

# EVENTS THAT CONTRIBUTE TO

**REDUCE YOUR CARBON FOOTPRINT**

**GAIN IN VALUES**

**LEAVE A LEGACY**

## **ENERGY**

Do you want to find a destination where the use of renewable energies is the order of the day?

If you are looking for an energy conscious destination, Bilbao is it:

- Bilbao City Council is setting an example to its citizens in the use of clean energy. With the aim of putting an end to the consumption of fossil fuels that release environmentally harmful gases, 100% of the city's public electricity comes from renewable sources
- Strong commitment to public transport and sustainable mobility

These measures help to mitigate the effects and carbon footprint of any event held in the city.

## **WASTE**

Bilbao makes correct use of material resources, both in the day-to-day running of the city and in the events held there, with the aim of reducing the impact created by the materials used.

To this end, firstly, the reduction of consumption and the commitment to digitalization and digital communication are encouraged, while at the same time the use of materials with a low ecological footprint is promoted.

The waste that is inevitably created is treated and used to the maximum. In Bilbao 86.25% of waste is treated so that it does not end up in landfill sites.

*#BilbaoArimaBerdea*

*#BilbaoGreenSoul*

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## SUSTAINABLE FOOD

Gastronomy is one of the points that visitors value most. Bilbao has managed to adapt to the new times in terms of food:

- Various training courses on sustainable food are given to hotels, restaurants, venues and caterers in the city
- The design of menus with a low ecological footprint is promoted.
- The purchase of local products (km0 products), with low ecological impact, is encouraged
- Food with seasonal products
- Avoiding food waste by donating surplus food

## SUSTAINABLE MOBILITY

Do you think it is utopia to stop using a private car to visit a destination?

In Bilbao this is possible, as it has a wide network of sustainable transport, as well as the proximity of all its tourist areas, hotels and event venues:

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- Service of hybrid and electric city and intercity buses equipped with mechanical ramps that favour accessibility
- Municipal electric bicycle service
- 3 Underground lines service
- Tram service

## WATER

It is the element of life. Being aware of this, Bilbao cleans 99.36% of its water. Its consumption must be appropriate and wastage must be avoided, as it is a precious and limited resource and treating it entails greater energy consumption. Some techniques for efficient water use are: Applying sensors to taps, avoiding drips and leaks, reducing the pressure and flow rate of taps, reusing surplus water for irrigation and sanitizing the water used.

## PEOPLE

An event is an activity by and for people. It creates harmony between event, attendees and local society. It carries out actions with a social-local impact and leaves a legacy (CSR Corporate Social Responsibility). Hires sites with permanent or adapted universal accessibility for the event. Ensures decent working conditions and inclusion and tolerance for all groups. (Bilbao Convention Bureau has proposals for social impact, check them out)

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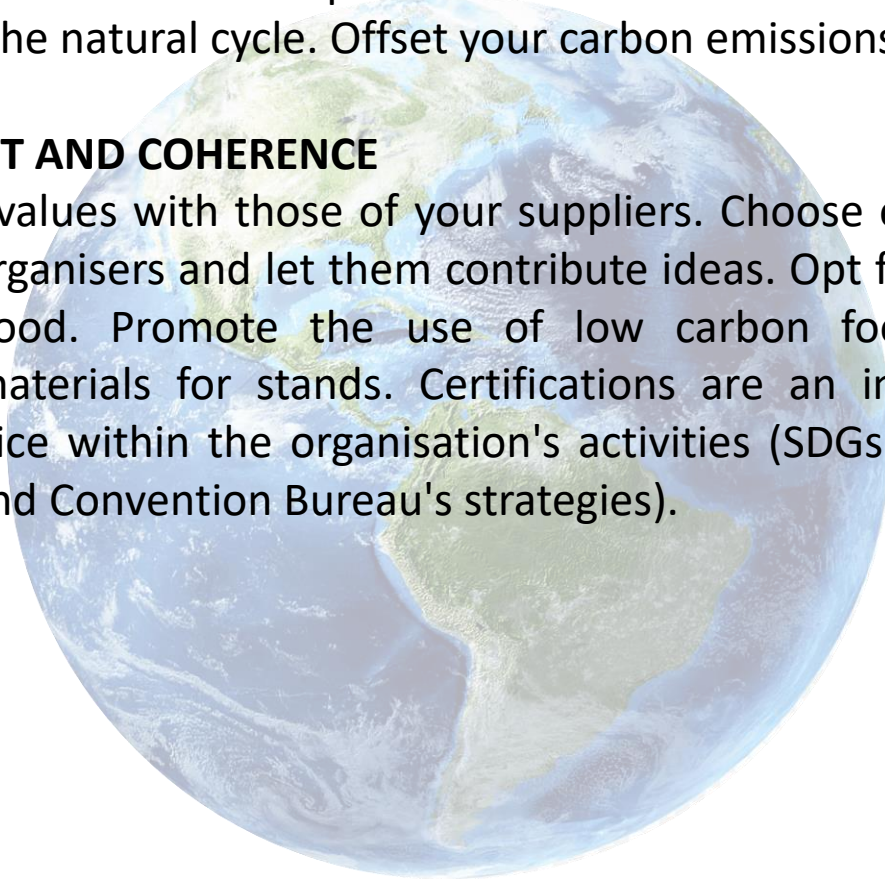
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## ENVIRONMENT

Enjoy the environment without damaging it. Protect the environment with protective elements. Efficiently organise waste collection points to facilitate recycling. Signpost places of special care to restrict access, thus protecting flora and fauna. Take care of natural resources and respect the most delicate and sensitive periods in the natural cycle. Offset your carbon emissions locally.

## ALIGNMENT AND COHERENCE

Align your values with those of your suppliers. Choose experienced sites and organisers and let them contribute ideas. Opt for local and seasonal food. Promote the use of low carbon footprint and reusable materials for stands. Certifications are an indication of good practice within the organisation's activities (SDGs are part of the city's and Convention Bureau's strategies).



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## COMMUNICATION

Transparency with the local community, receiving their ideas builds trust. Disseminate role models among event attendees to respect the environment and emphasise waste management. Get to know your partners and their sustainability implementation capabilities. Get the best from the supplier of your choice. Communicate sustainable actions. Raise awareness among society, attendees and suppliers. Maintain fluid communication with stakeholders based on respect and receiving feedback on your performance.

## EVALUATION

Measure economic performance, carbon footprint and social impact. Compare these impacts with previous events. Compensate for negative effects that have been generated. Learn from your negative activities and repeat the positive ones.

Bilbao Convention Bureau has carbon footprint offsetting activities and programmes. Different associations such as Lurguia, Formarte and Troka carry out actions to offset and mitigate emissions.