

LEIPZIG REGION

# Working together for a future-oriented destination

Tourism sustainability strategy  
2024–2030



## IMPRINT

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### Funding



This measure is co-financed by tax revenue based on the budget approved by the members of the Saxon State Parliament.

### Publication information

November 2025

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# FOREWORD



**Volker Bremer**  
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and Marketing Ltd.



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Managing Director LEIPZIG REGION  
Tourism Association

Sustainability is one of the key drivers of transformation for the next decade. As a future-oriented and overarching issue, it plays a central role in the further development of tourism in the LEIPZIG REGION: not only in activities with ecological connotations, but also in the area of social and economic sustainability.

In tourism, we shape living spaces, connect people and influence society and the common good. We are aware that for our guests, their holiday is not only a break from everyday life, but also an intense experience and an opportunity for personal development. Shaping the LEIPZIG REGION as a forward-looking tourist destination is close to our hearts, because our thoughts and actions influence not only businesses, managers and organisations, clubs and associations in tourism, but also our guests and everyone who lives here.

We understand progressive, sustainable development of tourism in the LEIPZIG REGION to mean reducing negative impacts on the environment and protecting nature. We are committed to protecting our cultural heritage, promoting regional economic development and creating economic opportunities. We create attractive offers and products for our guests and everyone who lives here. We create a working environment in which people enjoy working and feel comfortable. In this tourism sustainability strategy for the LEIPZIG REGION destination, we have defined eight focus areas. By underpinning these with concrete initiatives, we have been able to create a framework for action until 2030. The strategy is the result of a comprehensive participation process, and we are particularly looking forward to taking the next steps together with our partners.

# STARTING POINT

## FOR CONTEXT

The overall strategy is based on the LEIPZIG REGION destination strategy from 2021 and the development plans of the City of Leipzig (INSEK 2030<sup>1</sup>, TEP 2025<sup>2</sup>). In 2022, the

1 INSEK 2030 (Leipzig's Development Concept 2030)  
2 TEP 2025 (Leipzig's Tourism Development Plan 2025)

## SWOT PROFILE

### STRENGTHS

- Highly responsive internal management
- Sustainability already firmly established
- Culturally diverse region with good transport links
- Compact city centre that is easy to navigate on foot
- High investment in tourism infrastructure
- Crisis-proof offers thanks to abundant natural surroundings
- The New Lake District, forests and green spaces are major attractions

### OPPORTUNITIES

- Strengthen environmental awareness among residents
- Expand sustainable offerings
- Resilience of the cultural industry
- Create regional connections
- Expand accessibility of offerings
- More urban greenery to prevent heat build-up
- Greener, cycle-friendly ring road

### WEAKNESSES

- Uncertainty among partners
- Variety of offerings makes clear communication difficult
- Uneven distribution of offerings locally
- Hardly any offerings in foreign languages
- Low purchasing power
- Too little green space in city centres
- Lack of tourist infrastructure such as bicycle parking spaces, benches, rubbish bins, toilets

### THREATS

- Limited understanding of sustainability among tourism businesses
- Accusations of greenwashing due to poor communication
- Loss of authenticity due to hotels and tourism
- Insufficient planning for visitor management
- Lack of skilled workers
- Uncertainty regarding long-term financing
- Inadequate public transport connections (last mile)

first specific SWOT profile on sustainability for the LEIPZIG REGION was drafted in an internal workshop:



To this end, the policy paper and the working paper “Sustainability in Tourism in Saxony” were developed simultaneously at the state level. The two documents were

compiled by a steering group<sup>3</sup>. They offer both a strategic and structural framework for action as well as detailed measures with time priorities and assigned responsibilities.



3 SMWK, TMCS, LTV, GHRA, CoC and DMO (see page 53)

# TARGETS FOR THE LEIPZIG REGION

Based on the aforementioned documents, the following goals were formulated for the LEIPZIG REGION in 2022:

## Develop a common understanding of sustainability and communicate it transparently

- Cooperate with and between stakeholders in the tourism industry and provide competent local advice on sustainability issues for partners
- Cooperate with the City of Leipzig and municipalities in the region and strengthen local initiatives
- Dialogue with the population to maintain acceptance and positive awareness of tourism

## Anchoring the topic of sustainability in tourism in the long term and consistently

- Creating a sustainable value chain along the customer journey
- Recommending effective and implementable resource-saving measures (signposts, guidelines, checklists)
- Design and marketing of environmentally friendly, high-quality and innovative products/services
- Further promotion of digitalisation and accessibility in tourism

## Define and implement a consistent and specific sustainability strategy for the LEIPZIG REGION

- Support and showcase cultural and traditional heritage (historical, creative, musical, family-friendly trade, exhibition and conference metropolis, regional products)
- Water and natural landscape: promote mobility and environmentally friendly infrastructure (connections between city and region, cycle and hiking trail infrastructure)



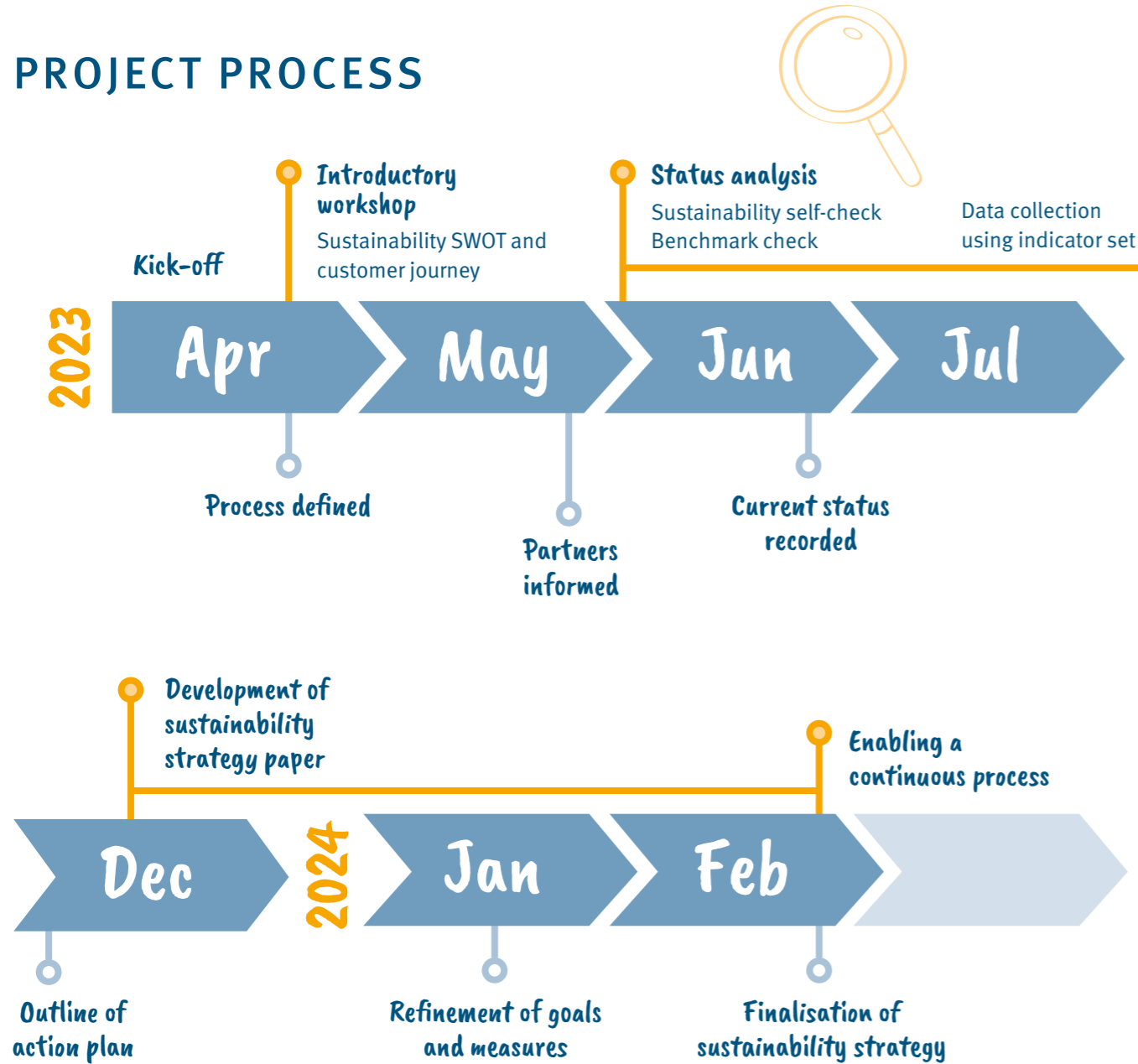
# SUSTAINABLE DEVELOPMENT GOALS

Our goals are based on the 17 Sustainable Development Goals (SDGs) of the United Nations:

SDGs in Tourism



# PROJECT PROCESS



# SURVEY EVALUATION

**145 Participants**

71 from the City of Leipzig

48 from the Leipzig region

**96%**

of respondents consider the sustainable development of the LEIPZIG REGION destination to be important or somewhat important

**81%**

of respondents are interested in proactively shaping the sustainable development of the destination

**52%**

of respondents have already taken initial steps towards sustainable development

**15%**

use management systems, but for the most part, there is no consolidation through a certification process

## Top 3 sustainability issues:

- #1** Promoting regional value creation
- #2** Creating attractive working conditions
- #3** Promoting environmentally friendly mobility

## Top 5 greatest needs:

1. Reducing resource consumption
2. Strengthening employee motivation
3. Promoting cultural heritage and cultural identity
4. Informing and communicating sustainability to customers
5. Implementing adaptation to climate change

**19%**

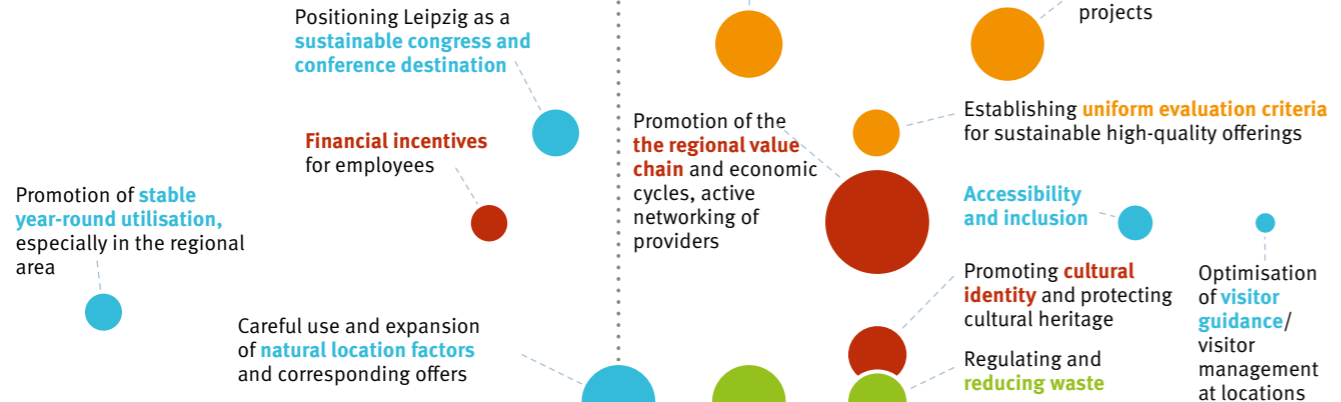
would like support in the form of further education, training or workshops

# SUSTAINABILITY MATRIX

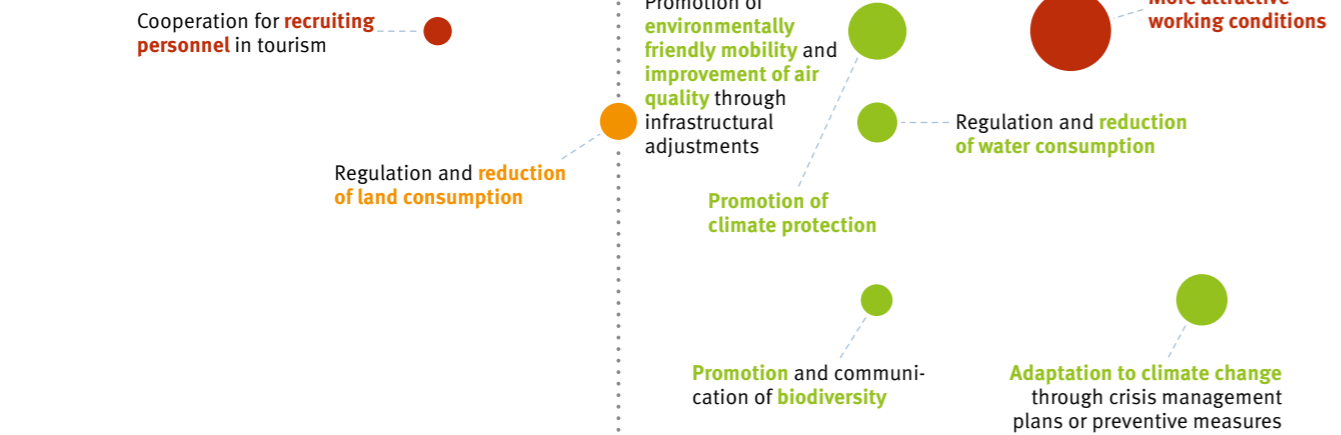
The size of the dots or circles represents the importance of sustainability issues based on the survey results. The influence of the Destination Marketing Organisations (DMO) on the issues (y-axis) and the need for action in the destination (x-axis) were discussed in workshops held by the sustainability team and assessments made at the LTM internal meeting.

## INFLUENCE OF THE DMO

HIGH



MEDIUM



LOW

MEDIUM

HIGH

URGENT ACTION REQUIRED IN THE DESTINATION

# FOCUS AREAS

The sustainability strategy consists of eight focus areas that are to be implemented with specific measures. All initiatives were prioritised based on two criteria: *impact on sustainability* (high, medium, low) and *effort* (high, medium, low). Only the measures with the highest priority are included in the strategy.

The individual measures are defined in terms of time: short term (until the end of 2024), medium term (2025–2027), long term (2028–2030) and show who is responsible for their implementation.

The strategy is not a static document: it is a dynamic concept that is regularly reviewed, adapted and further developed in response to changing circumstances.

The focus areas can be categorised in the following way:



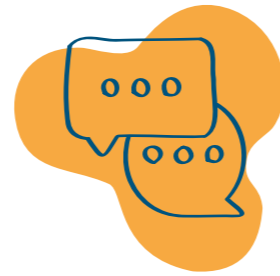
## Key to symbols

- Ongoing initiatives that will be continued over a longer period of time
- Initiative successfully implemented
- Initiative planned

The implementation of initiatives is dependent on funding.

# FOCUS AREA 1:

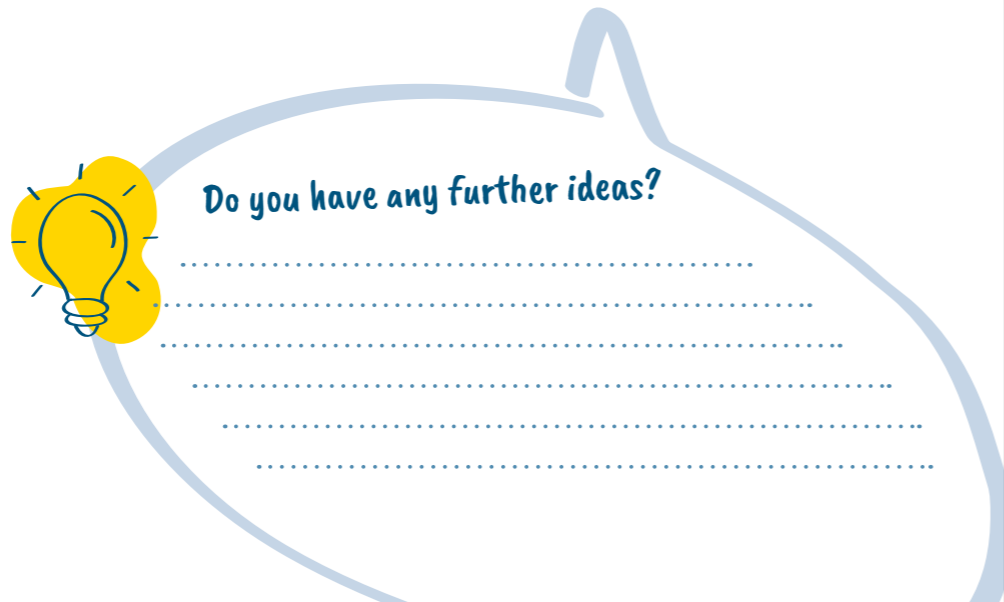
Transparent information and communication



## GOALS

- Authentic, transparent, diverse and target group-oriented communication (analogue and digital) with partners and guests
- Promote awareness among businesses, partners, guests and residents
- Labelling and communication of sustainable offers

#authentic  
#transparent  
#diverse



Do you have any further ideas?

