

Mar. 2023

BIOSPHERE DESTINATION COMMUNITY

# BIOSPHERE



A pioneering and  
visionary initiative.

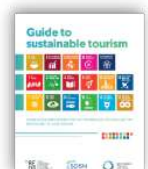
The comprehensive system of  
management, recognition and  
certification through  
accompaniment and advice on  
continuous improvement towards  
Horizon 2030.

# + 25 years of experience in sustainability



**Biosphere is the international sustainability management and certification system of the Responsible Tourism Institute.**

The current working standard, Biosphere Sustainable, is the only methodology created as a result of the 4 international summits sponsored by UNESCO and UNWTO during the International Year of Sustainable Tourism, to work on the basis of the 17 SDGs and with indicators developed jointly with SDSN-Spain.



[Read the SDSN Guide](#)



# Biosphere International Community

The largest international community  
of destinations and companies  
aligned with sustainability.

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About us

Why Biosphere?

# Operating in more than 77 countries and 3,480 companies

## Why Biosphere?

Because it helps you **to define, organise and make visible your sustainable objectives and priorities** in the short, medium and long term.

A model with which to draw up your personalised sustainability plan: you decide which criteria to include in your plan, organising your efforts by SDGs and United

Nations. A system with which to highlight your good practices and improve your positioning, reaching a market of consumers looking for more sustainable experiences.

With Biosphere you will be able to demonstrate your efforts in real time, sharing all your achievements and progress with the guarantee of **a system based on the 2030 Agenda and the 17 SDGs.**





**+ 300**

### Options

A methodology with total freedom of decision and action. Visualise hundreds of possible good practices, connected to the 17 UN SDGs. Choose the ones you want to work on and implement and evidence them at your own pace.

**+ 24**

### Typologies

A flexible system adapted to your reality, your resources and your capacity for action. You will be able to give access to all members of your organisation, areas and departments.

**9**

### Languages

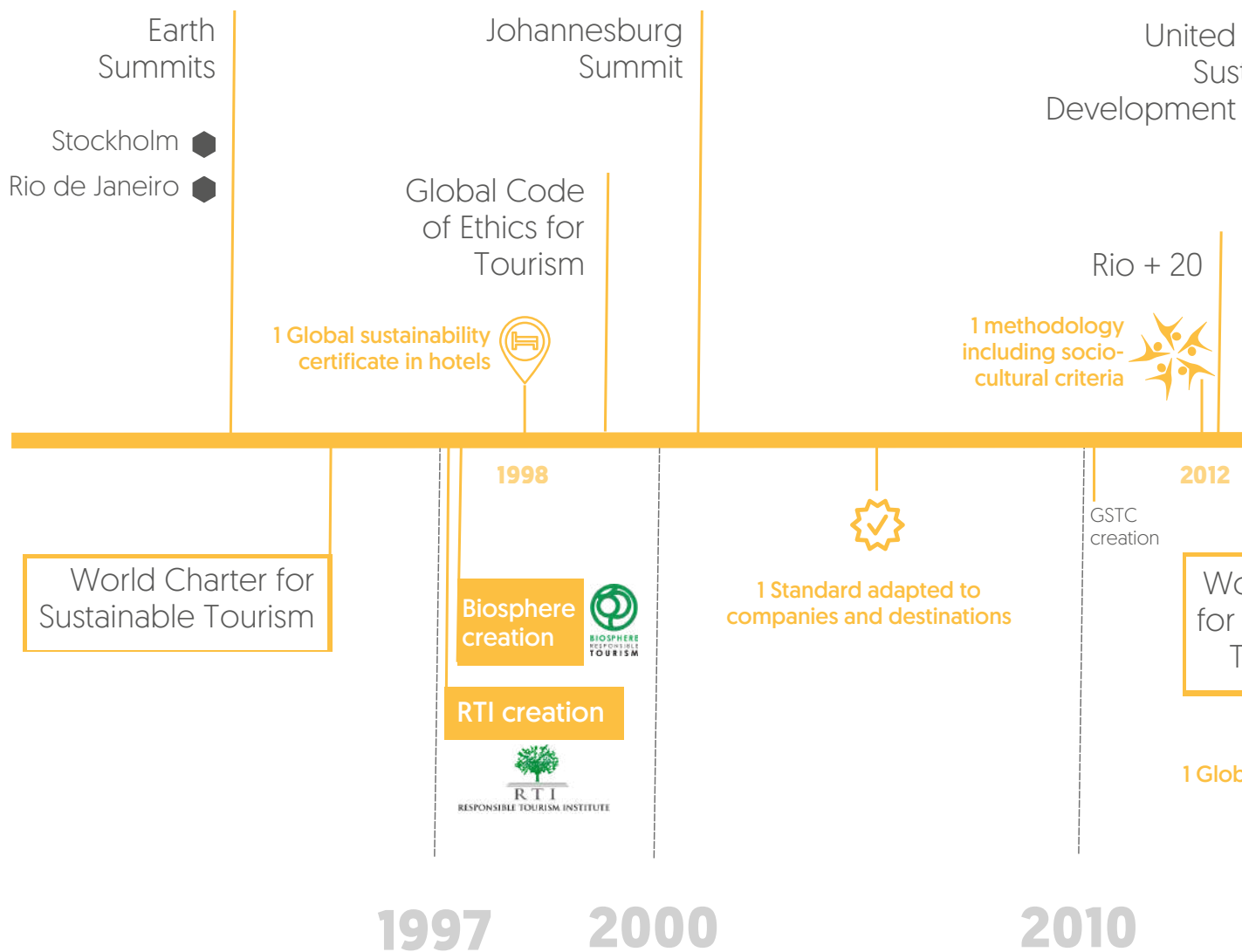
Manage all your sustainable information in your preferred language: Spanish, English, French, German, Catalan, Portuguese, Chinese, Russian and Turkish. We will communicate your efforts in all of them to reach your markets.

