



# For a sustainable Berlin

Update on *visitBerlin*'s commitment to sustainability (2023)

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# Foreword

Dear Readers,

Berlin stands for new beginnings, internationality, tolerance, cosmopolitan outlook and freedom. Berlin is a place of progress, social innovation and emancipation. As a melting pot and incubator of diverse lifestyles and concepts, Berlin has become a place of yearning for social change.

The tourism and convention industry not only contributes 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 jobs and nourishes the players in the Visitor Economy. The key mission of *visitBerlin* is to continue to secure these positive effects through flourishing tourism.

At the same time, we at *visitBerlin* want to fulfil our responsibility to make living and doing business in the capital city 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 a framework for action.

With the reorientation of the 2018+ tourism concept, which focuses on the sustainable and city-friendly development of Berlin tourism, we have set out on the path and placed destination management at the centre of our activities, involving all interest groups. With this holistic orientation and further development from pure marketing of the city to holistic destination work, we want to develop Berlin into one of the most sustainable and city-friendly MICE & tourism destinations in Europe.

**Our *visitBerlin* Sustainability Policy makes it clear that we want to focus consistently and continuously on sustainable action.**

In 2021, we established our own corporate Sustainability Strategy in order to manage our measures and projects in an even more targeted manner. We have developed strategic, long-term goals that we have been working towards ever since in the spirit of continuous improvement. With this publication, we want to give an update on the current status of our work by providing some project overviews to show which measures we have already implemented on the road to sustainability and which successes we have been able to achieve in the process. Unless otherwise indicated, we refer to achievements up to the end of the first half of 2023. We would also like to give you an outlook on the plans we are making and what we intend to do in the future.

In order to orient ourselves towards the national standard of the German Sustainability Code (DNK), which provides a guideline for sustainability reporting, we have assigned the projects to the corresponding DNK topic areas. However, we would like to expressly point out that this publication does not claim to be a fully comprehensive sustainability report. Instead, we provide a transparent insight into our current implementation status. And so we are embarking on the path to future sustainability reporting.

We are not yet perfect, but are on a path of constant transformation and optimisation. We are certain that it is essential to do so. And we invite all our partners, fellow campaigners and guests to join us on this journey.



Yours, Sabine Wendt

# Milestones and Awards 2022/23

On the way to becoming one of the most sustainable destinations in Europe - something we are proud of

In the two years since the publication of our 2021 sustainability strategy, *visitBerlin*'s sustainability initiatives have been recognised and awarded nationally and internationally. Here we summarise the most important interim successes on our way to becoming one of the most sustainable urban travel destinations in Europe.



**2021: Sustainability Strategy**



SUSTAINABLE  
TOURISM  
BERLIN



**2023:** The criteria catalogues of the *visitBerlin* certifications "Sustainable Tourism Berlin" and "Sustainable Meetings Berlin" receive the "GSTC-recognised" status



**2023:** Publication of the *visitBerlin* Sustainability Policy



**2023:** Best Practice Award in the national competition "Sustainable Tourism Destinations" for "Sustainable Meetings Berlin"



**2023:** BESTIVAL receives ISO 20121 certification for event planning

# Our basis

## Chapter 1

The cornerstones of our commitment to sustainability.



# Sustainable strategies for destination Berlin

## Our framework for action

### Berlin Tourism Plan 2018+ - Framework for sustainable and urban-compatible development

The Tourism Plan 2018+ for Berlin has heralded the realignment of our city's tourism development and, at the same time, the transformation of *visitBerlin* from a pure destination marketing organisation (DMO) into a destination marketing and management organisation (DMMO).

It was developed in joint processes with stakeholders and with the support of *visitBerlin* and has since provided the framework for Berlin's tourism development.

It focusses on sustainable and high-quality tourism that is compatible with the city.

*visitBerlin*'s expertise in international tourism and convention marketing and from the “HIER IN BERLIN” project as well as experience gained through exchanges with other destinations have been incorporated. The Senate has commissioned *visitBerlin* with the implementation of selected projects.

### *visitBerlin* Sustainability Strategy - Corporate Social Responsibility

By developing our own corporate sustainability strategy in 2021, the objectives of the Tourism Plan 2018+ were tailored to *visitBerlin*'s scope of action, so that our activities for sustainable development can be managed in an even more targeted manner.

In addition, our Sustainability Strategy has also sharpened our focus on internal sustainability aspects, as the responsible use of resources is important to us at every level.

The Sustainable Development Goals (SDGs) of the United Nations and the destination criteria of the Global Sustainable Tourism Council (GSTC) provide us with a framework for action.

**We want to be a driver of sustainable tourism development in Berlin and set a good example.**

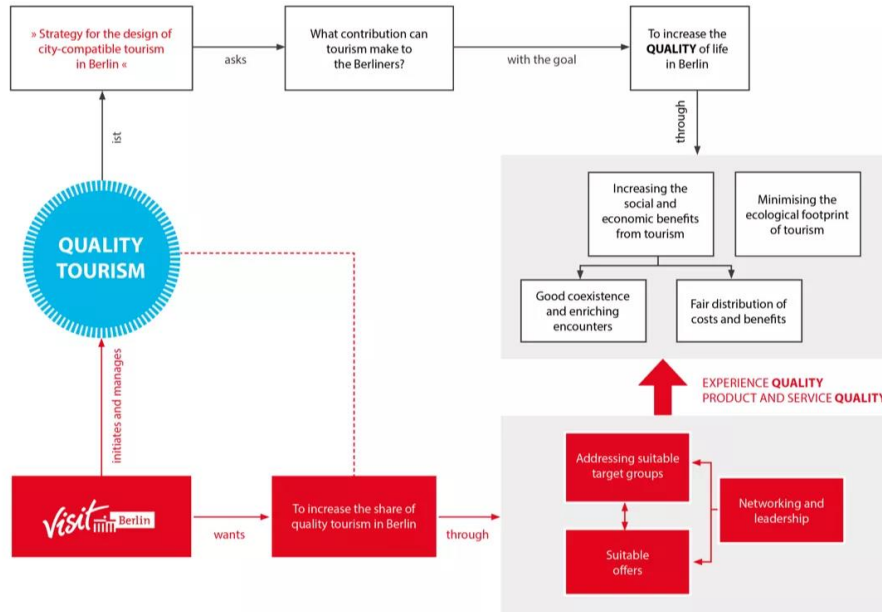


**We take responsibility and harmonise  
sustainability and tourism.**

(from the sustainability strategy of *visitBerlin*)

# City-Compatible and sustainable

## Maxim for Berlin's tourism development



What does an urban-friendly and sustainable tourism development look like in specific terms? The Tourism Plan 2018+ states that quality tourism in particular should be promoted in order to ensure urban compatibility and sustainability in Berlin tourism. Quality tourism is orientated towards the central question: What contribution can tourism make to the people who live in Berlin?

Together with a wide range of stakeholders, *visitBerlin* has engaged in a participative process to define quality tourism for Berlin more precisely.

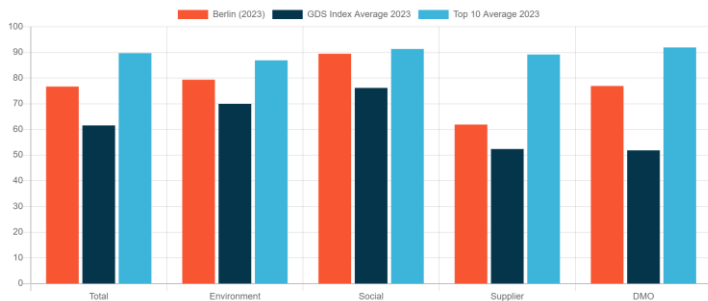
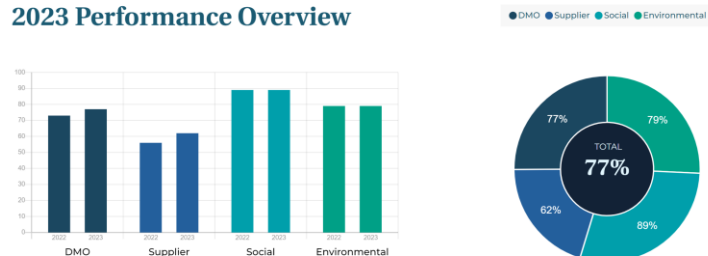
Improving the quality of life turned out to be a key objective: Quality tourism should increase the social and economic benefits of tourism and minimise the ecological footprint of tourism. Social and ecological benefits are created through good co-operation and enriching encounters between Berliners and guests and through a fair distribution of the costs and benefits of tourism.

