



HCA & The Global Association Meetings Protocol

City: **Lausanne Montreux Congress**

Global Associations Meeting Protocol - 4 Pillars (Source: ICCA Global Association Meetings Protocol)

These provide a structured framework for destination leaders to optimize how they work with association clients in the future.

Sustainability, Equity & Legacy

Association clients are facing increasing pressure from their organizations and partners to be more transparent about how they're collaborating with host destinations to decrease environmental impacts and increase benefits to a wider breadth of community members and stakeholders.

Sustainability; equity, diversity and inclusion; and legacy are now top of mind for association clients when it comes to site selection. Therefore, destinations should dedicate more resources to deliver on those priorities more effectively. Some specific strategies here are:

- Work closely with associations to help them achieve their legacy objectives.
- Balance the need for growth with responsible and sustainable development.
- Develop a sustainable tourism and events strategic framework.
- Improve equity, diversity and inclusion across organization staff
- Protect and steward the natural environment and our authentic social and cultural characteristics
- Elevate the destination brand by promoting progressive people and organizations invested in sustainability and equality.
- Develop new KPIs to better measure the economic and social impact of tourism and business events beyond visitor volume.
- Increase collaboration with local community organizations to address social issues

Crisis Planning & Mitigation

Protocols to enhance safety, health and security should be further enhanced and codified to protect against future cataclysmic shocks and chronic stresses that impact business events. Some specific strategies here are:

- Pay close attention to safety, health and security as a strategic consideration in our future planning.
- Develop a much more comprehensive crisis management strategy with new protocols related to all types of crises.
- Expand networks and collaboration with health, safety and security organizations to improve the destination's resilience to future shocks.
- Increase direct involvement in risk assessment and mitigation strategies for business events.
- Engage in scenario planning to help be prepared for future disruptions and opportunities

Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel. Some specific strategies here are:

- Increase advocacy efforts regarding border trade and travel restrictions.
- Actively encourage policy makers to reduce barriers to travel.
- Diversify revenue sources to maintain and expand current funding levels.
- Play more of a central role in advocacy in the destination.

Sector & Community Alignment

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client. Some specific strategy here is:

- Expand engagement with universities, research institutions and advanced/ creative industries to better attract high-value business events.
- Develop outreach programs in the local community to broaden industry networks.
- Place greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in their destination.
- Enhance engagement with local community to manage future considerations for the visitor economy.

How is the city of **Lausanne & Montreux (LMC)**.. aligning with the Global Meetings Protocol?

LMC's answers and comments in this HCA's document are highlighted in orange and provided by Olivier Mathieu on behalf of the LMC team on 2022 August 10th.

Sustainability, Equity & Legacy

Sustainability; equity, diversity and inclusion; and legacy are now top of mind for association clients when it comes to site selection. Therefore, destinations should dedicate more resources to deliver on those priorities more effectively.

1. At present is your *city/ CVB/ destination partners* implementing any of the following sustainability, equity & legacy strategies?
 - Work closely with associations to help them achieve their legacy objectives.
LMC: Yes, Lausanne Montreux Congress (LMC) knows it is a win-win collaboration to support associations to build-up innovative solutions to improve the efficiency and the reputation of their congresses. It's also a great way to promote the destination.
 - Balance the need for growth with responsible and sustainable development.
LMC: We believe in a regenerative sustainability in all our actions, including in the meetings & events. One shot events and actions are not what we believe in. A sustainable economic activity depends on long-haul responsibility.

Why is the Lausanne-Montreux destination a sustainable destination?

- Develop a sustainable tourism and events strategic framework.
LMC: Our LMCare strategy has been launched in 2021 and is aligned with our commitments for a sustainable and regenerative tourism & for the meetings & events in our destination. LMC has set up a Sustainability Taskforce to create the LMCare strategy. This network and think-tank is regularly consulted and activated in order to lead Lausanne, Montreux and the canton of Vaud among the leading sustainable tourism regions in Switzerland and Europe.

More info: [Lausanne Montreux Switzerland: Let's travel far together – LMCare 2025 Sustainability Strategy](#)

- Improve equity, diversity and inclusion across organization staff
LMC: it is clearly stated in LMCare 2025 Sustainability Strategy
- Protect and steward the natural environment and our authentic social and cultural characteristics
LMC: it is clearly stated in LMCare 2025 Sustainability Strategy
- Elevate the destination brand by promoting progressive people and organizations invested in sustainability and equality.
LMC: communication action to be hold in the future
- Develop new KPIs to better measure the economic and social impact of tourism and business events beyond visitor volume.
LMC: we are working on today in engaging the local partners and suppliers into the **SWISSTAINABLE** national program (sustainability promotional program) hold by Switzerland Tourism since Spring 2021.
67 LMC local partners are committed to Swisstainable by June 2022 (vs 1'100 for the whole country). Our goal is to reach 100 by the end of the year.
Among our activities to boost this goal, LMC has organised sustainability workshops to engage partners in the Swisstainable programme.
<https://www.montreuxriviera.com/en/P78042/sustainability-workshops-led-by-lausanne-montreux-congress>
- Increase collaboration with local community organizations to address social issues
LMC: not planned at the moment

2. Can you describe an initiative taking place in your city// CVB/ destination partners in your city that demonstrates one of the above strategies?

