

Working towards sustainable
development worldwide:

Involving conference sector and
tourism in Bonn

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SUSTAINABILITY.
DURABILITÉ.
BONN.**



Bonn, Germany's United Nations City



01 About Bonn

- Bonn: medium sized city in the middle of Europe (319.000 inhabitants, 141 km², conference and touristic destination with approx. 8.500 hotel beds)
- UN hub for sustainable development worldwide (850 employees, seat of UNFCCC, UNCCD, UNV and other units working in related fields)
- dense cluster for sustainable development with more than 170 other relevant actors
- **Venue of UN and international conferences on global challenges (climate, desertification, water, renewable energies, biodiversity)**

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... working towards sustainable development worldwide

01 About Bonn

- local action programmes for climate (EEA Gold) and biodiversity
- project examples: solar cataster, gas and steam heating plant, Bonn Energy Agency, fifty-fifty
- awareness raising administration/citizens/economy
- addressing businesses: eco-profit, Sustainable Bonn, HES
- active and committed in international projects, networks and advocacy (ICLEI, Covenant of Mayors, WMCCC, Local Action for Biodiversity, Global Partnership on Cities and Biodiversity, Eurocities, CEMR, global compact)
- project partnerships on a global scale (SPICE school project with Bukhara, presented during EXPO 2010)



02 Sustainable Bonn



How sustainable are conferences ON sustainability?

- Since 2006: Sustainable Bonn (easy access, individual approach, focus on development)
- Initiative by City of Bonn (funded by the Federal Ministry for Economic Cooperation and Development), coordinated by Tourism and Congress Office Bonn

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Project Structure

Launch/Opening Event (Intake of 9-12 companies p.a.)

Workshops	On-Site appointments
Introduction to sustainability and sustainable management	On-Site visits Consultancy
Best-Practice-Workshop on energy efficiency and renewable energies	
Best-Practice-Workshop on waste, water and mobility management	establishing of individual strategies/action plans
Best Practice Workshop on fair/sustainable procurement	

Assistance and support of implementation

Approval by commission

Award as „Partner of Sustainable Bonn“ (49 companies 2006-2010)

02
Sustainable
Bonn

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Sustainable Outcome

02 Sustainable Bonn

Social:

integration of fair and social criterias in decisions, awareness raising and mobilisation of employees and guests



social



economy



ecology

Sustainable
Bonn

economy:

„Sustainable budget “:
lower costs due to
consultation (energy, water,
waste, illumination) –
opportunities to invest in
fair procurement.

Ecology:

responsible
ressource-
management,
implementation of
environmental
technologies.

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Win-Win for Sustainability and Venue



02

**Sustainable
Bonn**

- 2006 – 2010:
49 committed partners, 4730 hotel beds
- successfully addressed target groups:
management, staff, clients (conference participants!), partner/sister companies
- awards and reputation: project of the UN decade on education for a sustainable development and sustainability award Zeitzeichen, fairtrade town
- outreach: model for other city-projects (Celle) and for chain-wide strategies (Ameron, Maritim)
- conference venue: increasing demand for sustainable conference services
- synergies and links: e.g. EMAS/ISO 14001, Green Globe (Maritim, COP-venue) **... and HES**

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Bonn: Assets for a successful HES-testing

03

HES assets

- 25 hotels covering a broad range from family owned small business up to medium sized conference hotels
- local expertise: Stadtwerke Bonn, KfW-Bankengruppe, Dehoga as project partners, additional support by cluster of Bonn-based organisations
- local services: solar cataster, local energy agency (coming soon)
- Project-lead by Tourism and Congress Office
- Consultancy by arqum and Stadtwerke Bonn Energie und Wasser



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HES Teilnehmer



Hotel Astoria
Bonn



SCHLOSS AUDEL

Hotel - Restaurant

Zur Post

Mercure

BONN HARDTBERG

PRESIDENT HOTEL

Hotel  Continental

VENUSBERGHOTEL


MARITIM
Hotel Bonn

Rheinland
das Hotel
an der Kennedybrücke

Hotel
Kurfürstenhof Bonn


Hilton
Bonn


ibis
HOTEL


HOTEL Kooperation


hotel.villa.esplanade

HOTEL *Löhndorf*
BONN
garni / bed & breakfast

Galerie
DESIGN HOTEL
Bonn


DERAG HOTEL AND LIVING
HOTEL KANZLER - BONN
☆☆☆☆

acora
Hotel und Wohnen


studentenwerk
bonn


Rheinhotel
Dreesen
Ringhotel Bonn

☆☆☆ hotel
Deutsches Haus


HOTEL
Europa
BONN

GÜNEWIG
HOTELS & RESTAURANTS


AMERON COLLECTION
HOTEL KÖNIGSHOF BONN

Hotel
EDEN Am Kurpark
Bad-Godesberg

HOTEL MERCEDES

Das moderne Garni-Hotel mit der
persönlichen Note im Herzen von Bonn



**DANKE.
THANK YOU.
MERCI.
BONN.**

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