



**RESPONSIBLE  
TOURISM  
INSTITUTE**



## **RESPONSIBLE TOURISM INSTITUTE**

### **BIOSPHERE STANDARD**

#### **SUMMARY**

Sustainability is presented as the means by which an entity develops its tourism system taking into account current and future impacts in the economic, socio-cultural, and environmental aspects. These aspects constitute the three dimensions on which the principles of sustainable tourism are based, ensuring an adequate balance in its long-term development. However, achieving the implementation of sustainable tourism requires continuous actions, with constant monitoring of its impacts and the inclusion of necessary preventive or corrective measures.

Sustainable tourism is that which meets the current needs of tourists and host regions without compromising those of future generations, protecting and guaranteeing the conservation of resources for their long-term use and enjoyment. It is a modality that provides a meaningful experience to tourists, that satisfies them and raises their awareness regarding sustainability, and in many cases succeeds in encouraging their participation and the implementation of sustainable tourism practices.

The tourism sector has the capacity to foster in the client an attitude of responsibility towards the conservation of natural, cultural, social, and economic values both of the service and of the local community, through the informative and awareness-raising elements it offers. The client should be guided regarding the services, places and sites of interest found in the community, with the capacity to foster in the client an attitude of responsibility towards the conservation of the natural, cultural, social, and economic values of the destination, through the informative and awareness-raising elements it offers.

Thus, this document aims to offer a guide by which the entity can develop its activity under the principles of sustainability in all its dimensions, promoting among its clients, users, and employees their awareness and the adoption of responsible behaviours, thereby bringing the Destination in which the entity operates a little closer to the concept of sustainable tourism.

In this regard, the Responsible Tourism System is aimed at achieving this role, pursuing the participation in sustainability of all the entities involved and through their influence on the client to involve them in the System.

Entities create their Sustainability Plans through the selection of requirements, specific actions linked to sustainability and to the 169 goals of the 2030 Agenda.

## **SDG 1. No Poverty**

The actions of a sustainable entity should promote inclusive development and enhance its capacity to mobilize resources for poverty eradication, social protection, equitable distribution of economic benefits and empowerment of disadvantaged groups, in particular women and youth.

### **Requirement 1.1: To collaborate with a public or private entity for this social purpose.**

The entity creates synergies with public or private entities to promote economic opportunities that help to end poverty, as an entity committed to local and sustainable economic development.

### **Requirement 1.2: Establish measures and agreements to enrich our environment at the economic and social level.**

The entity develops actions that enable greater social cohesion and that bring benefits in economic terms for the territories where it operates. It is also essential to permanently inform and communicate to customers/users about the achievements and actions carried out by the entity in favour of the economic and social development of the community.

### **Requirement 1.3: Participate in international, solidarity, humanitarian or similar cooperation projects.**

The entity is involved in projects that curb rising inequality, as this is detrimental to sustainable development, creates poverty, and undermines social cohesion, which increases political and social tensions and, in some cases, fuels instability and conflict.

## **SDG 2. Zero Hunger**

A sustainable entity must stimulate sustainable agricultural production, the use and sale of local products and their full integration into the tourism value chain, as well as promote increased productivity. The actions of a sustainable entity must emphasize the supply of local products and the valorisation of traditional gastronomy, as well as reinforce food security, encourage the improvement of nutrition, promote sustainable agriculture and achieve the consolidation of responsible consumption models.

### **Requirement 2.1: Encourage and support local sustainable agriculture and its gastronomic offer.**

The entity tries to buy local products from local suppliers in order to improve the local economy. In addition, the purchase of local products (also known as Km 0 products) contributes to the reduction of greenhouse gases (GHG) emitted into the atmosphere as a result of their transport. A basic criterion when purchasing raw materials should be their origin and whether they have a seal that guarantees their sustainability or commitment to sustainable development. A sustainable agricultural product is one that during its production ensures the sustainable management of water (using more efficient irrigation systems), of the land (using chemical products such as fertilisers or pesticides with less or zero impact on the land) and of the natural resources that surround it, always and in any case guaranteeing food safety. Similarly, a sustainable livestock product is one that minimises the inputs required, ensuring animal health and welfare and sustainable animal nutrition.