# INITIATIVES

## 2024

LTM Companies <sup>4</sup>

Continuous and systematic preparation and presentation of sustainable offerings in the LEIPZIG REGION across all digital channels

Association

The topic of sustainability will be given a new subpage higher up in the hierarchy of the association's website, with examples (B2B) including links to LTM

LTM

Leipzig messages with authenticity factor for guests who buy regional products in the Tourist Information Centres (TICs) or travel in an environmentally friendly manner (Leipzig Card) and for partners who are committed to sustainability (e. g. postcards)

LTM

Production of video clips 'Locals recommend': authentic ambassadors talk about their favourite sustainable places

## 2025 – 2027

TMCS LTV LTM Association

Development of a catalogue of criteria for assessing the sustainability of offers and partners and linking to the SaTourN database, both for private and business travel

LTM Association

Presentation of CO<sub>2</sub> calculators and compensation options for travel and stays in the LEIPZIG REGION on the B2C website leipzig.travel and, for business travellers, on leipzig-convention.com

LTM Association Companies

Testimonials from businesses, producers and manufacturers (videos for social media) to show guests their commitment to sustainability in an authentic and tangible way.

LTM

Continuous development of digital channels and content in foreign languages (priority: English) and accessibility.

## 2028 – 2030

LTM Association

Raising awareness among partners via online communication channels, providing up-to-date tools/framework conditions for sustainability in tourism (certifications, accounting, funding opportunities)

<sup>4</sup> see list of abbreviations (page 53)

## Focus topic 1: Transparent information and communication



## OUR B2C AND B2B WEBSITES

These platforms are essential tools for making the region's sustainable offerings accessible to guests, tourism partners, and locals alike. The **B2C sustainability page** is aimed at visitors and inspires them to experience the LEIPZIG REGION in the most sustainable way possible. It offers a constantly growing collection of tips, initiatives, and offers that promote environmentally friendly travel and resource-saving experiences. In addition to practical information, outstanding projects and committed stakeholders in the region are also presented in order to highlight the diversity of sustainable opportunities.

LEIPZIG REGION  
Sustainable discovery



Sustainable  
tourism development  
in the Leipzig Region



Comprehensive information on relevant sustainability topics is also provided on the B2B level. This is aimed at partners and tourism professionals. The B2B page of the LTM serves as a central information platform. It offers practical support in the form of checklists, guidelines, and best practice examples, promotes networking opportunities, and presents the eight focus areas of the sustainability strategy.

The **tourism association's sustainability page** is also dedicated to the content of the sustainability strategy. It also provides information about regional initiatives, sustainable activities, and projects that promote sustainable tourism.



In addition, the **Leipzig Convention Bureau's sustainability page** offers specific information for event planners and companies that value sustainable events. It presents environmentally friendly event venues, sustainable mobility concepts, certifications, and green meeting offers in Leipzig.



All of these platforms create transparency and make sustainable offers accessible to both guests and partners. The continuous maintenance and expansion of these pages raises awareness of sustainability and promotes cooperation for sustainable tourism development in the LEIPZIG REGION.

## TOURISM NETWORK SAXONY

The **Saxony Tourism Network** is a web-based B2B network. This joint cooperation project between TMCS and LTV Saxony is an interactive information platform that enables tourism professionals and companies to exchange ideas and learn from each other. The network also offers a wide range of tools and information in the area of sustainability that support environmentally friendly and future-oriented development in tourism.

These include practical best practice examples, information on support programmes, legal issues and assistance with optimising sustainable business processes. In addition, the network offers a wide range of training courses, guidelines and checklists to help tourism companies and stakeholders implement sustainable initiatives in a targeted manner and improve operational processes.



Best practice pool in the  
Saxony Tourism Network



Checklist for sustainable business  
management from LTV Saxony



TMCS  
Practical Guide



# FOCUS AREA 2:

Networking regional businesses/  
local value creation and circular economy



## GOALS

- Establish continuous networks on an equal footing with efficient structures: create participation, show initiative, take action, and treat each other fairly
- Create effective links between tourist and non-tourist businesses (e.g. accommodation, regional products, crafts, municipalities, etc.) in the areas of procurement, resources/energy, crafts, (self-) sufficiency, mobility/logistics, and events
- Identify opportunities in tourism through cooperation with business, science, research, and politics

#networks  
#effectiveness  
#cooperation



# INITIATIVES

## 2024

Association CoC GHRA

Continuation of thematic/industry meetings, alliance for securing labour and skilled workers in the tourism sector, and platform for networking different types of businesses and reflecting on future models

Association

Continue to build, maintain, and provide technical support for the network of volunteer local trail wardens and the association of beautification and landscape conservation associations

LTM Association

Dialogue offered in the various sustainability working groups in the tourism sector (Magic Cities Network, DMOs in Saxony) to facilitate operational implementation, identify best practices and obstacles, and create synergies

LTM Association

Build up the local sustainability network (research, getting to know each other, cooperation) and map key topics. Cooperation with organisations with expertise in the field of sustainability.

## 2025 – 2027

LTM Association

Establishment of an annual event (alternating between the city and the region) with the aim of regularly updating partners on the current status of strategy implementation

LTM Association

Presentations on sustainability in tourism both locally and internationally (e.g. in 2023 at LUNA+, LUCI in Lyon, and in 2024 in Brussels)

LTM Association

Establishment of a partner website (B2B) as an innovative tool for information and research (sustainability, market research, etc.)

## 2028 – 2030

Association LTM TICs

TICs as places of experience and multipliers (city and region)

- Further training of employees in the TICs on regional products
- Development of merchandise and changing regional assortment
- Sustainable offerings that can be experienced in the TIC

TMCS LTV CoC GHRA

Companies  
Digital network platform (via the Saxony tourism network?)

- For networking businesses in the areas of events, offerings, production, use, delivery, mobile services, and logistics
- Link to open data (using AI) and event calendar

LTM Association Companies

Educational Institutions

Cooperation with educational institutions for scientific support by students to implement tandem projects (case studies, support for businesses with specific challenges)

MANAGEMENT

## Focus area 2: Networking regional businesses/ local value creation and circular economy

PRACTICAL EXAMPLE

### PARTNER MEETING

As part of the development of the sustainability strategy for the LEIPZIG REGION, the first partner meeting took place in November 2023 at the Leipzig Congress Hall. The aim of the event was to **update stakeholders on the current status of the sustainability process** and to present the results achieved so far. More than 80 stakeholders from different parts of the tourism industry took part. They were actively involved in open discussions. By documenting the workshop results, the findings of the preliminary survey were supplemented with further ideas and measures. This event

**involves the partners in the destination in the sustainability process and the strategic process.**

The aim is to continue such partner meetings as a long-term, annual event format. This serves to facilitate regular exchange with each other and to **continuously support the service providers** in the process of implementing the measures of the sustainability strategy as well. In addition to successes, failures and current challenges should also be discussed so that mutual support can be provided.



SDG



PRACTICAL EXAMPLE

### AGIL

The **Saxon Agency for Regional Food (Agil)** was founded in 2021 to strengthen regional value chains in Saxony – from agricultural production and processing to trade. It supports companies in the agricultural and food industry in creating sustainable sales channels and making regional products more visible.

Agil offers free advice and networking for anyone involved in regional marketing – whether it's an agricultural business, a food processor, a catering or accommodation business, or a tourist information centre with regional offerings. The agency helps with questions about financial support, food

labelling, certification, and digital distribution channels. For example, anyone who wants to establish a **regional breakfast service** for guests, set up a **farm shop or vending machine**, or focus more on **regional specialties in the catering industry** can receive practical support from Agil. The agency also offers advice and networking opportunities for tourist information centres that want to make regional products available to travellers. By establishing industry networks, all sectors of production, processing, and trade are brought together in a targeted manner to jointly develop sustainable marketing solutions.



Agil Saxony Agency for Regional Food



PRACTICAL EXAMPLE

### LEIPZIG LOVES REGIONAL

The **Leipzig Loves Regional** project also promotes regional value creation by focusing on exceptional products from Leipzig and the surrounding region. It supports local manufacturers in the food and arts and crafts sectors who, through

their sustainable production and authenticity, both strengthen the local economy and enrich the tourist experience. The presentation of regional specialties and arts and crafts offers visitors a special connection to the region. The project also promotes dialogue and networking between industries within the region.

Leipzig Loves Regional



# FOCUS AREA 3:

Attractive working conditions



## GOALS

- Position DMO and businesses in the LEIPZIG REGION as good employers
- Promote fair remuneration and incentive systems, including attractive benefits
- Strive for development, training, and qualification opportunities for employees and cooperation for personnel recruitment
- Promote appreciation for employees in tourism (both within the company and in external communication)

#fair  
#inclusive  
#appreciative

What is still missing?