**100%**

### Online

Manage your sustainability plan from a single platform. Work online on all your sustainable processes and consumption. Control and monitor your progress in real time digitally.

# Our journey developing the culture of sustainability



- Association founded in 1995 with a **MoU with Unesco**
- **+25 years** of experience in sustainability certification
- **Founding** member of the GSTC

Nations  
tainable  
Summit



International Year of  
Sustainable Tourism  
for Development

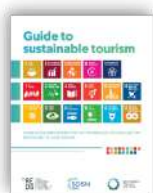


Operating in  
32 countries

Operating in  
67 countries

World Charter  
Sustainable  
Tourism +20

Global Certificate of  
Destination



Biosphere &  
2030 Agenda



BIOSPHERE  
SUSTAINABLE

New Biosphere  
Sustainable system

2015

2017

2020

2023



- **International reference network** for the achievement of the SDGs: Universities, administrations, companies and civil society.
- Established in 2012 by the former **United Nations** General Secretary
- Body that develops the **Annual sustainability reports**



# An international guarantee

### International Organizations



As the first methodology to include socio-cultural issues, and the first to certify at destination level internationally, it has been recognised as the **best sustainability management and certification tool in the world** in the report produced by the University of Sherbrook, Canada, & Tourisme Durable Quebec.

### Administrations and DMOs



More than **55 destinations** around the world align their public policies and business models with the objectives and principles of the United Nations with Biosphere.

### Search engines & OTAS



With the growing interest of demand to be more informed and to be able to identify sustainable options in the market, **the main booking channels and tour operators** are highlighting companies that work with Biosphere sustainability as a seal of guarantee of their good practices and sustainable efforts.



# How each actor is involved in the sustainability chain

At Biosphere we are aware of the importance of our actions being as respectful as possible. That is why we have developed the "Biosphere Sustainable" culture of sustainability, which allows us to pave the way towards continuous improvement from all areas of action, involving all stakeholders with a sustainable lifestyle. We call it the "Biosphere Circle", a unique approach in the world that integrates and connects destinations, institutions, companies, clients, employees, travellers and citizens.



Companies

Join the community

# Certification adaptable to your business model

## Customize your plan

Forget static questionnaires and procedural certification processes!

Biosphere Sustainable offers the opportunity to [access a process of continuous improvement](#), developing your own Plan, adapted and customised to the needs of your company, and connected to the 169 targets and 17 SDGs of the UN.

Evidence your sustainable efforts, however small, and when you reach an optimal level, apply to be audited for the first time to obtain your "Certified" distinction, with an online third party [audit process](#). Recognise your good practices internationally and communicate your efforts in real time!

Continue on your path towards continuous improvement and demonstrate your progress year after year in random audits.



# A system recommended by more than 3,000 companies worldwide!



**Burak Ünver**

General Manager at SMARTments

"Biosphere has a special motivating aspect: each of our accommodations can work on the sustainable targets of the chain individually and demonstrate their compliance. This decentralised application increases the employees' sense of responsibility for sustainability."