LMC:

TOUR DE FRANCE IN LAUSANNE AND MONTREUX

The city of Lausanne has strongly committed to deliver a sustainable sport event through the support of THE SHIFT consultancy. It provided a guideline to handle a relevant event strategy and concrete sustainable operations.

<https://letourausanne.ch/developpement-durable/>

MONTREUX JAZZ FESTIVAL

The Montreux Jazz Festival has developed a general strategy for sustainable development and is constantly improving the measures that have been in place for the past several years.

<https://www.montreuxjazzfestival.com/en/festival/sustainable-development/>

SCALA DAYS EUROPE 2019 : CELEBRATING COLLABORATIVE SUCCESS

ICCA id 1145754

Scala community is a leading network of computer & IT programmers all over the world. Widely engaged into sustainability activities, the meeting gathered 1'000 participants in June 2019 at the SwissTech Convention Center (EPFL – Federal Technology Institute of Lausanne). In the 2019 edition, the organizer together with the local partners and suppliers involved developed an innovative programme which enhanced the values of Scala community in regards Sustainability, Equity & Legacy / Advocacy & Policy / Sector & Community Alignment.

<https://www.scala-lang.org/blog/2019/01/17/scala-days-2019-celebrating-collaborative-success.html>

3. Is your *city/ CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to sustainability, equity and legacy?

LMC:

KIT MANIF

A tool made for event organizers in Lausanne & Vaud canton. It provides support to integrate sustainable practice and concrete solutions including where to find relevant suppliers and potential subsidies.

<https://kitmanif.ch/>

Lausanne Sustainability Tool Box

The city of Lausanne monitors a “Tool Box” providing a full of sustainable initiatives for the local community and project managers.

<https://www.lausanne.ch/portrait/durabilite/developpement-durable/developpement-durable/boite-a-outils.html>

MORE INFO & LINKS

Sustainability initiatives hold by our key stake holders in Lausanne, Montreux, Vaud canton, Switzerland

Lausanne & Montreux tourism & sustainability

- Guided tours in Lausanne, The Olympic Capital : [Lausanne Responsible Visits](#)
- [The Lausanne sustainable travel guide](#)
- [Montreux Riviera sustainability](#)
- [Why is the Lausanne-Montreux destination a sustainable destination ?](#)

Villes de Lausanne et Montreux

- [Plan climat lausannois](#) (in French only)
- [Lausanne Durabilité](#) (in French only)
- [Montreux Durabilité](#) (in French oncly)
- [Montreux Energy City Gold Energy](#)

Education and sustainability

- [The Sustainability campus of EPFL \(the Federal Technology Institute of Lausanne\)](#)
- [UNIL \(Univ. of Lausanne\) - Centre de compétences en durabilité](#) (in French only)
- [CHUV \(Lausanne Univ. Hospital\) - Responsabilité sociale et environnementale](#) (in French only)
- [EHL \(Ecole Hôtelière de Lausanne – Lausanne Hospitality School\) - Contributing Beyond Education, EHL Social & Environmental Commitment](#)
- [The International Olympic Committee & Sustainability](#)

VAUD canton

- [Vaud Promotion – Tourisme durable](#) (in French only)
- [Etat de Vaud – bureau de la durabilité](#) (in French only)
- [Who is who of Sustainable Tourism in Lausanne and Switzerland](#) (in French only)

Switzerland

- [2030 Sustainable Development Strategy of the Swiss the Federal Council](#)
- [Suisustainable – sustainable travel in Switzerland](#)
- [Meet sustainably in Switzerland](#)

Crisis Planning & Mitigation

Protocols to enhance safety, health and security should be further enhanced and codified to protect against future cataclysmic shocks and chronic stresses that impact business events:

1. At present is your *city/CVB/ destination partners* implementing any of the following crisis planning & mitigation strategies?

LMC: During the covid pandemic, the crisis management was hold by the state of vaud canton. The major crisis relies directly to the federal level.

We all remain on them in case of major crisis, natural disaster, or war.

<https://www.vd.ch/themes/securite>

- Pay close attention to safety, health and security as a strategic consideration in our future planning.
LMC: the events are monitored by the local police and compulsory safety controls are hold on regular base in all the venues hosting public.
- Develop a much more comprehensive crisis management strategy with new protocols related to all types of crises.
- Expand networks and collaboration with health, safety and security organizations to improve the destination's resilience to future shocks.
LMC: our tourism and convention bureaux meet the police representatives on regular basis
- Increase direct involvement in risk assessment and mitigation strategies for business events.
- Engage in scenario planning to help be prepared for future disruptions and opportunities

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

LMC : The Federal Government together with the Swiss cantons have managed an exceptional supporting program for the companies during the covid period. It included the financial support for the employees who had to reduce their working time (RHT) and mortgage delay agreements to help companies in paying their debts and financial charges.

https://www.seco.admin.ch/seco/fr/home/Arbeit/neues_coronavirus/tourismus_regionalpolitik.html

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to crisis planning & mitigation?

