

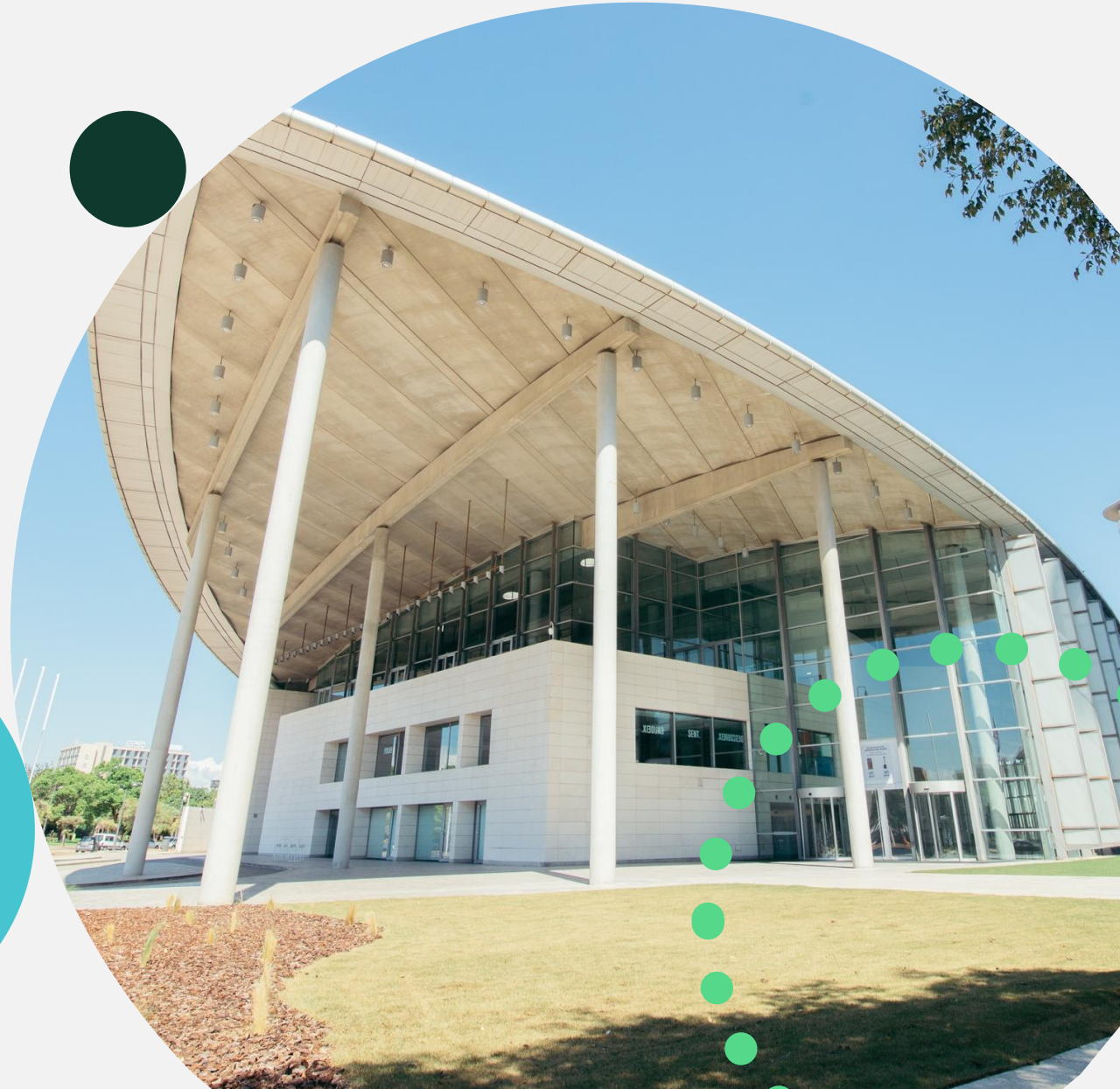


Zentropy MICE VALÈNCIA

EUROPEAN
URBAN
INITIATIVE



Co-funded by
the European Union



WHAT IS



Zentropy **MICE**
VALÈNCIA

?

A pioneering initiative in sustainable conference tourism.

€5.2M

budget

80%

Co-financed by the EU through the FEDER Fund.

