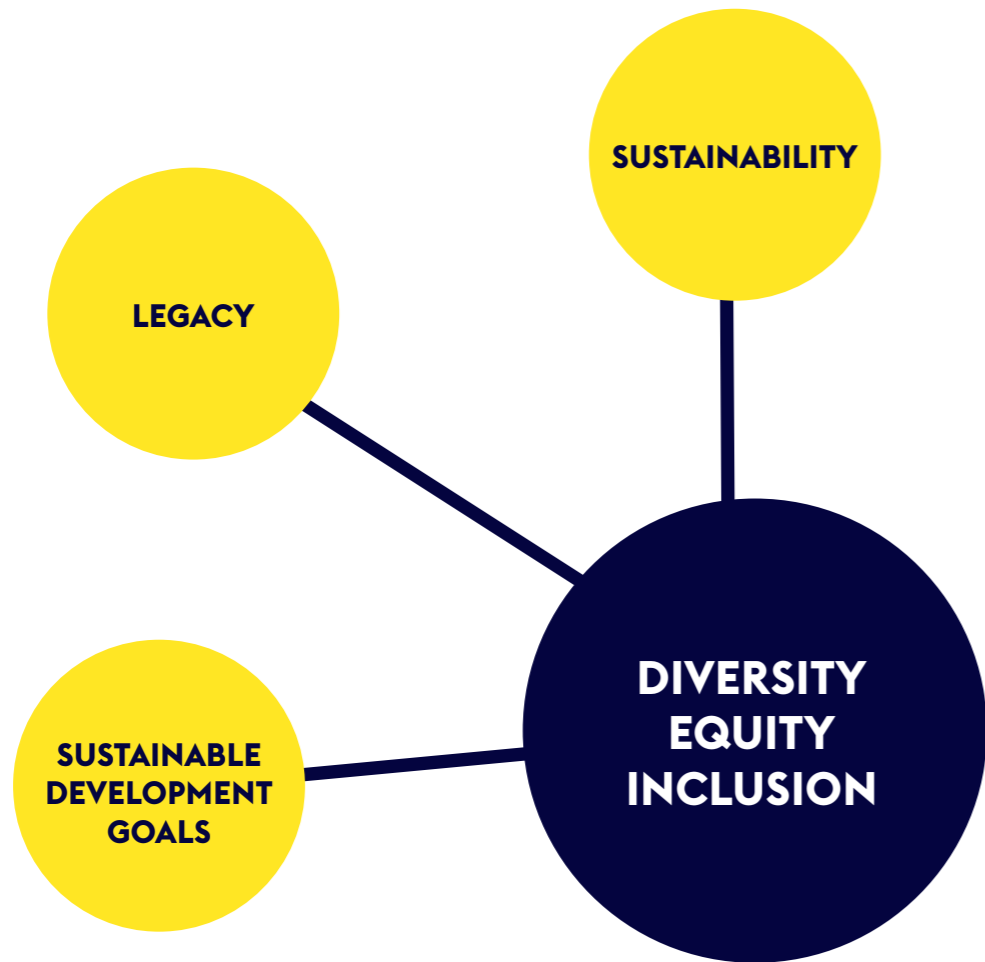


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## Connected.

DEI is not a stand-alone cause; it is connected to global and industry challenges.



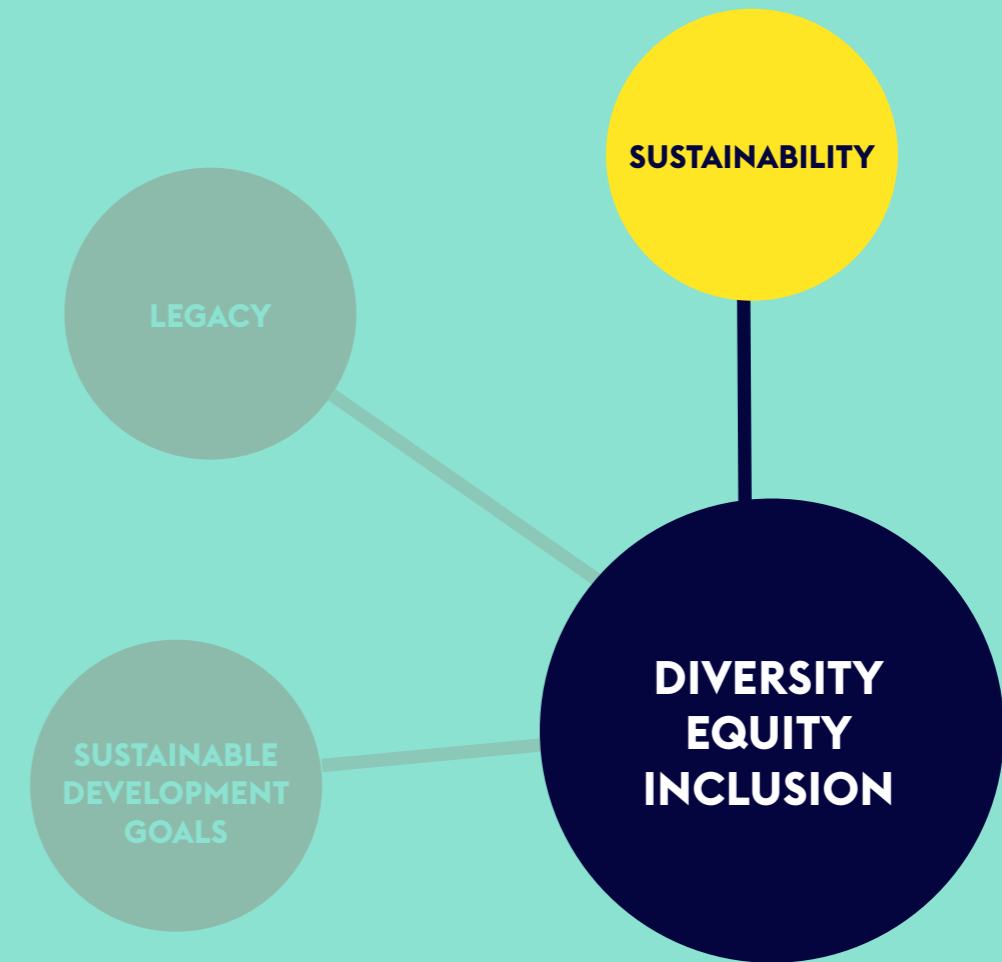


## Connected.

### The DEI NEXUS

Diversity, equity, and inclusion (DEI) can be considered a stand-alone global issue that is addressed independently of other global challenges. However, DEI is

connected to and a way to solve many of these challenges. It is a gateway to achieving industry ambitions in event legacy and sustainable event design.



