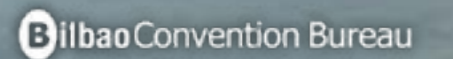
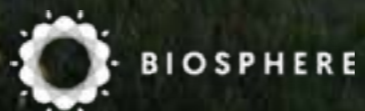


# Action plan for the climate



# 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><b>Commitment and visibility (diffusion) of sustainability:</b></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 <b>GDS index</b> to assess and improve the sustainability of the destination.</p> <ul style="list-style-type: none"> <li>Present the GDS-Index project to partners</li> <li>Encourage close and personalised contact to learn about the situation, the company and good practices (evidence documents for OMNI) (CYCLICAL)</li> <li>Present the results, keeping the sector engaged and recalling the project frequency (Continuous Improvement) (CYCLICAL)</li> </ul> | 2021 - 2027 | Under way        | <p><b>SDG 4:</b> 4.4 y 4.7</p> <p><b>SDG 8:</b> 8.9</p> <p><b>SDG 9:</b> 9.4</p> <p><b>SDG 11:</b> 11.6, 11.a</p> <p><b>SDG 13:</b> 13.2</p> |
| 1.2a         |                            |  | <p>Create a reduced and committed work group <b>#BilbaoArimaBerdea</b>, to share knowledge and points of view about the obstacles for sustainable development, organising regular meetings every four months.</p>   | 2021        | Completed        | <p><b>SDG 8:</b> 8.9</p>   |
| 1.2c         |                            |  | <p>Achieve results and present content (<b>LinkedIn, Social Media, DAFO, SDGs</b>) to other stakeholders involved to encourage a desire to form part of the working session (CYCLICAL)</p>  | 2021 - 2027 | Under way        | <p><b>SDG 4:</b> 4.4 y 4.7</p> <p><b>SDG 8:</b> 8.2, 8.3, 8.9</p> <p><b>SDG 12:</b> 12.8</p>   |
| 1.3a         |                            |  | <p>Conduct <b>surveys</b> of the different stakeholders (industry, associations, BiCB workers, Customers, Assistants) (CYCLICAL)<br/>Collect <b>information about the stakeholders</b> (general public) from other contacts (Urbanbat, City Council, Department of Tourism, BBAG, BBK KUNA...)</p>  | 2021 - 2027 | Completed        | <p><b>SDG 8:</b> 8.9</p>   |
| 1.3b         |                            |  | <p>Generate a <b>strategy and sustainability policy</b> with the concerns of the industry partners and stakeholders who are not from industry.</p>  | 2021        | Completed        | <p><b>SDG 13:</b> 13.2</p> <p><b>SDG 17</b></p>  |
| 1.3c         |                            |  | <p>Present the <b>strategy and sustainability policy</b> to the group <b>#BilbaoArimaBerdea</b> 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><b>SDG 4:</b> 4.4 y 4.7</p> <p><b>SDG 12:</b> 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 <b>sustainability policy</b> by means of a document that includes a global vision of the destination and the benefits. | 2022        | Completed        | <b>SDG 4: 4.4 y 4.7</b><br><b>SDG 11: 11.b</b><br><b>SDG 12: 12.2</b><br><b>SDG 17: 17.13, 17.14, 17.15</b> |
| 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 <b>sustainability certification</b> by means of a document that includes a global vision of the destination and the benefits. | 2027        | Completed<br><i>(Continuous)</i> | SDG 4: 4.4 y 4.7<br>SDG 9: 9.2<br>SDG 11: 11.a, 11.b<br>SDG 12: 12.2 |
