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Research Scope

- Massive transformation in the association events industry
- Meetings- and event market in Germany booming pre-pandemic
- Societies in motion
 - Growing demand for safety and security
 - Demographic shifts
 - Demand for more sustainable options → environmental shift
 - SARS-CoV-2 pandemic
- Rapid technological development
- Ressource intensive industry
- Positive and negative impacts

Methodology

- Mixed-Methods Approach
- Qualitative research
 - Expert interviews
 - Online Delphi
 - Mayring's qualitative content analysis
- Quantitative research
 - Survey among association events participants

Theoretical Framework

- Gifford's Dragons of Inaction
 - Structural & psychological barriers
 - Determinants/factors for minimising the behavioural gap
 - Sustainability awareness is not sustainability behaviour
 - Action-oriented forms of interventions
 - Determining sustainability consciousness
 - Target-group-oriented communication

Aims & Objectives

- Approach to more sustainable events
- Terminology
- Status quo
- Drivers and barriers/behavioural gap
- Factors associated with effectiveness criteria
- Assess and steer sustainability in association events performance

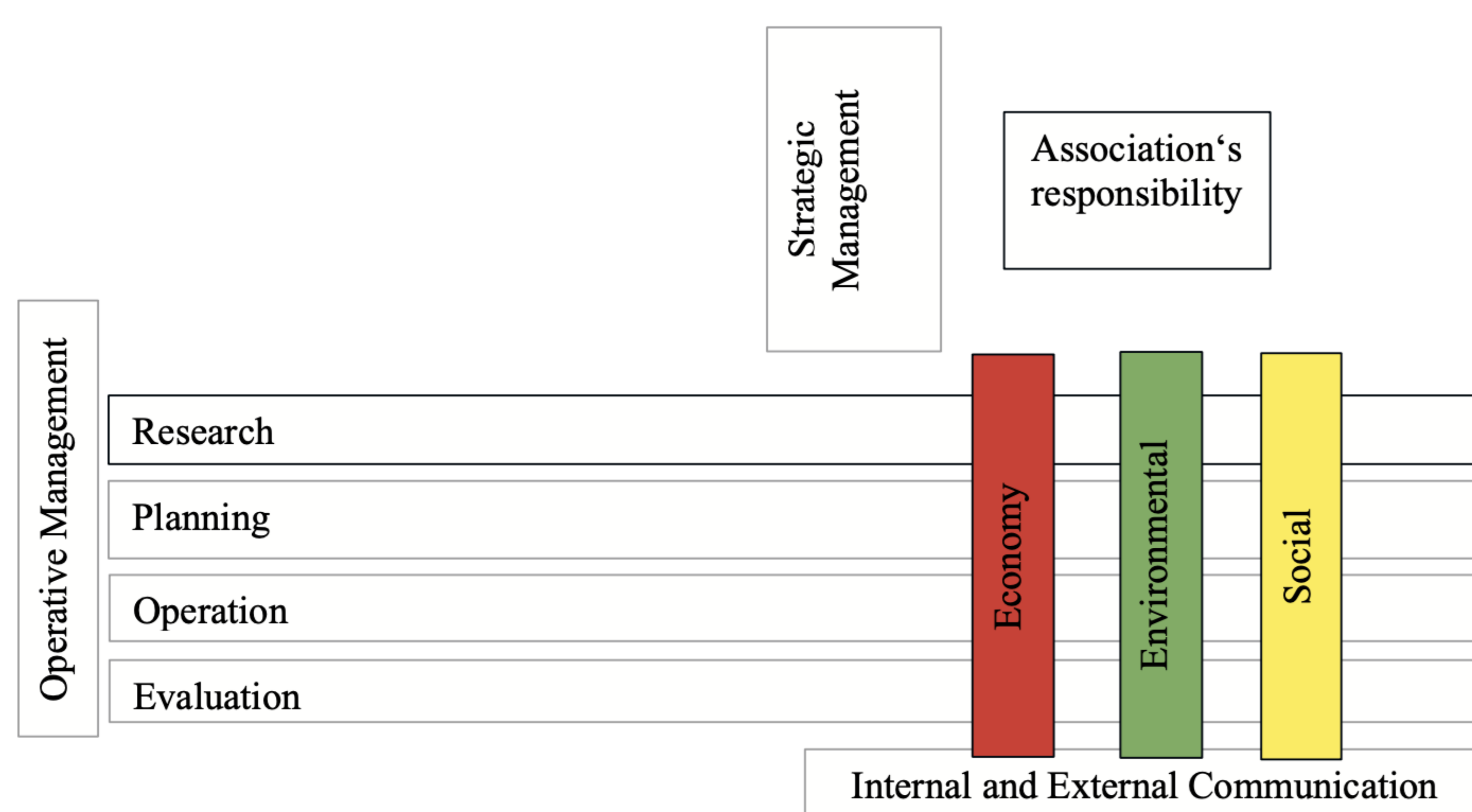


Figure 68: Integrated sustainable event management concept, own display

Results & Discussion

- One-dimensional approach to sustainability.
 - Need for approaches that go beyond the current principle of environmental protection.
- Gap between sustainability awareness and behaviour.
 - Weak attitude towards sustainability.
- Environmentally-related knowledge appears to have a weak influence only.
 - This leads to the assumption that sustainability motivation is mainly conative, moderately affective and weakly cognitive.
- → Facilitation for sustainability-relevant behaviour is necessary, though solely not behaviour effective

