

2023

SUSTAINABLE TOURISM STRATEGY



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1. Context

1.1. Strategy – Main strands and SDGs

The goal of this strategy is to lay the foundations for Turisme de Barcelona's commitment to sustainability as part of a model based on improving the competitive capacity and profitability of tourism's economic system, the natural and cultural values of the destination and the equitable distribution of the benefits and costs of tourism.

The strategy includes a work plan with 16 goals and 48 actions to be carried out in the 2023-2025 timeframe that underline the **Turisme de Barcelona Consortium's** commitment to promoting sustainable tourism as a complex system that brings together visitors, the resident population and the region using an integrative approach.

The document focuses on three Sustainable Development Goals (SDGs)

- Environmental sustainability
- Economic sustainability
- Socio-cultural sustainability

The goals set out in Barcelona City Council's Municipal Tourism Plan include programmes and action plans to guide the promotion of the city, regulate the management of the different effects of tourism and boost the returns generated by the visitor economy. Barcelona City Council has enacted a number of governance plans, agreements and measures that have been taken into account in implementing the actions, such as, for instance:

- 2018-2030 Climate Plan
- Barcelona Tourist Mobility Strategy
- Creation of new imaginaries and contents to improve tourist mobility and sustainable tourism
- Destination Barcelona Tourism Marketing Strategy (EMTDB)
- Barcelona International District programme
- Governance measures to boost the Blue Economy in Barcelona

On 25th September 2015, the United Nations General Assembly approved the 2030 Sustainable Development Agenda, together with the Sustainable Development Goals (SDGs), a framework plan of action that includes 17 goals and 169 targets, which seek to guide civil society and the

private sector in gauging their contributions to sustainable development with their sights set on 2030.



ILLUSTRATION 1. SUSTAINABLE DEVELOPMENT GOALS (SOURCE: UN)

Each one of the actions detailed in the current strategy seeks to move forward in achieving the Sustainable Development Goals (SDGs) by fostering the relationship between actions and the SDGs, detailed in appendix 1 of this document.

Corporate Social Responsibility is another common strand of the Turisme de Barcelona Consortium's actions.

The consortium is committed to creating environments that are free of discrimination and to working for gender equality. To make this possible, we have implemented the equal opportunities action plan 2021 -2025, which sets the guidelines to rectify possible imbalances to combat inequalities in order to guarantee the principle of equal opportunities in all the consortium's processes.

We are also committed to motivating and training staff in the principles of responsible tourism, promoting good environmental practices and providing information about the consortium's environmental breakthroughs and interventions.

1.2 Barcelona Biosphere Commitment to Sustainable Tourism

The Turisme de Barcelona Consortium, Barcelona City Council and the Barcelona Chamber of Commerce promote and co-manage the ***Barcelona Biosphere Commitment to Sustainable Tourism (BBCST)***.

In 2011, Barcelona became the first city in the world to be awarded Biosphere World Class Destination certification by the *Responsible Tourism Institute*, in accordance with the criteria of the *Global Sustainable Tourism Council*. The certification, which is renewed annually, recognises Barcelona as a sustainable and responsible tourist destination.

Since 2018, businesses and bodies in Barcelona's tourism system that are committed to the responsible management of the environment, culture, working conditions, gender equality and social and economic profitability have been able to apply for a sustainability stamp.

The application process culminates with the awarding of Biosphere certification for sustainable tourism by the *Responsible Tourism Institute*. The certification is fully subsidised by the occupancy tax levied at hotels and other accommodation.

Barcelona's full involvement in the project and the collaboration of the public and private sector resulted in the city being the first destination in the world to be awarded ***Biosphere Platinum*** certification in 2022.

1.3 Glasgow Declaration 2021

In 2021, the Turisme de Barcelona Consortium signed the *Glasgow Declaration* as a *support organisation* for climate action in tourism at the UN COP26 summit. This means that the Turisme de Barcelona Consortium is committed to undertaking actions to support, incentivise and train its members and stakeholders to promote the reduction of the sector's carbon footprint.



The Turisme de Barcelona Consortium works actively in the following areas, in order to align itself with the climate action set out in the declaration:

- **Measure:** To measure and disclose all travel- and tourism-related emissions.
 - To report annually on the steps being taken to reduce and offset our greenhouse gas (GHG) emissions.
 - The Carbon Footprint of Tourism in the City of Barcelona report drawn up by Inèdit as part of the Tourism Strategic Plan.¹
- **Finance:** The interested parties will be given access to the necessary tools and resources to improve their competencies and address gaps in their knowledge.
 - To develop and manage the *Barcelona Biosphere Commitment to Sustainable Tourism (BBCST)* and Biosphere certification. Action subsidised by the occupancy tax levied at hotels and other accommodation.
 - To carry out campaigns at Turisme de Barcelona to align its promotional actions with sustainable tourism and provide free training by experts from the sector.
- **Collaborate:** To guarantee that tourism will contribute to environmental, economic and social equilibrium and take into account the resident population.
 - The institutions (Turisme de Barcelona, Chamber of Commerce, City Council and Provincial Council) will work together with public and private entities and businesses in the region to manage the *Barcelona Biosphere Commitment to Sustainable Tourism*.
 - To work with sustainable tourism stakeholders across the world and engage in benchmarking between different cities.
 - To recognise good practices in the sector and promote networking between entities and businesses.
 - To reactivate and boost the consortium's Sustainability Table.
- **Decarbonise:** To set and deliver science-based targets to accelerate tourism's decarbonisation.
 - To raise awareness among tourists and visitors and improve communication about the environmental impact of the sector, in order to help people choose sustainable, low-impact travel options and tourist activities.
 - To promote neighbouring markets and longer stays.
 - To create and promote low-impact products at the destination.

¹ Report on the Carbon Footprint of Tourism sector in the city of Barcelona
<http://hdl.handle.net/11703/115214>

- To draw up the guidelines for a master plan for the decarbonisation of the tourism sector to be achieved by 2050.
- **Regenerate:** To guarantee that tourism will contribute to environmental, economic and social equilibrium and provide support for the resident population. Tourism can contribute to restoring the natural, cultural, heritage and identifying elements of the region; generating direct interactions between the host community and the visitor; and facilitating the processes of learning, transformation and personal reflection.
 - Initiatives to raise awareness among visitors about the tourism footprint in the city.
 - To promote local food.
 - To promote local culture.
 -

2. Horizon and Alliances

2.1 Mission, vision and values

The mission, vision and values of Turisme de Barcelona, which are included on the consortium's corporate website, are listed below:

Mission

The Turisme de Barcelona Consortium was set up in 1993 by Barcelona City Council, the Official Chamber of Commerce, Industry and Shipping of Barcelona and the Barcelona Promotion Foundation, with the aim of promoting tourism in Barcelona.

The mission of the Turisme de Barcelona Consortium is to promote and raise the profile of Barcelona as an international tourist destination by making its visitors aware of its culture and distinctiveness through an offer with an added value based on segmentation criteria involving the public and interests.