.....

.....

.....

.....

.....

## INITIATIVES

### 2024

SMWK City CoC LTM Association  

Participation in Saxony Tourism appreciation campaign (Tourism Heroes), Leipzig City campaign for trainees and businesses in tourism (Leipzig Ambassadors), direct appeal for participation

Association CoC GHRA Companies 

Recruiting and integrating workers from non-German-speaking countries, individual company consultations provided through the association, external consultants for trainees from abroad

Association School GHRA

Activation Cooperation with Susanna-Eger School for vocational training, hospitality and linking with businesses to create a more positive image of businesses in tourism, 'Trainee' walk through the city and region

### 2025 – 2027

Association LTM Companies 

Templates for structured employee surveys and appreciative performance reviews, as well as management workshops in companies for data collection

ZVNL Association Companies

Strengthen affordable job tickets for tourism workers

Association VHS 

Language lessons at the north-saxony adult education centre for hotel and restaurant employees and those who work at cultural attractions.

LTM Association TICs  

TIC employees regularly participate in tourism training courses (I-Marke GTA certification).

### 2028 – 2030

Association Companies

Staff card (e.g. as an extension of the digital guest card) as an attractive offer for employees and a networking tool for local/regional businesses

LTV CoC GHRA Association Companies

Create a directory/map of accessible workplaces

## Focus area 3: Attractive working conditions

### PRACTICAL EXAMPLE:

## APPRECIATION CAMPAIGNS

Various appreciation campaigns are being carried out in Saxony's tourism industry to recognize the commitment of tourism professionals and their contributions.

The **Leipzig Ambassadors Initiative** of the City of Leipzig and institutions such as the GHRA Saxony and the Leipzig and Chemnitz Chambers of Industry and Commerce honour outstanding training companies and trainees in the hotel, catering, and tourism sectors. The award winners are honoured for their commitment and creativity. The goal: to promote the diversity of the industry, its attractiveness as an employer, and the quality of Leipzig's tourism industry.

### Leipzig Ambassadors



The **Guest Favorite Competition** honours hosts in the categories of hotels, guesthouses, and vacation rentals based on positive online reviews. The focus is on service quality and guest satisfaction. In 2025, criteria for sustainability measures will also be introduced. The winners are honoured annually and serve as role models for outstanding quality.

### Guest Favorite Competition



The **Saxony Tourism Heroes**, on the other hand, are nominated by suggestion and selected by a jury from the LTV Saxony. Tourism heroes come from various fields: accommodation, commitment to tourist destinations and regions, gastronomy, culture and leisure industry, travel and tourism industry, young talent/integration, and lifetime achievement. The award is presented annually by the SMWK, the LTV Saxony, the Saxon Chambers of Industry and Commerce, the GHRA in Saxony, the Saxony Youth Employment Agency, and the TC Touristik & Caravaning.

### Tourism Heroes of Saxony



These campaigns help to raise awareness and appreciation of Saxony's tourism achievements.



### PRACTICAL EXAMPLE:

## RECRUITMENT AND INTEGRATION OF FOREIGN SKILLED WORKERS

To support companies in attracting new talent, there are **various initiatives for recruiting and integrating foreign skilled workers**. One important offering is the CoC Skilled Workers Project.

The **Leipzig Chamber of Industry and Commerce** supports companies with programmes such as “Hand in Hand for International Talents” (HiH), which places skilled workers from Vietnam, India, Brazil, and the Philippines. These skilled workers have German language skills and recognised qualifications. The Chamber of Industry and Commerce provides comprehensive support to companies – from selecting suitable candidates to assisting with visa and recognition procedures to integration into the company. In addition, the Chamber of Industry and Commerce regularly organizes information events, workshops, and networking opportunities to support companies in securing skilled workers in the long term. Support programs and advice on legal issues are also part of the range of services offered.

In addition, institutions such as the **Federal Employment Agency (ZAV)** and private agencies such as **4Win Recruiting GbR** provide assistance. Founder Mr Sinh Duc Dao places Vietnamese skilled workers and trainees, prepares them linguistically and culturally, and supports them during their training. For example, he accompanies them to government offices and helps them find suitable housing. 4Win also supports companies from the selection process to the long-term integration of workers.

### Skilled Workers Project of the CoC in Leipzig



### 4Win Recruiting GbR



# FOCUS AREA 4:

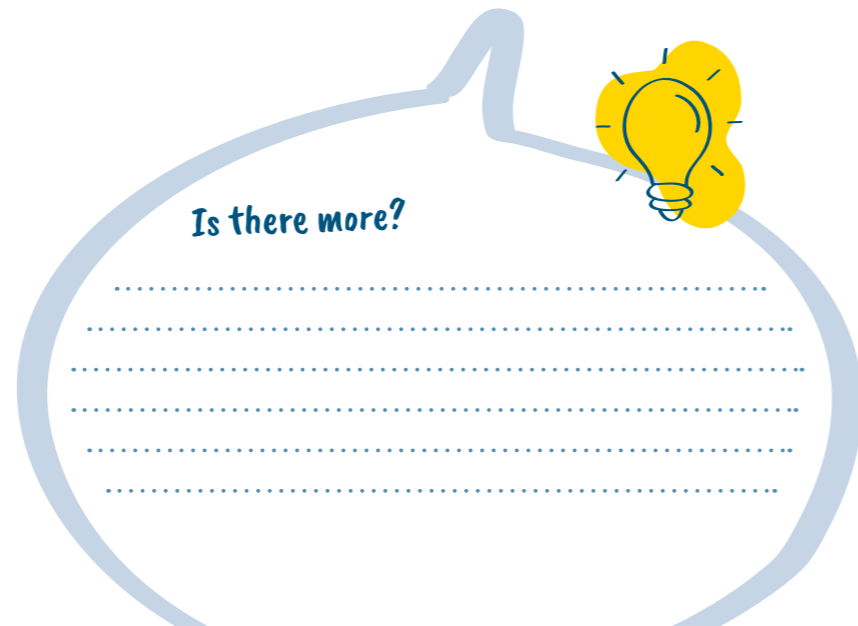
Promoting cultural identity and protecting cultural heritage



## GOALS

- Position the LEIPZIG REGION as a destination for the arts and as a cosmopolitan trade fair city rich in art and culture
- Expand musical, creative, historical and family-friendly offers
- Make enjoyment an experienceable cultural asset
- Strengthen the LEIPZIG REGION as an important location for remembrance culture in cooperation with regional initiatives/ associations

#cosmopolitan  
#family-friendly  
#musical



# INITIATIVES

## 2024

Association Companies

First educational field trip to the Dübener Heide and Wurzener Land for tourism professionals on topics related to sustainability (nature park, geology, mobility, cuisine, climate protection, etc.) – to become an annual event

LTM Association KOM Companies

Expansion of the brands “Musikstadt:Leipzig” (Leipzig, City of Music), “BurgenLandKlänge” (Castle Land Sounds) and “Faszination Orgel” (Fascination Organ), consolidation of existing festival formats (open-air), promotion of independent event formats

LTM GTA

International premium partnership with GTA “Germany – Land of Art and Culture 2024”: Focus on the workplaces of well-known artists, street art, art academies, the gallery scene, and well-known art collections.

Association CoC Association of Tour Guides

Network expansion for tour guides and tourist information centres in the LEIPZIG REGION: Training courses on cultural heritage/cultural identity (including remembrance culture, regional cuisine)

## 2025 – 2027

Association LTM

Supporting remembrance culture with a focus on '89 in order to strengthen sustainable engagement with the topic of democracy (including events such as the Leipzig Festival of Lights, exhibitions, locations, etc.)

Department of Sport LTM

Expansion, extension, and communication of the sports history route

## 2028 – 2030

AgiL LTM Association

Make enjoyment tangible in the sense of “AgriCULTURE” as a cultural asset and traditional and regional cuisine.

LTM Association

Aim for free admission to museums and exhibitions related to the LEIPZIG REGION in order to grant everyone access to education and information.

SOCIAL

## Focus area 4: Promoting cultural identity and protecting cultural heritage

PRACTICAL EXAMPLE

### 1ST LEIPZIG REGION TOUR

The first LEIPZIG REGION TOUR organised by the LEIPZIG REGION tourism association was a resounding success, attracting participants from various tourism sectors. The central theme of the tour was sustainability, which linked all the stops. Thanks to a coach with moderate fuel consumption (0.5l diesel/person/100 km), the destinations could be reached in an environmentally friendly and efficient manner.