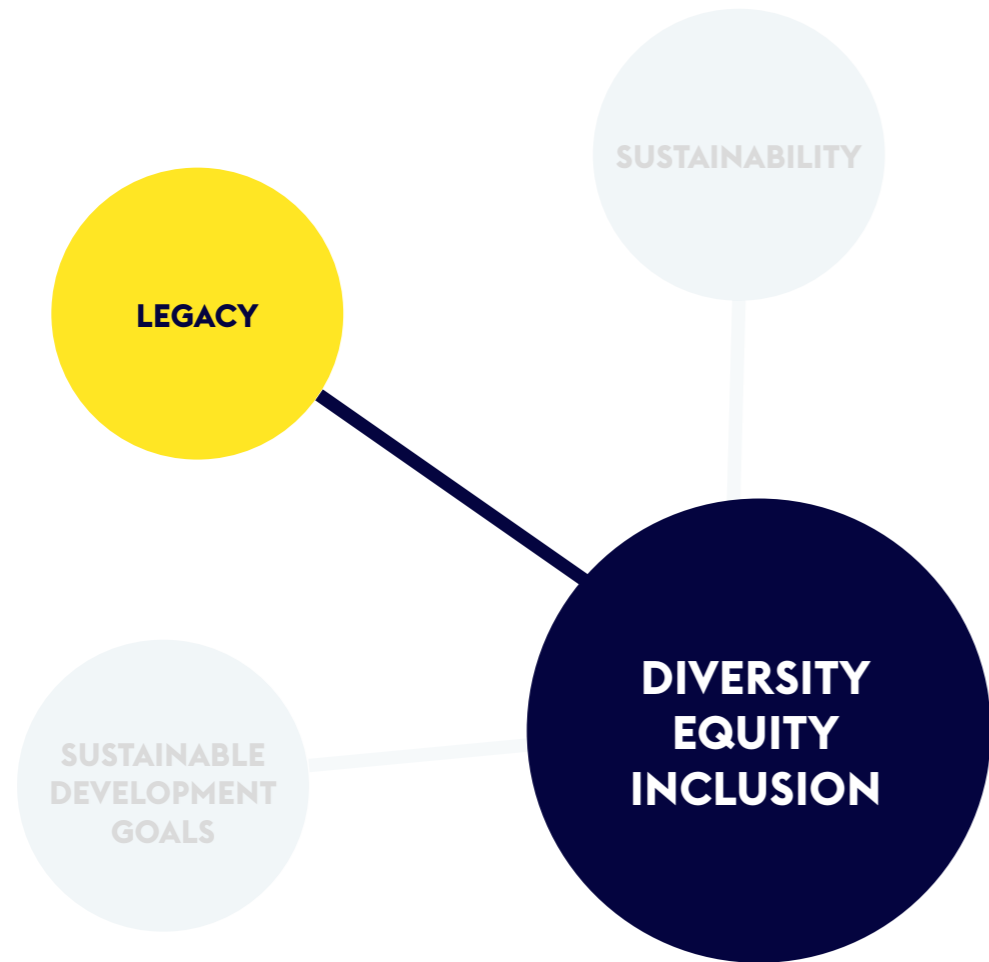
## Sustainability.

### DEI and SUSTAINABILITY

Reducing our carbon emissions and achieving net zero carbon events are critical to our industry's and the world's longevity. DEI is an essential path to a sustainable future. Diversity allows better strategies and policies that better

understand different demographics and communities. Equity and inclusion help these systems become more equitable and inclusive, making every individual heard and supported in the sustainability journey.





## Legacy.

### DEI and LEGACY

Events have enormous potential to make a positive impact on communities around the world. Legacy efforts can help advance DEI and vice-versa. Legacy & DEI can work together to reduce inequalities in different industries, such as

outreach to encourage people from different genders and demographics to enter traditionally white male-dominated workplaces.

DEI & Legacy can work to highlight human rights demands, such as with the LGBTQIA+ community, ethnic minority groups, and refugees.



## Sustainable development goals.

### DEI and the UN SDGS

The United Nations Sustainable Development Goals were created as a pathway for every nation to achieve true sustainability by 2030.

The UN SDGs integrate DEI as it recognises that sustainability and DEI go hand in hand. These goals should be used as a foundation for all our strategies and paid particular attention to creating DEI policies.





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## The right thing to do.

Implementing DEI in your organisation is the right thing to do. With changing behaviours among job seekers and event attendees, DEI compliance is critical for the industry's future.

## The right thing to do also makes business sense.

There is no denying that adopting diversity, equity, and inclusion policies and strategies and implementing action is the right thing to do. We all have a role to play in creating a better sense of humanity in society and making this world a better place for the next generation.

It makes business sense too. Consumer and job seeker mindsets & values are changing rapidly with

demands that organisations adopt people and planet-first policies, demonstrate how they contribute to environmental sustainability, and lead by example in areas of DEI. Businesses that fail to align their values and adopt DEI as a 'way of life' will be left behind. Job seekers will go elsewhere, and delegates will vote with their lack of registration and association membership cancellation.



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### Competitive Advantage

We are in a highly competitive industry. Embracing DEI allows for more incredible and faster innovation, making your brand stand out against the rest.

### Increased Customer Base

Buyers and delegates are more aware of how the reputation of others can impact their brand. Brands that align with their values are more likely to increase new business/attendance and retain it.

### Innovation

Creating a diverse and inclusive industry with equity enables broader perspectives from all demographics to be heard, leading to innovations and advances.

### Reach a Wider Audience

A company with a diverse culture encourages more viewpoints, allowing it to reach a wider audience.

### Attraction

Like retention, an industry that reflects the next generation's values will be more attractive to future employers and event attendees. Research shows future generations are unforgiving of DEI inaction; therefore, DEI is vital for future events.

### Psychological Safety

Team members and delegates who feel included and able to be authentic allow their minds and energy to focus on their performance.

### Workforce Retention

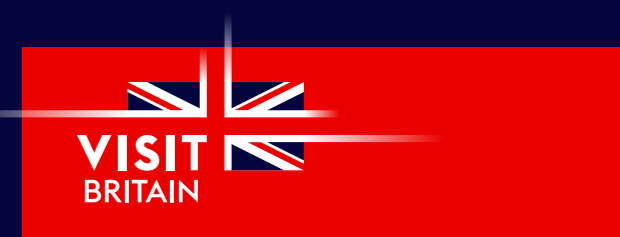
An industry that reflects the values of its employees retains those people for longer. Having your voice heard contributes to a sense of belonging.