Assessment of sustainability consciousness

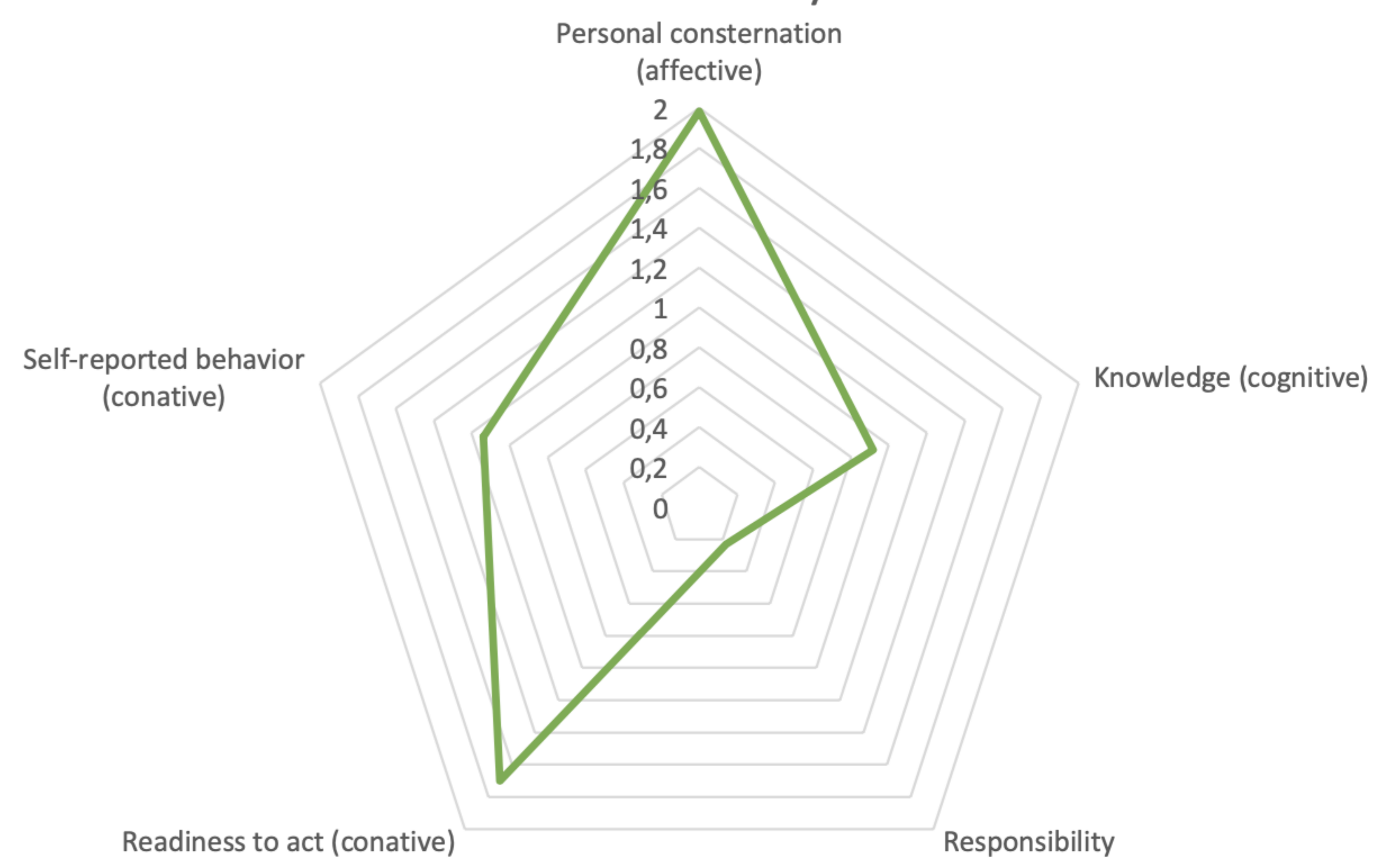


Figure 64: Schematic display for the measurement of the sustainability consciousness of the interviewed target group

Source: own display

Recommendations

- Wording
- "green event"
- Lack of influence
 - Revelation of tangible consequences
 - Huge lever for reducing perceived absence of influence
- The aim is to achieve a strong attitude towards sustainability through persuasive communication.
 - Cognitive based attitude is more likely to be changed by coherent arguments
 - An affective-based attitude is more receptive to emotional pleas
 - A conative-based attitude to triggers and incentives to act
- Holistic approach for balanced assessment
 - Stakeholder & supply-chain involvement
 - Responsibility as a driver for readiness to act

References

- International Congress and Convention Association - ICCA (2013). *The International Meetings Market Statistics Report 2000 - 2013*. Amsterdam : ICCA. Dwyer, L. and Wickens, E. (2013). *Event & Cultural Tourism. Issues and Debates*. London: Routledge. Henderson, S. (2011). The development of competitive advantage through sustainable event management. *Worldwide Hospitality and Tourism Themes*. 3 (3), p. 245 – 257. Jones, M. (2014). *Sustainable Event Management*. London: Earthscan. Raj, R. and Musgrave, J. (2009) . *Event Management and Sustainability*. Oxford: Cab International.