Quality tourism therefore forms the framework for targeted marketing of Berlin as a destination to promote sustainable tourism development. Accordingly, suitable target groups were defined that reflect urban compatibility and economic potential. A newly developed research approach for the modern development of target groups was selected for Berlin: the holidaymaker typology of "benefit-oriented segmentation in tourism".





## 2023 Performance Overview



# Facing up to International Comparison

## Global Destination Sustainability Movement (GDSM)

The Global Destination Sustainability Movement is an international initiative, which has been joined by various destination management organisations. Together, new and sustainable strategies are designed for the development of tourism and convention destinations. Part of the initiative is also the annual ranking of member destinations in terms of their sustainability performance, the Global Destination Sustainability Index (GDSI). More than 100 destinations worldwide took part in the ranking in 2023.

The criteria catalogue of the GDS Index comprises 69 criteria, each with several indicators, and covers topics from the areas of strategy and stakeholders, environment, reporting, policy and initiatives, standards and education, marketing communication and development. Four pillars are used to indicate sustainability performance:

1. City Environmental Performance
2. City Social Performance
3. Supplier Performance
4. Destination Management

*visitBerlin* joined the GDSM in 2020 on behalf of Berlin and with the support of the Senate Department for Economic Affairs, Energy and Public Enterprises and was listed in the GDSI for the first time in 2021. In a comparison of metropolises, Berlin was able to achieve fifth place, which it was also able to defend in 2022 thanks to improved performance in all four areas analysed. In 2023, Berlin was able to achieve a further increase in its overall performance and remains in the top 10 of metropolises with its sixth place.

**Read more:** [Berlin ranked among the top 10 metropolises in the “Global Destination Sustainability Index” | visitberlin.de](https://www.gds.earth/destination/Berlin/2023/)

# Working together for a more sustainable Visitor Economy

## International networking and cooperation

### Global Sustainable Tourism Council (GSTC)

*visitBerlin* has been a member of the international sustainability council, Global Sustainable Tourism Council, since 2021. The GSTC is the global umbrella organisation for sustainability standards in tourism and develops corresponding guidelines. As a member, we support the principles of the GSTC and work with the Council to promote a sustainable orientation of tourism.

**Read more:** [Berlin joins global sustainable tourism council | visitBerlin.de](https://www.visitberlin.de/en/berlin-joins-global-sustainable-tourism-council)



### City Destinations Alliance (CityDNA)

The association of European city destinations contradicts a competition-based approach to destinations and makes it possible to learn with and from each other and to network. With its focus on promoting regenerative tourism strategies, CityDNA is a valuable network for us in terms of knowledge transfer, benchmarking and staying up to date with the latest developments. We are part of the “Sustainability Knowledge Group”, in which representatives from various destinations actively work on and develop topics together. The aim is to promote the sustainability of European city destinations.

**Read more:** [City Destinations Alliance](https://www.citydna.eu/)

# The Sustainable Development Goals

## Global Objectives

### SUSTAINABLE DEVELOPMENT GOALS



The Sustainable Development Goals of the United Nations form a guideline for securing a sustainable future. They address the central challenges facing our society in the areas of economy, ecology and social affairs. A total of 193 countries, including Germany, have committed to implementing the 17 goals by 2030.

We see it as our task to make the best possible contribution towards achieving our goals. They therefore serve as guidelines within the *visitBerlin* Sustainability Strategy.

# German Sustainability Code

## Guidance for sustainability reporting

The German Sustainability Code (DNK) is the framework for sustainability reporting of the German Council for Sustainable Development (RNE) and is an official sustainability guideline for companies; it is supported by the German government; and it covers 20 topics.

All the projects and measures that we report on here can be assigned to at least one of the DNK's topics. The project overviews in Chapter 2 provide information on the relevant DNK topics as a guide.

The subject areas for which we present suitable measures and projects are:

- 09 Stakeholder engagement
- 10 Innovation and product management
- 11 Usage of natural resources
- 12 Resource management
- 13 Climate-related emissions
- 15 Equal opportunities
- 16 Qualifications
- 18 Corporate Citizenship
- 19 Political influence

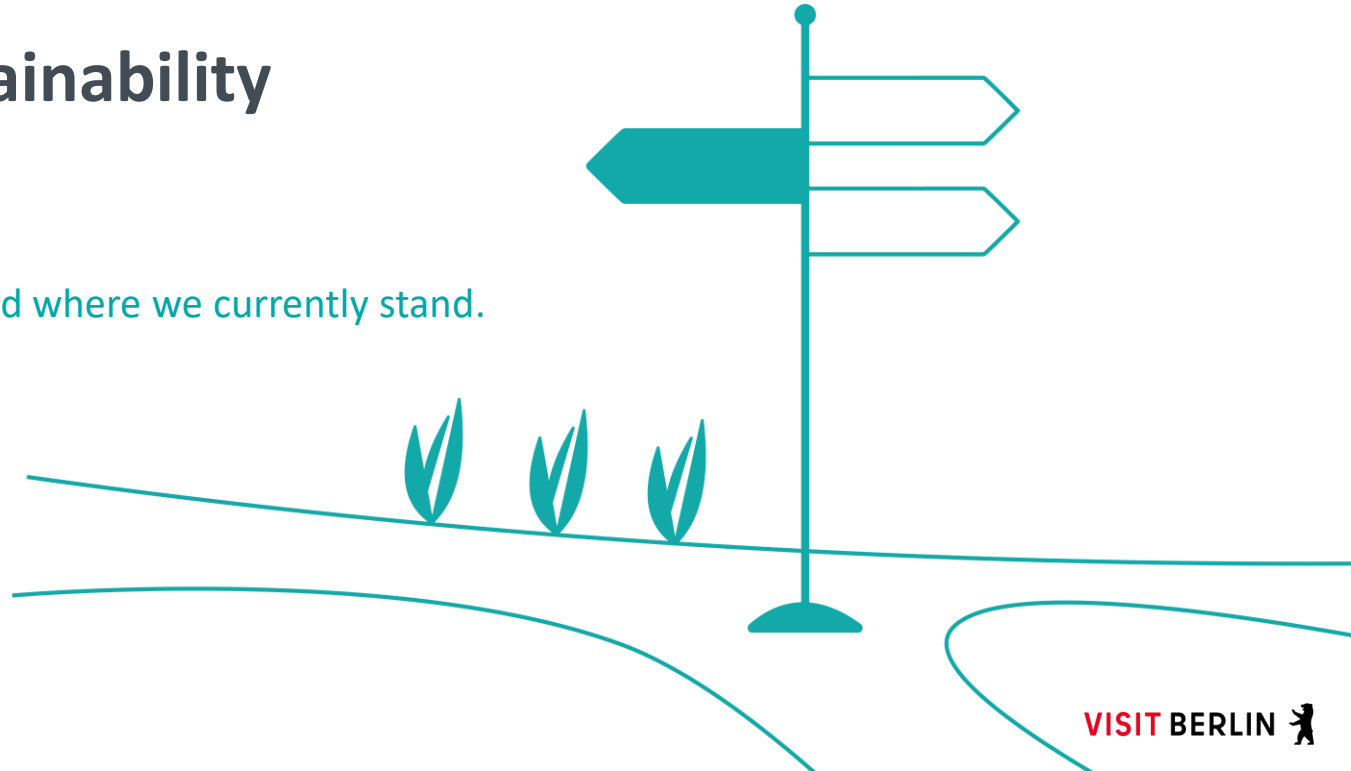
However, the fact that some topics are not listed here does not mean that we are not working on them. Topics 01, 02 and 03, for example, are addressed by our Sustainability Strategy.



# Our path to sustainability

## Chapter 2

What we have set out to do and where we currently stand.



# Areas of action and objectives

## Compass for our sustainability activities

We carried out an initial materiality analysis and developed strategic goals based on this, so as to identify our areas of action and prioritised measures.

We are in constant dialogue with our stakeholders to regularly review and, if necessary, adjust our priorities. Our strategic orientation is also subject to regular internal evaluation and we analyse social and political discourse in a targeted manner in order to be able to act accordingly.

Our four areas of action (corporate management, tourism marketing and management and product development & sales) and the respective strategic objective are linked to overarching objectives, which in turn are operationalised and realised through specific objectives and suitable projects. Here we present a few projects for the respective objectives.



