

Make change possible
through your organisation,
you decide.



BIOSPHERE
SUSTAINABLE





Why Biosphere?

Because it helps you to define, organise and make your organisation's sustainable objectives and priorities visible. 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 goals. A system with which to highlight your good practices and improve your positioning, reaching a market of consumers looking for more sustainable experiences.



International
Criteria



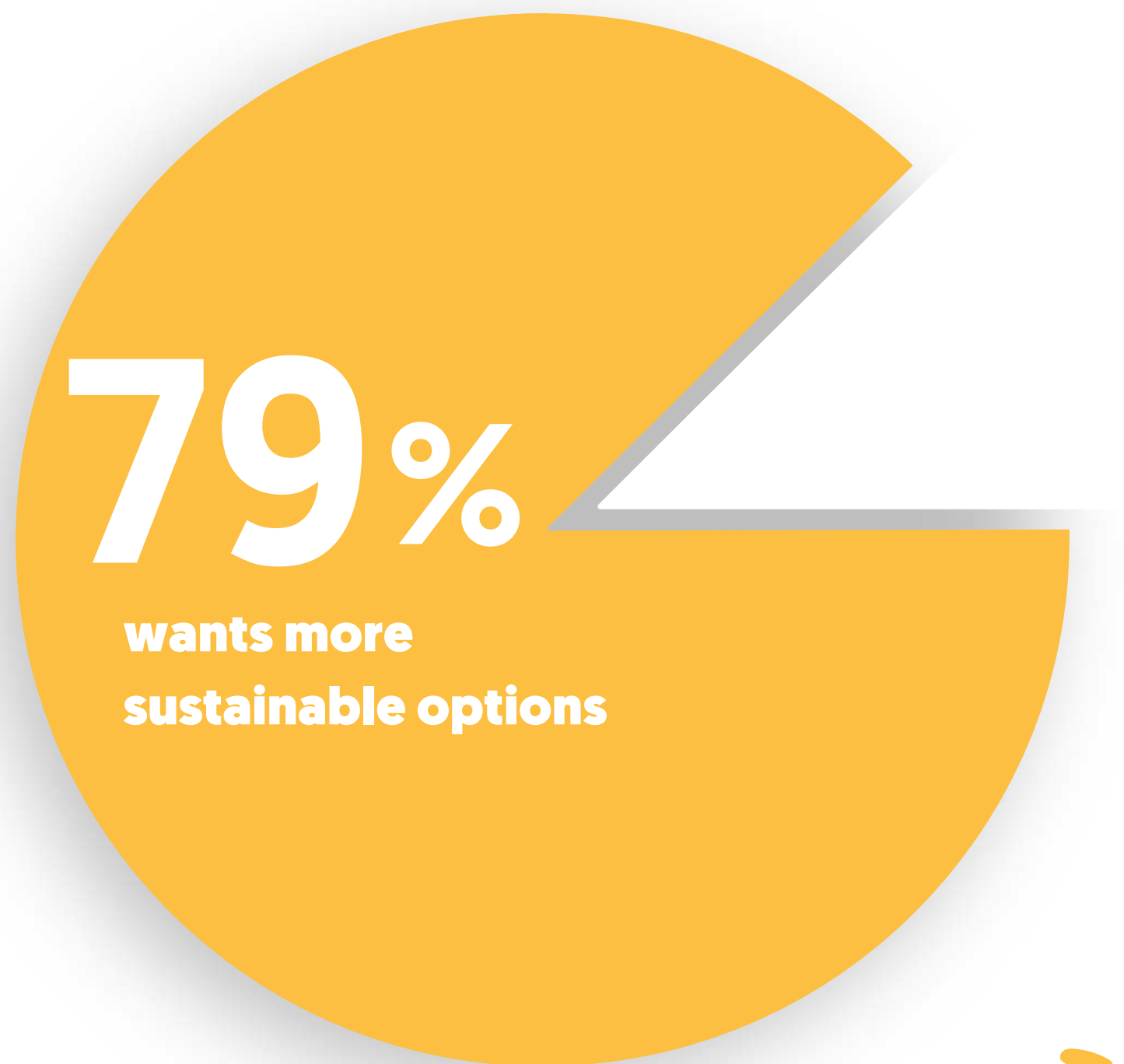
Whole
view



International
recognition



The opportunity a growing demand



Source: Booking, 2023

The responsible consumer

As Booking.com's Sustainable Travel Report 2023 indicates, 79% of travellers worldwide want more sustainable options and 39% are willing to pay more for sustainability-certified options.