| 3.2          |   |   | Prepare a <b>Programme of Certifications (BIOSPHERE)</b> 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><b>To raise awareness about and publicise the idea of sustainable food:</b></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 <b>sustainable food</b> . | 2023        | Completed                                       | <p><b>SDG 4:</b> 4.4 y 4.7</p> <p><b>SDG 8:</b> 8.4, 8.9</p> <p><b>SDG 12:</b> 12.1, 12.2, 12.3, 12.4, 12.8</p> |
| 4.3          |   |   | Create a sustainable food section in the <b>Guide to More Sustainable Events</b> .  | 2021 - 2027 | Completed<br><i>(To update)</i>                 |   |
| 4.4a         |   |   | Collaborate with an association to present a webinar on <b>Good Practices</b> for the supply, preparation and service of the food.          | 2023 - 2025 | Under way<br><i>(In conversation with AZTI)</i> |   |
| 4.4b         |   |   | Find and publicise on social media companies with <b>sustainable food</b> 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         | Progress, Collaboration and Quality of Life | <p><b>To raise awareness about and publicise the idea of sustainable materials:</b></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>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        | <p><b>SDG 4:</b> 4.4 y 4.7</p> <p><b>SDG 12:</b> 12.2, 12.8</p> |
| 5.1b         |   |   | <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        |   |
| 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 <b>food waste</b> and for donating food.  | 2021        | Completed        | SDG 12: 12.3        |
| 6.1b         |   |                                       | Talk to local <b>NGOs</b> to find out about and present their donation systems.   | 2021        | Completed        |                     |
| 6.1e         |   |                                       | Identify the resources necessary for <b>restaurants</b> in terms of donations and the necessary resources for the <b>NGOs</b> 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 <b>composting</b> systems.   | 202         | Completed        |                     |
| 6.2b         |   |                                       | Collaborate with the City Council and help them to overcome the <b>obstacles</b> identified. Help them with the dissemination work among companies.   | 2022        | Completed        |                     |
| 6.2c         |   |                                       | Introduce a system of <b>selective waste collection</b> 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         | <b>Digitalization and systematization of resources:</b><br><br>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        | <b>SDG 9:</b> 9.3, 9.4<br><br><b>SDG 11:</b> 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          |                  |  | <b>Add documentation about:</b> <ul style="list-style-type: none"> <li>• Sustainable transport</li> <li>• Guide to more sustainable events</li> <li>• Food</li> <li>• Circular economy</li> <li>• Accessibility guides</li> </ul> | 2022 - 2027 | Under way        |   |
| 7.5          |                  |  | <b>Add awards, seals of approval and recognitions that have been awarded to the destination Bilbao in the area of sustainability and/or good practices.</b>   | 2022 - 2027 | Under way        |   |
| 7.6          |                  |  | Create and maintain <b>monitoring of the performance</b> in the area of sustainability (dashboard)  | 2023        | Under way        |   |

