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The Turisme de Barcelona Consortium was founded in 1993 to promote the city as a tourist destination. Since then we have been working to offer a range of products and services aimed at individual tourists and the professional tourism sector.

Our ability to make a positive contribution to society and the environment is always uppermost in our minds when carrying out our work. This is why we implement a series of measures that allow us to realise our commitment from the global perspective of sustainability, within the framework of corporate social responsibility.

This fact sheet brings together our main ventures which are designed to improve the quality of tourism in the cultural, socio-economic and environmental fields.

◆ **Barcelona, sustainable tourist destination**

Barcelona was awarded Biosphere World Class Destination certification in 2011 in recognition of the responsible management of tourism by the Turisme de Barcelona Consortium and Barcelona City Council.

◆ **Turisme de Barcelona, member of the Global Sustainable Tourism Council**

We are members of this association that is part of the World Tourism Organisation. It brings together more than 100 institutions, organisations and businesses that are committed to developing responsible and sustainable tourism.

COMMITTED TO RESPONSIBLE TOURISM

Preserving the identity and quality of life of a city and guaranteeing the future competitiveness of Barcelona as a tourist destination are challenges that can only be met with a firm commitment to the sustainable and responsible development of tourism. This is why, at the Turisme de Barcelona Consortium, we offer visitors a wide range of options so that they can enjoy the many attractions the city has to offer in a balanced, environmentally friendly way.

BARCELONA SUSTAINABLE TOURISM

The Barcelona Sustainable Tourism (BST) programme, which was launched by the Turisme de Barcelona Consortium in 2012, offers visitors products and services that will allow them to enjoy the city in a sustainable way: environmentally aware accommodation, hotels with recognised eco-certifications, travel agencies specialising in accessible tourism, spaces and services dedicated to sustainable events, city tours, restaurants and sustainable means of transport.

SIGHTSEEING TOURS WITH SUSTAINABLE MEANS OF TRANSPORT

We promote tourism services designed to foster local culture through Turisme de Barcelona's official online shop, [Visit Barcelona Tickets](#). These include non-polluting means of transport.

WORLD ENVIRONMENT DAY

On 5th June, World Environment Day, we promote sustainable tourism through ventures geared to raising awareness among tourists and members of the travel trade.



More than 75% of our products are green.

67 of the 85 products in the Visits and Tours section are eco-friendly.



#BCNsustainable campaign at our Plaça de Catalunya information office

On 5th, 6th and 7th June 2015, a team of information officers specialising in environmental issues gave visitors tips about ways of enjoying the city in a sustainable way as well as information about discounts on sustainable attractions and visits.



'Travel Forever' Conference

We invited Luigi Cabrini, CEO of the Global Sustainable Tourism Council (GSTC), to give a talk on 5th June 2015 as part of the Barcelona Sustainable Tourism assembly.

COMMITTED TO THE ENVIRONMENT

At Turisme de Barcelona we are well aware of the importance of caring for the environment and, as the only body responsible for the environmental impact of our ventures, we go beyond our legal obligations and include good management practices and make responsible use of the resources involved in our day-to-day work.

GEOTHERMAL ENERGY AT THE COLUMBUS MONUMENT

At our tourist information point inside the Columbus Monument we use a geothermal heating and cooling system which harnesses heat from the ground.

EFFICIENT LIGHTING

We use low-energy bulbs to light our offices.

THE ECOSALA

We have a room where we apply good practices to save energy and reduce waste.

ECO-FRIENDLY COURIER SERVICES

We give priority to courier services that use bicycles to get around.

LESS PAPER

We apply measures to reduce paper and use recycled toner cartridges. We use ecolabelled paper with the FSC, PEFC or Ecolabel certifications to produce our publications.

OFFSETTING EMISSIONS

We offset the emissions generated by some of our activities using Clean CO₂ software.



40 tonnes of CO₂ offset

In 2014 we offset 8.03 tonnes of CO₂ and 31.98 tonnes in 2015.



