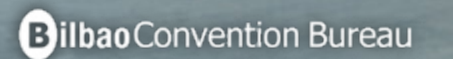


Action plan for the climate



BiCB goals 2021-2027

- **Goal 1**

Commitment and visibility (diffusion) of sustainability.

Objective: To reach the stakeholders in the sector and to collaborate with at least 70% of the stakeholders involved from industry.



- **Goal 2**

Increase sustainability policies and certifications for the companies from the MICE sector at the destination.

Objective: To increase sustainability policies by 75% for the end of 2024 for BiCB agencies. To increase sustainability certifications by 40% per year.



- **Goal 3**

Raise awareness and diffusion of the importance of sustainable food in a region with such a high gastronomic level.

Objective: To reach at least 70% of the restaurants and hotels by the end of 2024; and to show this to 100% of candidate customers.



- **Goal 4**

Diffusion, training and introduction of systems of circular economy in the management of food and material waste.

Objective: To reduce food waste by 10% per year.



- **Goal 5**

Generate social impact and/or legacy with the event activities.

Objective: To generate a good social impact, making the most of the events, 20% of events for 2024 and so on.



1. Commitment and visibility of sustainability

BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
1.1	Progress and collaboration	<p>Commitment and visibility (diffusion) of sustainability:</p> <p>To reach the stakeholders in the sector and to collaborate with at least 70% of the stakeholders involved from industry.</p>	<p>Introduction to the GDS index to assess and improve the sustainability of the destination.</p> <ul style="list-style-type: none"> Present the GDS-Index project to partners Encourage close and personalised contact to learn about the situation, the company and good practices (evidence documents for OMNI) (CYCLICAL) Present the results, keeping the sector engaged and recalling the project frequency (Continuous Improvement) (CYCLICAL) 	2021 - 2027	Under way	<p>SDG 4: 4.4 y 4.7</p> <p>SDG 8: 8.9</p> <p>SDG 9: 9.4</p> <p>SDG 11: 11.6, 11.a</p> <p>SDG 13: 13.2</p>
1.2a			<p>Create a reduced and committed work group #BilbaoArimaBerdea, to share knowledge and points of view about the obstacles for sustainable development, organising regular meetings every four months.</p>	2021	Completed	<p>SDG 8: 8.9</p>
1.2c			<p>Achieve results and present content (LinkedIn, Social Media, DAFO, SDGs) to other stakeholders involved to encourage a desire to form part of the working session (CYCLICAL)</p>	2021 - 2027	Under way	<p>SDG 4: 4.4 y 4.7</p> <p>SDG 8: 8.2, 8.3, 8.9</p> <p>SDG 12: 12.8</p>
1.3a			<p>Conduct surveys of the different stakeholders (industry, associations, BiCB workers, Customers, Assistants) (CYCLICAL) Collect information about the stakeholders (general public) from other contacts (Urbanbat, City Council, Department of Tourism, BBAG, BBK KUNA...)</p>	2021 - 2027	Completed	<p>SDG 8: 8.9</p>
1.3b			<p>Generate a strategy and sustainability policy with the concerns of the industry partners and stakeholders who are not from industry.</p>	2021	Completed	<p>SDG 13: 13.2</p> <p>SDG 17</p>
1.3c			<p>Present the strategy and sustainability policy to the group #BilbaoArimaBerdea and subsequently publish it.</p>	2021	Completed	
1.5			<p>Promote and publicise sustainable mobility as an alternative to cars/taxis in the city.</p>	2021 - 2027	Completed	<p>SDG 4: 4.4 y 4.7</p> <p>SDG 12: 12.b</p>

2. Increase sustainability policies

BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
2.1	Progress and collaboration	To increase sustainability policies by 75% for the end of 2024 for BiCB agencies.	Highlight the added value of having a sustainability policy by means of a document that includes a global vision of the destination and the benefits.	2022	Completed	SDG 4: 4.4 y 4.7 SDG 11: 11.b SDG 12: 12.2 SDG 17: 17.13, 17.14, 17.15
2.4			Verify difficulties of the sector and respond with adequate training.	2022	Completed	

3. Increase sustainability certifications

BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
3.1	Progress, Collaboration and Quality of Life	Increase sustainability certifications by 40%	Highlight the added value of having a sustainability certification by means of a document that includes a global vision of the destination and the benefits.	2027	Completed <i>(Continuous)</i>	SDG 4: 4.4 y 4.7 SDG 9: 9.2 SDG 11: 11.a, 11.b SDG 12: 12.2
3.2			Prepare a Programme of Certifications (BIOSPHERE) to certify a specific number of partners and the Convention Bureau itself.	2023	Completed	