**M.a Luz Fraile**

Tourism Area General Manager at Satocan Group

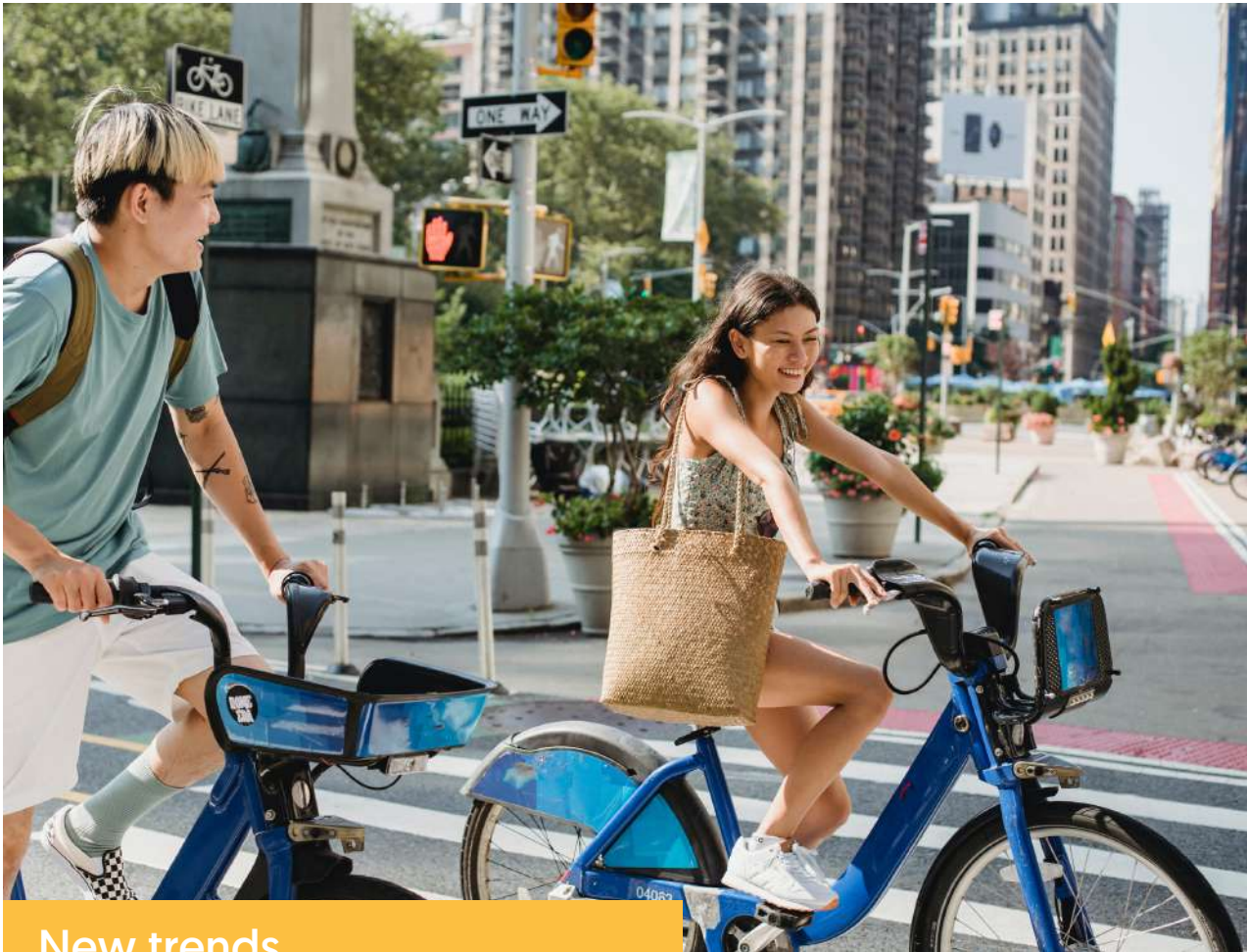
"The Biosphere methodology helps us to define, organise and make our priorities and objectives visible".



**Jaume Agustí Maragall**

AVP Culture & Sustainability Apple Leisure Group Europe

"Biosphere certification has understood perfectly what the tourism sector needs. A model of recognised prestige and adaptable to any business and territorial reality. It allows us to involve employees and customers, promoting continuous improvement in ESG, in a real and attractive way".