On trend

#local #authentic #sustainable #eco

39%

pay more for sustainability-certified options

74%

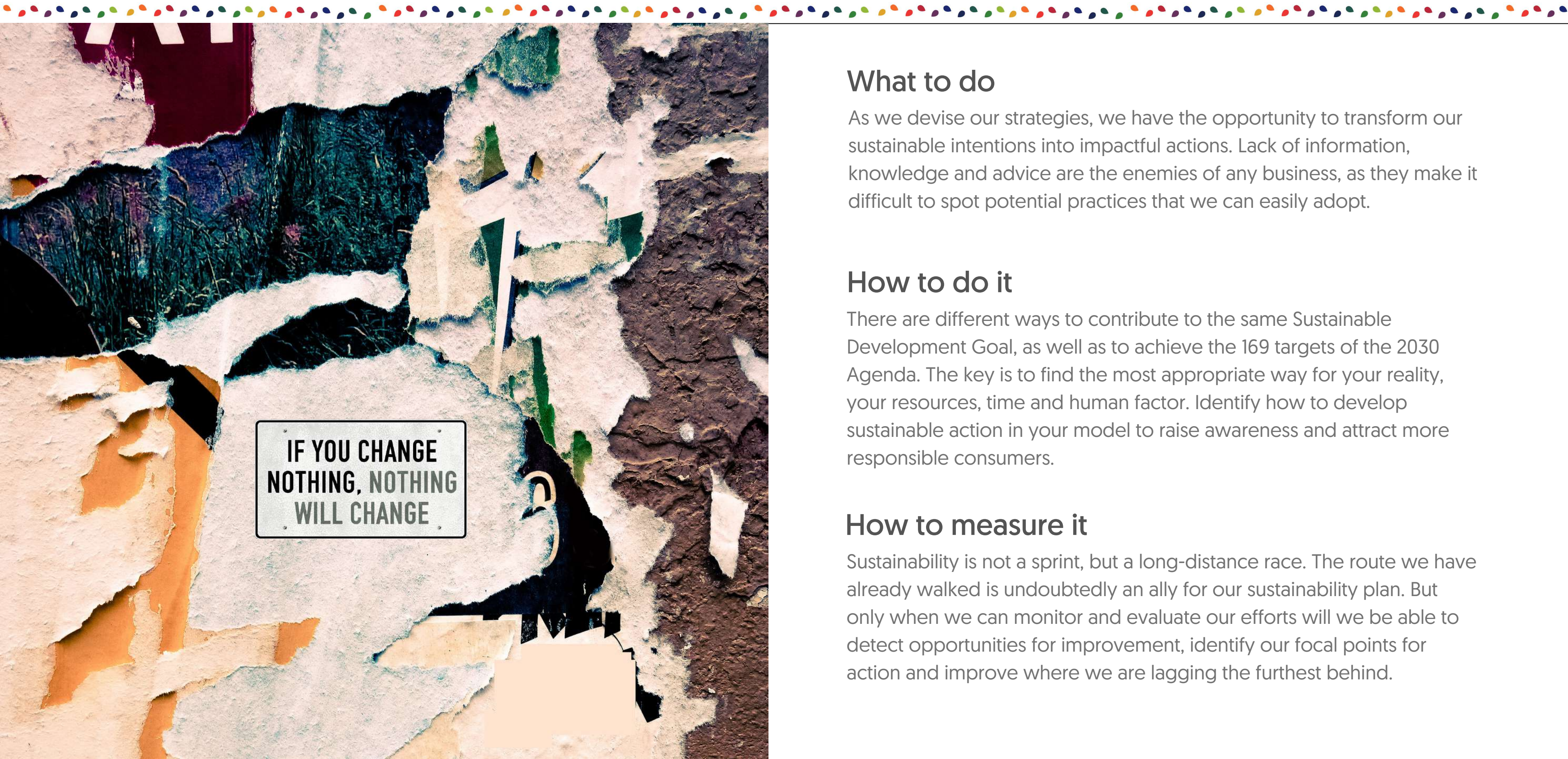
look for authentic and representative experiences of local culture