### TeamBuilding

DEI causes an increase in empathy for and awareness of others, leading to positive co-worker relationships and delegate networking.



Creating a culture of belonging by implementing DEI policies brings considerable benefits to the industry.





# The Starting Block.

DEI is a daunting issue that can seem overwhelming to tackle. Breaking down DEI into manageable areas

begins the process of becoming DEI advocates and moving from theory to action.

**The future of events begins here.**

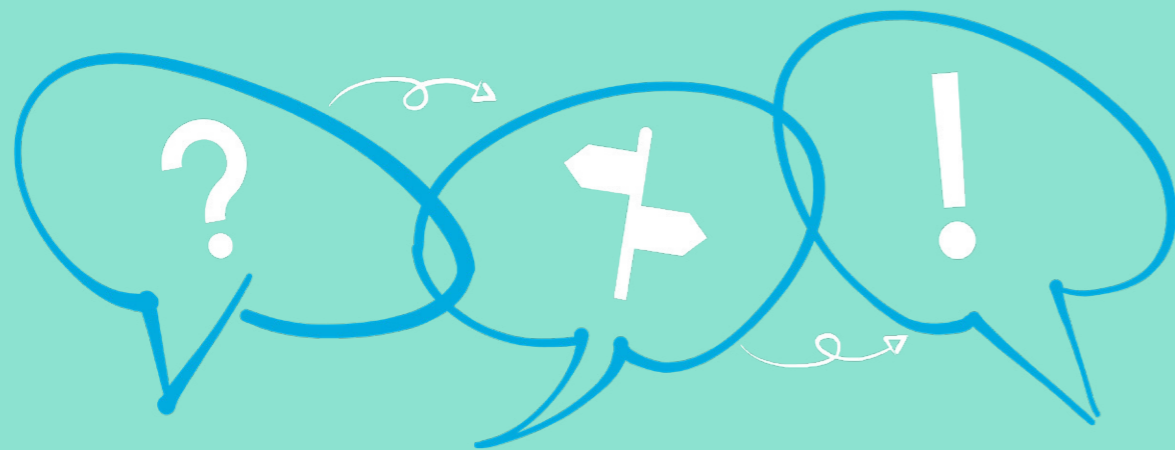




## Where do I start? What resources are available?

DEI is a complicated challenge with many areas that can be out of your place of knowledge or expertise. No one is a true expert in DEI. We all have experiences that make us more knowledgeable about specific areas, such as being a member of the LGBTQIA+ community, belonging to a particular ethnicity, women, young

people, and people with disabilities, to name only a few. This section lays out the 'Pathway for New Intent,' which gives recommendations on steps to take to identify your personal and organisational challenges and begin the journey for DEI advocacy and action.



## Pathway for New Intent.

Developed by New Intent, the Pathway for New Intent is four steps to start your journey to imbed diversity, equity, and inclusion in your business or improve and support the efforts you have already begun.

Knowing where to start or where to go next can hinder progress. The Pathway for New Intent provides a basic structure to follow that you can tailor to your company's ambitions and unique challenges.







Where are you on your DEI journey? Where is your organisation, your event, or your destination? What is the opinion of your teams, delegates, or stakeholders? What are your biggest challenges? Where do the problems lie? What can you change today to start taking action toward DEI?

Investigation of the current status allows us to put education into place and identify actions to adopt that put right previous assumptions, ignorance, and inaction.

## Data is crucial for improving diversity, equity, and inclusion.

There are several ways for you to understand DEI in your organisation:

- Survey your workforce/delegates/membership
  - Gather data on age/gender/ethnicity/sexuality
  - Ask open questions to understand perceptions and personal feelings
  - Keep answers anonymous

- Engage with in-house community groups to gain insights and feedback

For example:

- Parent groups
- LGBTQI+ groups
- Women’s groups
- Create voluntary roundtable sessions to obtain opinions on what immediate and long-term changes need to happen.
- Work with your HR/diversity teams or an outside consultancy organisation to process this data and identify the 1) immediate challenges and 2) longer-term initiatives
- Repeat this stage every year to track your progress, identify new challenges and measure the effectiveness of your organisation’s actions



Many of us are unaware of issues that affect other people or how we act, speak, or conduct ourselves at home or work can impact someone else’s feeling of ‘belonging.’

Beginning an education programme is the start of becoming a DEI advocate and being able to implement change across your organisation, your destination, and your events.

## No one person can be a DEI expert.

Every day we encounter people from different cultures and demographics, and it is impossible to know what challenges face everyone. However, we can create a culture of education where learning, knowledge sharing, and open discussion can take place to better ourselves and make our workplaces, destinations, and events welcoming.

## Education is a continuous cycle.

As new challenges are acknowledged, further education is required. Although we may only be experts in some cultures and demographics, our education journey will empower us to advocate for marginalised communities.

- Use the data from your investigation stage to identify:
  - Urgent educational needs
  - Long-term education opportunities
- Engage with industry organisations that champion and advocate for marginalised communities
- Engage with third-sector organisations that champion and advocate for marginalised communities
- Engage with the voluntary roundtable sessions established in the investigation stage to present the proposed education plan and gain support from your workforce/delegates/members





Openness and discussion are crucial to success. Open forums provide a platform that encourages honesty, breaking down barriers, finding solutions, and improving DEI for all. Open discussions with your peers, industry partners, and clients will enable solutions that benefit you, your organisation, and your industry. A culture of debate and openness encourages honesty and collaboration in advancing DEI. Mistakes have, do, and will continue to happen. We must learn from these mistakes and act not to repeat them.

### Creating safe environments for the workforce, delegates, and members to be honest and open about DEI in your organisation or event.

It can help break down the fear of discussing DEI and 'saying the wrong thing.'

A discussion should follow education as it contributes to the empowerment of one to advocate for many.