# 8. Generate positive social impact

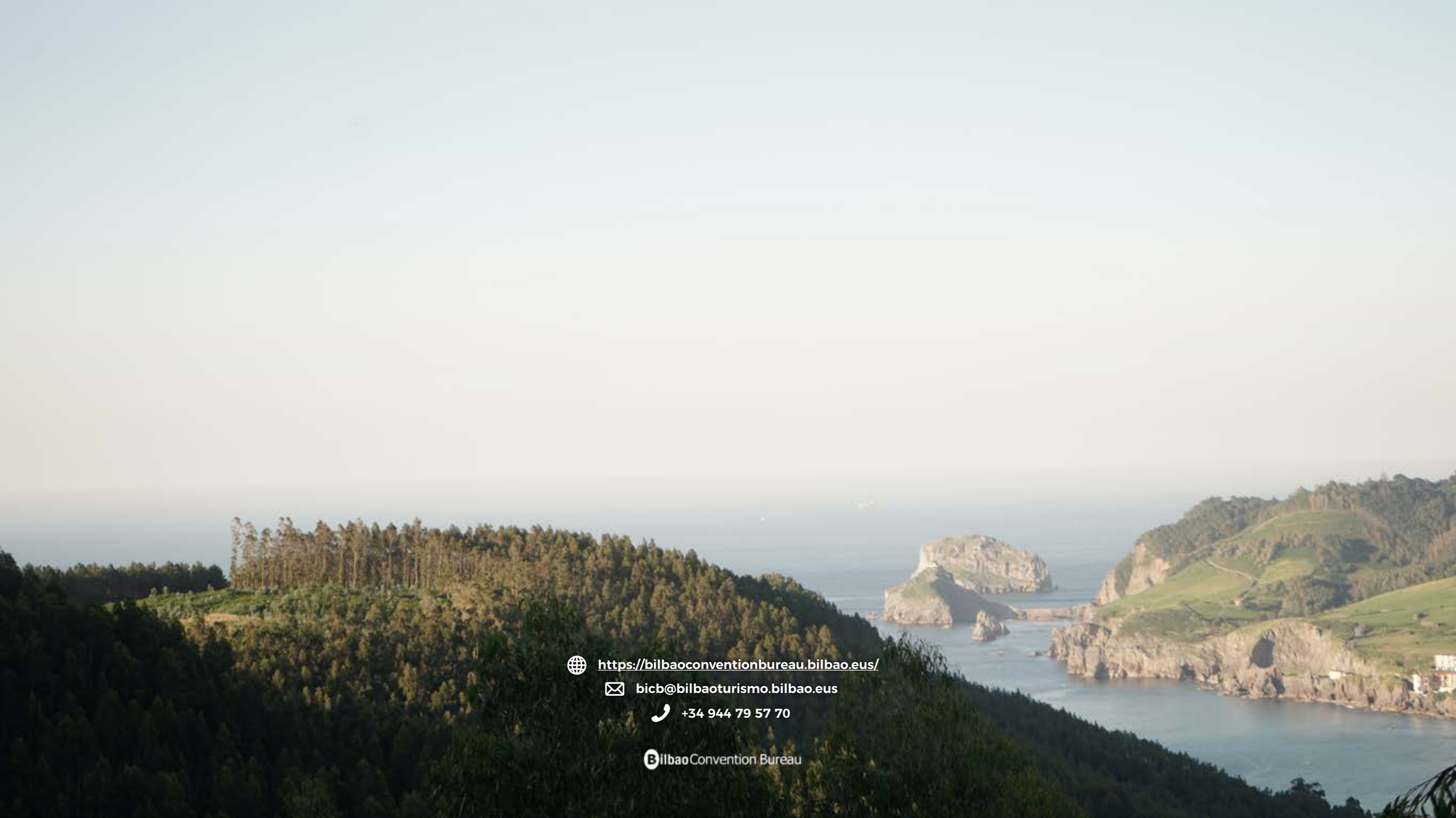
| BiCB Actions | Pillars of value                            | BiCB Goals and Targets  | Measures  | Target year | Results achieved                 | Alignment with SDGs  |
|--------------|---|---|---|-------------|----------------------------------|--|
| 8.1a         | Progress, Collaboration and Quality of Life | Generate positive social impact by making the most of the event activity, 20% of the events for 2027. | Identify <b>good social practices</b> that the City Council, Regional Council, Basque Government and MICE ecosystem of Bilbao have at hand.   | 2021 - 2027 | Under way                        | <b>SDG 8:</b> 8.5, 8.9<br><b>SDG 10:</b> 10, 10.2<br><b>SDG 11:</b> 11.a |
| 8.1b         |   |   | Identify <b>Associations and NGOs</b> 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 <b>associations</b> 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 <b>protocol</b> for involving customers in <b>social inclusion</b> activities for the destination.   | 2023 - 2027 | Under way                        |  |
| 8.1g         |   |   | <b>Social impact and legacy:</b> Promote and measure the involvement of event organisers in creating Impact and Legacy projects in Bilbao.  | 2023 - 2027 | Under way                        |  |
| 8.1h         |   |   | <b>Accessibility:</b> 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<br><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 |




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