

# SUSTAINABILITY POLICY





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## MISSION

Following a process of assemblies, debates and group work with the various issues on the table and the data obtained in the surveys launched, certain conclusions regarding the sector have been reached. The concerns of the stakeholders involved are the points to be addressed in forthcoming years with respect to sustainability. These include:

- The adoption of circular economy systems.
- The use of materials with a lower ecological footprint.
- Job reconversion to encourage social inclusion.
- Drawing attention to and maintaining the strong culture and identity at the destination.
- Placing the environment in the spotlight and raising awareness in this area.
- Training and implementation of measures in sustainability.

Integrated in this way in the role of promoting Bilbao as a venue for corporate and associative meetings of every type and format, acting as a strategic ally for organisations and addressing their increasingly sophisticated requirements, without losing sight of the concern for the sustainability of the destination and the environment.

In short, Bilbao Convention Bureau works to improve the overall image of the destination, to put the city on the map as a corporate venue and to build an international reputation. This leads to the attraction of events in line with the needs of the industry, local economy and principles of the region. Once the venue has been defined, the Convention Bureau acts as a link and facilitator between the parties, advising and guiding them towards the organisations that best meet their requirements. Lastly, the impact of the actions is assessed, working on the improvement of the less favourable aspects and taking note of the good practices as keys to success.





## VISION

Bilbao is a destination known for the cleanliness of its streets and establishments. The quality of the air is excellent and the freshness of nature can be felt in the city centre which, in combination with its advanced services, offers a high standard of living to both residents and visitors. The society enjoys a deep-seated culture and values of respect, innovation (especially industrial and technological), tolerance and a general sensation of social inclusion, incorporated into tourist activities for many years, defining a well-known legacy.





## CORPORATE VALUES

The corporate values of Bilbao Convention Bureau include the values defined by Bilbao Ekintza, the structure to which it belongs and which is a public company belonging to Bilbao City Council which remains relevant and accessible for and involved with the people of Bilbao. It displays proactive and dynamic attitudes, embracing opinions and responding to local needs, which is why it is defined as flexible and resilient and able to successfully adapt to change.

Its main task is to respond to social concerns and it is inclusive, supportive and cohesive. In addition it optimises resources, managing them efficiently. The organisation is ambitious and pragmatic, pursuing the projects at hand to obtain tangible results.

Lastly, the organisation has a policy of transparency highlighting its reliability, and its work is directed at achieving results for the common good. These actions are carried out by including innovation as a fundamental pillar.

With respect to the project and together with the different stakeholders involved at the working sessions of #BilbaoArimaBerdea, the following values have been defined:

- INCLUSION and RESPECT, people first.
- COLLABORATION and COOPERATION with the stakeholders.
- PROGRESS and INNOVATION for the development of the sector.
- QUALITY OF LIFE for residents and visitors.



## ALIGNMENT

As mentioned, Bilbao actively intends to develop with respect to sustainability in all sectors, and this is something on which it has already been working. In addition, the destination City Council has integrated the SDG in its strategic lines, as has Bilbao Convention Bureau, affording the destination certain experience. As Bilbao Convention Bureau is an agency belonging to the City Council, all objectives are aligned with the City Mandate Plan, as indicated in the BiCB Sustainability Action Plan.

Furthermore, Bilbao Convention Bureau is a member of ICCA (*International Congress and Conventions Association*), an association which views sustainability as the basis for events via a number of different programmes.

In addition, we form part of the *European Cities Marketing* (ECM) association. The association has teams focused on specific aspects of the city and urban tourism development. They share best practices, discuss and undertake activities through the ECM knowledge groups. Similarly, we are associated with *Meeting Professionals International* (MPI). This brings together the global communication of the community and provides education, innovation, a network of opportunities and changes in the sector and events for the promotion and growth of the industry. It does so by placing people at the centre and empowering the sector by means of good practices and values of integrity.

Most recently, Bilbao Convention Bureau has joined the international ranking of sustainable destinations, GDS-Index, part of the GDS Movement (*Global Destination Sustainability Movement*). An objective that will enable Bilbao to become established as a sustainable destination at international level.