### **Requirement 2.2: Apply the international regulations of HACCP and seek to create healthy and nutritious eating habits.**

The organisation provides access to healthy and nutritious food, which is essential for sustainable development. The HACCP (Hazard Analysis and Critical Control Points) system is currently a very valuable tool to help people working in food establishments to become involved and work with health quality criteria. On the other hand, adopting healthy eating habits improves quality of life.

### **Requirement 2.3: Encourage good practices to prevent food waste.**

The entity encourages good practice, as each year, an estimated one third of all food produced (the equivalent of 1.3 billion tonnes worth close to \$1 trillion) ends up rotting in consumer and retailer bins, or spoiling due to poor transport and collection practices, which, if well organised, could help balance global production and prevent famine.

### **Requirement 2.4: Ensure respectful use of agricultural land in the environment.**

The organisation ensures a respectful use of agricultural land, as a profound change in the global agri-food system is needed if we are to feed the more than 820 million hungry people and the 2 billion more people who will be living in the world by 2050. Increased agricultural productivity and sustainable food production are crucial to help alleviate the risks of hunger.

## **SDG 3. Good Health and Well-Being**

By reinforcing healthy practices in local environments, it builds a channel of understanding between cultures, thus contributing to the sharing of good practices. Sustainable tourism actions should promote healthy activities and prevent health risks, as well as ensure the well-being of tourists and the host population.

### **Requirement 3.1: Implement safety and risk prevention measures for employees and customers.**

The entity has a clear protocol of action, known by all the entity's employees, for cases of emergency or risk to the health and safety of both customers/users and the entity's own staff, which clearly and concisely sets out how to act in such situations. It is also intended that there should be protocolised channels of communication with entities and local authorities competent in matters of security and emergency, and that these channels of communication should be checked as operational and effective on a regular basis. Furthermore, action guides in the event of risk or emergency situations within the organisation must be available and accessible in formats adapted to people with any type of disability (sensory or motor).

### **Requirement 3.2: Encourage the consumption of healthy products and activities.**

The entity must be committed to promoting healthy and healthy lifestyle habits as part of its commitment to improving well-being. These values must be promoted both among its clients/users and among its staff, in order to create awareness.

### **Requirement 3.3: Contribute in some way to improve the health in the territory.**

The entity contributes to health improvement, because through more efficient financing of health systems, improved sanitation and hygiene, and greater access to medical personnel, significant progress can be made in helping to save the lives of millions of people. A strong health system helps to increase life expectancy and reduce causes of death.

### **Requirement 3.4: Participate in projects that help prevent diseases, avoid environmental risks and safeguard human health.**

The company participates in local projects that help prevent public health risks, one of the purposes of which is to raise awareness of these issues. By adequately improving environmental risk factors, we can reduce more than 100 diseases or injuries that can affect thousands of people each year, such as improving access to water and soil, improving air quality, exposure to UV rays or chemicals, among others.

## **SDG 4. Quality Education**

A sustainable company must ensure the existence of inclusive and quality training, implemented in a coordinated manner between the public and private sectors and based on real needs, at all levels, in order to provide the necessary sustainability, as well as guarantee the acquisition of technical and professional skills by young people and adults, sufficient to access decent employment.

### **Requirement 4.1: Provide adequate training to the real needs of our employees**

The entity enables its employees to have equal access to quality technical, vocational and higher education. It must provide its staff with the necessary training to carry out their functions as satisfactorily and efficiently as possible. For this reason, it is advisable to have a staff training plan, which should be based on the real needs that have been detected and which should be a matter of interest for those in charge of the entity. This plan should include training in sustainability, in accordance with the sector and activity of the entity, so that all employees of the entity recognise the principles of sustainability that constitute the commitment acquired by the entity.

### **Requirement 4.2: We promote educational activities and dissemination of information on sustainable development issues in our environment.**

The entity supports research and promotion of sustainable development, especially in our environment. The transmission of local knowledge and knowledge of proximity is important, in order to understand in depth, the community itself and to give it the greatest value.