79%

of travellers worldwide want more sustainable choices



The answer



**IF YOU CHANGE
NOTHING, NOTHING
WILL CHANGE**

What to do

As we devise our strategies, we have the opportunity to transform our sustainable intentions into impactful actions. Lack of information, knowledge and advice are the enemies of any business, as they make it difficult to spot potential practices that we can easily adopt.

How to do it

There are different ways to contribute to the same Sustainable Development Goal, as well as to achieve the 169 targets of the 2030 Agenda. The key is to find the most appropriate way for your reality, your resources, time and human factor. Identify how to develop sustainable action in your model to raise awareness and attract more responsible consumers.

How to measure it

Sustainability is not a sprint, but a long-distance race. The route we have already walked is undoubtedly an ally for our sustainability plan. But only when we can monitor and evaluate our efforts will we be able to detect opportunities for improvement, identify our focal points for action and improve where we are lagging the furthest behind.



The answer is Biosphere

BIOSPHERE: The Platform that promotes a culture of sustainability

100%

Online

Manage your sustainability plan digitally, from a single platform. Work in a single database with all the information on your sustainable processes and consumption.

+ 300

Possible options

A methodology to freely choose how to align yourself with the 2030 Agenda, identifying all the national and international criteria in sustainability so you can choose which ones you want to work on and demonstrate them all at the same time from a single platform, but from the ground up and connection to the 169 goals and the 17 SDGs of the United Nations (GSTC, ISO, GRI, all the criteria of the Sustainable Hospitality Alliance standard, the European Charter for Sustainable Tourism +20 as well as the eco labels Travelife, Green Key, Green Globe, Earthcheck, WTTC Basics, Travalyst, Booking.com, ...).

+ 24

Typologies

A flexible system adapted to more than 24 different typologies and for any destination; regardless of your main activity, size or location.

9

Languages

All your sustainability information is available in Spanish, English, French, German, Catalan, Portuguese, Chinese, Russian and Turkish. You will be able to use the platform and upload your evidence in your preferred language. All your efforts will be communicated in all languages to reach all your markets.



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What is Biosphere?



Biosphere is the **Responsible Tourism Institute's** international sustainability management and recognition system. The current working standard, Biosphere Sustainable, is the **only methodology created as a result of the 4 Summits sponsored by UNESCO and the UNWTO** during the International Year of Sustainable Tourism, to work on the basis of the 17 SDGs and with indicators developed jointly by the International Year of Sustainable Tourism, to work on the basis of the 17 SDGs and with indicators developed jointly with the **SDSN-Spain**.



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



- **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**



Click on the logos for more information

A system that meets the criteria and requirements of:



SUSTAINABLE DEVELOPMENT GOALS



United Nations Climate Change



WORLD SUMMIT ON SUSTAINABLE TOURISM +20



All national and international seals and processes





An international guarantee

International organisations

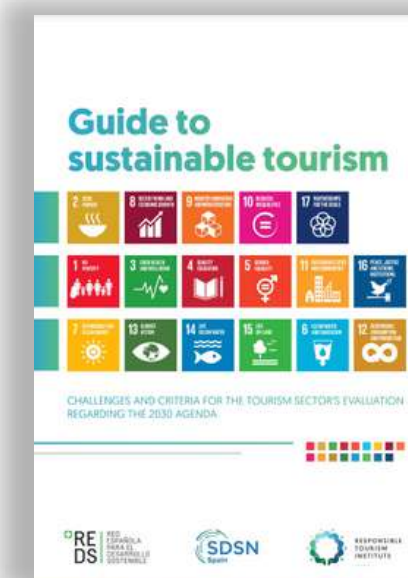
As the first methodology to include socio-cultural issues, and the first to be applied at the destination level internationally, it has been recognised as the **best sustainability management and recognition tool in the world**, in the international report produced by the University of Sherbrook & Tourisme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

Administrations and DMOs

More than **55 destinations** (DMOs) around the world are currently working with Biosphere to align their public policies and business models with the goals and principles of the United Nations.