## THE SDG

### 4.SDG: QUALITY EDUCATION

To provide young people and adults with the necessary skills to carry out decent work. Acquiring theoretical knowledge and putting it into action to promote sustainable development.

4 QUALITY  
EDUCATION



8 DECENT WORK AND  
ECONOMIC GROWTH



### 8.SDG: DECENT WORK AND ECONOMIC GROWTH

To promote policies aimed at the development of new jobs and decent work. To improve the efficient consumption of resources. To foster sustainable tourism as a promoter of local products and culture.

### 9.SDG: INDUSTRY, INNOVATION AND INFRASTRUCTURES

To promote inclusive and sustainable industry. To increase access to small businesses by fostering local trade. To modernise infrastructures, making them sustainable.

9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



11 SUSTAINABLE CITIES  
AND COMMUNITIES



### 11.SDG: SUSTAINABLE COMMUNITIES AND CITIES

To allocate resources for protecting and safeguarding the cultural and natural heritage. To reduce environmental impact by improving municipal waste management. To support economic, social and environmental links.

### 12.SDG: RESPONSIBLE PRODUCTION AND CONSUMPTION

To accomplish sustainable management and an efficient use of natural resources. To reduce food waste. To accomplish the environmental management of the waste, minimising its adverse effects.

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



17 PARTNERSHIPS  
FOR THE GOALS



### 17.SDG: ALLIANCES FOR ACHIEVING OBJECTIVES

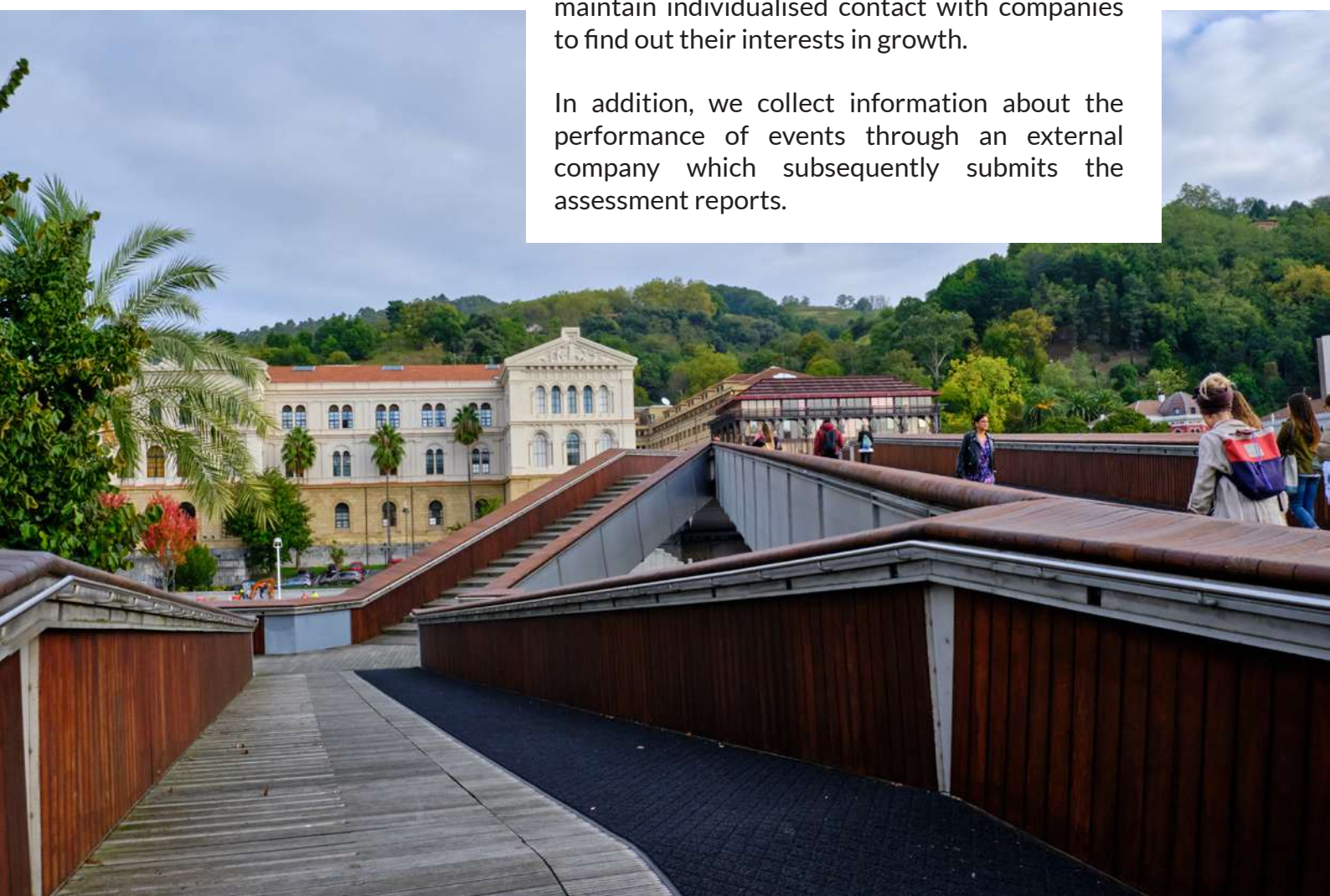
To increase the stability of the sector by coordinating the policies and their coherence for sustainable development. To add social policies for inclusion and sustainable development.

