

# SUSTAINABILITY POLICY

## Sustainable tourism management

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Tourism is a vast and influential sector that affects local cultures and communities as well as the environment.

As a tourism management organization, we commit to complying with sustainable practices throughout our internal and external operations.

The purpose of VisitAalborg's sustainability policy is to rightfully meet the needs of present circumstances in tourism without compromising the

ability of future generations to meet their own needs by preserving and protecting the area's ecosystems and natural resources, as well as the local community and culture.

The policy sets the principles for how VisitAalborg ensures long-term sustainability of its operations and by doing so strengthens the long-term relationship with partners, stakeholders, tourists and contributes to the greater good of our organization.

## Strategic outlook

The following are VisitAalborgs three strategic outlooks, aimed to be the catalyst for practicing and promoting sustainable tourism.

- 1. To become a sustainable DMO by complying with social, economic and environmental sustainability, with the goal of becoming a certified sustainable DMO*
- 2. Supporting Aalborg Municipality in the sustainable transition, by promoting responsible tourism hereunder facilitating partnerships and collaborations to fulfill sustainability demands and ensure sustainable tourism development*
- 3. Aspire to become a sustainable destination by working strategically with sustainability, with the goal of being ranked in the top 10 sustainable destinations on the GDS index*

## Sustainability Approach

We want to be transparent about our sustainability efforts, thus underlining that we are not without shortcomings when it comes to sustainability at this present day. Nevertheless, we have the ambition to improve our sustainability efforts through goals, research, cooperation and new prospects.

We will moreover monitor and assess our efforts and goals through key performance indicators (KPI's) in respects to socio-cultural, environmental and economic sustainability. There will be annual reporting of the results, which will be presented on our website.

Business and procurements with partners, stakeholders and suppliers is handled in regards to our sustainable policy principles as well as our responsible procurement policy.

VisitAalborg's sustainability efforts require engagement and involvement of staff in order to

successfully implement new initiatives and procedures. Practically this entails internal communication on the sustainable development, staff meetings with a sustainable agenda, and cooperation across the organization.

As a way to initiate conversation and trains of thought regarding sustainability and sustainable tourism development, VisitAalborg encourage all employees to take part by contributing with ideas, as well as to be a representative for sustainable conduct and an ambassador for a sustainable Aalborg. All new staff will moreover be introduced and trained to comply with our sustainable practices.

In support of UN's Sustainable Development Goals 2030, we strive to aid Aalborg municipality's Centre for Green Transition by underpinning the sustainable development in the tourism industry with stakeholder engagement and support. From this, we also hope to raise awareness and increase sustainable demand.

## Organizational code of conduct

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There are three main pillars in our efforts with sustainability that we want to address and comply with. These are; socio-cultural sustainability, environmental sustainability and economic sustainability. All three pillars should be a natural part of the ongoing business planning within each of VisitAalborgs business areas.

We also intend to support a number UN's Sustainable Development Goals, based on which areas we, as a destination management organization, can be most influential.



### Socio-cultural sustainability

Without socio-cultural sustainability in tourism development, there are bound to be some negative social and cultural impacts of tourism, on the host community. It is our obligation to help build and maintain the best premises for the local community in Aalborg, making sure that tourism benefit the livelihood of locals and local businesses, which vice versa helps tourism to thrive.

We respect culture and local life, as well as preserving the DNA of Aalborg and its built cultural heritage. We regard social-cultural objectives in tourism development through its opportunities and challenges at all times, hereby making sure that the tourism sector is carefully managed to avoid negative impacts.

Our core task is to attract tourists worldwide and brand Aalborg regionally, nationally and internationally, which we do by authentically presenting all of what Aalborg has to offer. In provision of that, locals of Aalborg should feel proud to be influential ambassadors of the city and empowered to share their stories of Aalborg through organic content distributing and word of mouth.

#WeShareAalborg is a statement made to express how communal contribution to our city make up what Aalborg stands for, moreover conveying principles of hospitality and inclusiveness.

