

WORLD ENVIRONMENT DAY

Turisme de Barcelona collected 120kg of waste from Nova Icària beach

- More than 50 people took part in a clean-up operation on the seabed and along the Barcelona coast.
- The sailor Dídac Costa, hotel staff members and specialist congress enterprises and volunteers from the Barcelona Forum District Association took part in World Environment Day Barcelona, 5th June 2017.

Barcelona, 5th June 2017.- Turisme de Barcelona (www.barcelonaturisme.com), through its Barcelona Sustainable Tourism programme, collected more than 120 kilos of waste from Barcelona's Nova Icària beach in a clean-up operation on the seabed and along the coastline as part of World Environment Day. This was the final tally recorded by Barcelona City Council. The initiative attracted locals, visitors and businesses from the tourism sector and some 50 volunteers took part in order to show their commitment to the planet on this day specially designed to raise awareness about environmental issues.

The participants included the sailor Dídac Costa, the first Catalan to complete the non-stop Vendée Global regatta solo. *"The day spent on Nova Icària beach is a great example of the great contribution we can all make to take care of our environment. To preserve our seas we must be aware of our responsibility. When we go to the beach, we only see a small amount of the waste accumulated in our seas and oceans"*, Costa said. The director of the **Barcelona Sustainable Tourism** programme, Joana Homs, pointed out *"for more than four years, at Turisme de Barcelona we have been organising activities geared to raising awareness of the need to preserve the environment. Today we are going even further and have brought together the local community, visitors and businesses in a common cause"*.

The clean-up focused on a 30 to 50 metre area of the foreshore consisting of seaweed and was carried out by a number of teams. This seaweed is very important for the ecosystem, but also retains waste. The clean-up was carried out using the right equipment and consisted of a competition to find the team that could collect the most kilos of waste from the seabed. Three teams took part, made up of tourists, locals and people working at hotels, travel agencies, tour operators, conference centres... The winning team collected 25 kilos of waste, including plastics and different synthetic materials, in just an hour and a half.

In order to carry out this initiative, **Turisme de Barcelona** received the support of the Barcelona Forum District Association, a not-for-profit association that brings together businesses, institutions and organisations from the new business area in Barcelona's Forum district that share values of social responsibility, commitment to the environment and cultural development.

Discover the natural scenery on Montjuïc

This wasn't the only event organised by **Turisme de Barcelona** to commemorate World Environment Day. It also organised an afternoon walk to discover the natural scenery tucked away in Montjuïc Park. Accompanied by specialist guides, a group of locals discovered the least well-known natural areas on Montjuïc on a series of walks designed for locals and visitors.

And lastly, as on previous occasions, throughout the day people could leave **messages about saving the planet** and environmental awareness on the 2-metre-high pledge wall at the **Turisme de Barcelona** information offices in Plaça de Catalunya and at the Columbus Monument.

In 2012, **Turisme de Barcelona** launched the *Barcelona Sustainable Tourism* (BST) programme, with the aim of promoting, directing and fostering a series of sustainable and ethical behaviours with regard to tourism. To achieve this purpose, BST has endeavoured to have a particular impact on five aspects of sustainability: social, environmental, heritage and cultural, and economic, as well as fostering tourism that is accessible for all and does not discriminate.

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