Framed within Valencia's city innovation strategy

Challenge



Zentropy
MICE VALÈNCIA



How can MICE tourism become a driver for socio-economic development and ecological transition in Valencia?

By redefining the concept of MICE sustainability through an urban entropy approach to improve the legacy for Valencia's citizens and optimise energy, matter, and information flows.



Why is it
innovative?





1

Selected (among 21 others) from 112 European proposals.

2

Part of the European Commission's EUI call for creative and innovative urban solutions.

3

Introduces the concept of urban entropy applied to MICE tourism.

4

New methodology to measure and optimise economic, environmental, and social impacts.

5

It develops a strategic approach to legacy—understood as the set of lasting benefits that an event can leave in the city—driven by the Valencia City Council as a priority line of municipal policy and aligned with the city's priorities and needs.





Current
situation of
the MICE
sector in
Valencia



Spain ranks 2nd globally in MICE tourism

MICE represents

15-20%

of GLOBAL tourism

Valencia is the 3rd Spanish city in MICE tourism

510,618 MICE tourists en 2024

Generates 3x the economic return compared to other tourism types

Uses significant urban resources

Conference Centre, Palacio de Congresos, hosts 27% of MICE events

>€6 million in revenue in 2024

>100,000 visitors in 2024

100 MICE events held

Partners



Zentropy
MICE VALÈNCIA





 València
Innovation
Capital

Fundació Visit
VALENCIA


PALACIO DE
CONGRESOS
VALENCIA

 **AJUNTAMENT
DE VALENCIA**

 **khora**

 **UNIVERSITAT
POLITÈCNICA
DE VALENCIA**

Objective





We will test

an operational model for the MICE sector that reorganises exchange flows with the city to reduce entropy and make better use of resources.



We will use

the Conference Centre as a system, analysing its resource usage and its potential contributions to Valencia.



We will develop

a methodology to measure entropy and implement 9 programs focused on energy, matter, and information across 3 conferences, in order to assess their contribution to an entropic balance.