# A more responsible consumer

As Booking.com's Sustainable Travel Report 2022 indicates, **81%** of travellers worldwide want more sustainable options and **38%** seek information about sustainability in their travels.

Emerging consumer trends show that societies are rewarding sustainability and good practices of companies and administrations in an increasingly globalised

and informed world. According to Forética 2022, "**8 out of 10** consumers would be willing to choose a responsible product under equal commercial conditions".

"**49%** would be willing to pay more for more sustainable options".



**100%**  
*of Ibex35  
companies*

Claim that their  
investments in  
sustainability are  
economically  
profitable and result  
in considerable  
competitive  
advantages.

| Source: UN Global Compact, 2023

**Try for free**



## **+ Productivity**

Models that integrate sustainability improve efficiency and performance; prevent illness and accidents; increase job satisfaction and reduce absenteeism.

## **+ Profits**

Implementing sustainable models can boost revenues by reducing procurement costs through material reuse and optimizing supply efficiency processes.

## **+ Competitiveness**

"Companies that have made a strong commitment to sustainability have outperformed their stock market competitors by 11%". Deloitte, 2022.

## **+ Resilience**

Companies that address social, environmental and governance issues are more resilient and overcome crises sooner; they demonstrate a positive correlation between sustainability, profit and solvency.

Destinations

— Join the community



# **Alignment as a destination with the Agenda 2030**



# A continuous improvement process for DMOs



## Biosphere Certified

*Certification of tourism public policies aligned with the 2030 Agenda, the 17 SDGs and their 169 targets.*

- Analysis and diagnostic report
- Action Plan
- External audit



## Biosphere Gold

*Certification of tourism public policies aligned with the 2030 Agenda, the 17 SDGs and their 169 targets.*

*Actions to encourage business engagement.*

- Biosphere Certified
  - Analysis and diagnostic report
  - Action Plan
  - External audit



## Biosphere Platinum

*Certification of tourism public policies aligned with the 2030 Agenda, the 17 SDGs and their 169 targets.*

*Incentivise companies' access to software to manage and recognise their sustainability.*

- Biosphere Certified
  - Analysis and diagnostic report
  - Action Plan
  - External audit

A Biosphere® Gold or Platinum destination gets companies to share their commitment to sustainability, customers to share their sustainable ratings and experiences, and tourists to act responsibly during their visits.



The Biosphere® Gold and Platinum Destinations are the cornerstone of continuous improvement and its translation to companies, travellers and citizens. They are the ones who coordinate the sustainability of the circle through the sustainability of their public policies, the communication and awareness that the Destination makes of its commitment.

Dr. Tomás de Azcárate, President of the RTI.



With Biosphere you identify what to do, how to do it and how to measure it, with the guarantee of a system based on the 2030 Agenda, the 169 targets and the 17 SDGs of the United Nations. A methodology that allows you to involve as many members of the organisation as necessary, as well as employees, customers, citizens and tourists, promoting continuous improvement in ESG, in a real and attractive way.

## Indicators

Specific, explicit and objectively verifiable measures developed with the SDSN-Spain based on the 232 UN indicators, which make it possible to measure and verify progress in achieving the 169 targets based on the actions and activities aligned with the 17 SDGs. The result expresses an assessment that compares real data with maximum, minimum and intermediate thresholds.

## Actions

69 requirements developed from the 17 SDGs, the UN indicators and the SDSN indicators, which highlight what to do to achieve the 169 targets of the 2030 Agenda, grouping a number of interrelated activities. This constitutes the Biosphere standard, developed jointly with SDSN-Spain.

## Activities

A specific task that is possible and feasible to carry out, demonstrating the fulfilment of the action in which they are framed. There is a base of more than 400 actions and the community itself is expanding them, after validation by the technical committee.



[Request a Demo](#)



A system that allows the contribution of tourism to be measured, according to the results of the indicators of the territory:

#### Initial Diagnosis

The sustainability of the territory is determined with respect to the Sustainable Development Goals, with indicators and results on a standardised scale with a traffic light classification, in accordance with the 169 United Nations goals.

