

*“+ sustainable tourism. June 2022”*

## **Barcelona puts the focus on sustainable tourism this June with ten new activities**

- **Turisme de Barcelona, Barcelona Council and Barcelona Provincial Council are working together on different initiatives for professionals and the local community in recognition of businesses that are committed to responsible tourism**
- **This June, Turisme de Barcelona, Barcelona City Council and Barcelona Provincial Council are organising some ten events and activities about sustainable and responsible tourism in Barcelona and its neighbouring counties, under the title “+ sustainable tourism. June 2022”.**
- **An entire month of activities and gatherings to think about ways of fostering sustainable tourism in Destination Barcelona**

**Barcelona, 30th May 2022.-** Highlights include the **2nd Mediterranean Sustainable Tourism Convention**, which is being held in Barcelona on 8th and 9th June. It will feature 60 speakers from around the world and debate the issue of sustainable tourism in the Mediterranean. On 28th June, the convention will also host the ceremony to award **Biosphere Sustainable Lifestyle certification** to more than 800 tourism companies in Destination Barcelona.

The three institutions promoting these events are committed to improving the competitiveness of the tourism services and tourist attractions in the city and in the province of Barcelona in order to attain a responsible tourism model based on the principles of environmental, economic and social and cultural sustainability.

You can view all the events at: <https://www.diba.cat/web/turisme-sostenible/sostenibilitat-turistica>.

#### **Activities “+ sustainable tourism. June 2022”**



#### **3rd June: Business With Social Value**

Business With Social Value is an annual event that showcases the products and services from the not-for-profit special work centres and workplace inclusion enterprises to institutions, organisations and businesses. Since 2016, it has also featured the social and sustainable tourism offering and also holds networking sessions to promote sustainable tourism practices among businesses. The event will be held at the Hotel Alimara, and features a packed schedule combining motivation, the latest trends, reflection, knowledge and business opportunities.

Website: <https://www.businesswithsocialvalue.org/>

#### **3rd June: Barcelona Sustainable Tourism awards**

As part of Business With Social Value, Turisme de Barcelona will be hosting these awards, now in their sixth year, in recognition of the efforts and dedication of businesses to environmental, social, economic and cultural sustainability and accessibility. The aim of these awards is to foster good practice in the tourism sector and to recognise the efforts

and dedication of businesses in the fields of environmental, economic, social and cultural sustainability and accessibility. The awards were set up by Turisme de Barcelona's Sustainability Committee in recognition of the efforts and dedication of businesses in the tourism sector to improve sustainability. A new prize for best practice in international tourism will be presented this year

Website: <https://professional.barcelonaturisme.com/ca>

### **5th June: World Environment Day**

In association with the recycled-art festival, Drap Art, an art work made from waste materials will be on display at the tourism information office in Plaça Catalunya. The aim is to reflect on the impact of tourism on the environment and how this can be reduced.

### **7th June: Focus Cercle. Rural tourism and sustainability**

A workshop for members of Barcelona Provincial Council's Tourism Circle on rural tourism and sustainability. Different experts will give talks on communicating sustainability, revenue management and storytelling.

### **8th and 9th June: 2nd Mediterranean Sustainable Tourism Convention 2022**

On 8th and 9th June 2022, the MED sustainable tourism community will meet again in Barcelona for the 2nd Mediterranean Sustainable Tourism Convention to discuss the contribution of the tourism sector to sustainable and inclusive growth in the Mediterranean region. Panel discussions, technical sessions and other events will show how the territorial projects of the MED sustainable tourism community can help preserve the landscapes and resources of the Mediterranean by promoting sustainable tourism. The event is organised by Barcelona Provincial Council.

The event will also be attended by representatives from the European Commission, the World Tourism Organisation and other signatories of the Glasgow Declaration on tourism and climate change, the main European programmes and actors that are working on cooperation in the Mediterranean, managers of tourism at state, regional and local level in Mediterranean countries, speakers from universities and the field of research, and other funded projects in the field of tourism.

### **10th to 12th June: Barcelona Getaways Blog**

In association with the Barcelona Travel Bloggers Association, this blog comprises several simultaneous blog trips around the counties of Barcelona to give the public an insight into their most sustainable offering .

### **11th June: Get Moving for the Climate**

Barcelona's Parc de la Barceloneta will be hosting the Get Moving for the Climate festival where you'll be able to play, learn, reflect and join forces to tackle climate change and achieve a Barcelona where people can "live well, without causing damage". There will be activities from 11 in the morning until 8 in the evening. Turisme de Barcelona will be offering a route to explore botanical Barcelona. It consists of walks in English, Catalan and Spanish to give the local community and visitors an insight into the wealth of plants and trees on Montjuïc.

Let's Clean Up Europe is a Europe-wide initiative to raise awareness about the amount of waste we dispose of carelessly in the natural environment and to raise awareness by organising litter-picking events. Turisme de Barcelona is joining in the event, which is organised by Barcelona City Council, by cleaning up the litter from Barcelona's beaches.

**Botanical trail.** As part of this event, Turisme de Barcelona has organised a trail exploring botanical Barcelona. It features walks in English, Catalan and Spanish to introduce the local community and visitors to the wealth of plants and trees on Montjuïc.

Web: <https://www.barcelona.cat/barcelona-pel-clima/>

### **21st June: sustainable MICE training**

A face-to-face and streamed session about sustainable events, hosted by the Barcelona Convention Bureau at the Hospital de Sant Pau Art Nouveau Site in Barcelona.

Web: <https://www.barcelonaconventionbureau.com/>

### **28th June: Biosphere Sustainable Lifestyle certification awards ceremony**

More than 800 businesses from the city and province who signed up to the Barcelona Biosphere Destination Commitment to Sustainable Tourism in 2021 will receive Biosphere Sustainable Lifestyle certification. The programme is an initiative of Barcelona Provincial Council, Barcelona City Council and Turisme de Barcelona, and is supported by the Responsible Tourism Institute and the Barcelona Chamber of Commerce. Its

mission is to extend good practices in sustainable tourism. The University of Sherbrooke in Canada has recognised Biosphere certification as the best sustainability certification tool following an analysis of the main sustainability certification tools on the market. The University of Quebec states that the Biosphere methodology is the only one in the world to recognise the ongoing improvements of all the sustainable development goals on the 2030 agenda and the 169 targets.

Website: <http://turismesostenible.barcelona/>

**For further information:**

<https://www.diba.cat/web/turisme-sostenible/sostenibilitat-turistica>