

BILBAO CONVENTION BUREAU SUSTAINABILITY REPORT

JUNE 2021-JUNE 2022

INTRODUCTION

This document contains the evolution of the sustainability of the Bilbao Convention Bureau and its members during the second half of 2021 and the first half of 2022, always taking as a basis the Sustainability Strategy published in 2021 and the Action Plan 2021-2027.

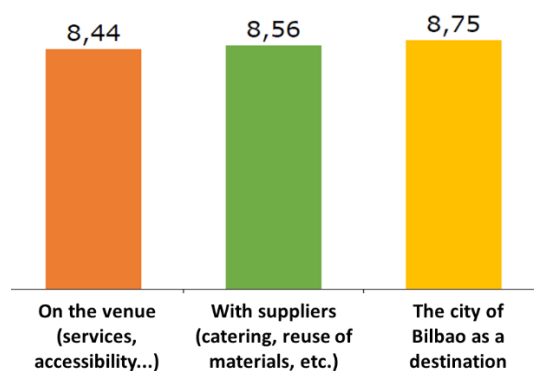
Thanks to the improvement in the health situation brought about by Covid-19, the city's MICE sector has been reactivated over the last few months.

This is an opportunity for each of the different actors in the sector to put into practice the different improvements and knowledge acquired in terms of sustainability.

PARTICIPATION OF ALL SECTORS

In view of the success and the objectives achieved thanks to the Arima Berdea working group, where the main partners in the sector (hotels, venues, agencies), local associations, universities and members of the City Council are represented, the collaboration of all of them has continued in order to deal with issues of interest to the members of the group.

As a result of the great work done by all is the perception that **organisers** and **attendees** of congresses, conventions and conferences in Bilbao have of sustainability. Satisfaction with the different aspects of sustainability is outstanding, exceeding **8 points** in all cases. The highest score is **8.75** out of 10 for the city of Bilbao as a destination.



At the same time, after embarking on the project of submitting itself to the GDS ranking, Bilbao obtained a very good score, achieving 42nd place in the ranking and being the strongest entry in the entire ranking and the first destination in Spain.

ACTIONS CARRIED OUT

Bilbao Convention Bureau has managed to promote some initiatives that provide members and the destination with more tools and resources to become more sustainable:

- Carbon footprint calculation: There is the ambitious objective of calculating the carbon footprint produced by any MICE event that takes place in the city. It is necessary to know the footprint of the transport, accommodation and the event itself. To this end, data has been collected and the carbon footprint of each hotel has been calculated. Thanks to the "CO2 emissions avoided" indicator, the success of this initiative will be measured.

- Selective Collection on Demand of Non-Domestic Waste: Together with the City Council, an ambitious initiative has been launched to completely change and improve the collection of waste from large producers, starting with some hotels. The aim is to reduce the residual fraction and increase the recycling of the organic fraction. Furthermore, in this way, communication is improved through regular feedback so that large producers are aware of the waste generated. Thanks to the indicator "Kg of waste avoided" the success of this initiative will be measured.

- Improvement process: In order to continue the continuous improvement process, several trainings have been provided to the partners in the sector. These cover topics such as sustainable food, reuse of materials, the importance of drafting one's own Sustainability Policy and the circular economy.

- Donations: Progress has been made in the area of social sustainability as a partnership has been established with an association to manage donations of both food and materials. Thanks to the "People helped" indicator, it will be possible to measure the success of this initiative.

- Certifications: The ultimate goal is to achieve sustainable certification, both for the destination and for the partners. Progress has been made in the decision making process, but the final target has not yet been decided.

- Positive impact and legacy: One of the main concerns of the BiCB is the legacy of the events. Therefore, work has been done to expand the environmental and social options for event organisers to leave a positive impact and legacy in the city. Practically all of them carry out some action during or after the event, as this is also of great importance

to them. In this way, added value is created both for the destination and for the association with which they collaborate. Thanks to the "People helped" indicator, it will be possible to measure the success of some of the actions carried out within this section.

- Website: The digitalisation process necessarily involved the design of a new website and a completely updated one has been published. The new page has a specific sustainability tab where the good practices of both suppliers and the BiCB, the sustainable resources offered by the city, and how to leave a positive impact on the city of Bilbao are highlighted. All this content can be consulted at:

<https://bilbaoconventionbureau.bilbao.eus/en/sustainable-destination/>

ALIGNMENT WITH THE SDGs

All decisions have been taken in an attempt to align them at all times with the SDGs defined in the Sustainability Strategy. Furthermore, Bilbao Convention Bureau has adhered to the Glasgow Declaration.

The calculation of the carbon footprint is aligned with SDG 13: CLIMATE ACTION.

The selective collection of non-domestic waste on demand is in line with SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION.

The different trainings (Sustainability Policy for agencies, sustainable food, reuse of materials and circular economy) are aligned with SDG 4: QUALITY EDUCATION, SDG 11: SUSTAINABLE CITIES AND COMMUNITIES, SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION, SDG 17: PARTNERSHIPS FOR THE GOALS.

Donations of food and materials align with SDG 12: RESPONSIBLE CONSUMPTION AND PRODUCTION, SDG 10: REDUCED INEQUALITIES, SDG 11: SUSTAINABLE CITIES AND COMMUNITIES.

The different positive impact and legacy actions are aligned with SDG 8: DECENT WORK AND ECONOMIC GROWTH, SDG 10: REDUCED INEQUALITIES, SDG 11: SUSTAINABLE CITIES AND COMMUNITIES.

The creation and design of a new website significantly increases the level of digitalisation of the BiCB and aligns with SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE, SDG 11: SUSTAINABLE CITIES AND COMMUNITIES.

At the same time, three indicators (Kg of waste avoided, People helped and CO2 emissions avoided) will be used to quantify the improvement in sustainability and to evaluate the success of the different initiatives.

So far, progress has been made on two of the indicators. In the "CO2 emissions avoided" indicator, 2.45 [teCO2] were offset following the holding of a conference, and with

regard to the "People helped" indicator, a collaboration has been carried out with a non-profit association, helping 60 people.

Finally, a firm commitment to sustainability will continue to be the main focus of daily work, and everything possible will be done to improve as a sustainable destination for MICE events.

Kepa Olabarrieta

Bilbao Convention Bureau

A handwritten signature in blue ink, appearing to read 'Kepa', with a stylized flourish at the end.