- Continue engagement with the established roundtables (established during the investigation and education steps), revolving members to gain new insights
- Incorporate DEI questions in staff and members and delegate feedback

- Include DEI sections in regular 1:1s and annual appraisals of the workforce
- Include DEI discussions at team meetings
- Include DEI sessions with audience participation at events (association, corporate & incentive)
- Include DEI sessions at stakeholder and client engagement events
- Record the discussions (written notes and anonymous comments preferred to encourage all to speak up) to:
  - Identify new challenges to investigate (stage 1)
  - Influence further education needs (stage 2)
  - Inform stakeholders/clients/workforce/members/audience of your findings
  - Influence questions in future investigation surveys



Combining investigation, education and openness will lead to advocacy and action. 'Calling people out' for inaction or ignorance is not always the best approach. Educating them, opening a dialogue, and creating a sense of openness and honesty encourages positive change.

Advocacy is empowerment. It allows a person, a team, a destination, or an event to address DEI head-on and ensure it is present at all stages of the supply chain.

### Taking your learnings and turning them into action and creating policies and procedures.

It can avoid receding or making the previous steps 'tick box exercises.'

### Advocating for broader change.

Share your experiences/results with the industry, make DEI a main stage topic in the workplace and your events highlights the importance of the **business events industry as a catalyst for global change** - one which will attract future leaders into the workforce.

- Gain the support of new policies and procedures from leadership

- Create DEI committees to take responsibility for the enactment of policies and procedures and ensure investigation (step 1), education (step 2), and openness (step 3) are embedded in the culture of the venue, destination, and event
- Establish representative groups to advocate and advise for marginalised demographics
- Ask to see DEI strategies of suppliers you engage with. Such as:
  - Destinations
  - Venues/hotels
  - Sponsors
  - Events your organisation attend (e.g. PCMA, ICCA, SITE, MPI)
- Engage with the industry to share learnings, mistakes, best practices, and experiences to help the whole business events industry recognize DEI as fundamental to the future of events



# Practical Steps.

The first action is often the hardest. Taking DEI action in small steps now will lead to more significant

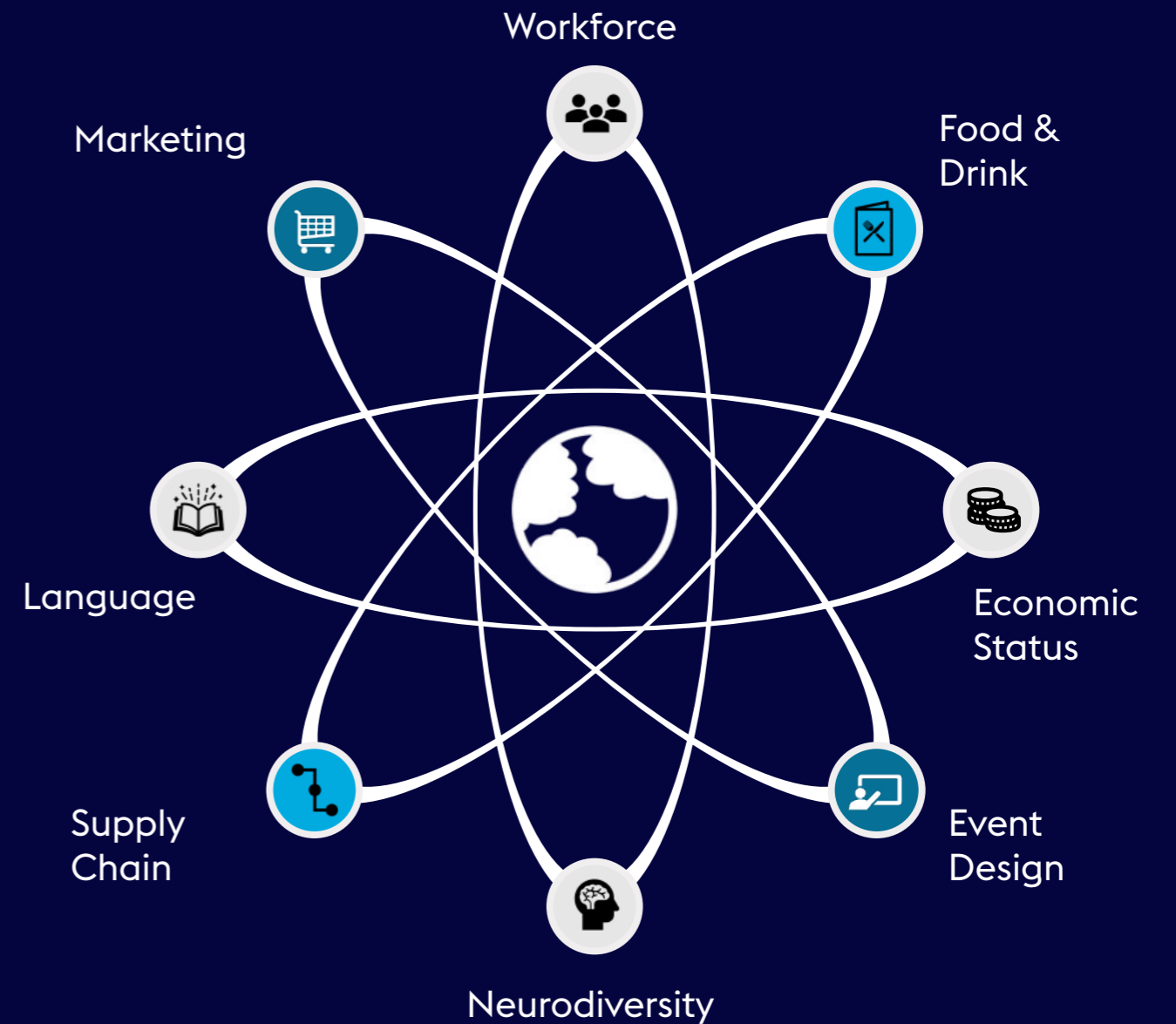
strides later and secure the future of business events.



The first step is often the hardest yet the most rewarding. Although DEI is a daunting, challenging journey to commence, you will discover challenges that have simple issues by implementing the first step on the 'Pathway for New Intent.' By making those first changes, you have begun your journey. It empowers

you to move forward, little by little, in creating positive change and, ultimately, a culture of belonging for everyone, regardless of what part of the business events industry you belong to.

This section will look at common areas of our industry and what steps we can take to improve DEI efforts.





There are many considerations when building our ever-evolving workforces. To attract people to the business events industry and retain them, we must reflect their most important values. The ability of leaders to be agile in their knowledge and willingness to educate themselves and their teams constantly is paramount to success. Research has shown that a diverse and inclusive workforce promotes outstanding teamwork, innovation, cultural perspectives, new ideas, and higher productivity. By creating cultures of belonging, offering fair pay, and diverse teams with an inclusive strategy, we can secure the future of our industry and bring on board the leaders of tomorrow.

