

Turisme de Barcelona calculates the carbon footprint

- **The consortium has inquired after the amount of greenhouse effect gasses, measured in tons of CO₂, emitted by its main activity**
- **It is among the first promotional companies in Europe in carrying out this activity as a sign of responsibility and self-assessment**

Barcelona, January 16, 2012. – *Turisme de Barcelona* has just turned into one of the first tourist promotion organizations in Europe in calculating the carbon footprint, an environmental indicator that quantifies the greenhouse effect gases (GHG), measured in tones of CO₂, emitted by the company, directly or indirectly, during the development of the normal activity. This calculation, based on the activity in 2010 and symbolizing a practice of responsibility towards the sustainability and the environment, has been carried out by INCLAM CO₂, a project management company which is set to be a standard bearer of the struggle against the climate change.

The study resolved that, during 2010, *Turisme de Barcelona* CO₂ emissions reached 547.75 tons, mainly produced by its publications, about 54.73%; by business trips, about 20.99%; by power consumption of the offices, about 14.54%. The other activities such as the staff trips and the dispatch of goods, in no case, exceed the 10% of the total amount of GHG emissions.

***Turisme de Barcelona* puts efforts in recycling and the environmental awareness**

In the context of a corporate social responsibility and in order to give continuity to the suggestions shown in the Strategic Plan of Tourism in Barcelona city in regard to the principles of sustainability, *Turisme de Barcelona* implements a policy of actions to decrease the environmental impact and it stands as a more sustainable company, thanks to the program *Barcelona Sustainable Tourism*. Regarding the internal procedures, the consortium has moved ahead of the recycling (toner, CD, glass, batteries, paper, cardboard, plastic, organic matter, mobile phones, stationery and computer equipment), the energy saving (using the right computer equipment, fair trade vending machines and ecological stationery) and the city mobility, giving priority to public transportation and courier services by bike. The *Mirador de Colom* (Columbus Monument) has other ways of working in the same direction such as using geothermal heating and cooling and making an awareness task with all the employees via different communication elements.

Turisme de Barcelona accepts also the responsibility of reducing the environmental expenditure caused by publications thanks to a widely usage of recycled paper, its optimization and the fact of avoiding duplications. As a clear example, the guide given together with the **Barcelona Card**, the tourist card that joins transport and leisure and cultural activities in the city. Up to now, the guide was published in two editions (each one in three languages) and it was given one per card bought. Now, there is only one guide (in six languages) and it is given one per couple, family or group.

Lately, Barcelona has just become in the first city in the world in obtaining the recognition *Biosphere World Class Destination*, a tourist certification awarded by the *Institut de Turisme Responsable* (Responsible Tourism Institute), an organization promoted by UNESCO. This recognition of the responsible tourist management and as sustainable tourist destination is obtained thanks to the agreement signed between de city council and *Turisme de Barcelona*.