



Madrid, 29 September 2021

**Madrid Convention Bureau launches PLUS (Platform for Legacy with us), a digital platform for social and environmental sustainability and legacy**

## **Madrid, the first Spanish city to implement a comprehensive sustainability tool for meetings and events**

- **This new service generates specific reports for meetings in Madrid before they are held. In this way, their impact can be reduced from the initial planning stages and the Sustainable Development Goals (SDGs) implemented in real time**
- **PLUS aims to connect event organisers with local agents, with a view to promoting positive actions that result in long-lasting benefits for society from a social, environmental and cultural perspective**
- **Madrid Convention Bureau also makes use of other specialist tools, such as the [MICE Sustainability Guide](#), which contributes to securing the capital's reputation as one of the world's leading MICE destinations**

Sustainability, legacy and positive impact are three key aspects of Madrid's MICE tourism strategy. And, thanks to the recent addition of this new tool, these three pillars will be integrated into professional conferences and events held in the capital. The Tourism Department, in collaboration with Madrid Convention Bureau (MCB), has launched PLUS (Platform for Legacy with us). The first of its kind in Spain, this digital platform aims to support organisers manage these types of events efficiently and in line with the 17 Sustainable Development Goals (SDGs) adopted by the United Nations (UN) in the 2030 Agenda.

PLUS generates sustainability reports specific to each meeting that takes place in Madrid, with recommendations for how to minimise social and environmental impact. What is so innovative about this analysis is that it is conducted before events are held, allowing for organisers to make any necessary changes in the planning phase to reduce impact from the outset. The report also facilitates implementation of the SDGs in real time and the creation of a legacy strategy.

Thanks to this tool, event organisers are able to evaluate a series of aspects about the event during the design phase. What's more, the various reports are adapted

**Dirección General de Comunicación**  
Calle Montalbán nº1 Planta 3  
Código Postal 28014 Madrid

**diario:** [diario.madrid.es](http://diario.madrid.es)  
**twitter:** [@MADRID](https://twitter.com/MADRID)  
**facebook:** [@ayuntamientodemadrid](https://www.facebook.com/ayuntamientodemadrid)

**teléfono:** +34 91 588 22 40  
**mail:** [prensa@madrid.es](mailto:prensa@madrid.es)  
**web:** [madrid.es](http://madrid.es)



to each event's specific characteristics, i.e., attendees, venues, type of layout and set-up, catering services, etc. Additionally, the platform also generates a post-meeting report, which calculates the total CO2 emissions and, in a later phase, will suggest ways to compensate the event's impact on a local level within the city of Madrid.

### **Legacy project**

One of the main features of this new service is related to creating legacy, by promoting contact between event organisers and local agents (NGOs, associations, foundations, etc.). In this way, it encourages positive impact actions from a social, environmental and cultural point of view, giving way to long-lasting benefits for society. To do so, the tool features a specific section to connect event organisers with representatives from a range of organisations located in Madrid, suggesting actions to contribute to this legacy project in the city.

Available in Spanish and English, PLUS can be used to upload any necessary documentation to the ISO 20121 management system and to view statistics on sustainable events. It also includes a database for sustainable meetings with environmentally friendly resources, such as a list of Madrid-based suppliers of sustainable services and products which meet the SDGs. Madrid Convention Bureau will allow all organisers and companies responsible for managing conferences and events in the capital temporary access to the tool. Additionally, MCB will run free training sessions for its partners, targeting DMCs and PCOs, to promote the advantages and benefits of using this digital platform.

### **MICE Sustainability Guide**

This tool is a complement to the [MICE Sustainability Guide](#), created by Madrid Convention Bureau in 2020 with practical information regarding sustainability, legacy and positive impact. Designed in collaboration with responsible tourism experts, this manual features an in-depth analysis of the Sustainable Development Goals related to the tourism industry, with practical ways to apply them in five different sectors: Special Venues, Hotels, Restaurants and Catering, Service Providers and Events Agencies, Specialist Travel Agents (DMCs), and Professional Conference Organisers (PCOs).

With initiatives like these, Tourism Department and MCB aim to consolidate Madrid's reputation as a leading international MICE tourism destination and a sustainable, efficient and responsible city.