

# The Danish business event industry is taking sustainability to a whole new level

To strengthen its position as a frontrunner within sustainability, MeetDenmark and the Danish business event destinations have joined forces in a national effort.

The effort centres around three strategic action areas:

## Accelerating the green transition

Reducing the environmental impact of the Danish business event industry through certifications, impact measurement, sustainable value chain optimisation, and international cooperation.

## Creating more value and better outputs from business events

A continued strategic focus on designing sustainable business events that create long-lasting legacies and more value for both organisers, participants, and the host destination.

## Empowering customers to make more sustainable choices

Increasing customer awareness of the wide range of sustainable solutions, services and products within the Danish business event industry to customers.

Scan the QR code or go to [meetdenmark.dk](https://meetdenmark.dk) to learn more about MeetDenmark's sustainability effort and why Denmark should be your next event location.



Our sustainability effort contributes to the UN's sustainable development goals.



MeetDenmark is the Danish development association for business tourism. Its purpose is to develop and promote business tourism and the meeting industry in Denmark. The association's members include the Ministry of Industry, Business and Financial Affairs, Destination Fyn, Destination Nord, VisitAarhus and Wonderful Copenhagen.