In the **Dübener Heide Nature Park**, ideas for forest and animal management as well as sustainable lifestyles were presented. Particularly impressive were the hands-on activities organized by the Dübener Heide association, which left a lasting impression on guests. The importance of local products was emphasized here and later at **Wurzen Castle**, where lunch was complemented by a historical tour of Wurzen's history.

The **Wurzen region** presented itself as an exemplary excursion destination: the junction system makes it possible to explore places in the region in a climate-friendly way by bicycle. In the **geo-adventure workshop at the Trebsen manor**,



participants learned more about the history of quarrying regional stone types and the protection of new biotopes.

A highlight was the mushroom and herb hunt in Machern Castle Park. Here we learned how mushrooms can be used not only for low-budget tourism, but also as an innovative building material.

The group was delighted with the regional cuisine: from the lovingly prepared breakfast at the **Heideschänke Laußig** to the regionally inspired lunch at Wurzen Castle, which was enriched by the **Falkenhain herb farm**.

A subsequent survey summed it up: "The tour showed how diverse sustainability can be."



PRACTICAL EXAMPLE

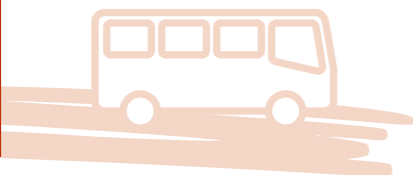
## FAMILY-FRIENDLINESS IN SAXON TOURISM: TORGAU AS A CERTIFIED FAMILY-FRIENDLY LOCATION

With the attributes "varied, friendly, safe, high-quality, and child-friendly," TMCS summarises what is most important for applying for the **Family Vacation in Saxony** brand certificate. Once approved, a partnership agreement is valid for four years. After that, each institution and location can be re-evaluated.

Since October 2023, the city of Torgau and the Torgau City and Cultural History Museum have been awarded the **family-friendly** certification. This makes the municipality a pioneer in the LEIPZIG REGION. Children and their families can enjoy a wide range of experiences in this city of the Renaissance and Reformation. The exciting exhibition at Hartenfels Castle about the electors of the Renaissance is one of the many attractions. It also carries the **family-**

**friendly** certificate. The grounds of the former State Garden Show border directly on the old town. Here, the play and sports park, the skate park, the Deichgucker observation tower, and the petting zoo complete the offerings for young and old alike.

In order for an assessment to be possible at all, further basic requirements must always be met, such as the criteria of the German Tourism Association **Service Quality Germany** and **i-Marke** for tourist information centres, their barrier-free access and regular training of employees, a play area for children, or a family-friendly website. In a family-friendly location, at least one accommodation must be certified as family-friendly. In Torgau, for example, this is the **youth hostel** directly at Hartenfels Castle.



# FOCUS AREA 5:

## Environmentally friendly mobility



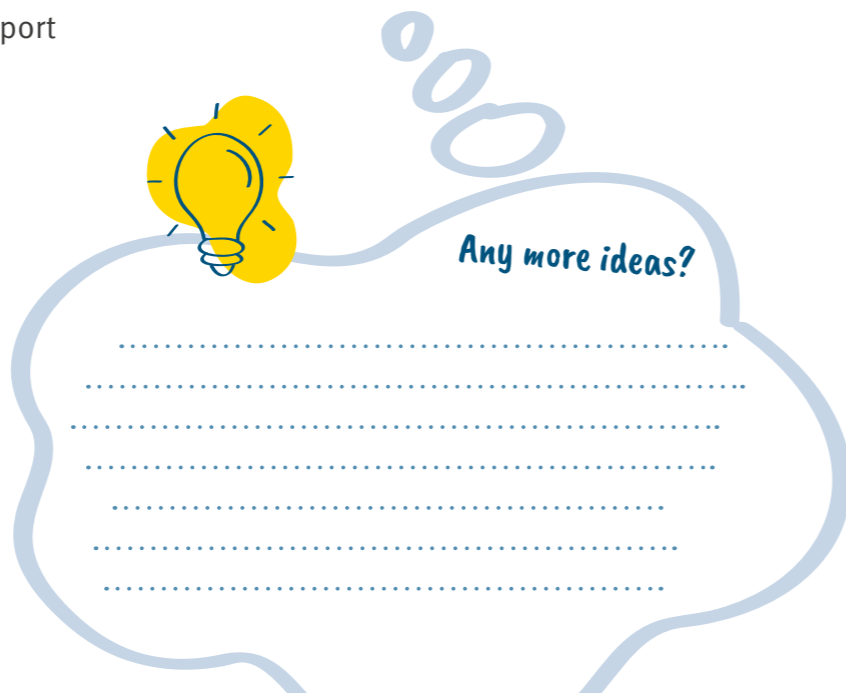
### GOALS

- Connect mobility for arrival and departure as well as for getting around the city and the region
- Develop an integrated “last mile” mobility concept together with interest groups
- Make the pricing policy for mobility concepts transparent
- Broad communication of mobility concepts to guests, residents, event visitors, and other stakeholders (barrier-free, multilingual, etc.) to promote the use of environmentally friendly means of transport

#infrastructure

#environmental friendliness

#multimodality



## INITIATIVES

### 2024

LTM National Mobility Partners

Review cooperation with national companies (NaturTrip, Deutsche Bahn’s Rad Plus program, Swapfiets)

LTM Association Companies

Review cooperation with bicycle rental companies in the city and region in collaboration with partners and businesses (hotels, restaurants, POIs)

### 2025 – 2027

LTM Sharing providers

Examine cooperation with local providers of car sharing/city runabouts to strengthen the connection between town and country

City

Integration of the tourist information centre into the general traffic management system and integration into the tourist guidance system (hotel, bicycle, and/or hiking trail signage, high-quality bicycle racks, and e-charging stations within sight of the tourist information centre (i-Marke GTA-certified.))

### 2028 – 2030

City Mun Mobility Providers

LTM Association  
Expansion of soft mobility infrastructure, safe and adequate rental systems, parking spaces, charging stations, and bike paths, creation of alternative mobility options: e-mobility, sharing, shuttle services

Mobility Providers LTM

Association Companies  
Make public transport more attractive for tourists and business travellers, cashless payment at ticket machines, expand the LeipzigMOVE app with a focus on tourism

Mobility Providers Mun

Association LTM  
Expansion of public transport connections, higher frequency in the city and region: improve tourist access and accessibility of key destinations/POIs via public transport (bus lines/passenger ships), strengthen door-to-door mobility

Mobility Providers LTM

Association Companies  
Expand public transport connections to the hiking and cycling network and expand public transport services in the MICE industry

Focus area 5: Environmentally friendly mobility

PRACTICAL EXAMPLE

# MULTIMODAL MOBILITY FOR A SUSTAINABLE FUTURE

Leipzig Public Transport (LVB) is committed to sustainable and forward-looking mobility – with **LeipzigMOVE**, it is re-designing urban transport. The goal: **a city where people can move around seamlessly, comfortably, and in an environmentally friendly way.** Thanks to the innovative app, LVB is enabling a flexible and sustainable mobility culture. Whether tram, bus, Flexa, bike sharing, car sharing, or e-scooter – with LeipzigMOVE, all modes of transport are available in a single app. Switching between modes of transport is easy and convenient, without complicated bookings or multiple tickets. This intelligent networking saves valuable time and makes getting around easy and efficient for both Leipzig residents and visitors to the city.



With the **Leipzig Card**, LeipzigMOVE also offers visitors a **digital guest card that includes public transport and attractive discounts for cultural and tourist attractions – not only in Leipzig, but also in the surrounding region with the Leipzig Regio Card.**

LeipzigMOVE actively contributes to reducing emissions and achieving the city's climate protection goals. Using sustainable modes of transport **improves air quality, reduces noise, and increases quality of life.** Less motorized private transport creates space for green areas, meeting places, and liveable urban design.

**Strategically distributed mobility stations** facilitate transfers between modes of transport and offer additional services such as bicycle parking spaces and charging stations for electric vehicles. By promoting multi-modal mobility, traffic areas are used more efficiently and urban spaces are reclaimed. The mobility platform is constantly being developed and supplemented with new technologies – for flexible, modern, and sustainable urban development.