As part of its mission, Turisme de Barcelona acts as a facilitating agent that boosts the visitor economy by raising the profile of an aspirational and transformative destination. A destination that offers values that enable us to live and coexist in dynamic, sustainable and responsible surroundings and is committed to sustainable development goals criteria by strengthening its brand and the tangible and intangible returns generated by visitors.

The aim is to bring the benefits of the visitor economy to the community as a whole and the city's economy and its sphere of influence.

- To work to build the international reputation of the destination in accordance with the Barcelona brand.

- To encourage visitors from around the world to make the most of the destination.
- To attract benchmark events to generate economic activity, boost productive sectors and create well-being.
- As a facilitating agent, to help businesses grow in line with new trends.

Vision

Turisme de Barcelona's vision is to act as a national and international benchmark organisation in promotion and marketing at the service of the economy and tourism sector based on values of sustainability and public and private agreement.

Values

Our corporate values are:

- *Commitment:* In order to create a fairer, more socially responsible society, we are firmly committed to social, environmental and economic sustainability and promoting CSR practices. This is reflected in our involvement and work with entities across the board and the social and economic fabric.
- *Quality:* We apply and work according to quality criteria in the running of every aspect of our organisation while guaranteeing the sustainability of the destination.
- *Innovation:* We promote innovation and progress in tourism-related matters
- *Holistic vision:* We fulfil our aims from a global perspective in accordance with a specific vision of the culture and region to their fullest extent.
- *Enterprise:* We provide a platform for attracting and launching business initiatives by accompanying and advising them on tourism-related matters and marketing strategies.
- *Knowledge:* Our experience and knowledge enables us to embark on successful new business projects and maintain high levels of loyalty.
- *Excellence and expertise* in managing our business and providing services to visitors and attracting meetings and leisure tourism.

2.2. Alliances

The consortium's Sustainability Plan seeks to foster development actions and projects that involve, directly or indirectly, the different stakeholders in order to strengthen sustainable policies driven by government agencies in the city.

Turisme de Barcelona is part of a complex system that it uses to maintain a permanent dialogue to set targets.




<div style="text-align: center;">  STAKEHOLDERS BarcelonaTurisme </div>	
INTERNAL	EXTERNAL
<ul style="list-style-type: none"> • CONSORTIUM MEMBERS <ul style="list-style-type: none"> ✓ Barcelona City Council ✓ The Official Chamber of Commerce, Industry and Shipping of Barcelona ✓ Barcelona Promotion Foundation • GOVERNING BODIES <ul style="list-style-type: none"> ✓ General Council ✓ Executive Committee ✓ Tourism and City Municipal Council • MANAGEMENT • STAFF <ul style="list-style-type: none"> ✓ Internal staff ✓ External staff 	<ul style="list-style-type: none"> • COLLABORATING BODIES <ul style="list-style-type: none"> ✓ Institutions ✓ Associations and entities ✓ Guilds and professional associations • PROGRAMME MEMBERS • CLIENTS (BUSINESSES) • VISITORS • CITIZENS • MEDIA • SUPPLIERS (BUSINESSES) • LOCAL COMMUNITY <ul style="list-style-type: none"> ✓ Businesses from the region ✓ Social, environmental, cultural, sporting and economic entities • SECTOR <ul style="list-style-type: none"> ✓ Institutions ✓ Associations and entities ✓ Guilds and professional associations • GOVERNMENT AGENCIES

ILLUSTRATION 2 -STAKEHOLDERS. CONSORTIUM’S CORPORATE SOCIAL ACTION PLAN 2018

In order to design this strategy, we focused on the criteria that contribute to achieving the United Nations Sustainable Development Goals (SDGs). To this end, we collaborate with different entities from Spain and around the world that have the common objective of promoting a more balanced territory and a more sustainable tourism.

<p>Global Sustainable Tourist Council (GSTC)</p>		<p>The GSTC manages the GSTC criteria – the global standards for sustainable travel and tourism – and provides international accreditation for sustainable tourism certification bodies.</p>
<p>UNWTO International Network of Sustainable Tourism Observatories (INSTO)</p>		<p>INSTO seeks to support and connect destinations that are committed to improving the sustainability and resilience of tourism through studies and the exchange of analytical data to enable the observatories to create a network of associates that will benefit visitors and locals, with the aim of preserving the destinations for future generations.</p>
<p>Responsible Tourism Institute</p>		<p>The Responsible Tourism Institute (RTI) is an international, not-for-profit NGO and association that has been promoting responsible tourism around the world for more than 20 years, by helping all the stakeholders involved in the tourism sector to develop a new way of travelling and discovering our planet.</p>
<p>RTI)</p>		<p>ISTO is an international organisation that brings together stakeholders from the social, sustainable and solidarity tourism sectors all</p>

		over the world, and promotes accessible and responsible tourism.
Global Destination Sustainable Index (GDS)		The GDS-Index is the leading sustainability benchmarking and improvement programme for destinations around the world. It is used to assess the current social and environmental performance of a destination, and to drive improved performance. It is a powerful tool for clients to assess the sustainability of destinations to visit or meet in.
European Network for Accessible Tourism ENAT)		ENAT is an association of tourism enterprises, organisations and individuals from the private, public and NGO sectors aimed at evaluating good practices, as well as providing and endorsing services and products for accessible tourism in Europe.
Plataforma Representativa Estatal de Personas con Discapacidad Física (PREDIF)		PREDIF represents and works to improve the quality of life for more than 100,000 people with disabilities. It runs programmes to benefit all individuals with physical disabilities through its member federations. PREDIF also carries out person-to-person actions with its beneficiaries, such as the tourism programme for people with disabilities.

<p>Xarxa Barcelona + Sostenible</p> <p>Taula Compromís Barcelona Plàstic Zero</p>		<p>Barcelona+Sostenible is a network of over 1,800 organisations committed to environmental, social and economic sustainability, in order to collectively build a city that is responsible towards people and the environment.</p> <p>The <i>Barcelona Zero Plastic Commitment</i> is the outcome of work by the committee, the Taula Plàstic Zero, and seeks to reward initiatives that reduce the amount of single-use plastics in the city, and to encourage other organisations in the city to join in and tackle throwaway culture.</p>
<p>Red Española de Ciudades AVE</p>		<p>The 33 cities that are part of the AVE (High-Speed Train) Cities Network offer a plethora of experiences that make them the perfect destinations to travel to by train. AVE Cities offers quick and convenient rail travel for passenger to discover 33 destinations and experience them first hand.</p>







Universities and Further Education Colleges	CETT – Barcelona School of Tourism , Hospitality and Gastronomy  <small>Centre adscrit</small> 	<p>Universities and further education colleges promote research and innovation. They play an important role in the environmental, social and economic improvement of the tourism system. They provide places where professionals can train in order to boost the competitiveness of businesses and their commitment to sustainability.</p>
	Tecnocampus  <small>Centros universitarios adscritos a la</small>  <small>Universitat Pompeu Fabra Barcelona</small>	
	Institut Químic de Sarrià  <small>PERSONA CIÈNCIA EMPRESA</small> <small>Universitat Ramon Llull</small>	
	University of Surrey 	

TABLE 1. ENTITIES WITH SUSTAINABILITY STRATEGIES THAT TURISME DE BARCELONA WORKS WITH

3. Sustainability Plan-Goals

The consortium's Sustainability Plan has 16 goals which are the focus of its actions and enable it to have a greater positive impact. The objectives are associated with the 3 pillars of sustainability: environmental, economic and socio-cultural (see Table 2).