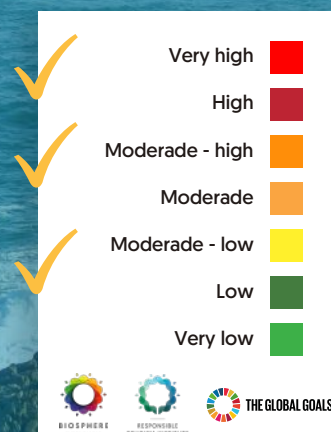


#### Analysis of the contribution of tourism to the degree of sustainability of the destination.

In parallel, an analysis of the contribution of tourism is carried out for each of the 17 SDGs, verifying its influence on the sustainable management of the territory.



The values of both are juxtaposed to establish the degree of contribution of tourism and to detect the challenges for improvement. With this, the actions that could be implemented are identified, prioritising those that will have a particular impact on the territory's sustainability indicators.

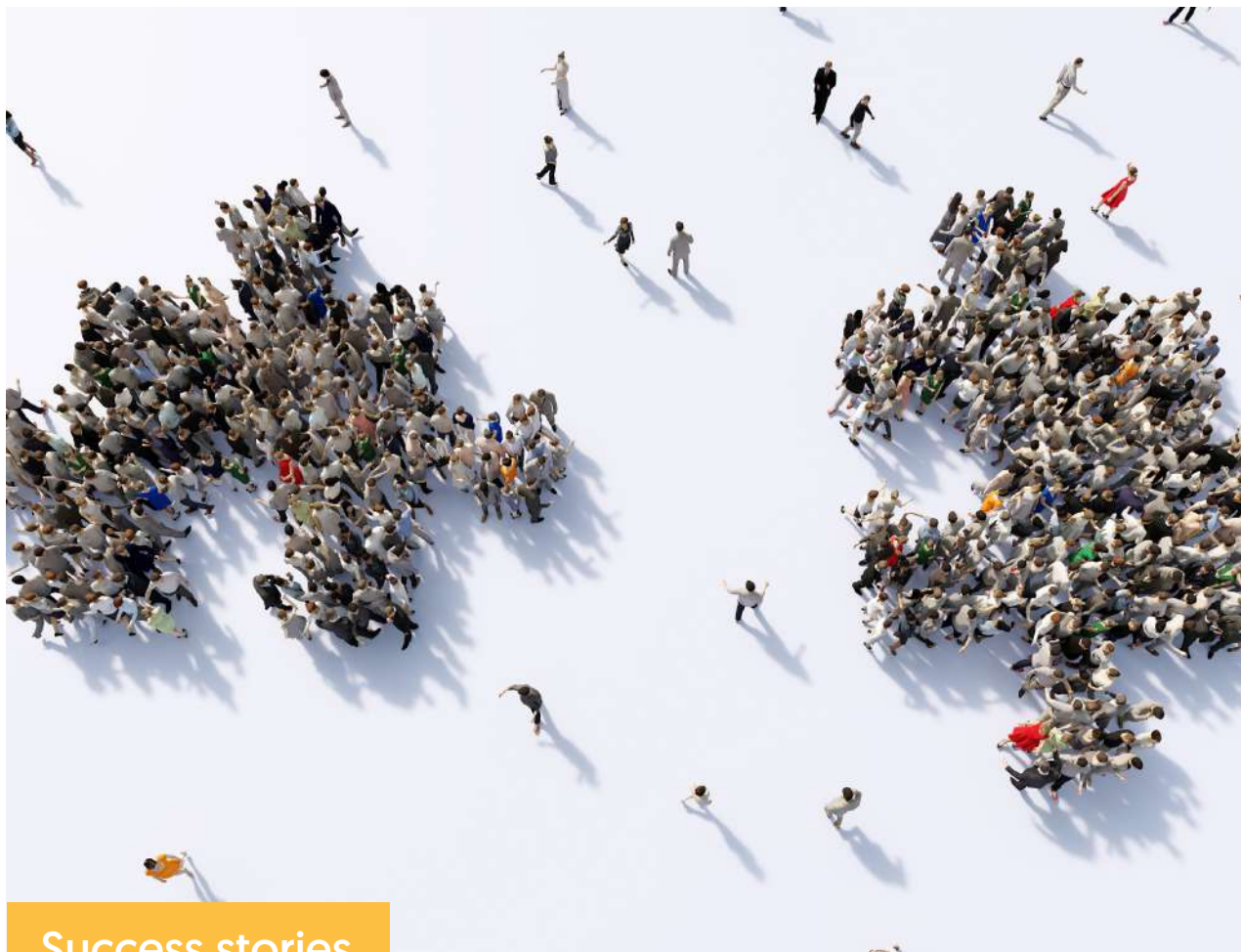


#### Recognition

According to the result of the diagnosis, the team of external auditors will carry out a verification audit of the continuous improvement, issuing a final report.

