



HCA & The Global Association Meetings Protocol

City: The Hague

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 **The Hague** aligning with the Global Meetings Protocol?

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.
 - **The Hague Convention Bureau is in the early stages of creating a Legacy Programme that will derive benefit to both our association clients as well as our city itself. For The Hague it will be important that there is a symbiotic relationship between the DNA of our city: Justice, Security and Impact and the legacy objectives of our clients. And it is from this starting premise that we will engage with our association clients to customize our legacy offering.**
 - Balance the need for growth with responsible and sustainable development.
 - **As an SDG city, we are very involved in realizing the UN Sustainable Development Goals (SDGs). We expect sustainability in relation to the climate to play an increasingly important role in the selection process for a holiday or conference destination or a business location, and we will have to take this into account in our work.**
 - Develop a sustainable tourism and events strategic framework.

- The Hague & Partners endorses national and international objectives with regard to sustainability (people, planet, prosperity) and efforts to combat climate change. Our organisation wants to contribute to those objectives based on our own goal of enhancing not only the prosperity but the well-being of all residents of The Hague. First and foremost, we will do so by choosing sustainable development when promoting the visitor economy, national and international industry and conferences, while also safe-guarding the limits of ecological and social capacity. Secondly, we will do this by encouraging our partners to choose sustainable alternatives in order to increase the sustainability of their own operations, so that they too may make a positive contribution to people and society.

Taken from The Hague & Partners' sustainability Manifest.

- Improve equity, diversity and inclusion across organization staff
 - In 2022, The Hague and Partners launched its Diversity and Inclusion Campaign. The first milestone of this campaign was a diversity and inclusion survey conducted by the staff of the organization.
 - The City of The Hague – Team Diversity & Inclusion. <https://www.sdgsdenhaag.nl/en/news/the-hague-municipality-team-diversity-and-inclusion>
 - 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.
 - Jill Wilkinson and The Humanity Hub -- An SDG House <https://www.youtube.com/watch?v=ffV7O6AlfK4>
 - The Hague The SDG City <https://www.sdgsdenhaag.nl/en>
 - Solar Dew – Clean water solutions: <https://www.sdgsdenhaag.nl/en/news/solar-dew-clean-water-solutions-through-solar-energy-sdg-6>
 - Amare – House of Culture, Events and Sustainability <https://thehague.com/conventionbureau/en/showcases/house-culture-education-events-and-sustainability>
 - 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
 - The Hague is an Impact City where start-ups and scale ups and social entrepreneurs work every day on providing solutions to the world's social and climate issues. <https://www.impactcity.nl/en/>
2. Can you describe an initiative taking place in your city// CVB/ destination partners in your city that demonstrates one of the above strategies?
- Just Peace Month The Hague - <https://justpeacethehague.com/en/>
 - Museon/Omniversum – One Planet - <https://oneplanet.nl/en/>

- [The Hague, the city towards zero poverty.](https://www.sdgdenhaag.nl/en/news/working-towards-city-zero-poverty)
<https://www.sdgdenhaag.nl/en/news/working-towards-city-zero-poverty>

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

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?
 - 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
2. Can you describe an initiative taking place in your *city/ CVB/ destination partners in your city* that demonstrates one of the above strategies?
3. Is your *city/ CVB/ destination partners in your city* undertaking other strategies not listing above that demonstrate its commitment to crisis planning & mitigation?

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.
 - Play more of a central role in advocacy in the destination
2. Can you describe an initiative taking place in your *city/ CVB/ destination partners in your city* that demonstrates one of the above strategies?

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?

The Hague & Partners coordinates this through the Netherlands Board of Tourism & Conventions. At the national level, the NBTC manages issues with regards to travel restrictions and advocating for the resolution of travel complications and barriers.

The Hague & Partners is also a member of CLC VECTA, a knowledge and inspiration platform focussed on advocacy and policy support for the events industry. CLC VECTA was instrumental in developing the industry guidelines for safe meetings during the covid pandemic.

<https://www.clcvecta.nl/over-ons>

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?

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?

- In alignment with the economic vision 2030 for the city of The Hague, 3 industry clusters have been identified that will guide the efforts of acquisition of international business events and investment. These profile clusters are Impact City, Security Delta and Legal & Policy Capital.
- Over the last 5 years The Hague & Partners has actively forged relationships with various sector hubs in the city and environs. The Humanity Hub, The Hague Tech, Apollo 14, Tech Park Ypenburg, The Haagse Hogeschool,
- Association clients are connected to their respective industry ecosystems present in The Hague.
- <https://thehague.com/conventionbureau/en/the-key-sectors-the-hague>

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