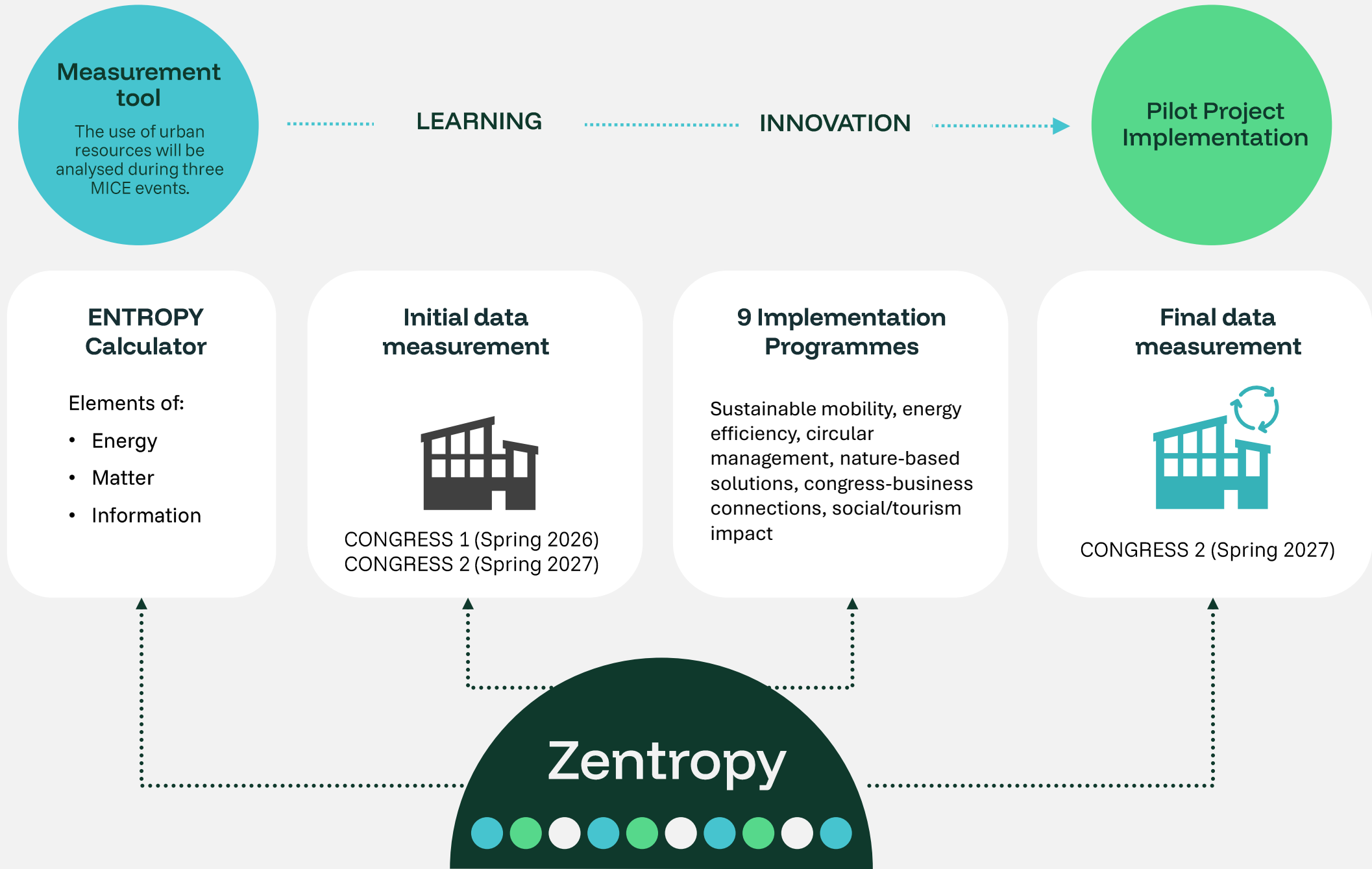
We will implement

a cyclical flow of E+M+I from MICE activity to Valencia, making this activity more sustainable and enriching.

Main project actions



Main project actions



Implementation programmes



Zentropy
MICE VALÈNCIA



Energy

sustainable mobility and energy efficiency at the Conference Centre.



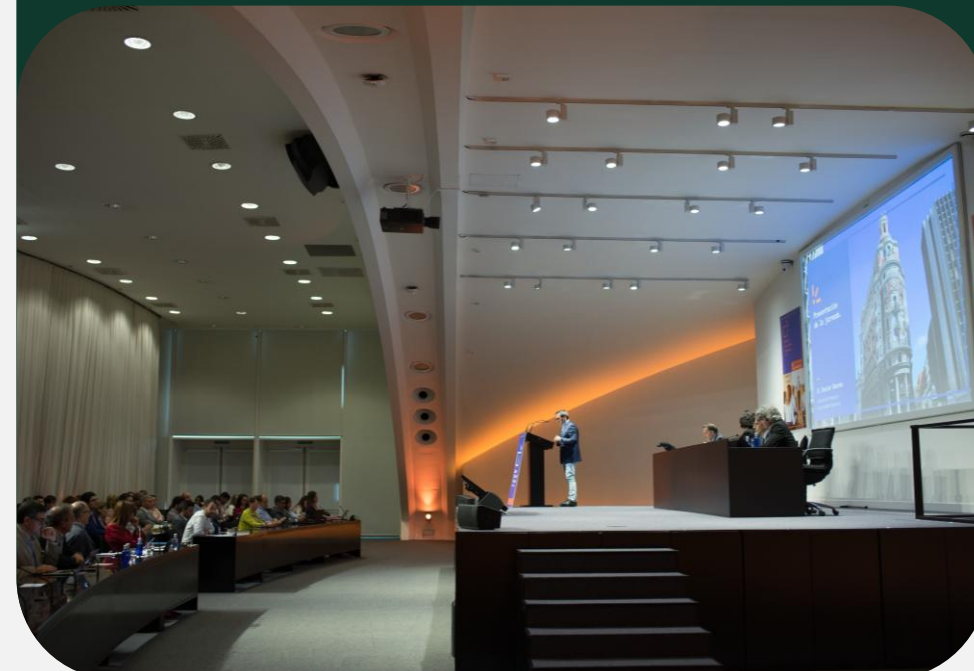
Matter

circular management of material elements, food surpluses, and nature-based solutions.



Information and knowledge

connection between conferences and the business fabric, social and tourism impact.



Expected results



Reduce environmental impact and promote resource efficiency



Enhancing the legacy of MICE for the city and its residents



Strengthening governance and digital transition capabilities in the MICE sector



Enhancing the MICE tourist experience