### Diversity of Leadership

Team members must see themselves represented at a leadership level and be involved in the decisions that affect them.

### Fair Living Wage

Fair pay between genders and a fair living wage are fundamental. Fair wages promote productivity and well-being.

### Diversity of Team

A diverse team promotes teamwork, innovation, different perspectives, new ideas, and higher productivity.

### Requirements

Items such as a university degree or driver's license being essential in a job description where it is not really 'essential' alienate those who do not have access to such resources.

### Job Advertisement

Where you advertise for positions dictates what demographics will apply. Research who uses your advertising channels and expand where necessary to reach a wider audience.

### Training/Education

DEI training and education should be a continuous requirement. DEI evolves, requiring constant education.

### Inclusive Language

Job advertisements, training materials, and communications should embrace an inclusive language structure.

### Flexible Working

Our working environments have changed forever. To attract and retain the best talent, we must offer a work-life balance that puts people and the planet first.







# Language.

Inclusive language across all areas of business events is crucial in creating a culture of belonging. Your marketing, communications, conversation, signage, and speakers all have a responsibility to include everyone. They have the power to include or isolate and affect all areas of the industry. Language that separates creates disengagement and reputational damage, whereas inclusive language creates engagement, trust, exposure to a broader audience, and brand loyalty.

Words and phrases used for generations are no longer acceptable. Below are examples covering non-gendered language, ethnicity, race, medical, and ability. These are not exhaustive lists.

Education should be carried out with all teams, with particular attention, and training to marketing, sales, and speakers.

Attention should also be brought to using plain language in your internal and external communications. Confusion and alienation can occur in colloquial expressions that others may not understand or translate internationally. 'Just a ballpark figure' should be rephrased to 'just an estimate.' Additionally, acronyms should be avoided. Where it is necessary to use them, acronyms must be explained fully in the first instance.

  
**Ethnicity**

Non-Inclusive		Inclusive Version
Guru	→	Expert
Minorities	→	Marginalised
Powwow	→	Meeting
Peanut Gallery	→	Outside Opinion
Blacklist	→	Deny list

  
**Medical & Ability**

Gendered		Non-Gendered
Blindspot	→	Missed opportunity
Crazy	→	Ridiculous/ outrageous
Disabled/handicapped	→	People with disabilities
Lame	→	Uncool/cheesy
Walkthrough	→	Review/guide
Sanity check	→	Confidence check

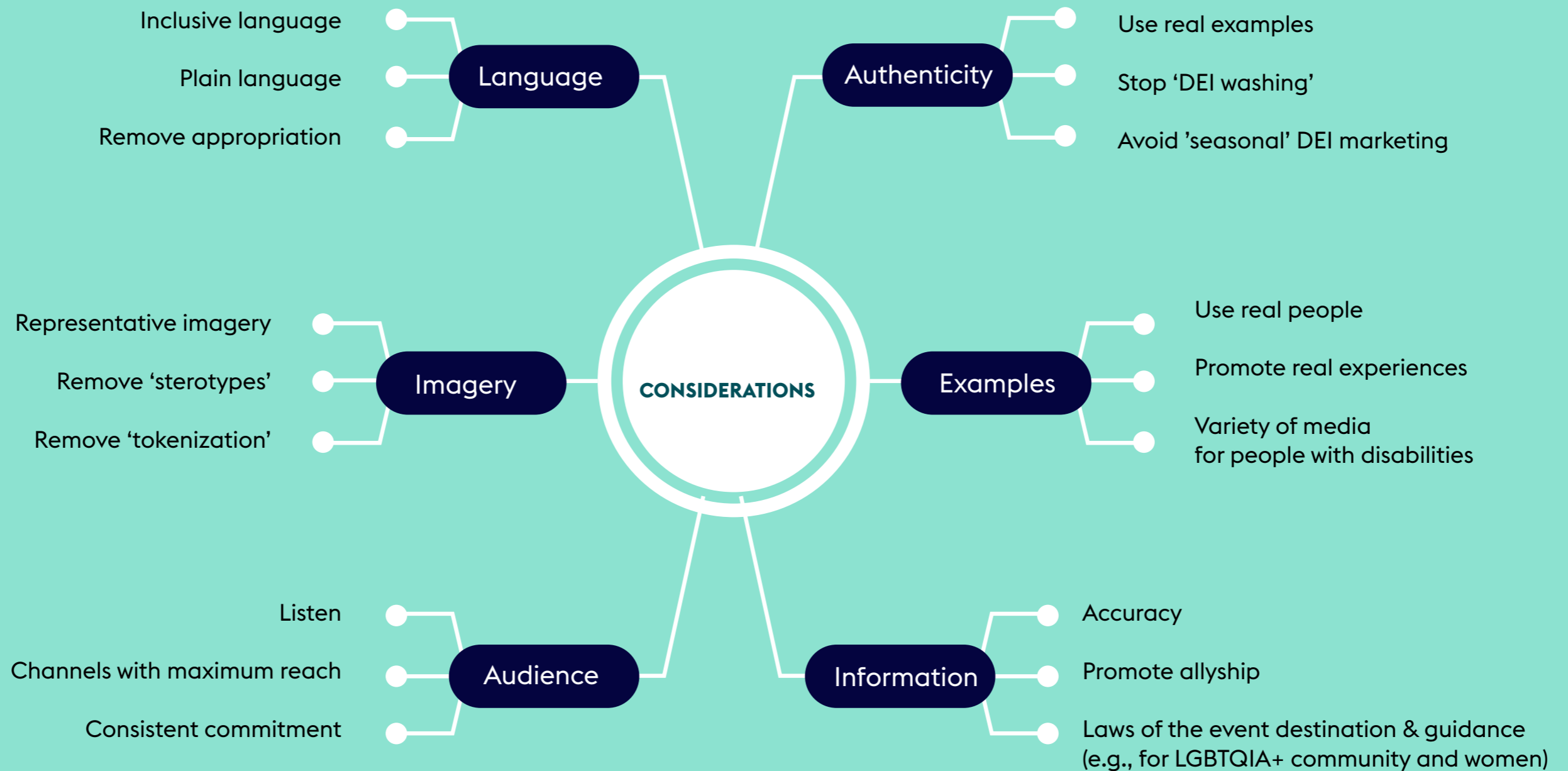
  
**Non-Gendered Language**

Gendered		Non-Gendered
Man/Woman	→	Person/individual
He/him/his/she/her/hers	→	They/them/theirs
Salesman/woman	→	Salesperson
Man up	→	Be brave
Guys	→	Everyone/team
Man hours	→	Person hours
Ladies & gentlemen	→	Everyone



Regardless of which part of the business events industry you sit in (workforce, supplier, or event strategist), DEI marketing standards should be adopted by all. Marketing is your first impression to your audience. That impression must make

them feel represented and included. Simple actions can take place now with longer-term goals put in place once you have completed the investigation phase of the 'Pathway for New Intent.'