Corporate management



Tourism marketing



Tourism management



Product development & sales

Operationalising per area of action:

Operationalising





# Area of action Corporate management

## Strategic goal

Establishing *visitBerlin* as an attractive and ecologically and socially responsible employer



## Objectives

1. Positioning *visitBerlin* as an ecologically aware and socially responsible company
2. Promoting diversity and equal opportunities in *visitBerlin*
3. Promote and strengthen participation and dialogue with and between employees
4. Increasing employee satisfaction through attractive working conditions, including training and development opportunities
5. Quantifying and minimising resource and energy consumption and greenhouse gas emissions from internal activities
6. Entrenching a sustainability structure in the company
7. Ensuring the occupational health and safety of employees

## Projects

The Charter of Diversity

Business travel management

Reduction in internal paper consumption

In-house events (according to Sustainable Event Guidelines Berlin)



© visitBerlin, Photo: Pedro Becerra / STAGEVIEW.de

# Charta der Vielfalt (charter of diversity)

For a colourful and cosmopolitan Berlin

DNK  
15

Equal opportunities

**Objective:** Promoting diversity and equal opportunities at *visitBerlin*



**Specific objective:** Participation in at least two initiatives per year in the area of diversity and equal opportunities

## What it's all about

We want to treat all people with respect and fairness and provide everyone with the same opportunities. A diverse workforce means many advantages for our company, as it brings in numerous perspectives. We are proud of the **diversity** of our employees - *visitBerliners* come from different nations from almost all parts of the world.

In addition to the “**Berlin Against Anti-Semitism**” initiative, we have also signed the “**Charta der Vielfalt**” and are thus, also with our “**pink pillow Berlin Collection**”, part of initiatives that are committed to equal treatment for all people - a self-evident promise to all guests and employees. As a tourism marketer for the city of Berlin, we are also committed to making **Jewish culture and Jewish life** in Berlin visible.



# Charta der Vielfalt (charter of diversity)

For a colourful and cosmopolitan Berlin

## What we have achieved

- ✓ For diversity in training: Since 2009, we have been supporting the project initiated by the Berlin Senate, “Berlin braucht dich! Diversität verankert: Systemisch – Vernetzt”, to make it easier for young people from families with a history of immigration to **enter training and working life**
- ✓ For diversity in the working environment: we signed the “**Charta der Vielfalt**” in 2016
- ✓ For a colourful city: we signed the “**Berlin Against Anti-Semitism**” charter in 2021
- ✓ For wide awareness: In 2022, **BQN Berlin** organised an internal diversity training course lasting several days for all *visitBerlin* employees on the topic of “Discrimination at the workplace”
- ✓ For equality: In 2023, we increased the proportion of male employees on the **Works Council**

## Moreover

- For guests: With the **pink pillow Berlin Collection**, we promote diversity in the Berlin hotel industry
- For equality at the management level: We are aiming towards **50 per cent female managers**

## More info

- [Berlin needs you!](#)
- [Charta der Vielfalt \(charter of diversity\)](#)
- [Berlin against Antisemitism \(in German\)](#)



charta der vielfalt





© visitBerlin, Photo: Dagmar Schwelle

# Business travel management

Making business travel more climate-friendly



**Objective:** Quantifying and minimising resource and energy consumption as well as greenhouse gas emissions from internal activities



**Specific objective:** Survey and reduction of annual internal energy and resource consumption to achieve climate neutrality (Scope 3)

## What it's all about

As a non-manufacturing company whose mission is, among other things, to inspire the world for Berlin, the focus of our ecological impact is primarily on our business trips. In accordance with the travel policy, the **principle of travel avoidance** through the use of digital means of communication applies to all employees. If the business trip is justifiably necessary, **sustainable and environmentally friendly** (rail) travel should be favoured, even if this means higher costs and/or additional overnight accommodation. If no environmentally friendly form of mobility is chosen, this must also be justified accordingly. CO2 compensation can be provided when travelling by air. When choosing accommodation, hotels with sustainability certification should be preferred. All employees are obliged to use public transport within the city.



# Business travel management

Making business travel more climate-friendly

## What we have achieved

- ✓ We updated our internal **travel policy** in **2021** → Since then, the choice of means of transport and accommodation has no longer been based solely on financial criteria; sustainability aspects also need to be taken into account
- ✓ We measure the **CO2emissions** caused by our business trips by plane

## What we have set out to do

- Due to changes in business travel agencies in the past, we have not yet been able to compare the annual flight emissions caused by us; at the end of 2024, we would like to **compare** the annual CO2emissions from business trips by plane with the values from 2023 for the first time
- From 2024, we would like to **compensate** for all CO2emissions caused by flights required for our business activities

© visitBerlin, Photo: A. Reetz-Gaudenz

# Reduction in internal paper consumption

On the way to a paperless office

**Objective:** Quantifying and minimising resource and energy consumption as well as greenhouse gas emissions from internal activities



**Specific objective:** Survey and reduction of annual internal energy and resource consumption

## What it's all about

Producing paper from wood is energy-intensive and requires a lot of water and raw materials. A standard packet of copy paper (500 sheets DIN A4, 2.3 kg) requires 7.5 kilograms of wood, 130 litres of water and 26.8 kilowatt hours of energy. This means that *visitBerlin* also recognises the necessity to **reduce paper consumption** within the company. Internal processes are increasingly being digitalised, where possible, in order to reduce the number of prints required. Necessary information for employees is made available online in the employee portal. The printers are set to print on both sides automatically.

# Reduction in internal paper consumption

On the way to a paperless office

## What we have achieved

- ✓ **Reduction in printer paper consumption:** The corona pandemic and the associated obligation to work from home has led to drastic savings at *visitBerlin*. However, 2022 shows that the consumption level has fallen significantly, even under almost restored normal conditions.
- ✓ Setting up a central **employee portal** as an internal information tool
- ✓ Switching to digital **business cards, signatures and salary slips**
- ✓ We co-operate with environmentally friendly **print shops**
- ✓ Minimum standards in paper purchasing: We pay attention to the **EU Ecolabel** and **FSC**

## More information from resource conservation

- In 2019, we opted for energy-saving **LED lamps** for our offices, which offer potential savings of 20 - 30 per cent as compared to our previous lighting
- We aim for **environmentally friendly procurement** and are guided by the administrative regulation on procurement and the environment

## More info

- [Guide to environmentally friendly public procurement | Federal Environment Agency \(in German\)](#)
- [Administrative regulation on procurement and the environment | Berlin.de \(in German\)](#)
- [Environmental and cost relief through environmentally friendly procurement | Berlin.de \(in German\)](#)

Year	Number of sheets
2022	180,000
2021	130,000
2020	175,000
2019	525,000
2018	679,000







# In-House Events

...according to Sustainable Event Guidelines Berlin



**Objective:** Quantifying and minimising resource and energy consumption as well as greenhouse gas emissions from internal activities



**Specific objective:** Survey and reduction of greenhouse gas emissions to achieve climate neutrality (Scope 3)

## What it's all about

*visitBerlin* is aiming to position Berlin worldwide as a sustainable MICE destination. It is not just about supporting other event organisers in the city with the sustainable planning and execution of their events; we have also set ourselves the goal of **making our own events more sustainable**. Events play an important role in our work - trade fair appearances, networking events or seminars are among our key measures in our collaboration with the industry and in promoting our destination. Events with an exclusively **positive impact** are our vision for the future. In order to come ever closer to this, we are also guided by the **Sustainable Event Guidelines** of our Berlin Convention Office in the organisation and execution of *visitBerlin*'s own events and internal festive events. The BESTIVAL is currently our largest annual in-house event and has a special test character and acts like a beacon for us.