Id	Goal	Theme
Environmental		
EN-01	To secure a commitment to environmental sustainability from businesses in Barcelona's tourism sector	Environmental policies and practices in tourism enterprises
EN-02	To make the Barcelona brand known around the world as a sustainable destination	Marketing for sustainable tourism
EN-03	To offset and reduce the carbon footprint of visitors and the Turisme de Barcelona Consortium	Climate change and tourism
EN-04	To encourage visitors to sample local food, the Mediterranean diet and locally sourced produce	Climate change and tourism
EN-05	To ensure visitors adopt sustainability criteria	Tourists take part in preserving the ecosystem
Economic		
EC-01	To involve stakeholders in the city's tourism strategy	To make tourism part of local/regional planning
EC-02	To ensure tourism is economically viable	Economic benefits for the local population and destination
EC-03	To redistribute and deconcentrate the visitor economy throughout the territory	Control intensity of use
EC-04	To promote fair and decent work in the tourism sector	Labour market
EC-05	To improve the competitiveness of tourism enterprises	Competitiveness of tourism enterprises
EC-06	To build knowledge in order to manage and promote tourism more sustainably	To make tourism part of local/regional planning
EC-07	To drive digitisation as a vehicle for a more sustainable tourism	Digitisation to achieve sustainable tourism

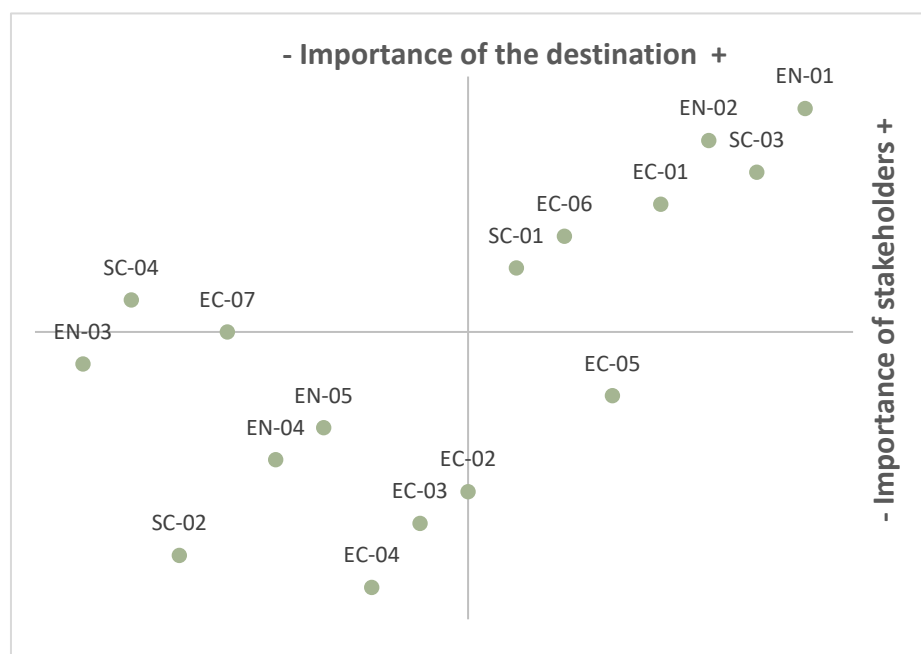
Id	Goal	Theme
Socio-cultural		
SC-01	To strengthen Barcelona's position as a world-renowned destination for art and culture	Protecting the destination's image
SC-02	To preserve Catalan culture and its artistic and cultural expressions	Preservation of cultural assets
SC-03	To strengthen Barcelona's position as a world-renowned accessible destination	Accessibility
SC-04	To draw up a Corporate Social Responsibility Plan	Social responsibility policies and practices among tourism enterprises

TABLE 2. TURISME DE BARCELONA SUSTAINABILITY PLAN DIVIDED INTO SECTIONS

Although each goal is mostly associated with one pillar of sustainability (Environmental, Economic and Socio-cultural), they can also overlap:

Id_goal	Pillar	MA pillar	EC pillar	SC pillar
EN-01	Environment	x	x	x
EN-02	Environment	x		
EN-03	Environment	x		
EN-04	Environment	x	x	x
EN-05	Environment	x		x
EC-01	Economic	x	x	x
EC-02	Economic	x	x	x
EC-03	Economic	x	x	x
EC-04	Economic		x	x
EC-05	Economic	x	x	x
EC-06	Economic	x	x	x
EC-07	Economic	x	x	
SC-01	Socio-cultural		x	x
SC-02	Socio-cultural		x	x
SC-03	Socio-cultural		x	x
SC-04	Socio-cultural	x	x	x

We have drawn up a graph to identify the most important issues based on the analysis of these themes and a shared commitment to the consortium's concerns and strategic guidelines.



GRAPH 1. PRIORITISING GOALS

The most important goals for the destination and stakeholders are found in:

PILLARS	MAIN GOALS	SDG
Environmental	EN-01 To secure a commitment to environmental sustainability from businesses in Barcelona's tourism sector	2, 3, 5, 6, 7, 8, 10, 11, 12, 13, 17
	EN-02 To make the Barcelona brand known around the world as a sustainable destination	8, 10, 11, 13, 17
Economic	EC-01 To involve stakeholders in the city's tourism strategy	8, 10, 11, 17

PILLARS	MAIN GOALS	SDG
	EC-06 To build knowledge in order to manage and promote tourism more sustainably	9,11,12,13,17
Socio-cultural	SC-03 To strengthen Barcelona's position as a world-renowned accessible destination	8, 9, 10, 11, 17
	SC-03 To redistribute and deconcentrate the visitor economy throughout the territory	8,9,10,11,17

4. Sustainability Plan- Actions

Actions	Indicator	2023	2024	2025
EN-01. To secure a commitment to environmental sustainability from businesses in Barcelona's tourism sector				
Barcelona Sustainable Tourism awards to incentivise good practices in the sector	Candidatures presented for the Turisme de Barcelona good practice awards	x	x	x
Attracting and providing advice for the businesses that have signed up to the Barcelona Biosphere Commitment to Sustainable Tourism (BBCST), rewarding good practices in the efficient use of resources and minimising environmental impact.	Tourism enterprises with sustainability certification	x	x	x
Incentivising businesses to obtain the Safe Travels stamp	Tourism enterprises that have obtained the Safe Travels stamp	x		
EN-02. To make the Barcelona brand known around the world as a sustainable destination				
Links to the Global Destination Sustainable Index: the annual benchmark for MICE destinations.	Evolution of the sustainability performance of destinations in the GDS index	x	x	x
Active participation in international networks and entities: UNWTO, GSTC, City Destination Alliance	Projects under development for each work group associated with sustainability	x	x	x
Fam trips for agents promoting sustainable tourism	Satisfaction of participants in fam trips about sustainability	x		
EN-03. To offset and reduce the carbon footprint of visitors and the Turisme de Barcelona Consortium				
Specific MICE actions to encourage congress delegates to use public transport to get around the city	Professionals who use public transport to travel around the destination	x	x	x
Dissemination and creation of urban nature trails in Barcelona to be explored on foot or by bike	Searches on the respective sections of the website visitbarcelona.com	x		
Drawing up the guidelines for a master plan for decarbonising the tourism sector by 2050	Completion of drawing up the plan	x	x	x
Creation of content, products and campaigns to promote longer stays (e.g. workation)	Tourist's average length of stay	x	x	x