4. Raising awareness and promoting sustainable food

BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
4.2a	Progress, Collaboration and Quality of Life	<p>To raise awareness about and publicise the idea of sustainable food:</p> <p>To reach at least 70% of the restaurants and hotels by the end of 2024; and to show this to 100% of candidate customers.</p> <p><i>Sustainable Food: Organic, eco-friendly, locally sourced food, plant-based diets, allergen requirements.</i></p>	Together with partners (hotels, restaurants and catering firms), identify the points that hinder the obtaining of sustainable food .	2023	Completed	<p>SDG 4: 4.4 y 4.7</p> <p>SDG 8: 8.4, 8.9</p> <p>SDG 12: 12.1, 12.2, 12.3, 12.4, 12.8</p>
4.3			Create a sustainable food section in the Guide to More Sustainable Events .	2021 - 2027	Completed <i>(To update)</i>	
4.4a			Collaborate with an association to present a webinar on Good Practices for the supply, preparation and service of the food.	2023 - 2025	Under way <i>(In conversation with AZTI)</i>	
4.4b			Find and publicise on social media companies with sustainable food operations and suppliers.	2021 - 2027	Under way	

5. Raising awareness and promoting sustainable materials

BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
5.1a			<p>Together with partners (hotels, restaurants and catering firms, agencies and venues), identify the points where most material is wasted and where single-use or plastic materials are used (telephone or email). Adapted to the activity of each subsector.</p>	2023 - 2027	Under way	
5.1b	Progress, Collaboration and Quality of Life	<p>To raise awareness about and publicise the idea of sustainable materials:</p> <p>To reach at least 70% of the partners by the end of 2027; and to show this to all the candidate customers.</p>	<p>Work and present alternatives to prevent the use of single-use materials and plastics (at the points identified). Suggest a chain of materials, minimising the points where the materials are wasted. (meeting)</p>	2023 - 2027	Under way	<p>SDG 4: 4.4 y 4.7</p> <p>SDG 12: 12.2, 12.8</p>
5.3b			<p>Find and publicise on social media companies with suppliers and operations that avoid excessive waste of materials/promote good practices.</p>	2023 - 2027	Under way	

6. Reduce food waste

BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
6.1a	Progress, Collaboration and Quality of Life	To reduce food waste by 10% per year.	Identify concerns about the system for reducing food waste and for donating food.	2021	Completed	SDG 12: 12.3
6.1b			Talk to local NGOs to find out about and present their donation systems.	2021	Completed	
6.1e			Identify the resources necessary for restaurants in terms of donations and the necessary resources for the NGOs in terms of transport and conservation. And what food types can be donated.	2022	Completed	
6.2a			Find out about the obstacles faced by companies to introduce composting systems.	202	Completed	
6.2b			Collaborate with the City Council and help them to overcome the obstacles identified. Help them with the dissemination work among companies.	2022	Completed	
6.2c			Introduce a system of selective waste collection for hotels .	2023	Completed	

7. Digitalization and systematization of resources

BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
7.1	Progress	Digitalization and systematization of resources: Digitalize and renew all the tools for providing information to the market and to partners for the end of 2022.	Renew the Web page.	2022	Completed	SDG 9: 9.3, 9.4 SDG 11: 11.4, 11.b
7.2			Create a sustainability area/section on the Web page and update existing documents.	2022	Completed	
7.3			Systematisation of training and monitoring of the policy and strategy.	2021 - 2027	Under way	
7.4			Add documentation about: <ul style="list-style-type: none"> • Sustainable transport • Guide to more sustainable events • Food • Circular economy • Accessibility guides 	2022 - 2027	Under way	
7.5			Add awards, seals of approval and recognitions that have been awarded to the destination Bilbao in the area of sustainability and/or good practices.	2022 - 2027	Under way	
7.6			Create and maintain monitoring of the performance in the area of sustainability (dashboard)	2023	Under way	