### **Requirement 4.3: Collaborate with third parties on projects related to educational sustainability inside and outside the company.**

The entity collaborates in projects related to educational sustainability, not only within the company, but also with external entities. In this case, it collaborates with third parties, which can contribute a different vision or other lines of experience and work different from those of the company.

## **SDG 5. Gender Equality**

A sustainable business can become a powerful tool for women's empowerment, particularly through the provision of jobs and income generation opportunities in businesses, large and small. The pure and simple action of adding women to working groups to make them count must be abandoned, without an analysis of the power relations between men and women in all sectors.

### **Requirement 5.1: Implement gender equality plans and policies.**

The entity ensures the inclusion of women throughout the company's service value chain, guaranteeing their ability to continue to provide benefits to their families, to participate in social and economic life and to have a dignified life. Inequality is one of the worst effects of the prevailing economic system.

### **Requirement 5.2: Feature working conditions that promote empowerment.**

The entity provides opportunities for women for their empowerment. Equal opportunities should be sought regardless of gender in the recruitment of personnel, especially in positions of responsibility and/or management, without differences in salaries or other.

### **Requirement 5.3: Measure women's empowerment and inclusion at all levels.**

The entity has adequate monitoring indicators and tools for their improvement in order to analyse that the equality and inclusion policy is being followed.

## **SDG 6. Clean Water and Sanitation**

Companies, if sustainable, can be a driving force in the implementation and adoption of new good practices in water use and wastewater sanitation, but at the same time and in any case, compete with local communities for the availability of the resource and can be a determining factor in its pollution. Companies must be part of the solution and not part of the problem. The actions of a sustainable entity must guarantee the sustainability of the processes of collection, supply, sanitation and treatment of the resource, also ensuring its quality.

### **Requirement 6.1: Analyse and control the quality and quantity of the water, its sources of access, and its origin.**

The entity prioritises providing a quality service in the water we use and deliver. 3 out of 10 people lack access to safe drinking water services and 6 out of 10 lack access to safely managed sanitation facilities.

### **Requirement 6.2: Calculate the water footprint and implement programs for water efficiency.**

The entity has a procedure or method that allows the monitoring and measurement of water consumption, with quantifiable indicators to draw comparisons between time periods and establish improvement objectives aimed at reducing consumption. This system must be developed on the basis of a commitment to responsible management and consumption on the part of the organisation, seeking the maximum possible savings.

### **Requirement 6.3: Conduct awareness and training campaigns on the efficient use of water.**

The entity must work to improve the awareness about the use of water of all people who come into contact with its services, sensitizing the clients/users and the workers of the same, for the correct use of the water resources in its facilities.

### **Requirement 6.4: Conduct awareness and training campaigns on the efficient use of water.**

The entity implements policies for the elimination of water pollution and untreated and uncontrolled discharges, as well as for the prevention of the discharge of hazardous chemical and biological products. More than 80% of wastewater resulting from human activities is discharged into rivers or the sea without any treatment, resulting in pollution.

### **Requirement 6.5: Capture, recycle and reuse water, prioritizing the protection of ecosystems.**

The entity promotes the safe collection and use of rainwater, the recycling and reuse of water resources and the protection of water-related ecosystems such as forests, rivers, wetlands and aquifers.

## **SDG 7. Affordable and Clean Energy**

Businesses can help ensure and promote universal access to clean, smart and modern energy services by improving efficiency and substantially increasing the use of renewable sources. Through a sustainable entity, we can contribute to good practices for the sustainable production and consumption of energy, also bringing new opportunities to the green economy in the local and regional context.

### **Requirement 7.1: Implement energy-efficiency programs and initiatives.**

The entity implements all those measures that favour energy saving in the facilities, calling for the collaboration of all users in the efficient use of resources.

### **Requirement 7.2: Produce and/or consume renewable energy in the company.**

The entity must commit to the use of sustainable energy sources and, as far as possible, prioritize renewable energies. In any case, the effort must be made to use energy sources with the least possible environmental impact, minimizing the use of fossil fuels in the entity's thermal and energy facilities.