Actions	Indicator	2023	2024	2025
Marketing actions for the Spanish and neighbouring markets (e.g. Barcelona is Back to Europe)	Average distance covered by tourists from place of origin to destination	x		
Promoting public transport on the Visit Barcelona website	Tourists who get around the destination on public transport	x	x	x
Offsetting Turisme de Barcelona's CO ₂ emissions resulting from its business activities and including promotional and marketing actions in the calculation	Tonnes of CO ₂ offset by Turisme de Barcelona in the total number of trips made	x	x	x
Eliminating single-use plastics, reducing the use of paper and encouraging responsible purchasing practices at Turisme de Barcelona	Actions focusing on improving in-house sustainability at Turisme de Barcelona	x	x	x
EN-04 To encourage visitors to sample local food, the Mediterranean diet and locally sourced produce				
Promoting wine tourism	Tourists who take part in wine tourism activities	x		
Promoting the Mediterranean diet and km0 produce (e.g. The Food Revolution)	Actions associated with the Mediterranean diet and km0 produce	x	x	x
EN-05. To ensure visitors adopt sustainability criteria				
Drawing up and implementing the guiding principles as part of the legacy (compendium of good practices in the MICE sector)	Compilation of good practices for congresses and conventions	x	x	x
Disseminating responsible tourism guidelines specifically for destination Barcelona	Views of the guidelines	x		
Raising awareness among visitors about the water footprint and the reduction of plastic bottles at the information office in Plaça Catalunya (information and drinking fountain)	Litres of water consumed	x		

Actions	Indicator	2023	2024	2025
EC-01 To involve stakeholders in the city's tourism strategy				
Participating in the Tourism and City Municipal Council	Presentations about Turisme de Barcelona's actions	x	x	x
Participating in and creating alliances to strengthen Barcelona's position as a Premium destination	Volume of Premium tourists	x	x	x
EC-02. To ensure tourism is economically viable				
Creating products aligned with responsible tourism (e.g. Slow Barcelona)	New products aligned with responsible tourism sold via Visit Barcelona Tickets	x		
EC-03. To redistribute and deconcentrate the visitor economy throughout the territory				
Creating new tourism imaginaries to diversify visits beyond iconic landmarks and attractions	Tourists that go on a trip	x	x	x
Promoting the Grand Tour	Tourists who have spent the night in another Catalan destination on the same trip			
Territorial distribution of the levying of the tourist tax in new sustainable initiatives (e.g. Barcelona International District programme)	Districts that benefit from the levying of the tourist tax	x	x	x
EC-04. To promote fair and decent work in the tourism sector				
Developing the Turisme de Barcelona Equality Plan	Implementing actions promoted by the Turisme de Barcelona Equality Plan	x	x	x
Specific gender equality actions within the framework of the BBCST to obtain certifications and carry out training across the sector	Differences in pay between women and men in the tourism sector (gender pay gap)	x	x	x
Collaborative actions with businesses and entities to promote job quality (e.g. Track Turisme section at the Business with Social Value event)	New permanent contracts for people working in tourism	x	x	x
Disseminating data about the sector to visualise the pay gaps in the tourism sector	Disseminating information about salaries in the tourism sector	x	x	x

Actions	Indicator	2023	2024	2025
EC-05. To improve the competitiveness of tourism enterprises				
Lectures and training actions for tourism stakeholders	Participants' satisfaction with the contents of the actions	x	x	x
EC-06. To build knowledge in order to manage and promote tourism more sustainably				
Collaborating with different universities in sustainability training	Participants' satisfaction with the contents of the actions	x	x	x
Monitoring sustainability through the Barcelona Tourism Observatory Sustainable Tourism Indicator System (SITS-OTB)	Actions evaluated by SITS-OTB indicators	x	x	x
EC-07. To drive digitisation as a vehicle for a more sustainable tourism				
Creating offsetting platforms and regenerative tourism (e.g. CO ₂ and legacy)	Existence of offsetting platforms and regenerative tourism		x	x
Restructuring Turisme de Barcelona's digital environment to optimise the running of the consortium and make promotion more sustainable (Source: Next Generation)	Level of execution of restructuring the digital environment	x	x	x

Actions	Indicator	2023	2024	2025
SC-01. To strengthen Barcelona's position as a world-renowned destination for art and culture				
To promote cultural commemorations that are important for the city (e.g. Picasso Year)	Percentage of people taking part in visitor trails	x	x	x
Disseminating the cultural agenda and events on different Turisme de Barcelona channels	Views of the actions on different Turisme de Barcelona channels	x	x	x
Promoting cultural amenities on different Turisme de Barcelona channels	Views of the actions on different Turisme de Barcelona channels	x	x	x





Actions	Indicator	2023	2024	2025
Promoting classical music and other related genres to strengthen Barcelona's position as a destination for art and culture (e.g. Barcelona Obertura)	Views of the actions on different Turisme de Barcelona channels	x	x	x
SC-02. To preserve Catalan culture and its artistic and cultural expressions				
Lending visibility to tourism products and experiences that contribute to recovering or restoring the natural, cultural, heritage and identifying elements of the region	Views of the actions on different Turisme de Barcelona channels	x	x	x
SC-03. To strengthen Barcelona's position as a world-renowned accessible destination				
Update and new layout of the Access Barcelona website	Extent to which the website had been updated	x		
Promotional actions and active participation in networks and global entities to strengthen Barcelona's position as an accessible tourist destination in Spain and around the world (ENAT, PREDIF, WTM, WTO, ISTO).	Attending meetings it has been invited to	x	x	x
Action in collaboration with PREDIF to promote the ISO 21902 standard on accessible tourism	Businesses in the destination that have obtained the ISO 21902 certification	x		
Promoting the loan of material on an ad hoc basis for visually and hearing-impaired people at the information office in Plaça Catalunya	Views of the publications online promoting the hire of accessible materials	x	x	x
Promoting activities adapted for people with disabilities as part of the Barcelona Cultural District municipal programme	Views of the promotional outputs of the activities	x		
Creating products aligned with accessible tourism (e.g. visitor trails in different districts, fam trip about the Easy Walking Tour and braille leaflet)	Newly created products associated with accessible tourism	x		
Lectures and training actions about accessible tourism and to provide disabled visitors with the best possible assistance	Participants' satisfaction with the contents of the actions	x	x	x


Actions	Indicator	2023	2024	2025
SC-04. To draw up a Corporate Social Responsibility Plan				
Setting up the consortium's CSR panel	Actions promoted by the panel and included in the work plan	x		
Gathering ideas and suggestions about new practices to improve the consortium's sustainability	Ideas put forward associated with the consortium's sustainability	x		
Beach clean-ups to raise awareness among the city's tourism stakeholders (part of the Let's Clean Europe programme and the Agència de Residus de Catalunya)	People involved in the project on behalf of the consortium	x		

5. Sustainability Plan- Links to the Glasgow Declaration

The direct impact of decarbonisation on the operations of a tourism organisation, like Turisme de Barcelona, which does not run a travel service, is limited. But its potential impact on facilitating and catalysing its Climate Action Plan can be highly significant.