# Event design.

Events bring communities of people to one place to share knowledge, share experiences, learn, connect, and innovate. They are a melting pot of cultures that must be represented, heard, and included. Events often provide an opportunity to challenge societal injustices and give a voice to those who are less

heard. Events that strive for DEI create loyalty, sustainable delegate numbers, increase the brand reputation of the organiser, legacy, positive environmental action and become a platform for positive change. These examples are a guide and not an exhaustive list.

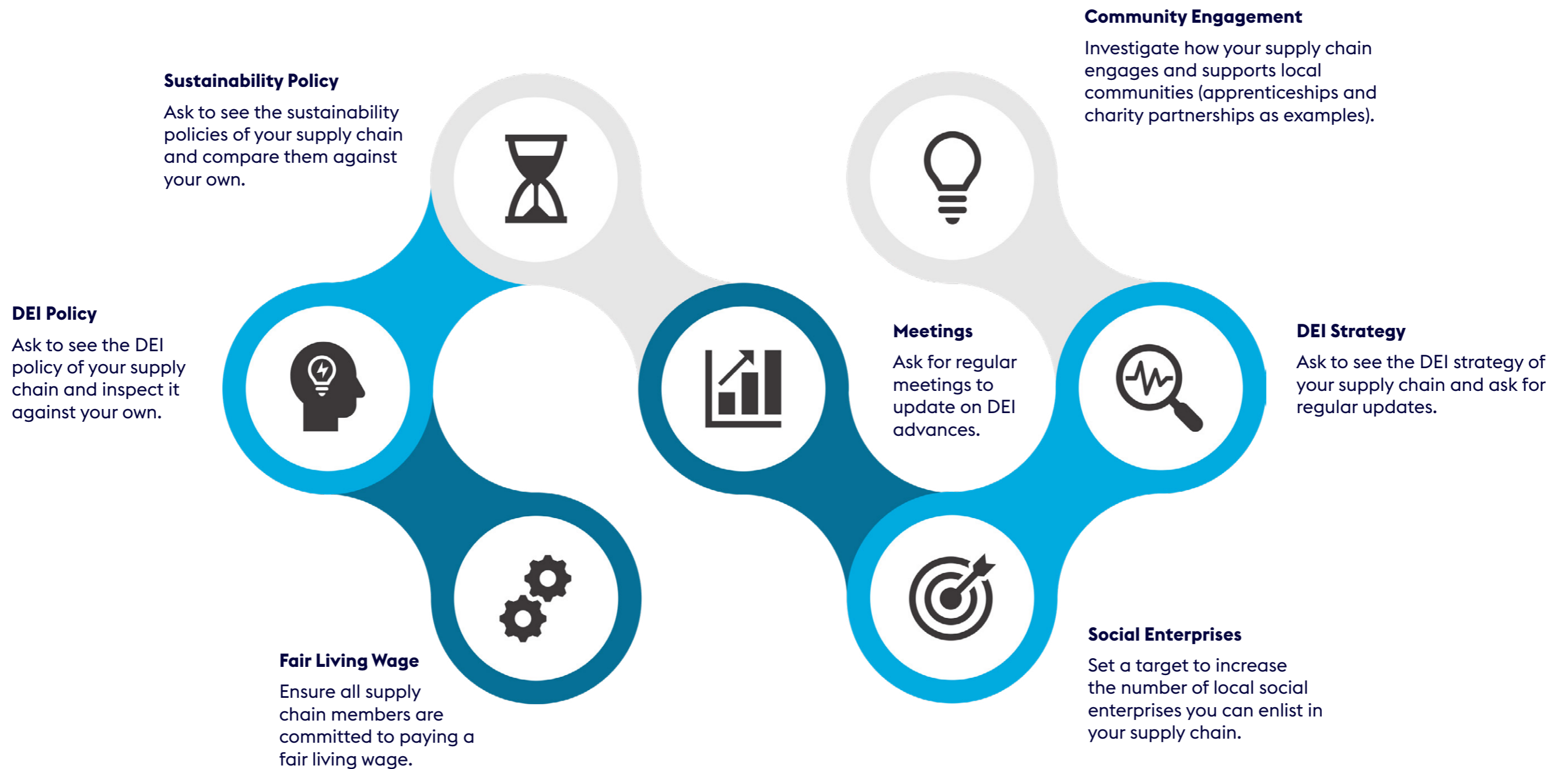
Agenda	Speakers	Workforce	Food & Drink	Economic Status	Facilities
<p>Your event content should represent and include people from different demographics. Consider ethnicities, people with disabilities, the trans community, gender, age, and more. Ensure panel discussions are diverse and include those whom that panel may be discussing.</p>	<p>Guide speakers on the language they should use during their presentations and what language to avoid.</p> <p>Presentations should be clear and accommodating to those with disabilities' to 'Presentations should be clear and accommodating to all and consider different learning/visual/audio requirements</p>	<p>Recruit a diverse workforce. Engage with students to provide necessary work experience.</p> <p>Requiring people to work for no pay is not considered a 'DEI' action. A fair living wage should be a standard for all.</p> <p>Leadership groups, boards, and decision-making groups should include diverse representatives. Consider young people to be included with senior-level decision-makers.</p>	<p>Cater to all dietary requirements with equal quality. Those who are vegan, vegetarian, and others, including religious considerations, should experience the same quality and choice as everyone.</p> <p>Non-drinkers must be included in the same effort as those who drink alcohol. Creative drinks rather than water or soft drinks are more inclusive.</p> <p>Label everything.</p>	<p>Ensure there are affordable travel and accommodation options.</p> <p>Consider reduced rates and offer grants for those whom you identify may need them.</p> <p>Affordable food and drink options in the destination signposted.</p>	<p>Venues and hotels should be fully accessible, with routes to and from communicated with alternative ways provided should they not be accessible to people with disabilities.</p> <p>Create gender-neutral toilets in venues where they are not provided in prominent areas of the event.</p> <p>The event should promote accessible public transport at all times.</p>



# Supply chain.

Efforts towards DEI should be reflected in every organisation you are connected. The supply chain should be analysed regularly to ensure your values are respected and supported

by those with whom you do business. Your own DEI advancement may be hindered by a supply chain that does not reflect your values as an organisation.