This report, together with the action plan resulting from the diagnosis, is evaluated by the RTI Technical Committee. With a favourable result, the "BIOSPHERE DESTINATION" seal is achieved. If not, further work on the action plan has to be done to be re-analysed by the Technical Committee.

This is a process of continuous improvement, analysed each year by Biosphere. A monitoring system that serves to propose new actions.



Success stories

# Destinations in ongoing improvement

The design and implementation of a sustainable tourism economy, by its nature, is interdependent. Tourism consumers, tourism businesses, and destination marketing organizations are the key players that must be aligned in their respective values, actions, and activities to ensure our sustainable future as a society.

The vision of the Biosphere Community of

Destinations, which has grown to over 40 members globally and continues to expand, is to connect, inspire, and support tourism managers to achieve their sustainability goals on their terms.

The destinations that commit to the Biosphere process, walk a path of guided continuous improvement, measured by indicators, and aligned with the UN's Sustainable Development Goals.



# Spain

- [Vitoria - Gasteiz](#)
- [Rioja Alavesa](#)
- [Gijón](#)
- [Val D'Aran](#)
- [Urola Kosta](#)
- [Barcelona](#)
- [Costa Barcelona](#)
- [Paisajes Barcelona](#)
- [Pirineos Barcelona](#)
- [Catalunya](#)
- [Huelva](#)
- [Sant Julià de Lòria](#)
- [Condado Doñana](#)
- [El Pirineo y las Tierras de Lleida](#)
- [Sierra de Aracena y Picos de Aroche](#)
- [Vilafranca del Penedés](#)
- [Tossa de Mar](#)
- [Sitges](#)
- [Calafell](#)
- [Costa Huelva](#)
- [Peñíscola](#)
- [Escorca](#)
- [La Palma](#)
- [Tenerife](#)
- [Guía de Isora](#)
- [Gran Canaria](#)
- [Lanzarote](#)
- [A Coruña](#)

# South America

- [Maricá](#)
- [Rurrenabaque Madidi Pambas](#)
- [Melgar](#)
- [Maraey](#)

[Click on each destination for more information](#)



## PODCAST "CALAFELL MATÍ"

The radio station "Calafell Radio" has sections on health, gastronomy and history, among many others, with which it informs and educates the population with an extraordinary cultural contribution about Calafell.

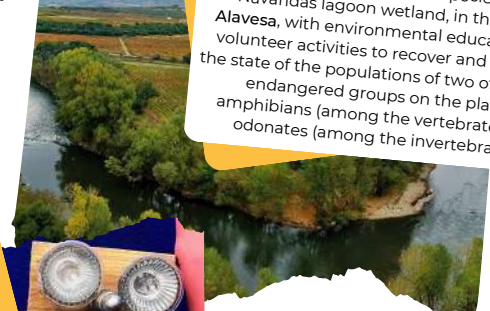
## AUGMENTED REALITY TOURS

Guía de Isora Town Council has installed information tables in its coastal areas, with augmented reality and QR technology. In this way, it shares the marine biodiversity of the municipality from a sustainable perspective, teaching good practices to citizens and tourists for the conservation of the local marine fauna.



## MICRO-WETLANDS OF RIOJA ALAVA

An environmental project to promote the quality and habitat of the species of the Navaridas lagoon wetland, in the Rioja Alavesa, with environmental education and volunteer activities to recover and improve the state of the populations of two of the most endangered groups on the planet, amphibians (among the vertebrates) and odonates (among the invertebrates).



## SITGES RECICL-ART TE

An annual festival of recycling and responsible art in Sitges, which aims to raise awareness and publicise the consequences of our habits on the health of the environment. With playful actions, the reality of our oceans and coasts is exposed, in order to raise awareness in a more responsible consumption of plastics to reduce pollution.