COMMITTED TO SOCIETY

We understand that our responsibility doesn't just involve promoting the city as a tourist destination; we also have a commitment to society and the local community. This is why we put into practice ventures that foster the development of our surroundings.

ADVICE AND SUPPORT FOR ENTREPRENEURS

We contribute to the success of entrepreneurs in the tourism business by advising them on their products and helping them to sell and market them. We also work with Bizbarcelona to publicise business opportunities in the tourism industry.

SUSTAINABLE MERCHANDISING

We give priority to merchandising local products which have a low environmental impact and are associated with local culture.

THE SOLIDARITY AREA

The Solidarity Area inside our information office in Plaça de Catalunya collects funds to help people in need. Every season we double the amount donated by tourists.

THE TREE OF DELIGHTS

A campaign run by our staff to collect toys for children aged 4 to 12 whose families are experiencing financial difficulties. We also make a 500 € donation to buy more toys.

THE SOLIDARITY EURO

When you make a purchase from Visit Barcelona Tickets you can donate 1 € to the charity Càritas.

◆ **133 requests to sell and market products in 2015**

- 48 requests from entrepreneurs
 - 85 requests from businesses
 - Addition of 51 new products (6 from entrepreneurs)
- 20% of the 245 products on sale through the [Visit Barcelona Tickets](#) platform have been created by entrepreneurs.

◆ **90% of the 1,300 products at our Barcelona Original Shops are produced locally**

◆ **We have collected 1,485 € at our Solidarity Area**

- 50% from tourists
- 50% from Turisme de Barcelona

852 € donated to Càritas
July - November 2014
633 € donated to the Hospital Sant Joan de Déu
November 2014 - July 2015

◆ **1,590 € raised in 2015 through the Solidarity Euro campaign**

Working with the Fundación Pequeño Deseo

From July 2014 to February 2015 we worked with the foundation to make it possible for five families with sick children to fulfil their dream of visiting the city.

Easy Barcelona promotional video

The video shows the inclusive side of Barcelona and encourages people with different kinds of disabilities to visit the city.



WORKING WITH SOCIAL ENTERPRISES

We hire enterprises that work with groups at risk of social exclusion (for our cleaning, marketing, logistics, catering services...).

WORKING WITH NGOS

We work with the Fundación Pequeño Deseo as well as the Fundació Disrup. The latter organised the 'solidarity pen' campaign.

WORLD DISABILITY DAY

On 3rd December, we co-hosted the panel discussion 'Accessible Tourism in Barcelona and Catalonia' with the Agència Catalana de Turisme.

INICIATIVES D'ACCESSIBILITAT

Our tourist information offices have a model of Barcelona and a leaflet about the city in Braille for blind and visually impaired visitors and induction loops for the hearing impaired. The website www.barcelona-access.com features tourism products for disabled people.

The new product Easy Walking Tour makes it possible for people with reduced mobility to visit Barcelona's Gothic Quarter on a fully accessible guided tour.





COMMITTED TO THE WORKFORCE

We are concerned about the motivation, well-being and personal and professional development of Turisme de Barcelona staff. With this in mind, we launch initiatives that foster participation and professional growth and allow organisational flexibility.

MEASURES TO ACHIEVE THE RIGHT WORK-LIFE BALANCE

Our working days are adapted to the needs of our staff to ensure they can strike the right work-life balance.

TRAINING GRANTS

We offer up to 700 € to our staff members who want to undergo training.

IDEAS PROJECT

Any of our staff members can use our intranet network to suggest ideas that could be used by Turisme de Barcelona. At the end of the year, prizes are given to the ideas that have been adopted.



We have received 284 ideas since 2008

We have adopted 38 ideas and are currently assessing 42 of them.

COMMITMENT TO DIVERSITY

Of a staff of 170 workers, 68% are women and 32% are men. Turisme de Barcelona has 7% of the workforce from different parts of the world.

IN-HOUSE PROMOTION

Our in-house promotion initiative gives our workforce the chance to further their professional development inside the company.



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