

DEI Programme: Diversity, Equity and Inclusion



BIOSPHERE



GLOBAL
DESTINATION
SUSTAINABILITY
MOVEMENT

Bilbao Convention Bureau

Contents

Introduction	4
Legal context of the equality and diversity policies	7
Commitment and track record	10
Objectives and goals	12

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



Introduction

Diversity, equity and inclusion are three closely-linked values actively defended by Bilbao Convention Bureau.

Diversity, from the point of view of race, ethnic group, gender, beliefs, sexual orientation and neurodiversity, helps us to become stronger as an organisation, gaining talent, improving the quality of our decision-making and boosting the motivation and satisfaction of employees.

Companies that are diverse, fair and inclusive are better able to respond to challenges. In this way, with the DEI Strategy in mind, it will be possible to better support the needs of the staff.



Legal context of the equality and diversity policies

BiCB, as part of Bilbao Ekintza, is currently committed to regularising their line of work with equality, diversity and equity, by addressing public policies in this area, municipal government priorities and the principles and aims of the Bilbao City Council Ordinance for the equality of men and women; directing Bilbao City Council's activities for 2024-2028 in a coherent manner; aligning itself with the 5th City Plan for the Equality of Women and Men, and with the Bilbao Intercultural City Plan for Citizenship and Diversity.

- **Legal framework - Regional level**

- Organic Law 3/1979, of 18 December, on the Statute of Autonomy of the Basque Country.
- Law 4/2005, of 18 February, for the Equality of Women and Men.
- Basque Social Pact on Migration

- **Legal framework - Local level**

- Provincial Law 4/2018, of 20 June, for the Equality of Women and Men.
- Bilbao City Council Ordinance for the Equality of Women and Men.
- Bilbao Charter of Values.
- 5th City Plan for the Equality of Women and Men.
- Bilbao Intercultural City Plan for Citizenship and Diversity.

In addition to the above laws, the programme also covers:

- The development and compliance of the provisions and commitments determined by the European Commission Strategy for Gender Equality for the 2020-2025 period.
- As set out in Law 4/2005, of 18 February, for the Equality of Women and Men, it is in accordance with the lines and directives laid out in the Basque Government general planning, in particular in the 7th Plan for the Equality of Women and Men in the CAE (Autonomous Community of the Euskadi).
- In addition, the strategy is aligned with the Sustainable Development Goals (SDG) of the United Nations 2030 Agenda, in particular two goals «Achieve Gender Equality» (SDG 5) and «Reduce Inequality» (SDG 10).



Commitment and track record

As the Bilbao Convention Bureau is an office of Bilbao City Council, it should be noted that the creation of the Office for Women in 1988 represented a turning point with respect to the introduction of policies for the equality of women and men.

Since then and over a period covering two decades (1997-2023), five city plans for equality have been approved, becoming necessary tools that significantly define the lines of intervention and priorities of the municipal policies with respect to equality.

Over recent decades, Bilbao Convention Bureau, as part of Bilbao Ekintza has been developing a model of management that seeks the continuous improvement of internal processes and comprehensive attention to all the components of the management and its results.

To date, a management model has been in place that has aimed to formally address the principle of non-discrimination in its different practices for people management.

It is aligned with the general principles set out in the Bilbao City Council Ordinance for the equality of women and men which guide the activity of Bilbao City Council, and the remaining subordinated entities, with respect to the equality of women and men.

- As guiding principles, it reflects the general principles set out in Article 3 of Law 4/2005, of 18 February, for the Equality of Women and Men:
- Equal treatment and opportunity.
- Respect for diversity and differences.
- Gender mainstreaming.
- Positive action.
- Elimination of gender roles and stereotypes.
- Balanced representation.
- Coordination and collaboration.

Objectives and goals

The goal of Bilbao Convention Bureau is to create a DEI programme that contains a set of measures that guarantee equal opportunities for women and men in access to employment, training and professional development, as well as avoiding any form of job discrimination or harassment, while also establishing the foundations for setting up measures on the path to diversity, equity and inclusion in this organisation.