PRACTICAL EXAMPLE:

# JUNCTION-BASED SIGNPOSTING SYSTEM FOR THE NEW LAKE DISTRICT AND WURZENER LAND



You can see them from afar: large green number prisms sit atop signposts along the cycle path. Together with their neighbouring points, they form a **network of orientation aids alongside the themed cycle routes.**

This is intended to make orientation easier for cyclists. No one has to remember place names. Once the destination and route are known, all you need to do is remember the numbers that lead to your destination. A number is displayed at intersections, in village centres, or at prominent points in a town. **The maps at the individual junction points simplify orientation.**

There are two independent systems in the LEIPZIG REGION. In the south of Leipzig, the **Leipzig New Lake District** junction system takes interested parties from the lakes of Leipzig to the area around the town of Borna. The lakes south of Leipzig

can be explored. East of Leipzig, the entire **Wurzener Land region** around the town of Wurzen is accessible. Both systems have the advantage that connections to railway lines are marked. This means that a bike tour can be started from any train station. The junction-based signposting systems make a major contribution to environmentally friendly travel. Cycling itself is good for the environment. If you also travel by train, your carbon footprint is reduced. And on top of that, you are doing something for your own health and for clean air.



# FOCUS AREA 6:

Reducing resource consumption and promoting climate protection



## GOALS

- Raise awareness and empower everyone to use resources such as water, waste, and energy sparingly, with a particular focus on carbon footprinting and climate protection
- Minimise waste and promote circular economy in businesses and public spaces, including at events, in particular through the Zero Waste initiative
- Communicate content on biodiversity and the preservation of natural habitats, e.g. by designing specific tourism offers or programs in collaboration with nature conservation organisations

#responsibility  
#waste prevention  
#biodiversity



## INITIATIVES

### 2024

City MUN KELL LTM  

Support the Zero or Less Waste initiative, waste separation, better labelling, cooperation with city cleaning services, upcycling initiatives, link exchange shops with businesses

CoC GHRA FoEI  

Ministry for Economic Development

Promotion of innovative reusable solutions in the catering industry and at (large) events/trade fairs (for catering) through exchange with suppliers, organizers, associations/ initiatives.

TMCS LTV LTM  

Association

Preparation/collection of content for specific tips on sustainability in business via: digital B2B channels (website/LinkedIn/newsletter), TMCS brochure and monthly webinars on specific topics

### 2025 – 2027

LTM Association  

Further training for TIC employees to enable them to provide information on sustainable tourism offers (e.g. nature experience offers, protected areas, regional producers or artists, organic farms, small manufacturers, etc.)

FoEI LTM 

Cooperation with the Friends of the Earth “Climate Bonus” project

### 2028 – 2030

LTM Association TICs LR 

Campaign to raise awareness among guests about how they can reduce their carbon footprint and what they can do in concrete terms (in the digital sphere and in the TICs)

LTM Association Companies 

CoC GHRA Internal training for sustainability officers on the topic of reducing emissions → possible development and promotion of partnerships between partners for effective implementation of the new legal framework

## Focus area 6: Reducing resource consumption and promoting climate protection



Green Kayak



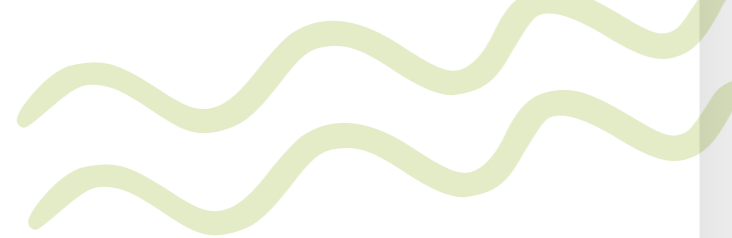
PRACTICAL EXAMPLE:

### GREEN KAYAK

The Green Kayak project, which originated in Denmark, came to Leipzig in May 2024. It offers two hours of free paddling on **Leipzig's idyllic canals – and helps the environment at the same time.** During the trip, trash is collected in the trash can integrated on board. On land, it is disposed of in the trash cans provided at the boat rental. Initiated by

**Gemeinwohl-Ökonomie Mitteldeutschland e.V.** (Economy for the Common Good), the Green Kayaks are available at three different boat rentals in Leipzig. These include the **Stadthafen Leipzig** (Leipzig City Harbour), the **boat rental Klingerweg**, and the **Herold boat shop and rental**. The Green Kayaks can be rented from May to September.

Economy for the Common Good, Central Germany



$$\frac{1}{x} = x^{-1}$$

PRACTICAL EXAMPLE

### CO<sub>2</sub>-CALCULATOR FOR CULTURAL INSTITUTIONS

Until now, there has been no suitable tool for recording greenhouse gas emissions in the cultural sector. To change this, Leipzig and Dresden **initiated a cooperation project in 2022 with institutions from the fields of culture, business, research, and technology.** The aim was to develop a web-based CO<sub>2</sub> calculator specifically for the cultural sector.

After ten months of work and in collaboration with around 150 cultural institutions, the **E-Tool** was released on November 8, 2023. It is available to cultural institutions nationwide on a **permanent and free basis.**

The tool enables differentiated CO<sub>2</sub> accounting in accordance with the GHG (Green House Gas) Protocol and takes

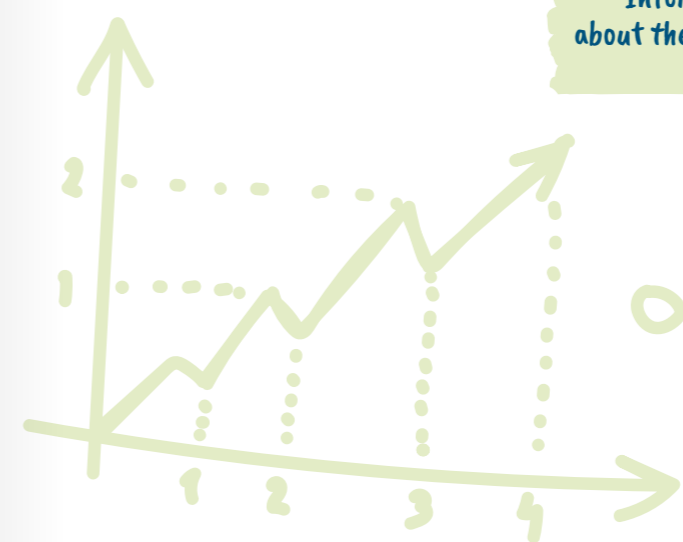
into account emission-relevant areas such as audience travel, catering, and touring operations. The data is collected anonymously and allows comparisons over several years. It also offers a guided mode and an expert mode, as well as additional functions such as survey tools and profitability calculations for photovoltaic systems.

The E-Tool is based on an existing tool from the SME Initiative for Energy Transition and Climate Protection, which has been adapted to the cultural sector. It is versatile and could be extended to other sectors such as tourism, making it an efficient tool.

Information about the E-Tool



CO<sub>2</sub>-Calculator



**SDGs**

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

**13** CLIMATE ACTION



# FOCUS AREA 7:

## Sustainable congress and conference location



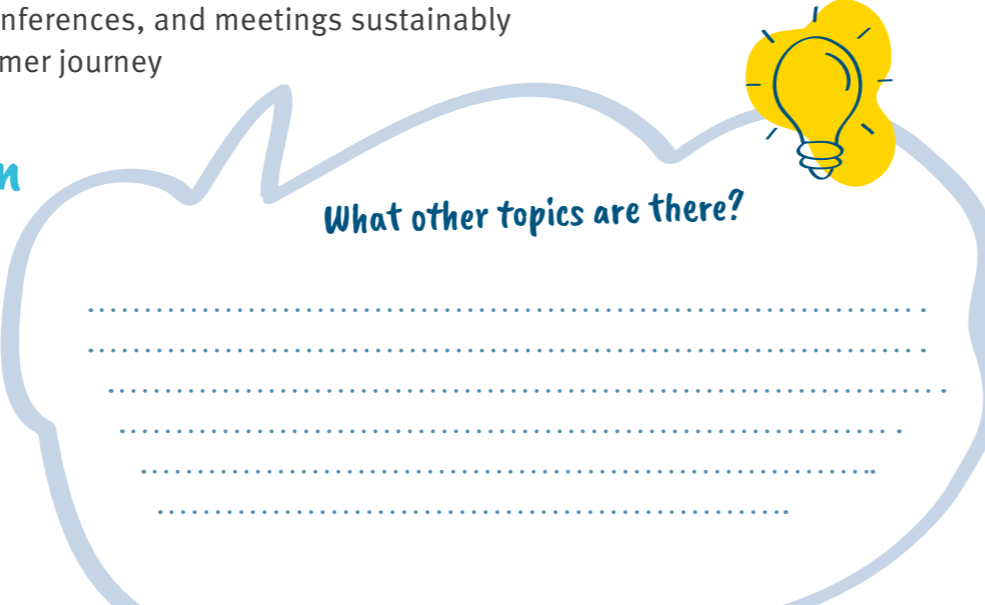
### GOALS

- Position Leipzig as an attractive, sustainable conference and congress location
- Systematise sustainability assessment and visibility of offers and committed partners
- Support a uniform procurement policy based on sustainability criteria in the MICE sector
- Integrate incentive systems for the use of environmentally friendly mobility
- Raise awareness and provide further training for partners in order to implement trade fairs, conferences, and meetings sustainably throughout the entire customer journey

#conference location

#mobility

#further training



What other topics are there?