As a *support organisation* of the Glasgow Declaration, Turisme de Barcelona shares the same goals and commitments as all its other signatories, and will develop a Climate Action Plan that centres on sustainable tourism goals and is also committed to undertaking actions to promote, support, incentivise and train its members and stakeholders to align with the declaration and its 5 pathways (*Measure, Finance, Collaborate, Decarbonise and Regenerate*).

Glasgow category		Actions	Budget (€)	Timeframe
Measure 		<ul style="list-style-type: none"> Offsetting Turisme de Barcelona's CO₂ emissions resulting from its business activities and including promotional and marketing actions in the calculation 	9,000 euros/year	2023/ 2024/ 2025
		<ul style="list-style-type: none"> Gathering carbon footprint metrics in the context of Biosphere certification 	2,000 euros /year	2023/ 2024/ 2025
Finance 		<ul style="list-style-type: none"> Attracting and providing advice for the businesses that have signed up to the Barcelona Biosphere Commitment to Sustainable Tourism, rewarding good practices in the efficient use of resources and minimising environmental impact. 	150,000 euros/year	2023/ 2024/ 2025
		<ul style="list-style-type: none"> Lectures and training actions for the sector 	39,000 euros/year	2023/ 2024/ 2025
		<ul style="list-style-type: none"> Incentivising businesses to obtain the Safe Travels stamp 	Cost free	2023
Collaborate 		<ul style="list-style-type: none"> Barcelona Sustainable Tourism awards to incentivise good practices in the sector 	6,500 euros/year	2023/ 2024/ 2025
		<ul style="list-style-type: none"> Involvement in the Global Destination Sustainable Index: the annual benchmark for MICE destinations. 	4,200 euros/year	2023/ 2024/ 2025
		<ul style="list-style-type: none"> Active participation in international networks and entities: UNWTO, GSTC, City Destination Alliance, ISTO and ENAT 	7,000 euros/year	2023/ 2024/ 2025
Decarbonise 		<ul style="list-style-type: none"> Dissemination and creation of urban nature trails in Barcelona to be explored on foot or by bike 	3,500 euros	2023
		<ul style="list-style-type: none"> Drawing up the guidelines for a master plan for the decarbonisation of the tourism sector to be achieved by 2050. 	36,000 euros	2024/ 2025

Glasgow category	Actions	Budget (€)	Timeframe
	<ul style="list-style-type: none"> Creation of content, products and campaigns to promote longer stays (e.g. workation) 	100,000€ (Marketing division – 50% Barcelona Provincial Council (DIBA))	2023/ 2024/ 2025
	<ul style="list-style-type: none"> Marketing actions for the Spanish and neighbouring markets (e.g. Barcelona is Back to Europe) 	30,000 euros/year	2023
	<ul style="list-style-type: none"> Promoting public transport on the Visit Barcelona website 	Cost free	2023/ 2024/ 2025
	<ul style="list-style-type: none"> Specific MICE actions to encourage congress delegates to use public transport to get around the city 	200,000 euros	2023/ 2024/ 2025
Regenerate 	<ul style="list-style-type: none"> Fam trips for agents promoting sustainable tourism 	6,000 euros /year	2023
	<ul style="list-style-type: none"> Eliminating single-use plastics, reducing the use of paper and encouraging responsible purchasing practices at Turisme de Barcelona 	Cost free	2023/ 2024/ 2025
	<ul style="list-style-type: none"> Promoting the Mediterranean diet and km0 produce (e.g. The Food Revolution) 	50,000 euros	2023/ 2024/ 2025

Glasgow category	Actions	Budget (€)	Timeframe
	<ul style="list-style-type: none"> Raising awareness among visitors about the water footprint at the information office in Plaça Catalunya (information and drinking fountain) 	3,500 euros	2023
	<ul style="list-style-type: none"> Disseminating responsible tourism guidelines specifically for destination Barcelona 	Cost free	2023

6. Application of the Sustainability Plan – Follow-up and assessment system

Following up and evaluating the Sustainability Action Plan is key to ensuring the success of the implementation of the proposed actions and achieving the challenges that have been set.

In order to guarantee an effective implementation of the Turisme de Barcelona Consortium Sustainability Plan, we propose the follow-up and assessment actions listed below:

- Quarterly follow-up meetings to evaluate the degree of implementation of the actions.
- Yearly follow-up of the actions through follow-up files.
- Yearly assessment report.

The Sustainability Division and the Management Division will be in charge of the overall follow-up of the Sustainability Plan.

Quarterly meetings

The members of the work team will meet every quarter to evaluate the degree of implementation of the actions. Before the meeting, the members will need to have compiled all the information about the implementation of the different actions and consulted the people concerned.

Yearly follow-up files

In order to keep an official record of the follow-up process, the work team, with the support of the divisions responsible for each of the actions will have to fill in a follow-up file.

Below is a template to be used to follow up each of the actions included in the plan.

Action plan follow-up file			
Goal			
Action			
Description of the action			
Division in charge			
Implementation calendar			
Degree of attainment of the action			
Observations	Degree of attainment		
	Low	Medium	High
Indicator	Result		
Opportunities for improvement			
Date of follow-up			

Annual assessment report

Every year, the management team will draw up a follow-up report to evaluate the degree of implementation of the actions and will present the opportunities for improvement in order to continue making progress in the sustainable management of the consortium.

The annual follow-up reports can include the following information regarding the evaluation of the results and indicators:

- Level of execution: total number of actions per division.
- Level of development of the actions: to determine the degree of attainment of the actions based on the follow-up indicators set out in the plan for each action.
- To identify improvement opportunities to be applied to the plan (new actions, calendarisation, new indicators, etc.).

This annual assessment report will be presented to the Management Division, which will have to evaluate the proposal for new opportunities for improvement to be included in the plan, in order to continue making progress in the sustainable management of the Turisme de Barcelona Consortium.