LMC: Half billion CHF has been invested by the Swiss government to support financially the tourism sector during the pandemic. In addition, a "Recovery Program" has been specially handled for the tourism sector as it was massively impacted by the pandemic.

https://www.seco.admin.ch/seco/fr/home/Arbeit/neues_coronavirus/tourismus_regionalpolitik.html

<https://www.seco.admin.ch/seco/fr/home/Standortfoerderung/Tourismuspolitik/coronaviruss.html>

Advocacy & Policy

Association clients are asking destinations and their partners to continue to advocate stridently for reducing barriers to travel

1. At present is your *city/ CVB/ destination partners* implementing any of the following advocacy and policy strategies?

- Increase advocacy efforts regarding border trade and travel restrictions.
- Actively encourage policy makers to reduce barriers to travel.
- Diversify revenue sources to maintain and expand current funding levels.

LMC: when possible, the congress bureau advises meeting planners in funds search including local subsidies where relevant.

- Play more of a central role in advocacy in the destination

LMC: LMC is the congress alliance of the tourism and convention bureaux of Lausanne and Montreux cities. One of the main aim of this alliance is to maximise the interactions of the key stakeholders from the local meeting industry with the local authorities. Our organisation demonstrates this way its important role in advocating for business tourism in our destination.

<https://www.lausanne-montreux-congress.ch/en/about-lausanne-montreux-congress/>

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

LMC: when staying in a hotel in Lausanne and Montreux, visitors can use a [City Transport Card](#) to use the public transports for free in addition to several promotional advantages to local attractions.

<https://www.lausanne-montreux-congress.ch/en/benefits/>

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to advocacy and policy in reducing barriers to travel?

Sector & Community Alignment

Providing access to local clusters of advanced industries and community leaders is critical for attracting business events in those industries. Selling brainpower as well as buildings improves competitiveness for the destination and enhances legacy outcomes for the client.

1. At present is your *city/ CVB/ destination partners* implementing any of the following sector and community alignment strategies?

- Expand engagement with universities, research institutions and advanced/ creative industries to better attract high-value business events.
- Develop outreach programs in the local community to broaden industry networks.
- Place greater emphasis on connecting business event customers with intellectual capabilities and knowledge networks in their destination.
- Enhance engagement with local community to manage future considerations for the visitor economy.

2. Can you describe an initiative taking place in your *city/ / CVB/ destination partners in your city* that demonstrates one of the above strategies?

LMC: The majority of the meetings and conferences held in Lausanne and Montreux are organised thanks to local committees composed of a large number of local experts, professors and doctors. For instance the high concentration of schools and the exceptional Life Sciences local ecosystem represent the renowned “Swiss Health Valley”.

As much as possible, these local experts associate their activities and networks to enhance the scientific programme where possible in their conferences. See here-after an example of smart synergy handled by LMC with eSpace.

eSpace

A world-renowned center of excellence in space science and technology research, education and innovation. The Swiss Space Centre based in the Federal Technology Institute of Lausanne (EPFL).

Its mission:

- Inspire the new generation of students in space-related projects and activities.
- Develop novel space science and technology research topics in partnership with EPFL labs and beyond.
- Foster innovative space initiatives.

Its focus:

eSpace introduced in 2020 a new initiative aimed at bridging a series of identified knowledge and technology gaps within current global lunar exploration and infrastructure development roadmaps by leveraging eSpace expertise and EPFL network of labs, professors, researchers, and motivated students. eSpace global network and expertise place us in an ideal position to act as initiators, mediators, and facilitators of opportunities and collaborations between EPFL laboratories, Swiss enterprises and organizations, and international partners and institutions.

eSpace EPFL Space Centre - A CENTER OF EXCELLENCE IN SPACE TECHNOLOGIES, RESEARCH, EDUCATION AND INNOVATION AT EPFL

LEGENDS OF SPACE

An eSpace event case entitled: " Humankind's greatest adventure continues"

Impact & objective: The organiser welcomed 1,150 participants of 14- and 15-years old students from 57 schools in French-speaking Switzerland for two hours to promote science to young people, introduce them to space legends and show them the importance of following their dreams.

<https://espace.epfl.ch/event/legends-of-space/>

3. Is your *city/ / CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to sector and community alignment?

THE SPOT

This annual event offers a permanent, strong platform for sport and innovation in the Lemanic region. THE SPOT is organised jointly by ThinkSport, the Swiss Tech Convention Center, EPFL, UNIL and the Canton of Vaud and is anything but conventional:

- A conference in untraditional format connects delegates with pioneers in innovation and generates unique conversations.
- At the Marketplace and the Demo Zone, participants present and discover new products and solutions at stands that change every day.
- A two-day start-up battle sees dozens of young companies go toe-to-toe, with eager investors looking on.
- Countless networking opportunities, including fun, social events, make THE SPOT a place where new cross-sector partnerships and projects are born.

<https://thespot.ch/>

Join the Alliance