# In-House Events

...according to Sustainable Event Guidelines Berlin

## What we have achieved

- ✓ BESTIVAL 2022: sustainability-orientated planning and orientation for the first time, including publication of an environmental report
- ✓ BESTIVAL 2023: Planning and execution **certified according to ISO 20121**
- ✓ internal training on **Sustainable Event Guidelines** for event planners in the departments

## What we have set out to do

- We would like to define minimum requirements for the implementation of SEGs for own events
- We are working towards integrating expected **CO2emissions** as an integral part of implementation decisions
- The experience gained will also be incorporated into the advice we provide to our customers in future

## More info

- **Sustainable Event Guidelines**
- **Sustainability Concept BESTIVAL 2023**
- **BESTIVAL – Sustainability Report 2023**
- **ISO 20121 Certificate – BESTIVAL 2023**





# Area of action Tourism marketing

## Strategic goal

Building up a sustainable Berlin image worldwide



## Objectives

1. Targeted communication of sustainable topics to all B2B and B2C target groups to position Berlin as a sustainable travel destination
2. Positioning Berlin worldwide as a sustainable MICE destination
3. Targeted addressing of sustainable target groups in Berlin tourism to promote quality tourism
4. Promotion of measures with the greatest possible positive ecological and social impact as part of the entire tourism service chain
5. Manifesting diversity and variety in Berlin's image & promoting inclusive offers

## Projects

Sustainability websites

Sustainable Event  
Guidelines

MEET+CHANGE

Target group segmentation

15-minute city



# Sustainability websites

Inform - Educate - Inspire

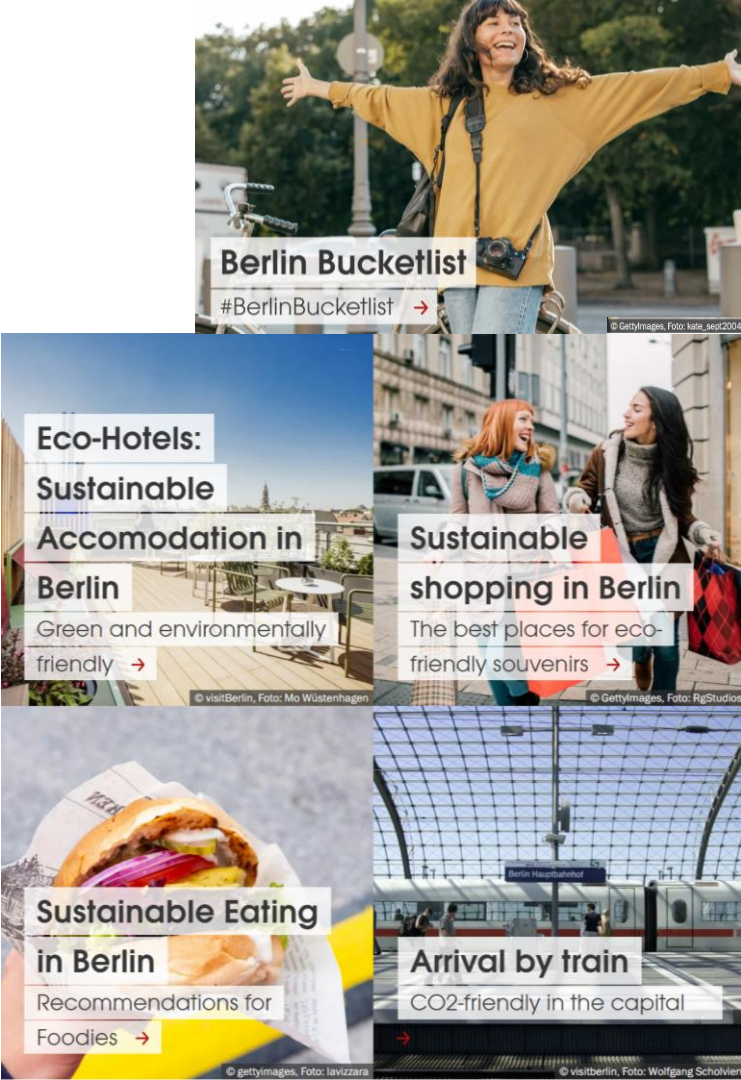
**Objective:** Targeted communication of sustainable topics to all B2B and B2C target groups to position Berlin as a sustainable travel destination

**Specific objective 1:** Pooling of information on sustainable measures and activities at *visitBerlin* and permanent reporting on them

**Specific objective 2:** Increased localisation of sustainable topics for guests on *visitberlin.de* and increasing their reach

## What it's all about

*visitBerlin* is endeavouring to increasingly position Berlin as a sustainable and green destination for the various stakeholder groups and to promote sustainable travel. On the B2B side, the partner website **about.visitBerlin.de** serves this purpose. On the B2C side, visitors can find comprehensive information at **visitBerlin.de** and event planners at **convention.visitBerlin.de**. The central pooling of sustainable tips and suggestions is intended to make the topic visible, raise awareness and make it easier for interested parties to plan a more sustainable stay in Berlin. Communication with guests focussing on quality target groups is a central aspect of this. Sustainability is increasingly being communicated thematically through various channels (via social media, blog posts, editorial list pages on *visitberlin.de*, campaigns and much more). On the partner page, we provide information on sustainable tourism development and our sustainability initiatives. In the process, we always aim for a broad dissemination of our knowledge and transparent communication in order to take Berlin's entire Visitor Economy with us on the transformative journey towards a sustainable destination.



# Sustainability websites

Inform - Educate - Inspire

## What we have achieved

### about.visitBerlin.de:

- ✓ Prominent integration of the “Sustainable tourism development” **landing page** on the **homepage** and integration in the **start menu**
- ✓ Listing of companies participating in the **Sustainable Berlin** initiatives
- ✓ Regular **reporting and updates** on the topic of sustainability (press releases, partner mailings, LinkedIn)

### visitBerlin.de:

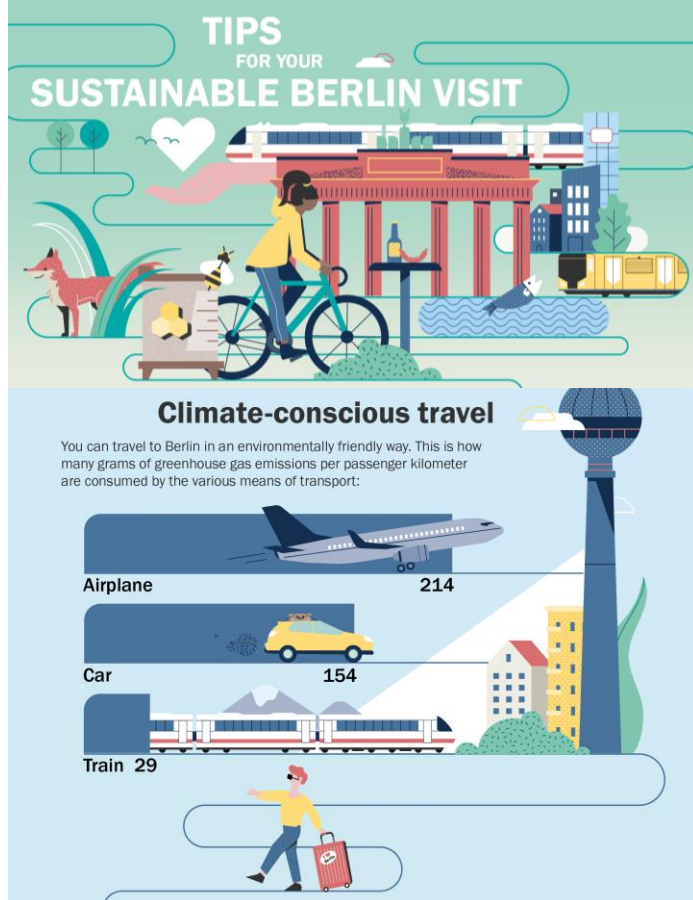
- ✓ Creation of a **landing page** on the topic of “Sustainable Berlin”, the content of which is continuously being expanded
- ✓ 2022/23: Regular integration of sustainable topics in fast-moving content (blog articles, weekend tips, monthly previews, Instagram)
- ✓ Setting up a “sustainability” filter in the hotel reservation system: Listing of externally certified partner hotels
- ✓ Setting up a filter for **sustainable events** in the events calendar

### convention.visitBerlin.de:

- ✓ Content for **Sustainable Meetings Berlin** since 2018
- ✓ Re-launch of the **Sustainable Meetings Berlin platform** in 2021 and increased presence in the start menu

## What we have set out to do

- The sustainable content on all three websites should be **continuously expanded**
- We want to integrate the topic even more strongly into our online campaigns in the future and are planning an appropriate influencer campaign
- The long-term goal is to no longer present sustainability as one of many offerings, but to make it a **matter of course in all our content**



## More info

- [Sustainable Tourism Development](#)
- [Sustainable Berlin - Tips for a green visit](#)
- [Sustainable Meetings Berlin](#)

# Sustainable Event Guidelines

Inspiration for sustainable event planning

**Objective:** Positioning Berlin worldwide as a sustainable MICE destination



**Specific objective:** Be proactive in drawing customers' attention to Berlin's sustainable focus and opportunities for more sustainable event planning

## What it's all about

In 2020/2021, *visitBerlin* developed a comprehensive guide that offers ideas for Berlin-specific, practical measures for **sustainable event planning** and thus proactively promotes the transformation of the event industry. The free tool for event planners contains **13 areas of action**, which cover all key areas of event organisation.