Appendices

Annex 1. Sustainability Plan- Link between the SDGs and the actions



The Turisme de Barcelona Consortium contributes to and works actively on the proposed actions included in the following SDGs:

Actions	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Attracting and providing advice for the businesses that have signed up to the Barcelona Biosphere Commitment to Sustainable Tourism (BBCST), rewarding good practices in the efficient use of resources and minimising environmental impact.																	
Incentivising businesses to obtain the Safe Travels stamp																	
Barcelona Sustainable Tourism awards to incentivise good practices in the sector																	
Links to the Global Destination Sustainable Index: the annual benchmark for MICE destinations.																	
Active participation in international networks and entities: UNWTO, GSTC, City Destination Alliance																	
Fam trips for agents promoting sustainable tourism																	
Dissemination and creation of urban nature trails in Barcelona to be explored on foot or by bike																	
Drawing up the guidelines for a master plan for the decarbonisation of the tourism sector to be achieved by 2050.																	
Creation of content, products and campaigns to promote longer stays (e.g. workation)																	
Marketing actions for the Spanish and neighbouring markets (e.g. Barcelona is Back to Europe)																	

Actions	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Promoting public transport on the Visit Barcelona website																	
Specific MICE actions to encourage congress delegates to use public transport to get around the city																	
Offsetting Turisme de Barcelona's CO ₂ emissions resulting from its business activities and including promotional and marketing actions in the calculation																	
Eliminating single-use plastics, reducing the use of paper and encouraging responsible purchasing practices at Turisme de Barcelona																	
Promoting wine tourism																	
Promoting the Mediterranean diet and km0 produce (e.g. The Food Revolution)																	
Raising awareness among visitors about the water footprint and the reduction of plastic bottles at the information office in Plaça Catalunya (information and drinking fountain)																	
Disseminating responsible tourism guidelines specifically for destination Barcelona																	
Drawing up and implementing the guiding principles as part of the legacy (compendium of good practices in the MICE sector)																	
Participating in the Tourism and City Municipal Council																	
Participating in and creating alliances to strengthen Barcelona's position as a Premium destination																	
Creating products aligned with responsible tourism (e.g. Slow Barcelona)																	
Creating new tourism imaginaries to diversify visits beyond iconic landmarks and attractions																	
Promoting the Grand Tour																	
Territorial distribution of the levying of the tourist tax in new sustainable initiatives (e.g. Barcelona International District programme)																	
Disseminating data about the sector to visualise the pay gaps in the tourism sector																	
Collaborative actions with businesses and entities to promote job quality (e.g. Track Turisme section at the Business with Social Value event)																	
Specific gender equality actions within the framework of the BBCST to obtain certifications and carry out training across the sector																	
Developing the Turisme de Barcelona Equality Plan																	
Lectures and training actions for tourism stakeholders																	
Collaborating with different universities in sustainability training																	
Monitoring sustainability through the Barcelona Tourism Observatory Sustainable Tourism Indicator System (SITS-OTB)																	
Creating offsetting platforms and regenerative tourism (e.g. CO ₂ and legacy)																	
Restructuring Turisme de Barcelona's digital environment to optimise the running of the consortium and make promotion more sustainable (Source: Next Generation)																	

Actions	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Disseminating the cultural agenda and events on different Turisme de Barcelona channels																	
Promoting classical music and other related genres to strengthen Barcelona's position as a destination for art and culture (e.g. Barcelona Obertura)																	
Promoting cultural amenities on different Turisme de Barcelona channels																	
Guided trail of the Barcelona landscapes painted by Picasso																	
Lending visibility to tourism products and experiences that contribute to recovering or restoring the natural, cultural, heritage and identifying elements of the region																	
Promotional actions and active participation in networks and global entities to strengthen Barcelona's position as an accessible tourist destination in Spain and around the world (ENAT, PREDIF, WTM, WTO, ISTO).																	
Creating products aligned with accessible tourism (e.g. visitor trails in different districts, fam trip about the Easy Walking Tour and braille leaflet)																	
Action in collaboration with PREDIF to promote the ISO 21902 standard on accessible tourism																	
Lectures and training actions about accessible tourism and to provide disabled visitors with the best possible assistance																	
Update and new layout of the Access Barcelona website																	
Promoting the loan of material on an ad hoc basis for visually and hearing-impaired people at the information office in Plaça Catalunya																	
Promoting activities adapted for people with disabilities as part of the Barcelona Cultural District municipal programme																	
Setting up the consortium's CSR panel																	
Beach clean-ups to raise awareness among the city's tourism stakeholders (part of the Let's Clean Europe programme and the Agència de Residus de Catalunya)																	
Gathering ideas and suggestions about new practices to improve the consortium's sustainability																	

Appendix 2. Table of indicators

Actions	Indicator	Calculation	Source	Justification and interpretation
Attracting and providing advice for the businesses that have signed up to the Barcelona Biosphere Commitment to Sustainable Tourism, rewarding good practices in the efficient use of resources and minimising environmental impact.	Tourism enterprises that have obtained the Safe Travels stamp	Sum total of enterprises in Barcelona with Barcelona Biosphere certification	Sustainability - Turisme de Barcelona	Maintaining or increasing the number of enterprises with Biosphere certification indicates the level of commitment of tourism enterprises to environmental sustainability
Incentivising businesses to obtain the Safe Travels stamp	Tourism enterprises that have obtained the Safe Travels stamp	Sum total of enterprises in Barcelona with the Safe Travels stamp	Sustainability - Turisme de Barcelona	Maintaining or increasing the number of enterprises with the Safe Travels stamp indicates the level of commitment of tourism enterprises to health protocols
Barcelona Sustainable Tourism awards to incentivise good practices in the sector	Candidatures presented for the Turisme de Barcelona good practice awards	Sum total of candidatures presented for the awards	Sustainability - Turisme de Barcelona	If the indicator grows, this means that there are more enterprises or entities committed to sustainability
Links to the Global Destination Sustainable Index: the annual benchmark for MICE destinations.	Evolution of the sustainability performance of the GDS index	Interannual difference in percentage points in the general performance of the GDS index	GDS index	If the difference is positive, this means that the performance of the index has improved
Active participation in international networks and entities: UNWTO, GSTC, City Destination Alliance	Projects under development for each work group associated with sustainability	Sum total of projects under development for each group actively involved in sustainability	Sustainability - Turisme de Barcelona	Maintaining the number of projects Turisme de Barcelona is involved in indicates its firm commitment to the sustainability of the destination
Fam trips for agents promoting sustainable tourism	Satisfaction of participants in fam trips about sustainability	Average evaluation of the participants in fam trips about sustainability (scale of 0 to 10)	Sustainability - Turisme de Barcelona	An increase in evaluation means a greater perception of the levels of sustainability at the destination