### **Requirement 7.3: Conduct awareness campaigns on energy consumption.**

The entity must work to improve the environmental awareness of all the people who come into contact with its services, sensitizing customers/users and its workers for the correct use of energy resources both inside and outside its facilities.

## **SDG 8. Decent Work and Economic Growth**

The creation of decent and productive employment constitutes one of the fundamental axes of economic-sustainable growth, in addition to being one of the greatest challenges for any sector and its aspirations for sustainability, ensuring the adoption of measures aimed at diversifying the labour panorama and generating new opportunities for decent work.

### **Requirement 8.1: Ensure labour rights protection in all its entirety.**

The entity has a recruitment process that is always responsible and respectful of the quality of life of the workers, which implies decent salary conditions, safe and ergonomic workspace and working hours that always and in all cases guarantee sufficient time for rest and leisure for the staff.

### **Requirement 8.2: Implement energy-efficiency programs and initiatives.**

The entity must apply measures to reconcile work and family life that favours greater motivation and satisfaction on the part of the staff. The reconciliation of work, family and personal life is a basic human resource management tool since it allows us to take advantage of all the potential of the workforce.

### **Requirement 8.3: Generate quality employment and support local and sustainable entrepreneurship.**

The entity must promote and favours local employment, as well as the projection of local entrepreneurs. For this, the entity must have a local hiring policy and contribute directly or indirectly to the consolidation/promotion of projects developed by new entrepreneurs in the community. Whenever possible, the entity should host local services/products/agents during its activity, prioritising them over other resources. In this way, the experience is endowed with added value, enhancing the socio-economic development of the community and exerting a positive impact on it.

## **SDG 9. Industry Innovation and Infrastructure**

A sustainable company has the ability to contribute to the improvement of its community's infrastructure and universal accessibility and to promote the regeneration of declining areas. Adequate investments in green infrastructure (more efficient transportation, less air pollution, conservation of heritage sites and open spaces, etc.) should result in smarter, healthier and greener environments accessible to all.

### **Requirement 9.1: Participate in initiatives aimed at improving sustainable infrastructures and planning of the territory.**

The entity participates in projects aimed at improving infrastructure and territorial planning. As the UN indicates, SDG 9 supports building resilient infrastructure, promoting inclusive and sustainable industrialization, and fostering innovation.

### **Requirement 9.2: Guarantee access to the infrastructures generated to the resident population.**

The entity must be accessible not only architecturally but also communicatively and attitudinally. The infrastructures generated should not only be available to certain sectors of the local population, but the same services should be offered to the entire resident population that would like to have access to them.

### **Requirement 9.3: Promote the use of new technologies to encourage sustainable local activities.**

The entity develops initiatives and projects capable of mobilising the use of information technologies to generate responsible services and intelligent and sustainable management models in the use of resources.

### **Requirement 9.4: Plan for good resilience to eventualities and catastrophes.**

The entity, in the event of contingencies or disasters, has not only a resilient architecture, but one that enables public or private services to meet their obligations. To quote the UN, "failure to improve infrastructure and promote technological innovation could result in poor health care, inadequate sanitation and limited access to education. Economic growth, social development and action against climate change depend to a large extent on investment in infrastructure, sustainable industrial development and technological progress".

## **SDG 10. Reduced Inequalities**

In order to reduce inequality, the elimination of barriers to the integration of people should be pursued, regardless of their gender, origin, disability, religion, economic status or other condition. Thus, the development of any sector must incorporate equality criteria in all its aspects, with special emphasis on the adoption of policies aimed at reducing the inequalities detected. Equal opportunities and the elimination of discriminatory elements in any area of activity must be guaranteed.

### **Requirement 10.1: Implement social integration policies.**

The entity carries out policies that give opportunities to marginalized people of risk or social exclusion. It is about reducing inequalities, because sustainability is achieved when all people have access to the same resources and opportunities.

### **Requirement 10.2: Implement measures aimed at ensuring universal accessibility in the company.**

The entity must ensure the maximum possible accessibility to all its facilities and services for those users and clients with reduced mobility or disabilities of any kind, may it be motor, sensory or mental.