The *visitBerlin* Berlin Convention Office also enables organisers to make their sustainable commitment visible by means of the **Supporter Patch**. The Sustainable Event Guidelines also serve as basis for the **Sustainable Event Scorecard**, the evaluation tool for additional funding for sustainability provided by the **Kongressfonds Berlin**.



DNK  
18

Corporate  
Citizenship





# Sustainable Event Guidelines

Inspiration for sustainable event planning

## What we have achieved

- ✓ **Supporter Patch:** Use, for example, at the PxP Festival and at an event organised by the [IMZ](#)
- ✓ Around 20 presentations with over 400 expert participants in 2022 and the first half of 2023 on the Sustainable Event Guidelines Berlin
- ✓ Between January and July 2023, the Sustainable Event Guidelines were downloaded 116 times in German and 54 times in English

## What we have set out to do

- In 2024, we want to **further develop** the Sustainable Event Guidelines and supplement them with new measures and tips

## More info

- [Sustainable Event Guidelines](#)
- [Sustainable Event Scorecard](#)
- [Congress Fund Berlin](#)

# MEET+CHANGE

Strengthen Berlin institutions

**Objective:** Positioning Berlin worldwide as a sustainable MICE destination



**Specific objective:** Making MEET+CHANGE even more visible and promoting it as a project with a social impact

## What it's all about

Many companies in Berlin are already involved in the areas of sustainability and social commitment. We want to connect the economy with social and cultural organisations and create synergies in line with the concept of “**legacy**” of events. MEET+CHANGE enables event planners in Berlin to hire unusual locations that open up new perspectives for participants.

**Added social value:** New ideas and valuable dialogue.

**Added economic value:** Facilities are supported through room rentals.

**Added ecological value:** Only sustainable suppliers & materials are used.

MEET+  
CHANGE

Events from a different perspective.



# MEET+CHANGE

Strengthen Berlin institutions

## What we have achieved

- ✓ Berlin-wide co-operation with five **social or cultural institutions**:  
Floating platform, family support centre, counselling centre, integrative workshop, cultural centre
- ✓ Customer event at a facility at the end of 2022 to **increase visibility**
- ✓ Around **100 booking enquiries** since the format was launched

## What we have set out to do

- **Increase number** of booking enquiries
- Gain two more organisations for the format
- Enable organisations to handle events **professionally**
- **Increase reach** of the format

## More info

- [MEET+CHANGE I Berlin Convention Office](#)
- [MEET+CHANGE I Report in German](#)





Photo: © Stefan Ritzer

# Target group segmentation

Increase the share of quality tourism

DNK  
18

Corporate  
Citizenship

**Objective:** Targeted addressing of sustainable target groups in Berlin tourism to promote quality tourism



**Specific objective:** Development and implementation of a target group concept focussing on “urban compatibility” and “economic potential” with a sustainable orientation

## What it's all about

The process of defining quality tourism for Berlin made it clear what kind of tourism we want to promote more in our city in the future. The task now was to find out which target groups are suitable for this. *visitBerlin* has developed a **new type of target group segmentation** in city tourism: the holidaymaker typology of “benefit-oriented segmentation in tourism”; in short: BeST. This makes Berlin a **trendsetter** and the first German city to have a modern basis for destination marketing. *visitBerlin* was also the first German state marketing organisation to collect data for international markets. All three identified holiday types share an original interest in our city. The central aspects are: **Sustainability, immersion and spending behaviour.**

# Target group segmentation

Increase the share of quality tourism

## What we have achieved

- ✓ For the German home market in the leisure sector, three target groups with great potential for Berlin were identified, which are characterised by a pronounced interest in the destination and an increased willingness to spend: **Connoisseurs, explorers and enthusiasts**
- ✓ Sustainability plays an overriding role for two of the three defined target groups; these travellers thus support the goal of more sustainable development of Berlin tourism
- ✓ An analysis was also carried out for the UK and Spain, which showed that the above-mentioned target groups also exist here
- ✓ The analysis was transferred for the **business travel sector** so that the focus is primarily on events (conventions, conferences, events) with a high benefit/positive impact for Berlin

## What we have set out to do

- Our aim is to **focus** 75% of our budgeted measures exclusively on quality target groups
- **Survey** of the international markets of Austria, Switzerland and the Netherlands
- Defining and promoting a **sustainable target group** as a cluster in the MICE sector

## More info

- [Target groups Berlin tourism \(in German\)](#)
- [Handout on target group presentation \(in German\)](#)
- [Handout on international target group presentation \(in German\)](#)





# 15-minute city

Discover Berlin on foot

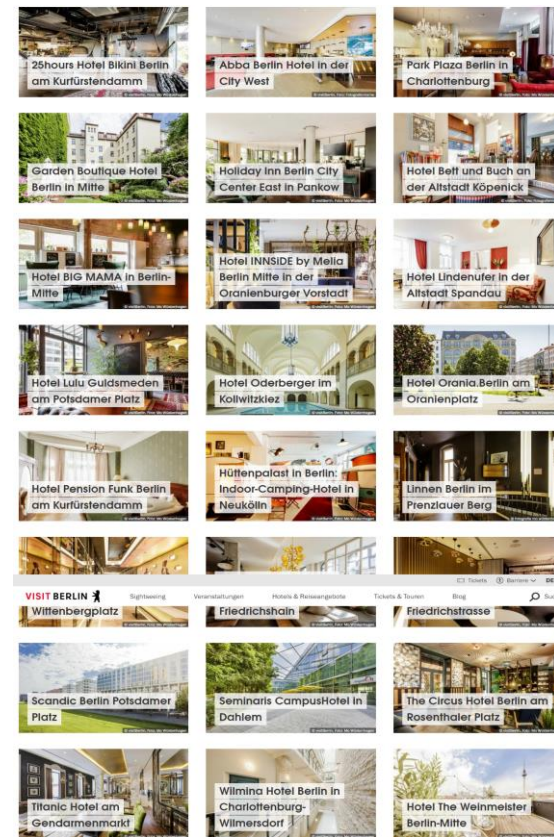
**Objective:** Promotion of measures with the greatest possible positive ecological and social impact as part of the entire tourism service chain

**Specific objective:** Targeted measures to increase the proportion of use of local public transport, cycling and walking in Berlin

## What it's all about

The idea of a holiday based on the 15-minute city concept comes from an **innovation** from urban planning. Instead of a single city centre with all the important amenities, the residents of a city can find everything they need within a **15-minute radius** walk around their home. Each neighbourhood then functions as a separate city, centres are equalised, mobility is reduced and the quality of life is improved. Such a concept can also be excellently transferred to tourism in Berlin.

While travellers explore the neighbourhood around the hotel, they can discover many exciting attractions, highlights and insider tips in a relaxed and **environmentally friendly** way. Even as a Berlin connoisseur, you can discover something new every time you visit. The hotels in the 15-minute city are located in some of the city's most beautiful neighbourhoods.