Its mission is continuous improvement, aiming to gradually increase the measures taken in the area of DEI, the results of which will be published in the annual sustainability report.

Goal	Measures	Indicator	Target	Time scale
<p>Providers</p> <p>Contract providers with integrated diversity, equality and inclusion policies through tenders for services (e.g. catering or agencies)</p>	<p>2.1 Inclusion of social and environmental sustainability criteria in tenders issued by Bilbao Convention Bureau.</p> <p>Promote contracting of companies that hold the Turismo Etikoa seal of quality</p>	<p>I.S.3. N° of people recruited at risk of social exclusion</p>		<p>All the time</p>

Goal	Measures	Indicator	Target	Time scale
<p>Collaboration with NGOs and not-for-profit social organisations</p> <p>Use BiCB to communicate and promote those not-for-profit organisations that champion social inclusion in Bilbao.</p>	<p>3.1 Collaborate with social organisations such as Formarte, Cruz Roja, Theodora Foundation, etc. to promote positive impact measures in the city among conference organisers.</p> <p>3.2 Creation of a portfolio of sustainable tools to raise awareness about organisations with job placement policies, NGOs and associations that offer social and environmental benefits to the organisation of an event.</p> <p>3.3 Create a Positive Social Impact and Legacy programme with training and projects that foster the development of this type of initiative in Bilbao..</p>	<p>I.S.3. No of people recruited at risk of social exclusion</p> <p>I.S.3. No of people recruited at risk of social exclusion</p> <p>I.S.5. % of organisers that have proposed positive impact measures</p>	<p>Maintain the number of organising entities that have proposed positive impact actions</p>	<p>All the time</p>
<p>Accessibility</p> <p>Alignment with the goals of Bilbao City Council to improve the accessibility of the urban environment, measuring and reporting the assessment of the delegates in this area, in order to continue moving toward universal accessibility.</p>	<p>4.1 Creation of digital surveys to learn about the experience of congress participants with respect to accessibility in Bilbao</p>	<p>I.S.3. Indicator of commitment to accessibility according to congress delegates</p>	<p>Increase the congress participants' assessment of the accessibility of the urban environment</p>	<p>Annually in the surveys carried out at congresses</p>

Goal	Measures	Indicator	Target	Time scale
<p>LGTBI Programme</p> <p>Support the Bilbao Bizkaia Action Group (BBAG) in the development and dissemination of the LGTBI programme directed at companies from the tourism sector.</p> <p>Programme objectives:</p> <ul style="list-style-type: none"> • Introduce internal policies to promote the defence of LGTBI people • To raise awareness, support and actively report possible discriminatory situations due to sexual or gender identity. 	<p>5.1 Carry out close monitoring and dissemination of the results of the BBAAG working group, supporting the development of the LGBTI+ strategy in the MICE sector in Bilbao.</p> <p>Publicise Basquetour’s Queer Destination programme and the training programme, Awareness course for LGBTQ+ tourism.</p> <p>Monitor the degree of promotion of hiring of groups at risk of social exclusion according to congress organisers</p>	<p>I.S.4. Indicator of promotion of hiring of people at risk of social exclusion</p>	<p>Increase the percentage of recruitment of people at risk of social exclusion</p>	<p>Annually in the surveys carried out at congresses</p>
<p>Recruitment</p> <p>Increase the representation of underrepresented groups in the portfolio of talent</p>	<p>1.1 Introduce the grading system promoted by Bilbao Ekintza that favours the recruitment of these groups and apply it annually to recruitment for the Youth Employment Plan and the First Professional Experience Programme.</p> <p>Positive rating:</p> <ul style="list-style-type: none"> • All unemployed members of the family unit • Participant of Unique Project • Holder/Beneficiary of RGI (Income security scheme) • Female 	<p>No of people recruited under these criteria</p>		<p>Annually between September and November during personnel recruitment</p>




<https://bilbaoconventionbureau.bilbao.eus/>



bicb@bilbaoturismo.bilbao.eus



+34 944 79 57 70

 Bilbao Convention Bureau