Social responsibility is likewise a fundamental principle of our organization. VisitAalborg support a healthy working culture and environment by ensuring that employees have a sound work-life balance as well as upholding collegial unity and welfare.

We are furthermore committed to human rights, labor rights, equal opportunity and diversity.



## Environmental sustainability

We strive to be conscious of how our daily operations and the overall tourism development in Aalborg affects the environment and natural resources.

By monitoring progress and reviewing our environmental performance with environmental KPI's, practices will continuously be revised to uncover possibilities of how we can decrease our environmental footprint. Currently, this involves:

- proper waste sorting and responsible waste management, hereunder recycling
- endorsing sustainable products from suppliers and stakeholders
- eliminating single-use products
- having procedures in place to eliminate food waste
- reducing high-impact transportation and promoting low-impact transportation options
- implementing ways or technologies to limit water and energy supply

Our environmental sustainability efforts should encourage tourists and hosts and clients for meetings and events to consume and behave with no strains to the environment. This entails presenting information about environmentally sustainable tourism products; hotels, restaurants, attractions, conventions and transportation and their respective certifications and eco-labels.



## Economic sustainability

Tourism can be viewed as an instrument for regional development, as it stimulates economic activities and generates employment. Economic sustainability depend on the fact that natural assets continue to provide the resources and environmental services on which our well-being relies, thus verifying that economic sustainability must also support socio-cultural and environmental factors. In other words, fostering economic growth should not be at the expense of the environment or social-cultural welfare. Instead, all three pillars should work in symbiosis for a holistic approach to sustainable development.

The ultimate way for VisitAalborg to contribute to economic sustainability is through our main focus of attracting tourists. For this, we are strong advocates of utilizing and promoting dimensions of sustainability in the destination. Similarly, we believe that now is the time to commit to sustainable practices and use it as competitive advantage, both for individual businesses, but also for Aalborg as a destination.

It is VisitAalborg's mission to make Aalborg visible regionally, nationally and internationally and show that we are capable of being an international destination for leisure and business tourism. We will hence secure and continue our efforts in marketing, developing and servicing the tourism industry throughout the municipality.

We will gradually develop our role as a development organization, working with databased innovation, event and experience development, hosting, campaigns and projects that can strengthen Aalborg Municipality's attraction. VisitAalborg is furthermore an open organization with a wide range of stakeholders and partners, and our ability to cooperate and enter into partnerships is crucial in order to create value for Aalborg municipality.

The sustainable economic growth facilitated by the tourism industry should overall create new possibilities for local businesses, partnerships, innovation, infrastructure and entrepreneurship, making Aalborg a great city to live in, and to visit.

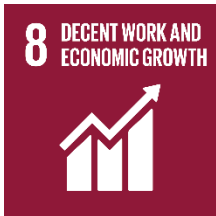
## Sustainable Development Goals

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We aim to contribute to the following Sustainable Development Goals and target points through VisitAalborgs organizational code of conduct and approach to sustainable tourism development.



*Goal 6.3 “By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally”*



*Goal 8.2 “Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labor-intensive sectors”*

*Goal 8.9 “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”*



*Goal 11.2 “By 2030, provide access to safe, affordable, accessible and sustainable transport systems for all, improving road safety, notably by expanding public transport, with special attention to the needs of those in vulnerable situations, women, children, persons with disabilities and older persons”*

*Goal 11.3 “By 2030, enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries”*

*Goal 11.4 “Strengthen efforts to protect and safeguard the world’s cultural and natural heritage”*

*Goal 11.6 “By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management”*

*Goal 11.7 “By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities”*

*Goal 11.A “Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning”*



*Goal 12.5 "By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse"*

*Goal 12.7 "Promote public procurement practices that are sustainable, in accordance with national policies and priorities"*

*Goal 12.B "Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products"*



*Goal 17.14 "Enhance policy coherence for sustainable development"*

*Goal 17.17 "Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships"*