# 15-minute city

Discover Berlin on foot

## What we have achieved

- ✓ 24 participating 15-minute hotels in 9 districts; two more to follow in 2023
  - of those 7 hotels with external sustainability certification in 2023
- ✓ Mapping of different neighbourhoods/districts and **decentralised** locations in the city
- ✓ Integration of **regional** offerings (shopping and restaurants) since 2022
- ✓ Communication of **environmentally friendly** mobility options (walking)

## What we have set out to do

- Expansion to include the bicycle as a means of transport
- Mapping of other districts and neighbourhoods
- Cooperation with an **environmentally friendly** local mobility provider

## More info

- [15-minute city \(in German\)](#)
- [Berlin's districts & neighbourhoods \(in German\)](#)



# Area of action Tourism management

## Strategic goal

Developing and securing sustainable and city-friendly tourism in Berlin together with our partners



## Objectives

1. Promoting the resilience, adaptability, innovative capacity and sustainability of our partners

2. Managing tourism flows for balanced distribution

3. Improving accessibility and inclusion for tourist & event venues and cultural institutions

4. Continuing and intensifying structured dialogues with stakeholders

5. Maintaining and increasing the approval of Berlin's inhabitants of the "Visitor Economy"

6. Helping to shape urban development with our tourism expertise (interface function)

7. Minimising the harmful environmental impact of the "Visitor Economy", in particular the tourist CO2 footprint within the meaning of quality tourism

## Projects

Tourism hub

Sustainable Berlin

Going Local

Travelling for all

HERE IN BERLIN

# TourismusHub

## The e-learning platform for Berlin's tourism industry

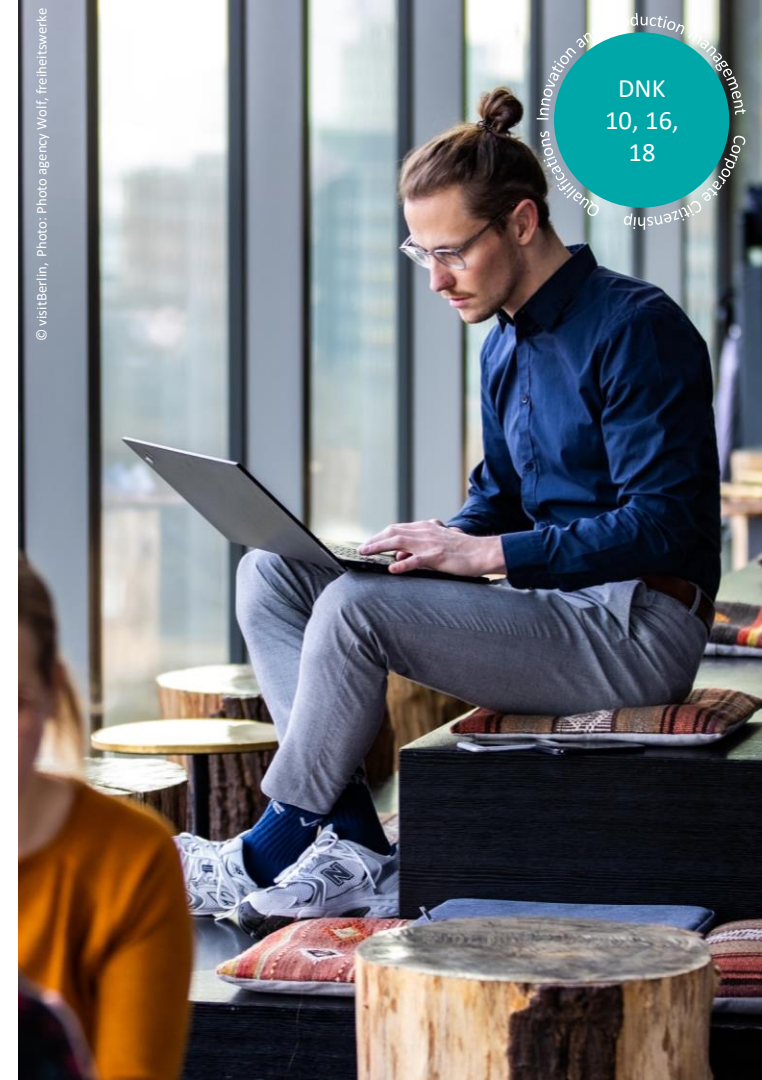
**Objective:** Promoting the resilience, adaptability, innovative capacity and sustainability of our partners



**Specific objective:** Offer training, exchange and dialogue formats and a knowledge platform

### What it's all about

In 2021, *visitBerlin* created the TourismusHub, an **e-learning platform** for Berlin's tourism and convention industry, to offer in-depth expertise on current topics in regular free workshops and panels as well as learning videos (live and/or subsequent). The **knowledge, advice and exchange platform** offers a mix of best practices and presentations by recognised experts. The programme is funded by the Senate Department for Economic Affairs, Energy and Public Enterprises and is aimed at all stakeholders in Berlin's Visitor Economy. Created to facilitate the restart of the industry after the pandemic, it has since focused on **future topics** such as digitalisation, sustainability and quality tourism. Suggested topics from the partners are taken up with pleasure.







# TourismusHub

The e-learning platform for Berlin's tourism industry

## What we have achieved

- ✓ 2022: over 773 participants in over 20 interactive online events
- ✓ 600 subscribers to the TourismusHub newsletter
- ✓ “Sustainability and resilience” is the **most popular category** with the most views
- ✓ Online course “Cycles in Hotel Catering” from the Circular Berlin project with 18 videos and further material is already one of the most requested courses in the first month since publication in 2023

## What we have set out to do

- Further expansion of the TourismusHub
- Gaining additional registered users
- Implementation of three thematic series in 2024 on the topics of sustainability, digitalisation 2.0 and accessibility

## More info

- [TourismusHub \(in German\)](#)
- [The e-learning platform for Berlin's tourism industry \(in German\)](#)

# Sustainable Berlin

## Sustainability movement of the Visitor Economy

**Objective:** Promoting the resilience, adaptability, innovative capacity and sustainability of our partners



**Specific objective:** Create, stabilise and expand instruments for a more sustainable alignment of partners

### What it's all about

Sustainable Berlin comprises several **initiatives by and for the Berlin Visitor Economy**, to make the industry more sustainable, support it in its transformation and ultimately expand the sustainable offering for travellers and event planners:

- **Sustainable Tourism Berlin** for the tourism industry (certification)
- **Sustainable Meetings Berlin** for the MICE industry (certification)
- **Sustainable Berlin Commitment** for Leisure and MICE (voluntary commitment)

The service is available free of charge to companies in Berlin's event and tourism industry until the end of 2023 thanks to funding from the Berlin Senate.





© visitBerlin, Photo: Maria Grade

# Sustainable Berlin

## Sustainability movement of the Visitor Economy

### What we have achieved

- ✓ The **Sustainable Meetings Berlin** certification and platform for the MICE sector was created in 2018 and supplemented by the Sustainable Partner Programme in 2020. 57 companies are listed as certified offers (as of July 2023); the network includes around 200 partner companies
- ✓ The **Sustainable Tourism Berlin** certification for the leisure sector was created at the end of 2022 and has already completed six certifications in the first half of 2023
- ✓ 14 information events, two networking seminars and two Sustainable Meetups were organised for industry companies in the first half of 2023 alone
- ✓ The criteria catalogue, on which both certifications are based, was officially **recognised internationally** by the Global Sustainable Tourism Council (GSTC) in 2023 and is therefore “**GSTC recognised**”
- ✓ Sustainable Meetings Berlin was awarded the **Best Practice Award** in the 2022/2023 national competition for sustainable tourism destinations

### What we have set out to do

- Further **promoting and strengthening** Berlin's sustainable movement
- Organising and implementing at least **six** network events in 2024
- By the end of 2024, there should be **90 certified Sustainable Partners**

### More info

- [Sustainable Berlin - Our certification programmes](#)
- [Berlin's sustainability criteria recognised internationally](#)





# Going Local

Tourism marketing for all twelve districts with a Kiez app



**Objective:** Managing tourism flows for balanced distribution



**Specific objective:** Development of concepts, offers, themed routes that take into account balanced distribution and/or sustainable mobility (taking sustainability aspects into account for all offers)

## What it's all about

Visitors and people living in Berlin and the surrounding area are encouraged to explore Berlin's diverse neighbourhoods and discover not only the classic sights, but above all lesser-known places and attractions in Berlin. This way, "Going Local" tourism marketing helps in **steering and equalising the flow of visitors**. The centrepiece of the project is the "Going Local" app. It contains over **770 Berlin tips** (sights, museums, restaurants, bars, etc.) as well as various tour suggestions that can be completed **on foot or on bike** (display and navigation via the map in the app). The app is free of charge and thus provides access to a large group of people. It can also be used offline and can therefore also be used by people not having Internet on their Smartphone. The app also encourages people to use **public transport** by linking to the BVG website at every point of interest.