### **Requirement 10.3: Supporting local SMEs in order to distribute wealth throughout the territory.**

The entity supports small and medium-sized local businesses, fosters and favors local employment, so that economic spending and investment have an impact on the well-being of the local community, thus creating opportunities.

## **SDG 11. Sustainable Cities and Communities**

A sustainable company must aim to preserve the memory of the community and its cultural and natural heritage. Likewise, it has the duty to analyse the problems of security in the context of its economic activity and to attend to these problems in all their concrete manifestations, coming from the same sector, from its social environment, from the natural environment and from the people.

### **Requirement 11.1: Encourage respect and conservation of the cultural and natural heritage of the environment.**

The entity, in all its activities and facilities, must analyse that it does not have a negative impact on the cultural and natural heritage of its territory, and that this respect is encouraged by its workers, clients and other stakeholders.

### **Requirement 11.2: Offer products and activities related to the cultural and natural heritage.**

The entity must favour the promotion of products and activities based on the cultural and natural heritage in order to enhance their value, their use with respect and help in their conservation.

### **Requirement 11.3: Disseminate local knowledge related to traditions and cultural heritage (tangible and intangible).**

The entity must provide its clients with truthful and quality information regarding cultural heritage, whether it is tangible or intangible, the cultural history of the population and the main local customs and traditions, with clarifications on what conduct they should adopt, what behaviours they should refrain from and how to act in each case, so that they do not incur offenses to the local community due to ignorance of different cultural patterns.

### **Requirement 11.4: Collaborate with other local companies and administration to avoid excesses that harm the common good.**

The entity collaborates with other public or private entities to promote decentralized consumption, so that gentrification and mass displacements between the sites of concentration of attractions and the offer of products, goods and services can be avoided.

### **Requirement 11.5: We support programmes for sustainable mobility and universal accessibility.**

The entity promotes sustainable and alternative means of transport, and as far as possible with full and complete accessibility.

## **SDG 12. Responsible Consumption and Production**

An entity that adopts sustainable consumption and production practices can play an important role in accelerating global change towards sustainability. This requires the development of circular economy initiatives based on the efficient use of resources that lead to better results not only economically, but also socially and environmentally. Actions must ensure the implementation of sustainable consumption and production patterns throughout the chain of services and activities.

### **Requirement 12.1: Purchase and consume local and sustainable products and services.**

The entity purchases and consumes activities of local and sustainable products. In this way we support the local economy, and the economic benefit created has repercussions in our own territory.

### **Requirement 12.2: Prioritize recycling as well as its proper disposal.**

The entity, with regard to waste management, must follow the principles of the five R's: replace, reduce, reuse, recycle and recover/repair. Thus, the correct prevention of waste, its minimisation, the reuse of the waste finally generated, the recycling of those that cannot be reused and, ultimately, its energetic valuation, avoiding the final destination of landfill, must be ensured. Furthermore, for all waste generated and in order to guarantee its correct segregation, facilities must be available where it can be stored in a classified and safe manner. According to the recycling pyramid, the most important thing is waste prevention, but if this point is not reached, waste should be minimised.

### **Requirement 12.3: Minimize external inputs and waste generation, by increasing proximity consumption.**

The entity favours the reuse of goods for the production of other goods, avoiding the generation of more waste and saving on the acquisition of new materials, or in the case of the need for inputs, promoting their acquisition through local companies.

### **Requirement 12.4: Implement responsible production and consumption criteria.**

The entity has a procedure that allows the monitoring and measurement of the consumption of raw materials that generate a greater volume of waste, with quantifiable indicators in order to draw comparisons between years and to establish improvement objectives aimed at reducing such consumption. This procedure must be developed on the basis of a commitment to responsible management and consumption.

### **Requirement 12.5: Collaborate with administrations and other actors to follow common sustainability criteria.**

The entity collaborates with the administration and institutions, as they are the referents that set the guidelines and legislation on responsible consumption, and also provides solutions that help to have a responsible production and consumption.