Booking channels and search engines

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 guarantee of their good practices and sustainable efforts.

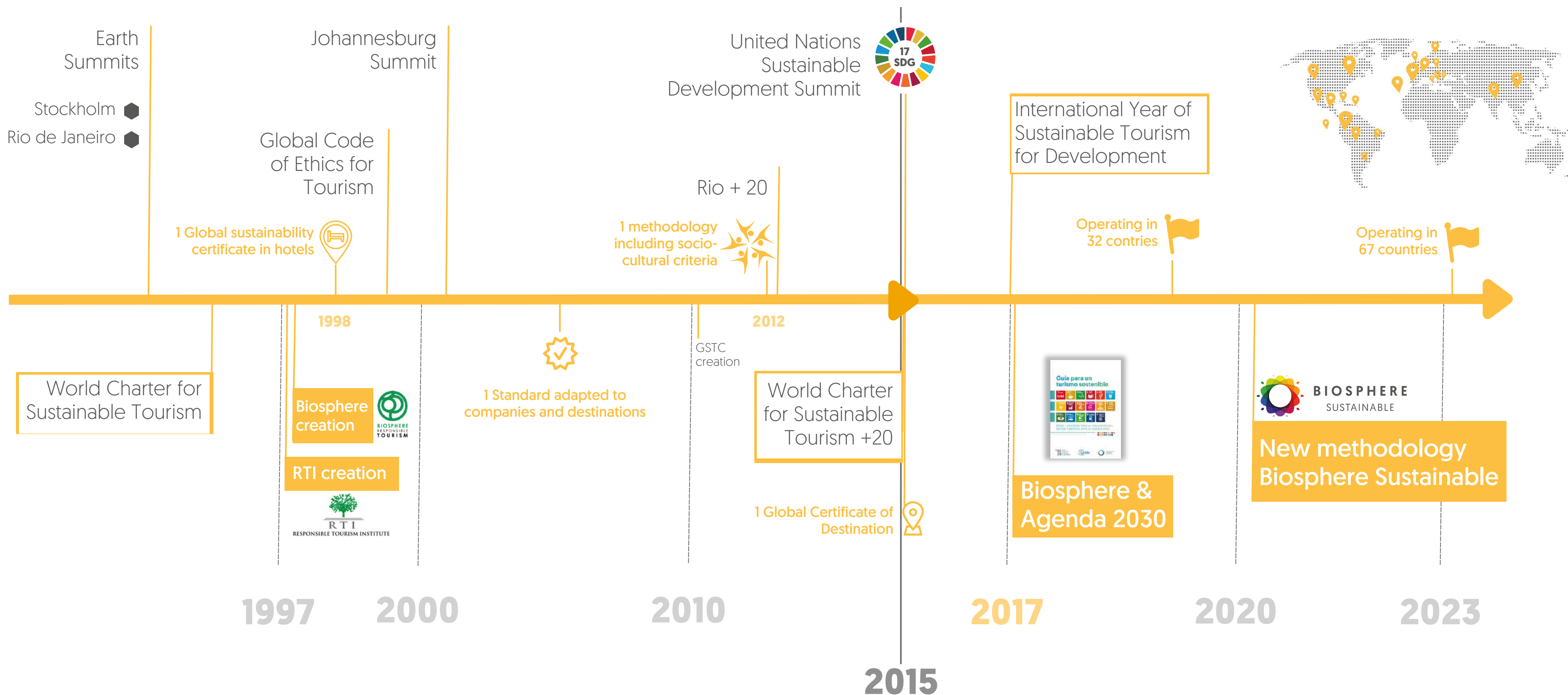


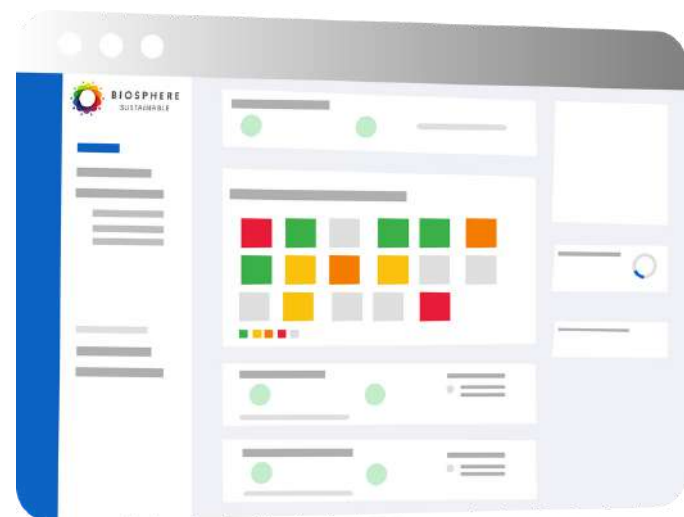
Click and
download
them!





Our journey developing the culture of sustainability





Biosphere Sustainable system

Biosphere Sustainable

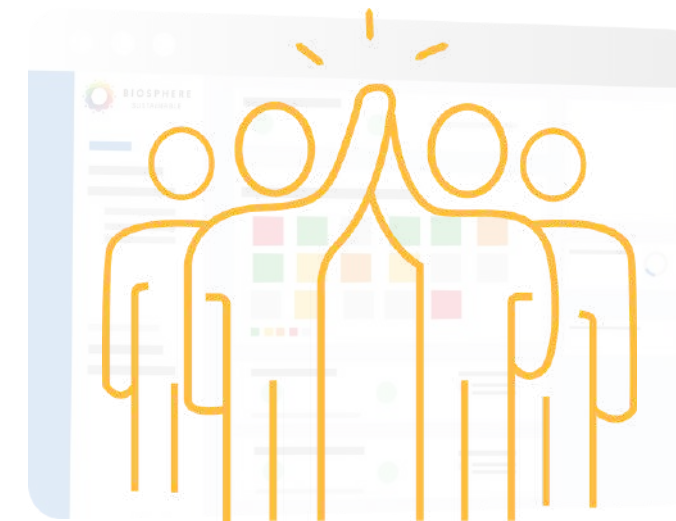
With Biosphere you will be able to demonstrate your good practices in real time, sharing all your achievements and progress with the guarantee of a system based on the 2030 Agenda and the 17 SDGs. **This model will allow you to involve your employees and customers, encouraging continuous improvement in ESG, in a real and attractive way.**



Digitise your information and sustainable development in a simple way. Incorporate your achievements into other processes and discover new ways to improve your sustainability with best practices shared across the community.



Create your own personalised plan for your organisation's sustainability. According to your typology and SDGs, assign sustainable activities, upload evidence through the platform and demonstrate the implementation of your efforts in real time. Manage, evaluate and work dynamically.



Improve your productivity and optimise the impacts of your sustainable actions. Give access to all your employees, departments and areas to work together on the company's sustainability plan. Access from the corporate level for a joint vision of the whole group.



Audit yourself 100% online and get your best practices recognised internationally. Biosphere provides badges containing metadata to communicate your sustainable efforts in real time, without confidential information and with a language adapted to raise awareness.

