

Congress fund for sustainable meetings

- **Successful model of the "Congress Fund Berlin" will be extended as the "Congress Fund for Sustainable Meetings" until the end of 2025**
- **Start of applications for sustainable specialist events from today, 1 March 2024, online at Investitionsbank Berlin (IBB)**
- **Balance sheet for 2023: 180 events with around 143,500 participants supported, approx. 50 per cent of the events had a focus on sustainability**

Berlin, 1 March 2024 The successful "[Kongressfonds Berlin](#)" will be extended until 2025. From 1 March 2024, it will promote sustainable and innovative meetings in the German capital. The aim is to support the conference and congress industry and raise awareness for the careful use of resources. Funding will be provided for sustainably planned conferences and congresses in Berlin that are aimed at a specialist audience, have at least 50 attendees and last at least four hours. Funding is also available for events that take place in decentralised locations in Berlin or are hybrid events. Applications will be accepted by IBB from 1 March 2024 online at ibb.de/en/foerderprogramme/kongressfonds-fuer-nachhaltiges-tagen.html.

Berlin's Senator for Economic Affairs Franziska Giffey welcomes the extension of the fund and the stronger focus on sustainable event organisation.

Franziska Giffey, Senator for Economics, Energy and Public Enterprises: "Berlin is a congress metropolis! The industry made a strong comeback last year. Our city is once again attracting events and guests from all over the world. With the congress fund, we have provided targeted support for this restart after the coronavirus pandemic. In 2023, we were able to support a total of 180 events with a good 143,000 participants with 5.2 million euros. This is money well spent, because a successful trade fair and congress business is an important economic factor for Berlin. It secures tens of thousands of jobs and provides a large return on investment for the city. By extending this proven funding instrument, we are sending a clear signal: we want to make the industry resilient and well-equipped for the future. At the same time, we are prioritising sustainability in our funding."

Burkhard Kieker, *Managing Director of visitBerlin*: "With the continuation of the congress fund, Berlin will be able to compete internationally for congresses and conferences - a very important signal for the industry."

Dr Hinrich Holm, Chairman of the Board of Investitionsbank Berlin (IBB): "Congress tourism is of great economic importance. While a visitor to Berlin spends an average of 69 euros, trade fair and congress guests leave 260 euros in our city. Congresses create and secure jobs."

"Congress Fund for Sustainable Days" 2024 and 2025 at a glance

- Subsidy for compliance with sustainability criteria
- Funding of up to EUR 35 per attendance participant per day for participation in specialist events in Berlin

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- Extra bonus for hybrid or decentralised events

Balance sheet 2023: 180 events with around 143,500 participants

A successful conclusion can be drawn for the year 2023. Last year, 180 events with a volume of 5.2 million euros were approved via the "Kongressfonds Berlin". In the process, 143,476 attendees were supported.

Many event organisers are increasingly organising their business events sustainably: more than 47% of the events supported by the "Kongressfonds Berlin" were promoted according to sustainability criteria last year. In the previous year, the figure was 43 per cent. In total, event organisers received funding of up to 99,950 euros for their event in Berlin.

Since 2023, the funds have come from the REACT programme of the European Regional Development Fund (ERDF); they will be converted to state funds in 2024. Investitionsbank Berlin (IBB) has been commissioned by the Berlin Senate Department for Economics, Energy and Public Enterprises to implement the funding measures. The Berlin Congress Fund was set up for the first time in April 2021 by the Senate Department for Economics, Energy and Public Enterprises.

Congress industry of great importance

Congress tourism is highly relevant for Berlin. The city is one of the top conference destinations in the world and has ranked among the top 5 in the world compared to other metropolises for over ten years (ICCA statistics). While a hotel guest spends an average of EUR 173.50 ([visitBerlin study "Tourismus-Satellitenkonto des DIW Econ"](#)), trade fair and congress guests spend around EUR 260 per day in our city (IBB study on the economic importance of Berlin as a trade fair and congress location, December 2022). Major congresses have an enormous financial impact on Berlin. For example, a congress with 17,000 participants generates €23.6 million in revenue for the city.

Further **information on the Congress Fund** can be found on the *visitBerlin* website at convention.visitberlin.de/kongressfonds-berlin

visitBerlin is offering an **expert chat** for tourism partners on 26 March 2024 as part of the [TourismusHub](#) e-learning platform.

Infographics on the Congress Fund [here](#).

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"Inspiring the world for Berlin." With this mission, Berlin Tourismus & Kongress GmbH provides destination management as well as tourism and congress marketing for Berlin. The company, which operates under the *visitBerlin* brand, is a partner, player, ideas provider and networker. Its work focusses on sustainable product development and the marketing of city-friendly tourism offers in all twelve districts. The aim is to maintain the quality of life of Berlin's residents and increase the quality of stay for guests. *visitBerlin* also acts as a tour operator and is the issuer of the official tourist ticket, the Berlin WelcomeCard. The company also operates the Berlin Tourist Info Centres. At [visitBerlin.de](https://visitberlin.de), Berlin's official travel portal, visitors to Berlin can find all the information they need about travelling to Berlin. More about *visitBerlin* at [about.visitBerlin.de](https://about.visitberlin.de)

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