### **Requirement 12.6: The company collaborates with companies in its territory to promote sustainability criteria.**

The entity collaborates with companies to offer sustainable products and, at the same time, demand sustainability parameters from others.

## **SDG 13. Climate Action**

Businesses contribute to climate change and are affected by it. Therefore, it is in the sector's own interest that it plays a leading role in the global response to climate change. They must be a stage in the battle against climate change. This requires sharing assets, mobilizing resources and innovation capacity, and creating favourable frameworks for low-carbon initiatives in key areas such as sustainable mobility, energy efficiency and renewable energies.

### **Requirement 13.1: Feature initiatives aimed at measuring and compensating the carbon footprint.**

The entity must calculate and know the footprint produced by its own activity, making use of the carbon footprint calculation tool, which should serve to understand what the main sources of greenhouse gas emissions are, in order to minimise them as far as possible. In addition, these tools make it possible to keep track of consumption, setting key targets to be met. Greenhouse gases: gases that are present in the Earth's atmosphere and that give rise to the phenomenon known as the greenhouse effect. The most important greenhouse gases that cause human activity are carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O), chlorofluorocarbons (CFCs) and ozone (O<sub>3</sub>).

### **Requirement 13.2: Support and promote sustainable mobility at all levels and for all audiences.**

The entity, as far as possible, provides information on public, collective or low environmental impact transport, for any travel during the development of the activity. The information should include routes, points of interest traversed and fares for these means of transport. Where possible, the use of bicycles is an excellent means of transport for the philosophy of the route.

### **Requirement 13.3: Implement programs to increase the company's resilience to climate change.**

The entity shares assets, as it is important to mobilise the resources and innovation capacity of this sector, as well as to create favourable frameworks for climate compatible low-carbon initiatives in key areas such as sustainable mobility, energy efficiency and renewable energies. Any entity or territory must become a stage in the battle against climate change.

## **SDG 14. Life Below Water**

Development in maritime destinations must therefore be a part of integrated coastal zone management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle for promoting a blue economy and a conservative vision of the marine environment.

### **Requirement 14.1: Collaborate to prevent water contamination in any environment.**

The entity collaborates with third parties to implement policies aimed at preventing maritime pollution. It is also committed to a local economy that prioritizes local fish suppliers and short supply chains, avoiding globalized and super-technical products.

### **Requirement 14.2: Ensure the sustainable use of aquaculture and marine resources.**

The sustainable coastal entity must implement strategies and measures to conserve and, where appropriate, restore aquatic ecosystems and their biodiversity from the impacts of any activity. Development in maritime territories should therefore be part of integrated coastal zone management in order to help conserve and preserve fragile marine ecosystems and serve as a vehicle to promote a blue economy and a conservative vision of the marine environment.

### **Requirement 14.3: Encourage awareness and respect for aquatic ecosystems.**

The entity whose activity involves contact with aquaculture and/or marine resources must provide indications with a high awareness-raising intention to the persons participating in these activities, with clarifications on what behaviour they should adopt, what behaviour they should not carry out and how to act in each case.

### **Requirement 14.4: Develop and offer sustainable activities that promote the respectful use of beaches and environments.**

The entity minimises the effect of the services offered that may have an impact on the aquatic and/or marine ecosystems in which they are carried out, always and in all cases maintaining minimum distances so as not to be invasive and respecting the special protection zones which must not be accessed under any circumstances. Activities and products offered in the marine environment, such as whale-watching, motorised recreational activities or other water sports and activities, can have a strong impact on the delicate balance of the coastal and deep marine environment.

## **SDG 15. Life on Land**

Sustainable entities must adopt strategies and measures related to the prevention of negative impacts, conservation and restoration of landscapes, biodiversity and geodiversity in the scope of their activity. They must also promote new forms of territorial compensation based on flows of ecosystem values.

**Requirement 15.1: Collaborate on initiatives that assess and correct the environmental impact of the activities on the biodiversity.**

The entity helps to establish systems to assess the environmental impact of the activity on biodiversity, habitats and landscapes, including urban areas and the effects of pollution, and has the capacity to anticipate environmental risks and correct their adverse effects.

