

Berlin stands for awakening, internationality, tolerance, cosmopolitanism and freedom. Berlin is a place of progress, social innovation and emancipation. As a melting pot and incubator of diverse lifestyles and living concepts, Berlin has become a place of longing for social awakening.

The tourism and congress industries not only contribute to Berlin's diversity, quality of life and attractiveness; tourism is also the largest peace movement in the world. It brings people together, educates, makes the city more colourful, secures employment and feeds the Berliners working in the visitor economy. It is visitBerlin's central obligation to ensure that these positive effects are maintained through a flourishing tourism industry.

Simultaneously, we at visitBerlin want to live up to our responsibility to make living in the city and doing business in the capital future-proof. The **Sustainable Development Goals (SDGs)** of the United Nations and the destination criteria of the **Global Sustainable Tourism Council (GSTC)** provide us with the framework for our actions.

With the implementation of the new **tourism concept 2018+**, which focuses on a sustainable and city-compatible development of the tourism in Berlin, we have set out to place destination management at the centre of our operations with the involvement of all interest groups. With this comprehensive orientation and the further development from pure city marketing to a holistic destination approach, we aim to develop Berlin into one of the most sustainable and city-compatible MICE & tourism destinations in Europe.

A central goal of our work is to harmonise urban development and tourism and thus to actively shape the future of the city with our tourism expertise by understanding and respecting the different needs of residents and visitors and incorporating them into our strategic considerations.

We act for the city society and the common good, see ourselves as part of the city and ambitiously and self-confidently stand up for our values for the benefit of Berlin.

As Germany's largest DMMO, we want to fulfil our special responsibility as a driver of sustainable tourism development in the city of Berlin and also commit ourselves to implementing the 11 guiding principles of the **Sustainable Berlin Commitment** in all our business activities, to which we also invite all Berlin stakeholders of the visitor economy to join:

ENVIRONMENT



1. We take care to operate in a resource-conserving manner, with consideration for the circular economy. We are committed to the principle: Reduce, Reuse, Recycle.



2. We are dedicated to making our operations energy-efficient and carbon-saving. In doing so, we follow the path of identification, reduction and compensation. The long-term goal is climate neutrality.

SOCIETY



3. We are passionate about an open society and committed to promoting diversity and equal opportunities.

4. We are committed to providing an attractive working environment and support both professional development and personal satisfaction of our employees.



5. We are engaged in our local community.

6. We treat the needs of the residents and visitors of our city with respect.

ECONOMY



- 7. We are dedicated to actively providing sustainable products and services.
- 8. We have a quality assurance standard for our services and are committed to reviewing this regularly.
- 9. Together with our partners, we are making every effort to ensure that our purchasing is sustainable in the long term.

GRC



- 10. We are convinced that we must behave respectfully and responsibly towards our employees, partners and customers.
- 11. We are in active exchange with our stakeholders and include their needs.

With our visitBerlin **sustainability strategy**, we have also created a strategic framework for our sustainability activities as a company. In addition to environmental concerns and economic sustainability, the expectations and needs of visitors, residents and tourism stakeholders are also consistently taken into account. We are working towards the following strategic goals in four defined fields of action:

- Establishing visitBerlin as an attractive as well as ecologically and socially responsible employer
- Building a sustainable Berlin image worldwide
- Developing and securing sustainable and city-compatible Berlin tourism together with our partners
- Integration of sustainability criteria in product selection and product development

For implementation and realisation, we set concrete goals in each department annually, evaluate their degree of achievement and communicate our development. In this process, we are always guided by the principle of **continuous improvement**. In addition to the central position of the **visitBerlin sustainability manager**, the specifically founded **CSR work force** with representatives from all company divisions is engaged internally. Through regular exchange with our stakeholders, we are able to identify necessary adjustments and integrate them into our planning.

Since 2020, we also joined the **Global Destination Sustainability Movement (GDSM)** to measure our sustainability performance annually in a global comparison with other metropolitan destinations.

Far from sustainable perfection, we are much more on a path of constant transformation and optimisation. We are certain that it is essential to embark on this path. And we invite all our partners, fellow campaigners and guests to accompany us on this journey.

Burkhard Kieker, CEO *visitBerlin*