## REVISION

We are in close contact with the stakeholders from the sector in order to identify and define the new challenges ahead, to determine the progress of each partner, to help improve the most vulnerable areas and to strengthen the strong points of the destination.

By means of meetings twice a year in normal operation, we will collect the new aspects required for the total transition to sustainability, and of course include these in our policy. We maintain individualised contact with companies to find out their interests in growth.

In addition, we collect information about the performance of events through an external company which subsequently submits the assessment reports.





## CONTINUOUS IMPROVEMENT

We are a public agency belonging to Bilbao City Council, created to respond to social concerns. These vary according to the tendencies and conditions of the environment, which we identify by monitoring the companies from the sector and the stakeholders who are not part of the industry.



Consequently it is important to be in direct contact and ready to respond to needs as they arise. Some important tools for this include:

- The application of continuous improvement
- Innovation
- Collaboration

We maintain constant assessment via a data collection service for the subsequent processing of the data and creation of annual reports. This information allows us to maintain and feed back the PDCA (Plan, Do, Check, Act) cycle we have introduced.



## COMMITMENTS

The commitments acquired are described in detail in separate documents. Some of these commitments include the following:

Sustainable congress tourism to generate a green tendency in the destination of Bilbao by encouraging the customer to align themselves with our policy. This serves to obtain social, environmental and economic benefits.

Committed to Human Rights, taking into consideration equality, inclusion and tolerance in order to anticipate possible conflicts.

Commitment to growing as a sustainable destination, encouraging and supporting partners to lead the way without leaving anyone behind.

Commitment to offering activities and actions with social, cultural, environmental and positive economic impacts. This point is implemented by capitalising on the performance of events and trying to leave a positive impact or print.