# INITIATIVES

## 2024

LTM



Systematic survey of partners regarding sustainable offers and familiarisation with these offers (a prerequisite for communication)

LTM Convention Partners



Strengthening digital communication about sustainable projects and measures of convention partners in Leipzig Incorporating sustainability as a central theme in IMEX (industry trade fairs) communication (presence of LTM and convention partners)

GHRA CoC LTM



Economic Development Authority  
Convention Partners

Strengthen further training for LTM employees, offer targeted seminars for convention partners, and allocate funds for further training for GCB (German Convention Bureau) offers

## 2025 – 2027

LTM Convention Partners



Partner entry on convention website: Label partners with sustainable offerings, increase their visibility (in conjunction with initiatives for the criteria catalogue)

Economic Development Authority



CoC

Promote the sustainable implementation of events, especially business events, scientific conferences, and congresses, etc., at the municipal level (advertise the guide “Sustainable events – now!” and use it as a basis)

LTM



Filter function under the “Plan an event” tab offers a sustainability option; partners with sustainable offerings are displayed.

LTM Convention Partners



Code of Conduct for Leipzig as a MICE location for a uniform, sustainable service package, e.g. membership in *fairpflichtet* ( a ‘right and fair’ initiative)

## 2028 – 2030

LTM Convention Partners



Formation of a working group with those responsible for sustainability at the partners to collect data for the sustainability dashboard, which could be posted on the convention website – Convention Sustainability Round Table

LTM Convention Partners



Promotion of “obligatory” accounting for congresses/conferences (events), including travel and other mobility, catering, materials, and support for climate protection projects as compensation

## OFFERS

### Focus area 7: Sustainable congress and conference location

## PRACTICAL EXAMPLE

# LEIPZIG TRADE FAIR

Leipzig Trade Fair, with its conference venues Congress Center Leipzig (CCL) and KONGRESSHALLE am Zoo Leipzig, is committed to resource conservation, energy saving, regional synergies, and social aspects as an organiser, service provider, and partner for international events. A large number of initiatives are directly visible to visitors to trade fairs and congresses. The trade fair's buildings are nestled in a park landscape with a lake and **more than 25,000 trees**. In addition, the roofs of the administration building and the CCL are greened, providing a valuable habitat for rare animal species. In addition to the ecological benefits, the greening extends the service life of the roof waterproofing because it acts as mechanical protection against extreme temperatures and weather conditions. Sustainable mobility is a priority for visitors arriving at the

venue, thanks to the site's **good connections to local public transport**, as well as **charging stations for electric vehicles** and a **charging station for e-bike batteries** on the premises.

Since 2023, Leipzig Trade Fair has been sourcing 100 percent green electricity and commissioned its **own photovoltaic system** in the summer of 2024. This covers 15 percent of its external electricity requirements. Leipzig Trade Fair uses **energy-saving lighting** throughout, is gradually switching to LED, and relies on digitalisation for all processes, including site signage. Sustainable practices are also evident in the catering services. The catering company **fairgourmet** serves only certified organic, fair trade coffee, attaches great importance to the **use of regional and fair trade products**, and works primarily with regional producers and suppliers. In 2024, fairgourmet became the first catering company of a trade fair organisation to receive GreenSign Gastro certification.

For these and other measures, the Leipzig Trade Fair was the first to be certified with the internationally recognised **Green Globe environmental and sustainability seal** in 2009 and has been recertified annually ever since.

Sustainability at the  
Leipzig Trade Fair



## PRACTICAL EXAMPLE

# HOTEL MICHAELIS

Hotel Michaelis has been an integral part of Leipzig's hotel industry for 27 years and now has 104 dedicated employees. In addition to its classic hotel operations, Michaelis GmbH has established itself as a renowned provider of event catering in the trade fair city.

The Michaelis team combines hospitality with a responsible approach to social, ecological, and economic resources. The company thus pursues its goal of not only serving economic interests, but also actively contributing to sustainability.

This approach has been confirmed by the renewed **GreenSign certification** in 2024 and the **GHRA silver environmental certificate**. Numerous sustainable initiatives are firmly anchored in the company's operations:

- Energy: Use of **100 percent green electricity** and operation of a solar power system. The central heating system automatically adjusts to occupancy, and energy consumption is continuously optimised.
- Water: Flow controls and a water treatment system have significantly **reduced the use of PET bottles**.
- **Regional products**: The focus is on local products and minimising plastic.
- Food waste: Demand-oriented purchasing to **reduce waste**.
- Snacks and beverages: Floor bars with local offerings replace minibars.
- Materials: Recycled paper and toilet paper from Tetra Paks are standard.
- Cleaning: Option to forego daily room cleaning to conserve resources, exclusively **biodegradable cleaning agents**.
- Community support: **Support for regional projects**, including Leipzig's beekeepers.



Hotel Michaelis



# FOCUS AREA 8:

Combining and developing new sustainable offers



## GOALS

- Establish uniform evaluation criteria for sustainable offers
- Optimise visitor management, also in terms of nature conservation, in particular by promoting and expanding experiential activity and leisure offers in previously less popular regions and neighbourhoods to relieve pressure on highly visited attractions
- Promote barrier-free offers and inclusion
- Reduce land consumption and revitalise vacant properties through new forms of tourist use

#accessibility  
#active region  
#cooperation

Do you have any other ideas?

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## INITIATIVES

### 2024

LTM Association Companies  

Accessibility: Expand/update the offers from the LEIPZIG REGION thematically on a microsite in cooperation with TMCS

LTM 

Bike tours on the topic of sustainability in the Explore Leipzig app (soft mobility offering)

LTM 

Develop suggestions for bike tours from the city centre to other districts and make them available digitally (on leipzig.travel)

### 2025 – 2027

LTM TICs LR 

Expand the campaign on regional products to include the TICs in the LEIPZIG REGION

LTM Association MUN 

Expansion of active and water tourism offers:

- Expansion of the Explore LeipzigCity Tours app for Leipzig's canals and waterways
- Expansion of the bicycle junction-based signposting systems in the LEIPZIG REGION

LTM Association Companies  

Combination of city/surrounding area offerings to strengthen the historical, musical, creative, and family-friendly LEIPZIG REGION – Sharpen the profile and further highlight brands – Targeted promotional campaign

### 2028 – 2030

LTM Association

Annual regional sustainability day, e.g. excursion in the LEIPZIG REGION from TIC Leipzig using public transport, for guests and locals

LTM Association Companies

CoC GHRA

Infrastructure hiking and cycling trails in the LEIPZIG REGION:

- Dry toilets, vending machines with regional products, bicycle parking spaces, benches, rubbish bins, e-bike charging stations
- Signage in nature reserves

LTM

Accompanying the continued use/ conversion of brownfield sites/vacant properties – expansion of green spaces in the city?

LTM

- Visitor guidance
- Create offers to make districts with less tourist traffic more attractive (Hidden Leipzig)
  - Offer/signpost alternatives to heavily frequented cycling and hiking trails

OFFERS

### Focus area 8: Combining and developing new sustainable offerings

PRACTICAL EXAMPLE

## THE HEYDA MANOR

The Heyda manor in the municipality of Lossatal is run by Felicitas and Johannes von Carlowitz. Both have deeply ingrained values of sustainability. As early as 1713, the family's ancestor **Hans Carl von Carlowitz coined the term "sustainable use."** Today, the manor focuses on growing organic potatoes and onions, avoiding pesticides, and promoting biodiversity e.g. through renaturation. Diverse

woodland structures, wetland biotopes, and PEFC-certified forestry for protection and CO<sub>2</sub> storage are also a top priority at the Heyda manor. A total of 400 hectares of forest and 1,000 hectares of land are cultivated. The surrounding farm buildings have been renovated and some have been converted into vacation homes.

Heyda Manor



SDG



PRACTICAL EXAMPLE

## BARRIER-FREE ACCESSIBILITY IN SAXONY AND THE LEIPZIG REGION

Saxony is one of the leading federal states in Germany in terms of its commitment to accessible travel. As part of the **"Barrier-Free Saxony" project**, TMCS has been working intensively for years in close cooperation with Saxon destinations and partners to develop and market barrier-free tourist offers in Saxony – from research and on-site visits to facilities and recording barrier-free accessibility to publishing these offers.