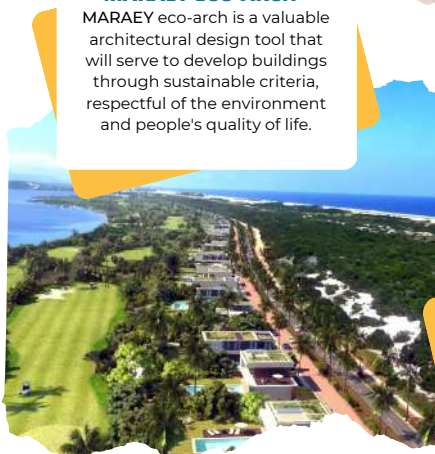
## SOLIDARITY "VILABIKES"

Vilafranca del Penedés, with training and integration programmes for young people in the town, recovers disused bicycles, repairs them, paints them and distributes them to groups of people with mobility needs for their journeys to work and places of training.



## MARAAY ECO-ARCH

MARAAY eco-arch is a valuable architectural design tool that will serve to develop buildings through sustainable criteria, respectful of the environment and people's quality of life.



## TALES FROM MY VILLAGE

The Secretariat of Economic Development and Tourism of Melgar - Tolima, involves educational centres with a competition for local young people aged 10 to 21 years old. They must research and generate stories about Melgar in order to create awareness and a sense of belonging that favours the conversation of local values and experiences.



# Portugal

- Aldeias Históricas de Portugal
- Alentejo
- Centro de Portugal
- Mafra
- Vouzela
- Reserva de Biosfera Transfronteriza Meseta Ibérica

## IBERIAN PLATEAU MENU

A menu inspired by the "km 0" concept as an initiative to enhance the value of endogenous products and the gastronomy of the territory. A project to develop a quality, healthy and tasty gastronomy, using the gastronomic heritage of the Meseta Ibérica and valuing its products and traditions.



## BC ALE TRAIL

This is a programme that refers to self-guided itineraries through the different regions of **British Columbia**, to discover the local brewery, local pubs, restaurants, cafes, liquor shops, outdoor activities, sightseeing and accommodation.

## INDIGENOUS TOURISM

Through a joint partnership, Thompson Okanagan Tourism Association has created an Indigenous Tourism Specialist in the region to work directly with the 33 Indigenous communities living there to promote authentic Indigenous products and services and the history and culture of the Interior Salish Peoples.



# Canada

- Thompson Okanagan
- Northern British Columbia
- Vancouver Island
- Kootenay Rockies Tourism Association
- Greater Victoria
- Cariboo Chilcotin Coast Tourism Association

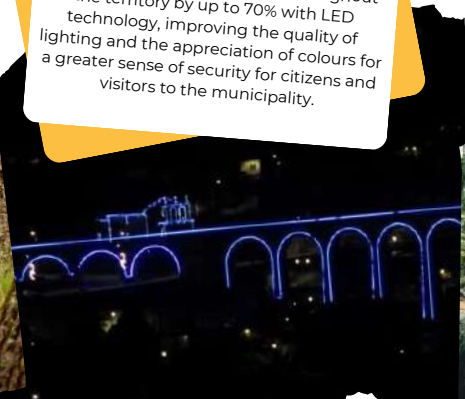
## SUSTAINABLE URBAN MOBILITY

Aldeias Históricas de Portugal and the Municipality of Fundão, enable a pioneering free sustainable mobility service for tourists and residents of the village of Castelo Novo. A fleet of electric cars for 100% sustainable mobility without CO2 emissions or noise.



## LED STREET LIGHTING

Renovation of thousands of public lighting points in the municipality of Vouzela to reduce energy consumption throughout the territory by up to 70% with LED technology, improving the quality of lighting and the appreciation of colours for a greater sense of security for citizens and visitors to the municipality.



## FLAVOURS OF "TAPADA REAL" PROJECT

Gastronomic sample route with local restaurants in the municipality of Mafra, where the dishes are made with prey from animals hunted in hunting management actions, promoted by the Tapada Nacional de Mafra, necessary to ensure the ecological balance and the renewal of local species, given the absence of natural predators in the area.



## TAX TO PROMOTE LOCAL HOUSING

Vancouver Island applies a tax of no more than 3% on sales of short-term accommodation. The revenue from this tax is used primarily to support affordable housing initiatives in the local community. By investing tourism money in affordable housing, the tourism activity itself contributes to the local community, increasing the quality of life for residents.





# Meet us!



What are you waiting for to join us?



Biosphere Destination Community

# BIOSPHERE



Join the Biosphere Community, a  
feasible and scalable sustainability  
alignment process

## BIOSPHERE



Biosphere Community:

[www.biospheresustainable.com](http://www.biospheresustainable.com)

Learn more about Biosphere:

[www.biosphetourism.com](http://www.biosphetourism.com)

### Contact Us:

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