**Requirement 15.2: Feature information about the natural resources of the territory, its places of interest and its levels of responsible use.**

The entity ensures that its own staff is properly trained to inform about the particularities of the territory or entity in terms of biodiversity, ecological sensitivity and protection, and that it effectively provides this information to clients. The entity must take responsibility for the training and awareness-raising of its staff, by including this type of action in annual training plans.

**Requirement 15.3: Guarantee the maintenance of the native flora and fauna, as well as the norms referring to exotic species.**

The entity avoids the commercialization or exhibition of exotic species, helping to preserve the local flora and fauna.

**Requirement 15.4: Develop activities that respect natural heritage globally, including interaction with animals.**

The entity carries out its activity without negatively impacting protected areas, and if there is a relationship with animal/plant species, it must be carried out in a responsible manner, monitoring the contacts that will occur with the species, treating them correctly and avoiding in any case the introduction of other species that are not native to that environment.

**Requirement 15.5: Apply measures to prevent the degradation of the habitats, species and ecosystems of our territory.**

The entity adopts strategies and measures related to the prevention of negative impacts on the terrestrial natural environment and helps in the conservation and restoration of landscapes and the protection of biodiversity.

## **SDG 16. Peace Justice and Strong Institutions**

We need more efficient, community-based management, more transparency, more participation, more equity, as well as less profit at all costs, less exploitation of resources and people, less intolerance, less segregation. In other words, we need governance that inspires sincerity and participation by all.

### **Requirement 16.1: Promote an honest, inclusive, responsible and participatory governance system.**

The entity is efficient and oriented towards the well-being of its employees, customers and the community in general where it operates. This implies transparency, participation and equity.

### **Requirement 16.2: Feature a system of indicators that allows to evaluate the continuous improvement in sustainability.**

The entity has a procedure or tool that allows for the monitoring and measurement of sustainability improvement.

### **Requirement 16.3: Feature mechanisms to measure the level of customer satisfaction.**

The entity carries out the necessary techniques to measure the satisfaction of the users with respect to the quality of the activity, such as surveys, questionnaires, customer suggestion boxes, etc.

### **Requirement 16.4: Adequately inform customers about services and infrastructures of public interest.**

The entity provides to its clients, information related to the services and infrastructures of interest close to the company. Information is provided on sites of interest, for example commercial entities, hospitals, transportation, communications, among others.

### **Requirement 16.5: Adequately inform customers about sustainable commitments.**

The entity must publicize its commitment to sustainability and, therefore it must provide the documentation that includes the main milestones of this commitment, to all interested parties. The sustainability policy must contain a commitment, its main objectives and purposes, be available in the most common languages and be displayed and communicated through the entity's various communication channels.

### **Requirement 16.6: Feature policies that help to avoid any type of exploitation in the sector.**

The entity publicly expresses its rejection of any practice that violates the rights of people or their physical or moral integrity, and carries out policies that support it, being an active part in the fight against violence and exclusion.

### **Requirement 16.7: Feature a system of indicators to measure the quality in the entity.**

The entity has a quality of service offered that is basic to a competitive company, which is inextricably linked to sustainability.

## **SDG 17. Partnership for the Goals**

The sustainable governance of destinations, beyond the competencies of governments and administrations, is one of the great challenges of today. The construction of alliances for sustainability, tending to revitalize the Global Alliance for Sustainable Development constitutes the guide in the development of this objective.

### **Requirement 17.1: Participate in a local or global sustainability network or alliance.**

The entity engages in local or global programmes and initiatives and through public-private and multi-stakeholder partnerships to help achieve the 2030 Agenda.

### **Requirement 17.2: Facilitate the exchange of good practices and knowledge in the company.**

The entity participates in projects and initiatives that facilitate the exchange of information on sustainable practices to employees and between companies.

### **Requirement 17.3: Collaborate with academic institutions or other entities on initiatives for innovative sustainable development.**

The entity contributes actively to sustainable development, which necessarily presupposes the participation and collaboration of all actors, public and private, involved in the activity in the territory. This concertation must be based on effective cooperation