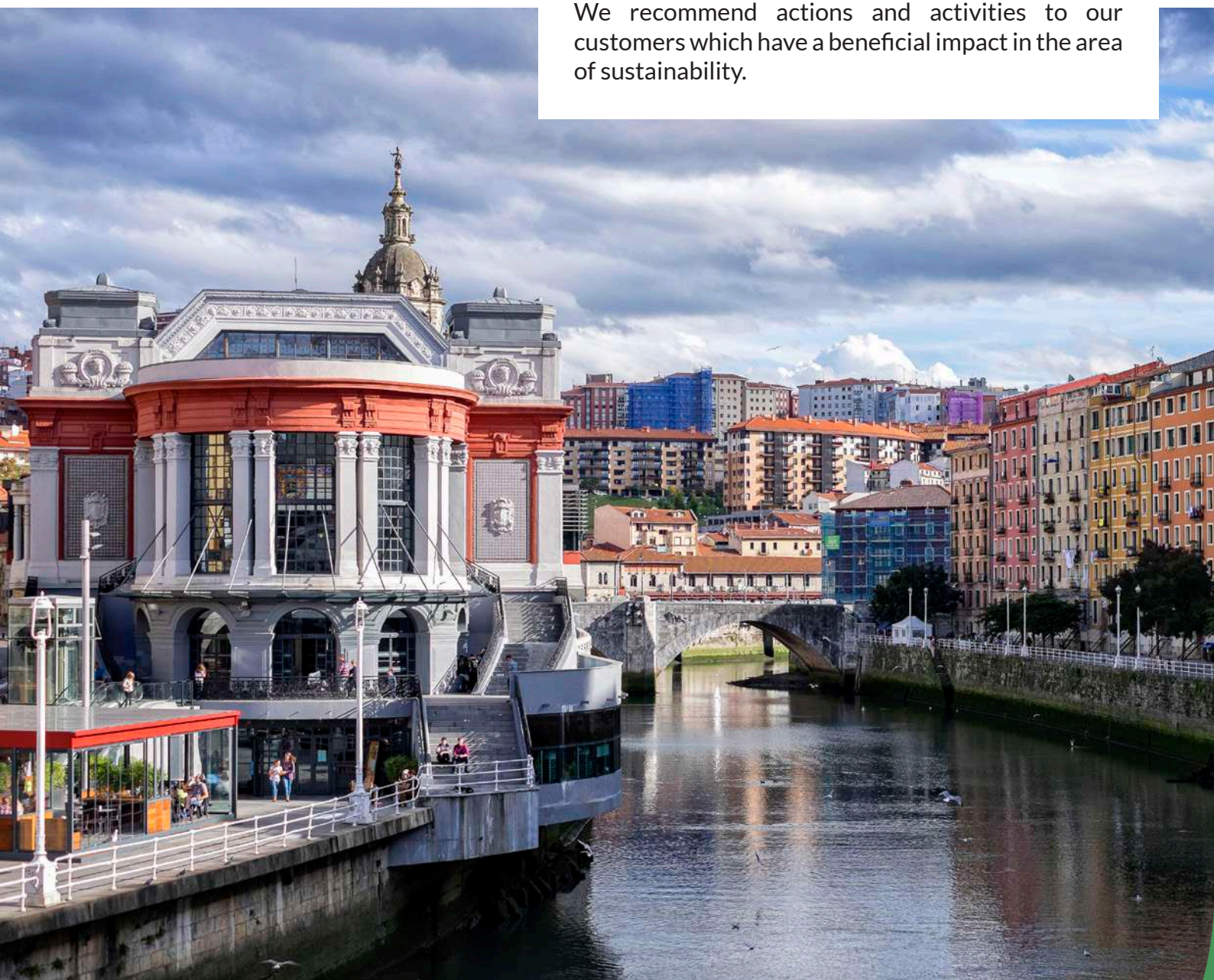


## PURCHASING POLICY

We are committed to supplying sustainable products, materials and resources. We give importance to local craft products and environmentally-friendly and reusable materials. When finding suppliers, extra points are given to companies who respect sustainability.

We encourage our partners to use sustainable suppliers.

We recommend actions and activities to our customers which have a beneficial impact in the area of sustainability.





## GOOD PRACTICE

This document describes the way of thinking and acting that we have adopted. It will vary as required by the needs of the environment.

Any action with an impact, positive or otherwise, will have an assessment and transparency system to be reported.

Our work is for and about the people. Consequently this policy must be provided to the stakeholders who request it as well as being accessible and public. To this purpose, we guarantee proactive and continuous communication of the policy.

Finally, we learn from all the actions by defining the good practices to share and reward them, thus obtaining an optimised sector and destination.







This document has been prepared with the collaboration and knowledge of all of the Bilbao Convention Bureau team and the approval and signature of its director:

Kepa Olabarrieta

A handwritten signature in purple ink, appearing to read 'Kepa', written over a white background.

**Bilbao** Convention Bureau

SUSTAINABILITY POLICY  
GREEN AND SUSTAINABLE