# Neurodiversity.

Neurodiversity refers to the natural variation in the human brain and how people process information and perceive the world around them. This includes conditions such as Autism Spectrum Disorder, Attention Deficit Hyperactivity Disorder, Dyslexia, and other neurodevelopmental differences.

Understanding neurodiversity in workforces, members,

and delegates allows you to accommodate the unique needs of neurodiverse individuals, establishing environments that enable everyone to feel valued and to contribute their full potential.

By Embracing neurodiversity, the business events industry can attract the strengths of a wider pool of talent and foster a more innovative and dynamic industry culture.

## Priority Access

To minimise the impact of crowds, grant early access to sessions and breaks. Session schedules should be designed to accommodate those who require an early exit, allowing them to navigate to the next without encountering crowds. Communication of these procedures in advance is crucial.

## Hybrid Events

Neurodivergent individuals can make a more informed decision about attending an event based on their specific needs and coping mechanisms in social situations, thanks to the option of hybrid events that offer both in-person and virtual attendance.

## Low Sensory Rooms

Provisions for low-sensory environments in workplaces and events, which could include reduced noise levels (e.g., presentations with lower noise) and dim lighting. This is particularly crucial during breaks, as lunch areas and exhibition halls can trigger sensory overload.



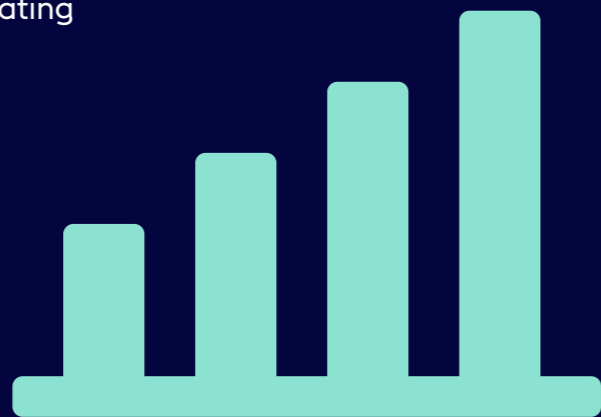
## Awareness

It is important to provide staff with training that equips them to support neurodiversity, and to create sessions that promote education and advocacy on the subject.



# Measurement.

Implementing DEI policies, strategies, and actions in the business events industry is only part of DEI advancement. Measuring your success and progress is critical to maintaining and demonstrating the impact of your efforts.



There is no one set standard to measure and report on DEI. How you measure will be unique to your organisation. Each organisation has different challenges and priorities, whether a supplier or buyer. The most important thing is to create a measuring system that is suitable for you, and that accurately and regularly measures your progress.

Implementing the 'Pathway to New Intent' programme will recognise

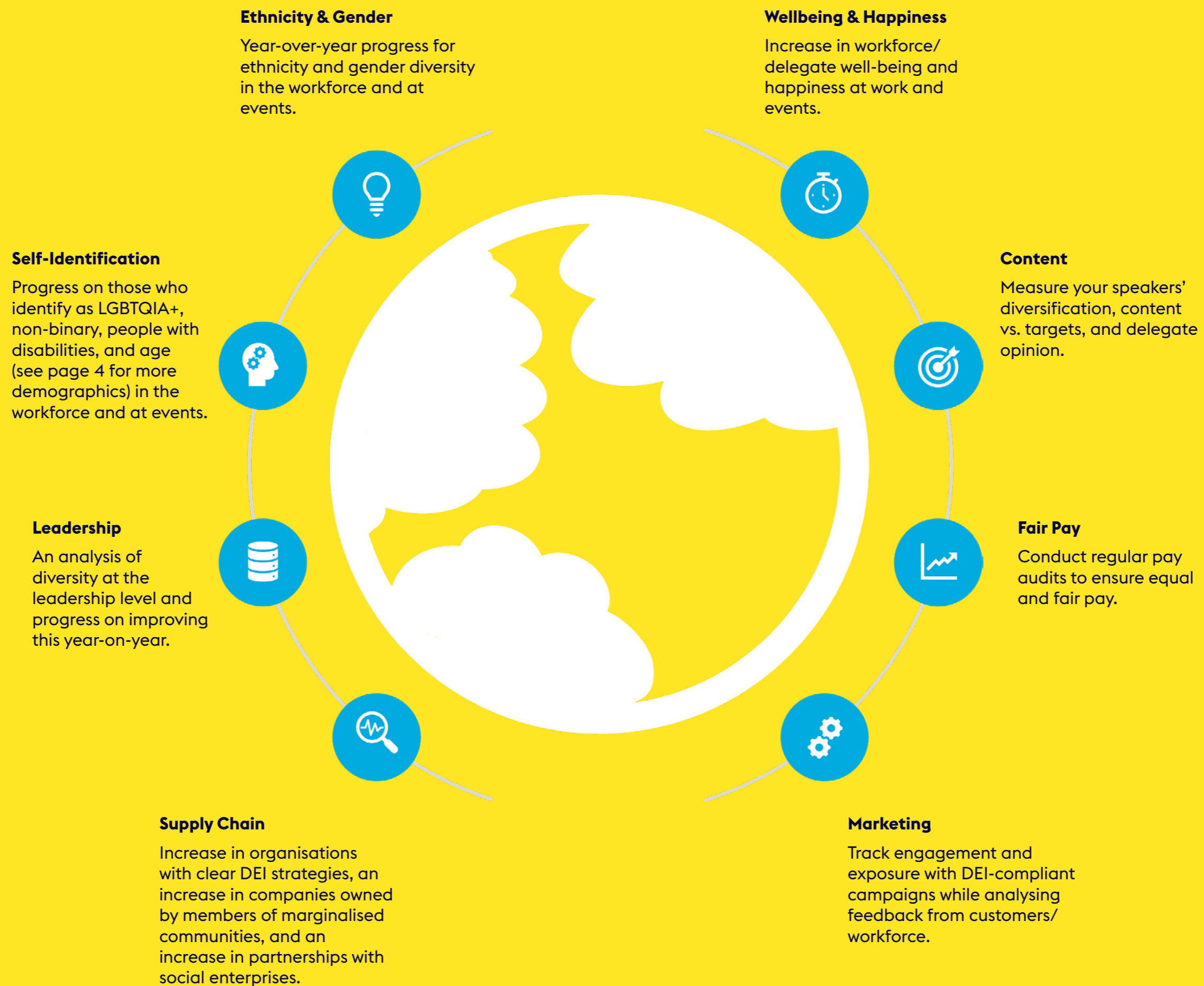
your unique challenges and establish a strategic DEI plan with KPIs that align with your needs and that reflect your company values.