Tourist accessibility is also established as an overarching issue within the sustainability strategy for the LEIPZIG REGION. In order to promote inclusion and improve barrier-free tourism, selected offers from the "Saxony Barrier-Free" project are made available on a landing page and in a brochure.

Accessibility on Leipzig.travel

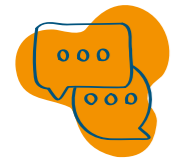


Barrier-Free Saxony



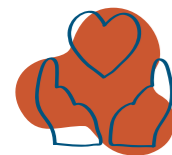
# SIDE NOTE: INTERNAL INITIATIVES AT LTM AND THE LEIPZIG REGION TOURISM ASSOCIATION

## What we are already doing



### → Communication

- Tip of the month via various internal channels
- Annual report
- Regular surveys
- Guidelines for gender-sensitive language
- Internal knowledge base on sustainability and tourism



### → Social responsibility

- Option of mobile working
- Exercise opportunities at work
- Ergonomic working environment
- Hands-on activities and further training for employees
- Sustainable advent calendar and regional birthday gifts



### → Procurement/resources

- Water dispensers and glass bottles
- Waste separation
- Reduction of paper printouts and 100% recycled paper
- Review of seals and environmental certifications
- Monitoring of energy costs
- Promoting a paperless company
- Cooperation with local upcycling initiatives



### → Mobility

- Preferred business travel with Deutschlandticket (Germany Ticket) and public transport
- Company bike leasing or Job-Ticket subsidy
- Mobility guide for business trips
- Cargo bikes at the Leipzig Festival of Lights and CO<sub>2</sub> accounting
- Company bike and bike repair station
- Secure, free underground bike parking and showers
- German Rail key figures report: Annual CO<sub>2</sub> savings from business travel by train

## What we still want to implement

### → Procurement/resources

- Guidelines for sustainable procurement (Saxon State Ministry of Science and Art request)
- Aim for paperless accounting
- Develop initiatives for green IT
- Annual CO<sub>2</sub> data collection (internal, events)

### → Social responsibility and communication

- Promote participatory campaigns and activities for local social engagement
- Pursue health measures (Healthy Day, sports challenges)
- Sustainable orientation of DMO-organised events
- Further low-threshold internal communication

### → Mobility

- Review new offers from local mobility service providers

### → i-Marke GTA from 2026

- Sustainable production and materials for own print materials
- Contemporary souvenirs and merchandising items, including regional products for sale



Which initiatives would you like to try out?

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# WHERE CAN I FIND MORE INFORMATION?

## EUROPEAN LEVEL

- [EU Smart Tourism Podcast](#) (English version only)
- [Paper on climate neutrality \(European Association of Event Centres\)](#) (German version only)
- [Smart Tourism Destinations](#) (English available)
- [Guide me Green: Promoting environmentally and budget-friendly tourism](#) (English available)
- [Best Practices Guide me Green](#) (English available)
- [Ecological Tourism in Europe e.V. Sustainable Tourism in Germany – Assessment and Action Needs](#) (English available)



### Scan the QR Code

To access the links via the digital version of the brochure.

## FEDERAL LEVEL

### Federal Environment Agency

- [Sustainability in tourism – trends, approaches, and climate resilience in the city of the future](#) (English version)
- [The city of tomorrow: environmentally friendly mobility – low noise – green – compact – mixed use](#) (English version)
- [Saving energy in the household](#) (German version only)

### ÖTE – Ecological Tourism in Europe e.V.

- [Sustainable tourism in Germany – assessment of the current situation and need for action](#)

### TOURCERT / Excellence Initiative for Sustainable Travel Destinations

- [Climate management system for the hotel industry](#) (Translatable via Google Chrome)
- [Guide: Climate accounting in tourism](#) (Translatable via Google Chrome)
- [SDGs in tourism](#) (Translatable via Google Chrome)
- [Knowledge portal for sustainable travel](#) (Translatable via Google Chrome)
- [Fairwärts webinar-series](#) (English Website available/ Webinar only in German)

## Magazines

- [Tourythm – Articles](#) (English available)

## STATE AND LOCAL LEVEL

### LTV and TMGS

- [LTV Saxony – Checklist for sustainable business management in tourism](#) (German version only)
- [LTV Saxony – Sustainability labels](#) (German version only)

### City of Leipzig/Sustainable Leipzig Forum

- [Guiding Principles for Sustainable Business in the Leipzig Region](#) (German version only)
- [City of Leipzig – Sustainable Events Brochure](#) (English available)

## FOCUS ON MICE

- [Sustainable United Nations – Sustainable Events Guide](#) (English version only)
- [Sustainable at GCB](#) (English available)
- [GCB – Themenportal Sustainable Meetings / GCB – Initiative Net Zero Carbon Events](#) (English available)
- [Fairpflichtet](#) (English available)
- [UBA – Guide to Sustainable Event Organisation](#) (English version only)
- [BMU – Guide to Sustainable Event Organisation 2017 – Checklist](#) (German version only)
- [Sounds of Nature – Guide to Environmentally Friendly Open Air Event Design](#) (German version only)
- [Green Champions – Guide to environmentally friendly major sporting events](#) (English available)
- [A compass for ecologically sustainable production in the cultural sector](#) (German version only)
- [Sustainable Event Solutions – A guide for artists and event organisers](#) (English available)
- [Sustainable Event Solutions – Sustainability Checklist](#) (English available)
- [Net zero carbon events: Best practices](#) (English version only)

## WHAT'S HAPPENING?

→ Projects, networks, tools

### BALANCING AND OFFSETTING FOR EVENTS – CO<sub>2</sub> CALCULATOR

- [Atmosfair – CO<sub>2</sub> offsetting for events](#) (fee required) (English available)
- [Greenhouse gas calculator from THINK](#) (free of charge) (Translatable via Google Chrome)
- [UBA – CO<sub>2</sub>-calculator for events](#) (free of charge) (Translatable via Google Chrome)

### VISITOR MANAGEMENT/VISITOR GUIDANCE

- [AIR – AI-based recommender for sustainable tourism](#) (English available)

### DIGITAL INTERACTIVE MAPS

- [Shopping guide – Leipzig handelt fair](#) (Translatable via Google Chrome)
- [Remap – Local overview map of upcycling initiatives](#) (German version only)
- [ISS-LOKAL-map \(Eat Local Map\)](#) (German version only)

## LIST OF ABBREVIATIONS

|                    |   |                   |  |
|--------------------|---|-------------------|--|
| <b>ASSOCIATION</b> | LEIPZIG REGION tourism association                  | <b>LTM</b>        | Leipzig Tourism and Marketing                                  |
| <b>AGIL</b>        | Saxon Agency for Regional Food                      | <b>LTV</b>        | State Tourism Association (Saxony)                             |
| <b>B2B</b>         | Business-to-Business                                | <b>LVB</b>        | Leipzig Public Transport Authority                             |
| <b>B2C</b>         | Business-to-Customers                               | <b>MICE</b>       | Meetings Incentives Conventions Exhibitions/Events             |
| <b>CCL</b>         | Congress Center Leipzig                             | <b>MUN</b>        | Municipal(ity)   |
| <b>CoC</b>         | Chamber of Commerce                                 | <b>POI</b>        | Point of Interest  |
| <b>DMO</b>         | Destination Marketing Organisation                  | <b>SATOURN</b>    | Saxon Tourism Network  |
| <b>GBR</b>         | Company partnership                                 | <b>SDG</b>        | Sustainable Development Goals                                  |
| <b>GCB</b>         | German Convention Bureau                            | <b>SMWK</b>       | Saxon State Ministry of Science and Art                        |
| <b>GHRA</b>        | German Hotel and Restaurant Association             | <b>TC LEIPZIG</b> | Touristik & Caravaning Leipzig (Travel and Tourism Trade Fair) |
| <b>GMBH</b>        | Ltd   | <b>TEP 2025</b>   | Leipzig's Tourism Development Plan 2025                        |
| <b>GTA</b>         | German Tourist Association                          | <b>TGA</b>        | Tour Guide Association   |
| <b>IMEX</b>        | International Trade for Conferences and Exhibitions | <b>TIC</b>        | Tourist Information Centres                                    |
| <b>INSEK 2030</b>  | Leipzig's Development Concept 2030                  | <b>TMCS</b>       | Tourism Marketing Corporation Saxony                           |
| <b>KELL</b>        | Municipal Waste Disposal Leipzig District Ltd.      |                   |  |



# Explore *Leipzig*



## City Tours App

Interactive city tours

Free download



Google Play Store



Apple App Store