# Going Local

Tourism marketing for all twelve districts with a Kiez app

## What we have achieved

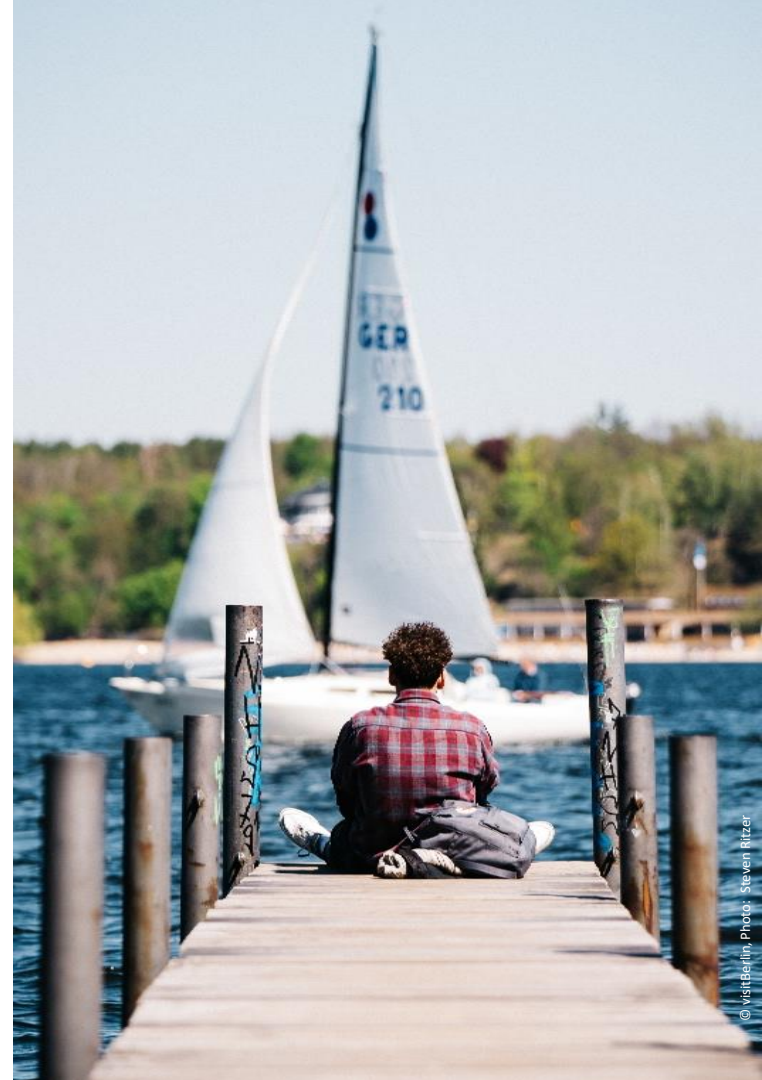
- ✓ Around **2,000** new app installs per month
- ✓ Integration of **770** points of interest and **38** tours (as on 18th July 2023)
- ✓ On an average **3,726** active users per month in the first half of 2023
- ✓ In the first half of 2023, the average length of stay per month is **3 min. 40 sec.**
- ✓ Top 4 countries (June 2023): D (81 %), PL (6 %), IT (5 %), NL (4 %)
- ✓ Declaration of use of the app in **plain language & sign language** (autumn 2022)

## What we have set out to do

- Reviewing the criteria for selecting locations for the app based on the internally developed **quality and sustainability criteria**
- Continuous updating of content (creating new points of interest and tours) to further **equalise the flow of tourists**
- Integration of additional topics into the app (e.g. **Crafted in Berlin** → local, sustainable products)

## More info

- [Going Local Berlin](#)





# Tourism for All

Our path to becoming a *barrier-free*, accessible city



**Objective:** Improving accessibility and inclusion for tourist & event venues and cultural institutions



**Specific objective:** Achieve comprehensive information on accessibility for points of interest, public facilities and tourist-relevant locations via *Tourism for All*

## What it's all about

*Tourism for All* is a standardised nationwide **certification system** that focuses on reliable and detailed information on **accessibility**, which is collected by a neutral body. The state of Berlin has fully promoted the certification till date. Tourist partners - such as Berlin's hotels and attractions - can be certified here free of charge. Their barrier-free offers are presented on our **target group page** and made accessible to people with disabilities. The detailed results are also stored in the nationwide information database.

### We also do the following to remove barriers

On the knowledge platform [\*TourismusHub\*](#), online events, short videos and expert chats on various topics such as accessibility & inclusion are made available to our partners. As part of the Berlin Information & Communication Act, *visitBerlin*'s websites and apps are being optimised in terms of **accessibility**. This includes the technical preparation, e.g. readability by using screen readers and the availability of content in plain language and German sign language. An extensive **diversity shoot** was also carried out to promote inclusion of all people in the visual imagery.

# Tourism for All

Our path to becoming a *barrier-free*, accessible city



## What we have achieved

- ✓ till June 2023: **255 certified businesses & points of interest**

### Further successes in digital accessibility

- ✓ **TourismusHub**: Seven online events held + publication of the recordings on the platform + availability of eight e-journeys (3-5 minute videos)
- ✓ **Barrier-free websites & apps**: Continuous incorporation of 798 new diversity images and short videos into marketing measures (website and campaigns) + Integration of videos in plain language and sign language on the website

## What we have set out to do

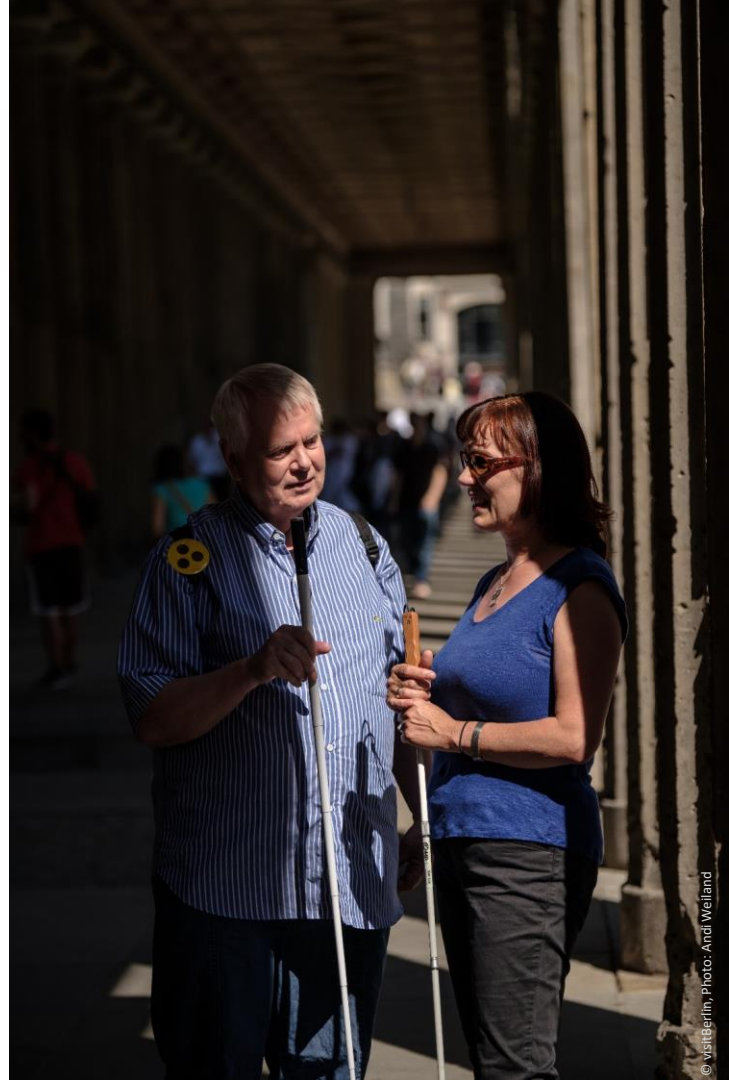
- Realisation of **50 new and re-certifications**

### Further objectives in digital accessibility

- **TourismusHub**: Realisation of an online event and an e-journey on German Sign Language till the end of 2023
- **Barrier-free websites & apps**: Continuous optimisation of accessibility of our digital presence and integration of information in plain language and sign language

## More info

- **Tourism for All**
- **Accessible Berlin (in German)**





# HIER IN BERLIN

Think - Participate - Express your opinion

**Objective:** Maintaining and increasing the approval of Berlin's inhabitants of the "Visitor Economy"



**Specific objective:** Regular dialogue with the population on tourism-related topics

## What it's all about

Our major initiative to maintain and increase **Berliners' approval** of the Visitor Economy "HIER IN BERLIN" offers Berlin residents the opportunity to actively participate in Berlin tourism in various formats (e.g. as part of the Citizens' Advisory Board). The aim is to work together to improve the **interaction** between Berliners and visitors and to build a network of urban-friendly engagement that enables the needs of the various neighbourhoods to be taken into account and motivates joint actions (such as clean-ups). In addition to the annual neighbourhood tour with the HIER-Mobil, a newly developed online questionnaire has been used since this year to record the mood of Berliners. A representative **population survey** has also been conducted since 2012. The HIER IN BERLIN blog and Instagram channel provide information on current urban compatibility and community-oriented projects in the neighbourhoods.