Making your results public will ensure commitment by all organisation members, particularly and crucially at the leadership level. The following pages offer suggested measurement areas.



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# SUSTAINABLE DEVELOPMENT GOALS



## Sustainable Development Goals.

The United Nations Sustainable Development Goals (UN SDGs) 'provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.'

The UN SDGs offer a framework for prioritising people and the planet, guiding governments, organizations, and individuals. Each goal has specific targets that can be included in your measurement matrices to demonstrate your organization's efforts toward advancing these goals.

Achieving the UN SDGs necessitates a far-reaching transformation across public and private activities and societal changes.





# 1 NO POVERTY



- Policies and practices to stop discrimination.
- Recruit local community members.
- Engage with and support social enterprises.
- Engage marginalised populations.

# 6 CLEAN WATER AND SANITATION



- Promote water efficiency.
- Educate the workforce and delegates.
- Engage with and support social enterprises.
- International outreach by associations & corporations.

# 2 ZERO HUNGER



- Source from local producers.
- Community outreach to food charities.
- Engage with and support social enterprises.
- Nutrition education and awareness, both publically and with the workforce.

# 7 AFFORDABLE AND CLEAN ENERGY



- Convert to clean energy sources.
- Educate the workforce and delegates.
- Engage with and support social enterprises.
- International outreach by energy associations & corporations.

# 3 GOOD HEALTH AND WELL-BEING



- Workplace well-being education and monitoring.
- Public outreach and engagement during medical congresses.
- Engage with and support social enterprises.
- International outreach by medical associations & corporations.

# 8 DECENT WORK AND ECONOMIC GROWTH



- Fair Living Wage.
- Event owners foster a culture of entrepreneurship.
- Engage with and support social enterprises.
- Provide apprenticeship and internship opportunities.

# 4 QUALITY EDUCATION



- Engage with local schools, colleges, and universities.
- Provide apprenticeship and internship opportunities.
- Engage with and support social enterprises.
- Continuous learning opportunities and development for the workforce.

# 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



- Invest in infrastructure that reduces carbon emissions.
- Charging stations for electric vehicles.
- Give all stakeholders and delegates the opportunity to advocate for their needs.
- Standards for projects and initiatives to be sustainably managed.

# 5 GENDER EQUALITY



- Engage with marginalised gender-owned businesses.
- Increase hiring and promoting marginalised genders with full participation in leadership and decision-making processes.
- Engage with and support social enterprises.
- Appropriate representation of marginalised genders in event agendas.

# 10 REDUCED INEQUALITIES



- Equal pay across all genders with the same competency.
- Social protection for the workforce (life, accident, medical insurance).
- Engage with and support social enterprises.
- Skills training and career coaching for the workforce from marginalised and vulnerable groups.

## 11 SUSTAINABLE CITIES AND COMMUNITIES



- Promote and track the use of public and bike transport, consider the workforce, and delegate subsidies.
- Charging stations for electric vehicles.
- Waste management and air pollution reduction.
- Policies to protect the natural environment.

## 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



- Workforce training on the prevention of violence.
- Use events to advocate for global and local challenges/injustices.
- Engage with and support social enterprises and institutions.
- Attract events to your destination that advocate for local challenges/injustices.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



- Demand sustainability and DEI strategies from the supply chain.
- Waste management and air pollution reduction.
- Engage with and support social enterprises.
- Food & drink policies to reduce waste.

## 17 PARTNERSHIPS FOR THE GOALS



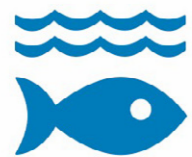
- Seek partnerships with industry peers to advance DEI across the business events industry.
- Establish partnerships with local and global organisations outside of the business events community who can support you in addressing global challenges.
- Engage with and support social enterprises.
- Engage with industry associations (PCMA, ICCA, SITE, MPI, ASAE) to collaborate on DEI and advocate for improved standards and practices.

## 13 CLIMATE ACTION



- Climate change education.
- Local and international outreach by associations & corporations across marginalised communities.
- Engage with and support social enterprises.
- Create a green travel policy for the workforce and delegates.

## 14 LIFE BELOW WATER



- Understand product life cycles, how they are disposed of, and which could likely find their way to the marine environment.
- Partner with local and international marine advocacy organisations.
- Engage with and support social enterprises.
- Public outreach, workforce, and delegate education.

## 15 LIFE ON LAND



- Measure, manage and mitigate your impact on the natural environment.
- Local and international outreach by associations & corporations across marginalised communities.
- Engage with and support social enterprises.
- Responsible sourcing of goods, applying environmental and social standards.



# Additional Resources.

## Legacy and Impact toolkit

In partnership with #MEET4IMPACT, VisitBritain introduced a [Legacy and Impact Toolkit](#) in 2022.

This toolkit has been designed to help you create the greatest possible impact through the activities you undertake, specifically congresses and events. It supports DMOs to work collaboratively with clients and partners and create impactful change from the events it helps attract.

Download this toolkit to grow knowledge and understanding of legacy programmes for events, identify legacy opportunities, and understand the pathway for developing legacy projects.

## Sustainability Toolkits

In partnership with GDS-Movement and isla, VisitBritain developed some sustainability toolkits to support you in your journey towards sustainability.

### [Event guide to organising a sustainable event](#)

This guide supports you in your comms to event organisers, and can be included in any content to possible proposals. The guide has been created to provide a general narrative to support in the approach of organising a sustainable event.

It includes event [sustainability checklists](#) with some detailed practical tips across the 4 main areas to manage: Energy, Food & Water, Production, Travel & Transport.

### [Responsible delegate guide](#)

This guide to bespoke using information from your destination to support responsible choices by visiting delegates.







## Contact.

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The Visit Britain logo is set against a red rectangular background. It features a stylized Union Jack flag above the words 'VISIT' and 'BRITAIN' stacked vertically in a white, uppercase, sans-serif font.

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