Biosphere Sustainable process for companies any typology



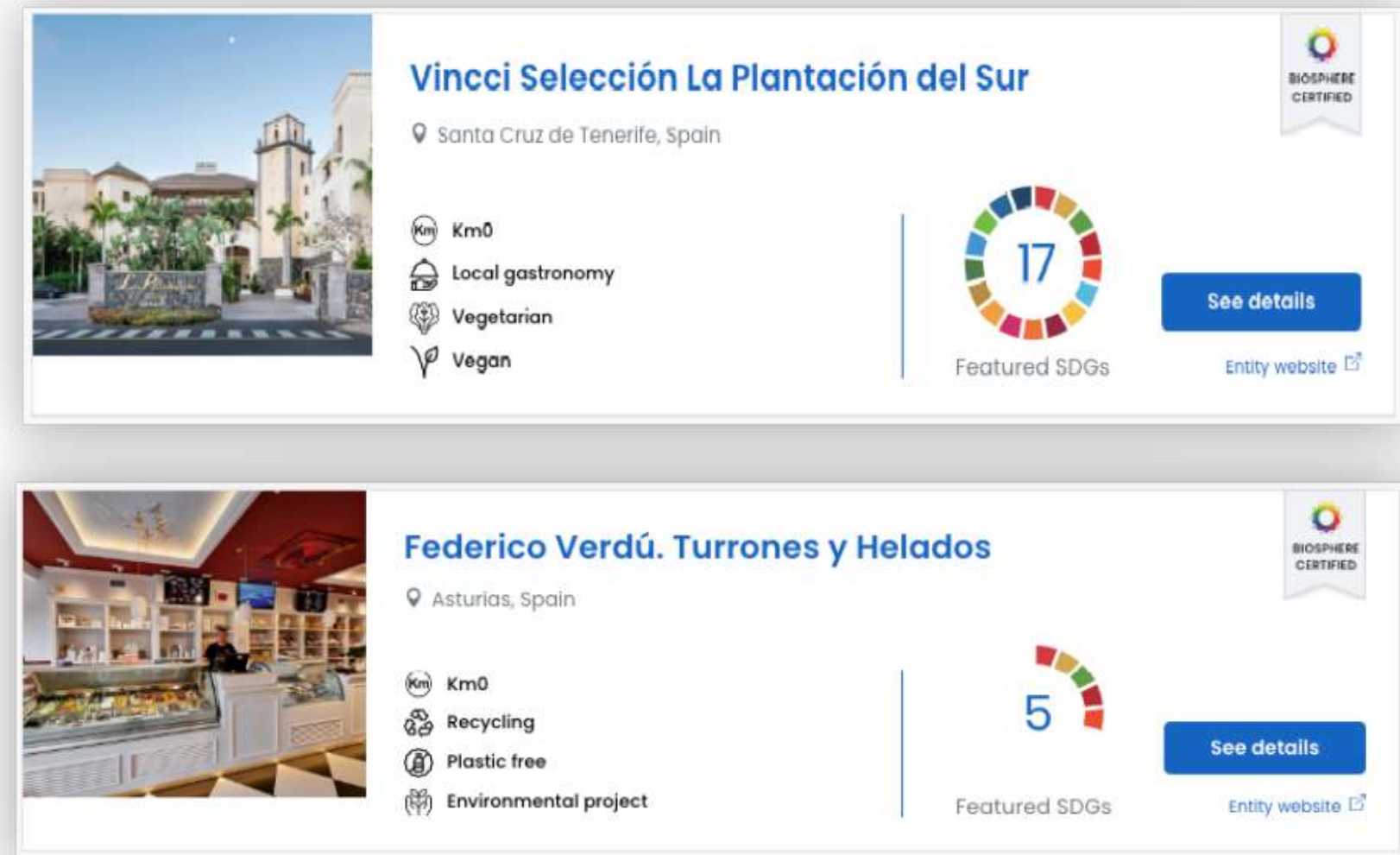
Access to more responsible consumers by ensuring your sustainability

Recognition of your efforts will provide you with distinctive materials that include metadata with a QR code, which can be accessed via the web. Make it easy for potential consumers to find you by your sustainable attributes, demonstrated and guaranteed in a transparent way.



The badge contains metadata for anyone wishing to verify it.

- Highlight your visibility and improve your sales ✓
- Communicate your sustainability successfully ✓
- Drive direct traffic to your bookings ✓



We position your sustainability with the right language

Technical and confidential information is worked on internally in the system with the auditing body. For your customers and potential customers, we adapt the explanation of your best practices to a more understandable language, so that we can inform your target audience of your efforts, raising their awareness and their value.

Why don't we talk? Check our websites and contact us

Find all the information about our services, our community members and try our system for free.



Improve your productivity, visibility and positioning

Transform your offer with a sustainability plan and offer more sustainable experiences. Position yourself with your best practices and gain visibility in a trending market..

Increase your international sales opportunities

Turn your offer into the most requested consumption option. Meet new market needs and differentiate yourself by offering more sustainable experiences.