© visitBerlin, Photo: Dirk Mathelius

# HIER IN BERLIN

Think - Participate - Express your opinion

## What we have achieved

- ✓ 2022: Establishment of the “**Berlin Tourism Citizens' Advisory Board**”, consisting of 24 representatives from Berlin's twelve districts (two meetings of the Citizens' Advisory Board in 2022)
- ✓ Kick-off event for the public **citizens' forums** in January 2023 with 130 participants
- ✓ 200 new followers of the HIER IN BERLIN Instagram account
- ✓ **Ten neighbourhood tours** have already been conducted since the launch of HIER IN BERLIN
- ✓ Realisation of a **Kieztour** and **Clean-Up** with the “**Beautiful like Us**” initiative

## What we have set out to do

- Continue to reliably measure and survey the **satisfaction** of the population
- Increase acceptance of Berlin tourism
- Creating a growing network of urban-friendly engagement
- Developing innovative approaches to **promote acceptance**

## More info

- [HIER IN BERLIN](#) (in German)
- [HIER IN BERLIN Instagram](#)





# Area of action Product development & sales

## Strategic goal

Integration of sustainability criteria into product selection and product development



## Objectives

1. Quantifying and minimising resource use and climate impact of own products
2. Sensitising and advising partners/providers on the three pillars of sustainability
3. Promoting the local economy and value creation
4. Development and distribution of sustainable products, experiences and packages

## Projects

City Cards with digital guides

Berlin Welcome Card

Bahnhit





© visitBerlin, Photo: Martin Peterdamm

# Berlin WelcomeCard with digital guides

Conserving resources with digital guides



**Objective:** Quantifying and minimising resource use and climate impact of own products



**Specific objective:** Identify potential savings/improvements/sustainable alternatives

## What it's all about

The *Berlin WelcomeCard* is Berlin's **official tourist ticket** providing free travel throughout Berlin, available in the AB and ABC areas as required. It includes 2023 of the city's 188 discount partners in twelve categories, including numerous insider tips. It also offers visitors to Berlin an included CityGuide with tour suggestions and an extra map of the city.

Initially, printed booklets, so-called guides, were used to present the discount partners. Digital versions will replace print products in the future in order to reduce the associated **consumption of resources**.

# Berlin WelcomeCard with digital guides

Conserving resources with digital guides

## What we have achieved

- ✓ Expansion of the CityGuide into an **interactive** PDF
- ✓ QR code on the ticket leads to the digital CityGuide
- ✓ Booking confirmation with information on the digital CityGuide
- ✓ Print run was reduced by 22% per cent from 2022 to 2023

## What we have set out to do

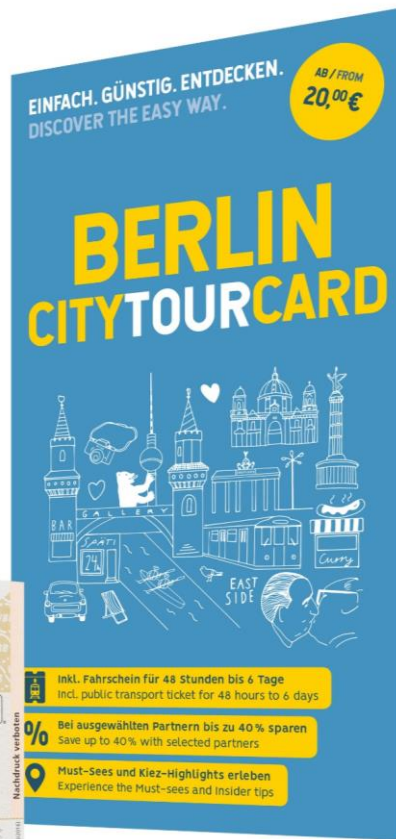
- Further **optimising** the digital CityGuide version
- **Marketing** the digital CityGuide even more **strongly**

## More info

- [Berlin WelcomeCard](#)

Year	Print run of CityGuides	Percentage savings
2023	102,354 pieces	22%
2022	130,820 pieces	82%
2019	743,545 pieces	---





# Berlin CityTourCard

Making the use of public transport simple and attractive

**Objective:** Development and distribution of sustainable products, experiences and packages

**Specific objective:** Strengthen and further develop products to promote sustainable mobility locally

## What it's all about

The *Berlin CityTourCard* offers visitors to Berlin in 2023 up to 40 per cent discount on over 30 partner offers in the city, with a validity of two to six days. The combined product, like the other City Cards from *visitBerlin*, supports **environmentally friendly local mobility**: Users can avail free travel on the underground, suburban railway, tram and bus. The use of rental bikes during the stay is also subsidised in the form of a discount.



# Berlin CityTourCard

Making the use of public transport simple and attractive

## What have we achieved?

- ✓ Use of public transport is **encouraged**
- ✓ Nextbike included in CTC as bike hire

## What we have set out to do

- Website **relaunch** to increase presence

### Other objectives

- Defining a process to increase the proportion of **sustainable** partner offers

## More info

- [Berlin CityTourCard](#)





# Bahnhit

## Package tours with sustainable mobility

**Objective:** Development and distribution of sustainable products, experiences and packages



**Specific objective:** Strengthen and further develop products to promote sustainable forms of travel and sustainable local mobility

### What it's all about

Mobility, and in particular travelling to and from destinations, causes around **75% of the total emissions** generated by tourism. Choosing low-emission mobility is therefore the most effective way to make travelling more climate-friendly.

BAHNHIT offers **sustainable and attractive package tours** to over 80 cities in Germany and Europe. The offers always include rail travel and use of local public transport. Customers receive a convenient package comprising travel to and from the destinations throughout Germany on all Deutsche Bahn trains (official partner) at an attractive price, including seat reservation and overnight accommodation in selected hotels (+breakfast). One can also book an option that includes rental bikes, making local mobility even easier and more sustainable.





# Bahnhit

Package tours with sustainable mobility

## What we have achieved

- ✓ Deutsche Bahn uses **100 per cent green electricity** for its long-distance services
- ✓ Integration of the Berlin WelcomeCard into the offer for travelling to Berlin
- ✓ For the first offers and destinations, rental bikes (incl. parking spaces) and/or city tickets for public transport for inner-city use were included

## What we have set out to do

- Increase in the number of Bahnhit bookings by eight per cent for 2024 and associated **increase in the proportion of environmentally friendly rail travel** in Europe
- Inclusion of rental bikes and City Cards incl. public transport in other offers and destinations

## More info

- **Bahnhit I Affordable city breaks incl. train and hotel (in German)**
- **Bahnhit Deal | [visitBerlin.de](https://www.visitberlin.de)**

# Outlook

How we want to continue our journey.

The projects and measures presented here provide an insight into our efforts. It is important to note that this is not an exhaustive list. Many other projects and measures from a wide range of areas, that contribute to more sustainable development, are currently being developed and planned.

For us, sustainability means continuous improvement and transformation. We do not want to stand still; so a static state of supposed perfection cannot be the goal. We are on the way and want to keep improving, learning and increasing our positive impact. This also includes reporting regularly on our development.

We welcome feedback, suggestions and dialogue on our projects and strategies at any time, and you are welcome to get in touch with us!



# Contact

We look forward to your enquiry.



Luisa Mentz

[Luisa.Mentz@visitBerlin.de](mailto:Luisa.Mentz@visitBerlin.de)



Nina Zantout

[Nina.Zantout@visitBerlin.de](mailto:Nina.Zantout@visitBerlin.de)



Sabine Wendt

[Sabine.Wendt@visitBerlin.de](mailto:Sabine.Wendt@visitBerlin.de)





# Together for a sustainable Berlin

with the visitors:

[Sustainable Berlin](#)



with the tourism experts:

[Sustainable Tourism Development](#)

with the MICE partners:

[Berlin Convention Office](#)



# Imprint

## Concept

Berlin Tourismus & Kongress GmbH

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