Actions	Indicator	Calculation	Source	Justification and interpretation
Dissemination and creation of urban nature trails in Barcelona to be explored on foot or by bike	Searches on the respective sections of the website visitbarcelona.com	Sum total of searches on the respective sections of the website visitbarcelona.com	Marketing - Turisme de Barcelona	An increase in visits in these areas means a wider dissemination of their contents
Drawing up the guidelines for a master plan for decarbonising the tourism sector by 2050	Completion of drawing up the plan	Percentage of completion of the plan	Sustainability - Turisme de Barcelona	A higher percentage of completion of the plan means we are closer to achieving the destination's decarbonisation goals
Creation of content, products and campaigns to promote longer stays (e.g. workation)	Tourist's average length of stay	Average length of stay reported by tourists at all types of accommodation	Turisme de Barcelona Observatory: city and region	An increase in the average length of stay can contribute to maintaining or reducing the number of trips to reach the destination and the environmental impact of the transport used to get there
Marketing actions for the Spanish and neighbouring markets (e.g. Barcelona is Back to Europe)	Average distance covered by tourists from place of origin to destination	Km by origin · Tourists by origin / Total tourists	Turisme de Barcelona Observatory: city and region	The shorter the distance travelled from place of origin, the lower the greenhouse gas emissions (GHG) will be, and, as a result, there will be a lower impact on climate change
Promoting public transport on the Visit Barcelona website	Tourists who get around the destination on public transport	Percentage of tourists who state that they use public transport to get around Barcelona	Turisme de Barcelona Observatory: city and region	The higher the proportion of tourists using public transport, the lower the impact on air pollution and climate change will be
Specific MICE actions to encourage congress delegates to use public transport to get around the city	Professionals who use public transport to travel around the destination	Percentage of tourists who are visiting for professional reasons who use public transport to travel around the destination	Turisme de Barcelona Observatory: city and region	The higher the proportion of professionals who use public transport, the better the sustainable mobility model will be
Offsetting Turisme de Barcelona's CO ₂ emissions resulting from its business activities and including promotional and marketing actions in the calculation	Tonnes of CO ₂ offset by Turisme de Barcelona in the total number of trips made	Percentage of tonnes of CO ₂ offset by Turisme de Barcelona in the total number of trips made	Sustainability - Turisme de Barcelona	A higher percentage of tonnes offset proves Turisme de Barcelona's commitment to minimising the negative environmental externalities of its activities

Actions	Indicator	Calculation	Source	Justification and interpretation
Eliminating single-use plastics, reducing the use of paper and encouraging responsible purchasing practices at Turisme de Barcelona	Actions focusing on improving in-house sustainability at Turisme de Barcelona	Sum total of actions focusing on in-house improvements	Sustainability - Turisme de Barcelona	Maintaining or increasing the number of actions focusing on in-house improvements proves Turisme de Barcelona's commitment to minimising the negative environmental externalities of its activities
Promoting wine tourism	Tourists who take part in wine tourism activities	Percentage of tourists who take part in, or are thinking of taking part in a wine tourism activity	Turisme de Barcelona Observatory: city and region	The higher the percentage of tourists who take part in these activities, the greater the interest in the Mediterranean diet and locally sourced produce
Promoting the Mediterranean diet and km0 produce (e.g. The Food Revolution)	Actions associated with the Mediterranean diet and km0 produce	Sum total of actions associated with the Mediterranean diet and km0 produce	Sustainability - Turisme de Barcelona	Maintaining or increasing the number of actions associated with the Mediterranean diet and km0 produce proves Turisme de Barcelona's commitment to promoting local dishes and produce at the destination
Raising awareness among visitors about the water footprint and the reduction of plastic bottles at the information office in Plaça Catalunya (information and drinking fountain)	Litres of water consumed	Sum total of litres of water consumed	Sustainability - Turisme de Barcelona	If the indicator grows, this means there has been a greater reduction in the use of single-use plastic bottles and, as a result, awareness-raising about the water footprint has had a greater impact and reach
Disseminating responsible tourism guidelines specifically for destination Barcelona	Views of the guidelines	Sum total of impacts of guidelines	Marketing and Tourist Assistance Services - Turisme de Barcelona	If the indicator grows, this means the guidelines will have a greater reach
Drawing up and implementing the guiding principles as part of the legacy (compendium of good practices in the MICE sector)	Compilation of good practices for congresses and conventions	Total number of good practices documented by congresses and conventions	BCB - Turisme de Barcelona	The higher the number of good practices, the more positive the impact on the city's economy will be

Actions	Indicator	Calculation	Source	Justification and interpretation
Participating in the Tourism and City Municipal Council	Presentations about Turisme de Barcelona's actions	Sum total of presentations about Turisme de Barcelona's actions	Institutional Relations - Turisme de Barcelona	Maintaining or increasing the number of presentations proves Turisme de Barcelona's commitment to involving stakeholders in the city's tourism strategy
Participating in and creating alliances to strengthen Barcelona's position as a Premium destination	Volume of Premium tourists	Percentage of tourists who state that they have spent more than 350€ per day, per person during their stay (excluding transport used to travel to the city and accommodation)	Turisme de Barcelona Observatory: city and region	An increase in the percentage of Premium tourists improves the position of the city's Premium offer
Creating products aligned with responsible tourism (e.g. Slow Barcelona)	New products aligned with responsible tourism sold via Visit Barcelona Tickets	Sum of new sustainable products aligned with responsible tourism sold via Visit Barcelona Tickets, excluding those related to accessible tourism (Turisme de Barcelona sales platform)	Sales - Turisme de Barcelona	A growing number of products aligned with responsible tourism sold and created by the consortium proves its commitment to this issue
Creating new tourism imaginaries to diversify visits beyond iconic landmarks and attractions	Tourists that go on a trip	Percentage of tourists who state that they have been on a trip outside Barcelona (without staying overnight)	Turisme de Barcelona Observatory: city and region	An increase in the percentage of tourists who state that they have been on a trip outside Barcelona, indicates the extent to which tourism is decentralised in the city
Promoting the Grand Tour	Tourists who have spent the night in another Catalan destination on the same trip	Percentage of tourists who state that they have stayed overnight at another Catalan destination on the same trip	Turisme de Barcelona Observatory: city and region	An increase in the percentage of tourists who state that they have stayed overnight at another Catalan destination on the same trip, indicates the degree of complementarity between tourist destinations in Catalonia

Actions	Indicator	Calculation	Source	Justification and interpretation
Territorial distribution of the levying of the tourist tax in new sustainable initiatives (e.g. Barcelona International District programme)	Districts that benefit from the levying of the tourist tax	Percentage of districts with projects funded by the tourist tax	Barcelona City Council	The greater the number of districts that have benefited, the greater the territorial distribution of the visitor economy
Disseminating data about the sector to visualise the pay gaps in the tourism sector	Disseminating information about salaries in the tourism sector	Total number of reports containing this information published by the Turisme de Barcelona Observatory	Turisme de Barcelona Observatory: city and region	The existence of reports containing information about salaries proves the consortium's commitment to promoting fair and decent work in the tourism sector
Collaborative actions with businesses and entities to promote job quality (e.g. Track Turisme section at the Business with Social Value event)	New permanent contracts for people working in tourism	Percentage of permanent contracts out of the total number of new contracts issued to people working in tourism	Turisme de Barcelona Observatory: city and region	The greater the proportion of permanent contracts brings greater improvements to the quality of working conditions in the tourism sector
Specific gender equality actions within the framework of the BBCST to obtain certifications and carry out training across the sector	Differences in pay between women and men in the tourism sector (gender pay gap)	Women's average salary / Men's average salary	Turisme de Barcelona Observatory: city and region	The higher the value of the indicator, the lower the gender pay gap (inequality) between men and women.
Developing the Turisme de Barcelona Equality Plan	Implementing actions promoted by the Turisme de Barcelona Equality Plan	Percentage of actions implemented by the Turisme de Barcelona Equality Plan	Compliance and Transparency - Turisme de Barcelona	Wider implementation of the actions in the Equality Plan shows Turisme de Barcelona's higher level of commitment to the issue
Lectures and training actions for tourism stakeholders	Participants' satisfaction with the contents of the actions	Participants' average evaluation of the contents of lectures and training actions (scale of 0 to 10)	Sustainability - Turisme de Barcelona	An increase in the evaluation of the contents of the actions brings improvements to knowledge transfer in order to improve the competitiveness of the destination

