



Early Adopter Program for the GSTC MICE Criteria

GSTC EAP Team

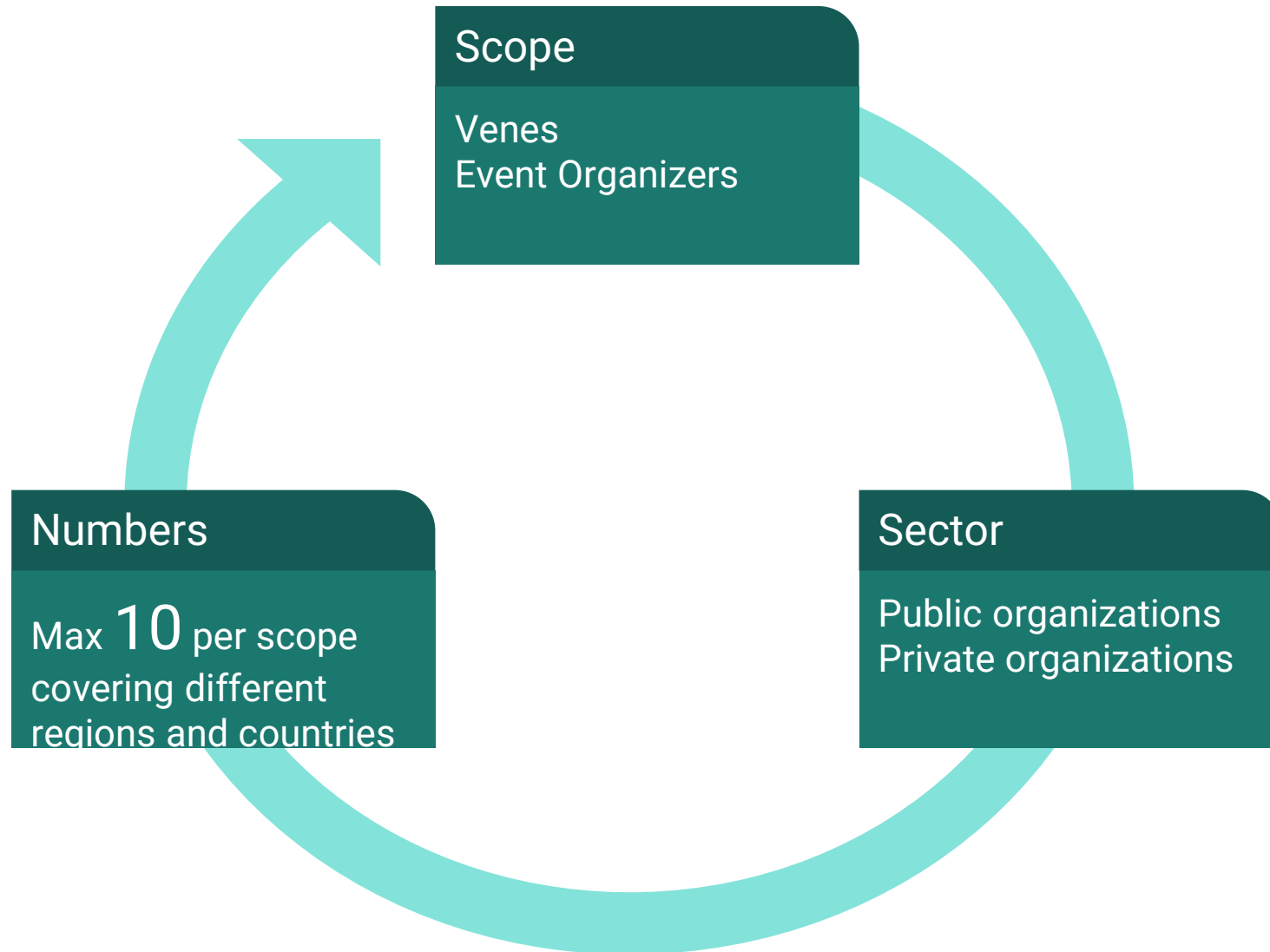


Purpose

To support the development of the applicable implementation of the newly developed GSTC MICE Criteria based on the roadmap for different players.



Target





Proposed activities - Goals

YEAR 1

Shared awareness of the
global requirements



YEAR 2

Regular assessment
for improvement

Proposed activities - YEAR 1

Public

- Adopting the Criteria as guidelines for managing and implementing
- Adopting the Criteria for guiding the MICE business in sustainability
- Training for awareness and understanding of the Criteria for both the public and private sectors
- Developing a roadmap with a step-by-step approach to apply the Criteria to both public and private sector

Private

- Adopting the Criteria as guidelines for managing and implementing
- Training for awareness and understanding of the Criteria for its employees and/or suppliers
- Developing a roadmap with a step-by-step approach to apply the Criteria to its operation



Proposed activities - YEAR 2

Public

- Self-assessment and improvement plan based on the assessment result (mandatory)
- 2nd party assessment (optional)

Private

- Self-assessment and improvement plan based on the assessment result (mandatory)
- 2nd party assessment (optional)



Proposed Co-activities and Networking

Offline meetings

Online meetings

Expected Outcome and Impact

Outcome

- Increased awareness of sustainability in the MICE sector
- Increased understanding of requirements
- Better understanding of weaknesses and challenges
- Internal improvements based on the self-assessment results



Output

- # of Training
- Self-assessment and reporting
- Publication of a “[Guidance on the Sustainable MICE](#)”

Impact

- Increased sustainable practices
- Increased number of GSTC-certified MICE businesses
- Increased consumers’ choice of the sustainable businesses



Requirements

General

- Submission of the application
- Submission of good practices (minimum three cases)
- Signed agreement on the commitment, Intellectual Property Rights, and Transparency.
- Mandatory attendance at the onsite GSTC conference to share the process of the Program
- Being a GSTC Member



Requirements

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



Schedule

21 May 2024 - 20 May 2026





We are happy to have you

Application form + Good Practices, please visit
<https://www.gstcouncil.org/early-adopter-program/>
and submit to criteria@gstcouncil.org

Thank You