8. Generate positive social impact

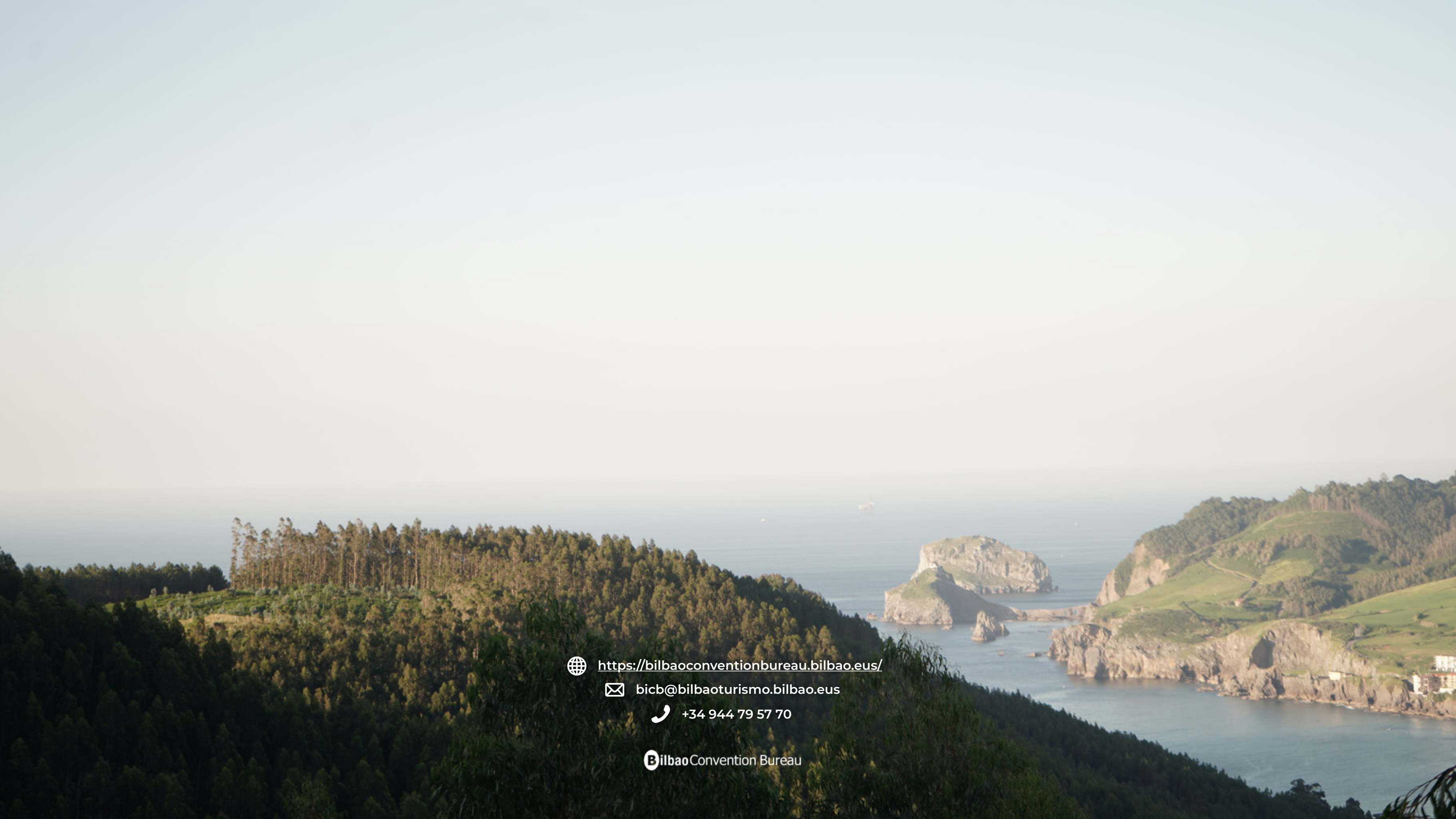
BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
8.1a	Progress, Collaboration and Quality of Life	Generate positive social impact by making the most of the event activity, 20% of the events for 2027.	Identify good social practices that the City Council, Regional Council, Basque Government and MICE ecosystem of Bilbao have at hand.	2021 - 2027	Under way	SDG 8: 8.5, 8.9 SDG 10: 10, 10.2 SDG 11: 11.a
8.1b			Identify Associations and NGOs willing to create added value to an event in order to obtain local and social benefit.	2021 - 2027	Under way	
8.1c			Include in the portfolio associations willing to agree to a system of “social visibility” and/or exploitation of the event to receive a positive impact.	2021 - 2026	Under way	
8.1d			Define a protocol for involving customers in social inclusion activities for the destination.	2023 - 2027	Under way	
8.1g			Social impact and legacy: Promote and measure the involvement of event organisers in creating Impact and Legacy projects in Bilbao.	2023 - 2027	Under way	
8.1h			Accessibility: Measure the degree of satisfaction of tourists and congress delegates with respect to accessibility to the city and of the participants at the congresses and events.	2023 - 2027	Completed <i>(Continuous)</i>	

9. Measuring environmental impact


BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
9.1b	Progress, Collaboration and Quality of Life	Measure the environmental impact/carbon footprint of the activity of the event at 30% of the events in 2023 and the footprint of the BiCB office	Select/create a system for measuring the carbon footprint .	2021	Completed	SDG 13: 13.2, 13.3
9.2			Adapt the event surveys to include suitable questions for calculating the carbon footprint .	2022	Completed	
9.3			Create a simple questionnaire to obtain results. (Via Google Forms or other platform)	2022	Completed	
9.3			Take measurements, monitor, control and publicise the carbon footprint on the Web.	2022 - 2027	Under way	
9.4a			Calculate the carbon footprint of FAMtrips and offset until all FAMTrips have offset their footprint.	2022 - 2027	Under way	
9.4b			Measure the carbon footprint of the BiCB office and its subsequent offset .	2023 - 2027	Under way	


10. Monitor and encourage economic progress


BiCB Actions	Pillars of value	BiCB Goals and Targets	Measures	Target year	Results achieved	Alignment with SDGs
10	Progress	Monitor and incentivize economic progress.	Monitor the economic impact of the MICE activity in the city.	2021 - 2027	Under way	SDG 8: 8.2, 8.4, 8.5



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

 bicb@bilbaoturismo.bilbao.eus

 +34 944 79 57 70

 Bilbao Convention Bureau