Actions	Indicator	Calculation	Source	Justification and interpretation
Collaborating with different universities in sustainability training	Participants' satisfaction with the contents of the actions	Participants' average evaluation of the contents of the lectures and training actions (scale of 0 to 10)	Sustainability - Turisme de Barcelona	An increase in the evaluation of the contents of the actions brings improvements to knowledge transfer in order to improve the accessibility of the destination
Monitoring sustainability through the Barcelona Tourism Observatory Sustainable Tourism Indicator System (SITS-OTB)	Actions evaluated by SITS-OTB indicators	Sum total of the actions that take into account the SITS-OTB indicators in their previous or subsequent evaluation	Sustainability - Turisme de Barcelona	An increase in the number of actions evaluated with the SITS-OTB indicators shows the consortium's commitment to include sustainability measures in their planning
Creating offsetting platforms and regenerative tourism (e.g. CO ₂ and legacy)	Existence of offsetting platforms and regenerative tourism	Percentage of active platforms out of the total planned	Sustainability - Turisme de Barcelona	The existence of these platforms indicates the consortium's commitment to providing tourism stakeholders with the tools to raise awareness about sustainability
Restructuring Turisme de Barcelona's digital environment to optimise the running of the consortium and make promotion more sustainable (Source: Next Generation)	Level of execution of the restructuring of the digital environment	Percentage of the executed budget of the total assigned to restructuring the digital environment	Digital - Turisme de Barcelona	The higher the degree of execution, the greater the restructuring of the digital environment will be, and there will be more tools for sustainable management and promotion
Disseminating the cultural agenda and events on different Turisme de Barcelona channels	Views of the actions on different Turisme de Barcelona channels	Sum total of views of the cultural agenda and relevant events on all Turisme de Barcelona channels	Marketing - Turisme de Barcelona	If the indicator grows, this means that the cultural agenda and events will have a greater reach
Promoting classical music and other related genres to strengthen Barcelona's position as a destination for art and culture (e.g. Barcelona Obertura)	Views of the actions on different Turisme de Barcelona channels	Sum total of views of classical music events and other related genres on all Turisme de Barcelona channels	Marketing - Turisme de Barcelona	If the indicator grows, this means that classical music and other related genres at the destination will have a greater reach

Actions	Indicator	Calculation	Source	Justification and interpretation
Promoting cultural amenities on different Turisme de Barcelona channels	Views of the actions on different Turisme de Barcelona channels	Sum total of views of the actions related to cultural amenities on all Turisme de Barcelona channels	Marketing - Turisme de Barcelona	If the indicator grows, this means that cultural amenities will have a greater reach
Guided trail of the Barcelona landscapes painted by Picasso	Percentage of people taking part in visitor trails	Occupancy of the total number of places on the guided trail of the Barcelona landscapes painted by Picasso	Sustainability - Turisme de Barcelona	The higher the percentage of people on the walking trail, the wider the dissemination of the culture will be
Lending visibility to tourism products and experiences that contribute to recovering or restoring the natural, cultural, heritage and identifying elements of the region	Views of the actions on different Turisme de Barcelona channels	Sum total of views of Catalan cultural events on all Turisme de Barcelona channels	Marketing - Turisme de Barcelona	If the indicator grows, this means that Catalan cultural events will have a greater reach
Promotional actions and active participation in networks and global entities to strengthen Barcelona's position as an accessible tourist destination in Spain and around the world (ENAT, PREDIF, WTM, WTO, ISTO).	Attending meetings it has been invited to	Attendance percentage of the meetings it has been invited to	Sustainability - Turisme de Barcelona	The more meetings the consortium attends proves its higher level of commitment to the issue
Creating products aligned with accessible tourism (e.g. visitor trails in different districts, fam trip about the Easy Walking Tour and braille leaflet)	New products aligned with responsible tourism sold via Visit Barcelona Tickets	Sum total of new products associated with accessible tourism	Sustainability - Turisme de Barcelona	A growing number of products aligned with accessibility sold and created by the consortium proves its commitment to this issue
Action in collaboration with PREDIF to promote the ISO 21902 standard on accessible tourism	Businesses in the destination that have obtained the ISO 21902 certification	Sum total of businesses in the destination that have obtained the ISO 21902 certification	PREDIF	Maintaining or increasing the number of businesses with ISO 21902 certification proves the level of commitment of tourism enterprises to accessibility issues

Actions	Indicator	Calculation	Source	Justification and interpretation
Lectures and training actions about accessible tourism and to provide disabled visitors with the best possible assistance	Participants' satisfaction with the contents of the actions	Participants' average evaluation of the contents of the lectures and training actions (scale of 0 to 10)	Sustainability - Turisme de Barcelona	An increase in the evaluation of the contents of the actions brings improvements to knowledge transfer in order to improve the accessibility of the destination
Update and new layout of the Access Barcelona website	Extent to which the website has been updated	Percentage of the website updated out of the total content	Sustainability - Turisme de Barcelona	The more the website has been updated, the greater Turisme de Barcelona's commitment to an accurate dissemination of the accessibility of its tourism offer and the city's infrastructure as their conditions evolve
Promoting the loan of material on an ad hoc basis for visually and hearing-impaired people at the information office in Plaça Catalunya	Views of the publications online promoting the hire of accessible materials	Sum total of the impressions of online publications promoting the hire of accessible materials	Marketing - Turisme de Barcelona	A higher number of views means that the hire of accessible materials has a greater reach
Promoting activities adapted for people with disabilities as part of the Barcelona Cultural District municipal programme	Views of the promotional outputs of the activities	Sum total of the impressions of publications promoting accessible activities in Barcelona Cultural District	Marketing - Turisme de Barcelona	A higher number of views means that the accessible activities at Barcelona Cultural District have a greater reach
Setting up the consortium's CSR panel	Actions promoted by the panel and included in the work plan	Sum of actions promoted by the panel and included in the work plan	Sustainability - Turisme de Barcelona	A higher number of actions promoted and included in the work plan proves Turisme de Barcelona is more committed to the issue
Beach clean-ups to raise awareness among the city's tourism stakeholders (part of the Let's Clean Europe programme and the Agència de Residus de Catalunya)	People involved in the project on behalf of the consortium	Sum total of participants in the project on behalf of the consortium	Sustainability - Turisme de Barcelona	Greater participation in the initiative proves greater compliance with the consortium's CSR targets

Actions	Indicator	Calculation	Source	Justification and interpretation
Gathering ideas and suggestions about new practices to improve the consortium's sustainability	Ideas put forward associated with the consortium's sustainability	Sum total of the ideas about sustainability put forward by consortium staff	Sustainability - Turisme de Barcelona	The higher the number of ideas put forward improves the involvement of people working at the consortium on in-house sustainability and CSR issues