

Global Sustainable Tourism Council

Early Adopter Program for The GSTC MICE Criteria



March 2024
GSTC Early Adopter Program for the GSTC MICE Criteria

1. Purpose

The GSTC MICE Criteria was published on 19 March 2024, following its completion of the development on 29 February 2024. GSTC would like to move forward in promoting and practicing the implementation of the Criteria in the field.

The Early Adopter Program for the MICE Criteria is designed to support the development of the applicable implementation of the newly developed GSTC MICE Criteria based on the roadmap for different players. The GSTC MICE Criteria can be used for education, training, and certification.

Participation in the Early Adopter Program does not imply or guarantee to be a mark such as certification.

2. Target

2.1. Scope

- Venues and Event Organizers

2.2. Sector

- Both public and private organizations manage venues or organize events

2.3. Numbers

- Maximum 10 per each scope
- Aim to cover different continents and sectors

3. Proposed Activities

Year	Goal	Activities for Public Sector	Activities for Private Sector
Year 1	Shared awareness of the global requirements	• Adopting the Criteria as guidelines for managing and implementing its own MICE business • Adopting the Criteria for guiding the MICE business in sustainability (e.g. adopting national guidelines) • Training for awareness and understanding of the global Criteria for both the public and private sectors • Developing a roadmap with a step-by-step approach to apply the global Criteria to both public and private sector	• Adopting the Criteria as guidelines for managing and implementing its own MICE business • Training for awareness and understanding of the global Criteria for its employees and/or suppliers • Developing a roadmap with a step-by-step approach to applying the Criteria to its operation
Year 2	Regular assessment	• Self-assessment and improvement plan	• Self-assessment and improvement plan

	for improvement	based on the assessment result (Mandatory) • 2nd party assessment (Optional)	based on the assessment result (Mandatory) • 2nd party assessment (Optional)
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4. Proposed Co-activities & Networking

4.1. Online session

- Kick-off meeting
- Online meeting every four months

4.2. Offline session

- Meetings during the GSTC Conferences: the 1st meeting will be held in November in Singapore

Note: Early Adopter Program Participants are required to actively participate in person in the GSTC conferences. However, the fee for the Early Adopter Program does not cover conference participation.

- Voluntary meetings via the 2nd party assessments

5. Expected Outcome and Impact

5.1. Output

- # of Training (by Early Adopters and GSTC)
- Self-assessment and reporting (Assessment is mandatory and publicly sharing the result is optional) (by Early Adopters)
- Publication of a "Guidance on the sustainable MICE" (by GSTC)

5.2. Outcome

- Increased awareness about sustainable MICE
- Increased understanding of requirements for sustainable MICE
- Better understanding of weaknesses and challenges for the MICE industry
- Internal improvements based on the self-assessment results

5.3. Impact (mid/long-term)

- Increased sustainable practices by the MICE industry and the suppliers
- Increased number of GSTC-Certified MICE businesses
- Increased consumers' choice of the sustainable MICE businesses

6. Benefits

6.1. Promotional opportunity

- Posts on the GSTC website and social media
- Webinar presentation opportunity
- Be highlighted in the GSTC Conference
- Preferred to use their practices as case studies in the GSTC Sustainable MICE Training

6.2. Knowledge and experience sharing opportunity

- Networking opportunities among the Early Adopters and sharing their challenges for applying and meeting the global Criteria

7. Requirements

7.1. General

- Submission of the application
- Submission of good practices (minimum three cases)
- Signed agreement on the commitment, Intellectual Property Rights, and Transparency.

Note: This will be shared only with the selected candidates later.

- Mandatory attendance at the onsite GSTC conference to share the process of the Program

7.2. Fee (one-time payment)

- Venues: USD5,000-10,000 based on the business size
- Event organizers: USD2,000-5,000 based on the business size

Note: The fee covers online/offline meeting facilitation, reporting of early adopter activities, promotional activities via the GSTC network, and other administrative process management fees by the GSTC Secretariat. It does not cover membership fees, individual self-assessment, 2nd party assessment, travel expenses, conference registration, other paid promotional activities, or any activities not specified in the Early Adopter agreement document.

For Venues:

- US \$ 5,000 for small size¹ venues
 - Up to 5 small meeting rooms (capacity of 10-99 seats per room)
- US \$ 10,000 for big-size venues
 - Convention Center
 - Separate infrastructures for the MICE activities with more than one room having at least 100 people

For Event Organizers:

- US \$ 2,000 for small-size event organizers
 - Up to 5 full-time employees
- US \$ 3,500 for medium-size event organizers
 - Up to 20 full-time employees
- US \$ 5,000 for big-size event organizers
 - More than 20 full-time employees

¹ The size of the business will be determined by its number of employees, regional coverage, and number of events held in the past years.

8. Schedule

- Announcement: March 20
- Application Submission: March 20 - April 30, 2024
- Candidate Selection: May 1- 20, 2024
- Announcement of the Early Adopters: May 21, 2024
- Kick-off meeting: late May - early June 2024
- Early Adopter Program Operation: May 21, 2024 - May 20, 2026

9. Application

- The deadline for applications is April 30, 2024
- Please fill in the [Application form](#) (including the template for Good Practices), and submit it to criteria@gstcouncil.org