Sustainable City for a Sustanible MICE

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Muy famosa.
Muy desconocida.

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Smart Tourism Office

Sustainable City

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What is Seville developing with the sustainable tourism model?

Tourism that makes city

Sustainable & Smart transfer is at the heart of Sevilla 2030 Strategy.

ALMOST
18%
of the economy depends on tourism

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Some innovative projects in the city

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Sustainability

Sevilla e-city

A global pioneering project for energy, mobility and digitisation to ensure that an urban space spanning more than 200 Ha. (Isla de la Cartuja) becomes 100% self-sufficient in terms of energy and emission-free by 2025.

Accessibility	60%
Sustainability	100%
Digitization	60%
Cultural Heritage and Creative Industries	0%
Development	60%

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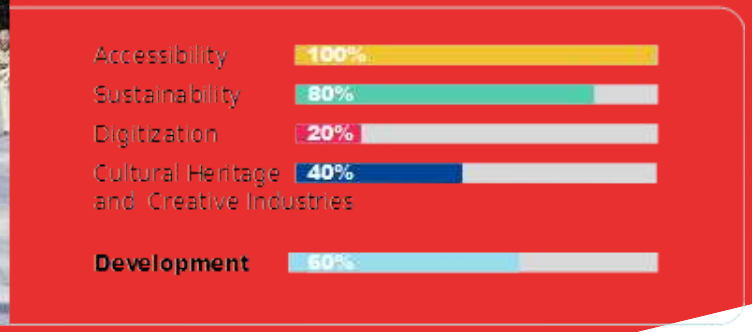
Accessibility

Sevilla Respira plan

Sevilla Respira (Sevilla Breathes) is a plan to improve universal accessibility and the quality of public spaces in areas where there are a lot of tourists that also incorporates innovative nature-based solutions to reduce the heat island effect.



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Sustainability projects
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1. Tourism Smart System

2. Measurement of tourist flows

3. Smart Tourism Destination Diagnosis (Segittur)

4. Panel of tourism sustainability indicators

5. Sustainable Tourism evidence-informed Policy. (Currently under development)

6. Tourism activity index

7. Economic impact index

8. Awareness-raising campaigns

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2 Measurement of Tourist flow

we have challenges

Density and tourist flow management

We combine technologies to analyze how they can help us achieve our goals (mobile network operators, wifi tracking, sensor cam)

Pilot Project in which businesses and universities collaborate

Our goal is to manage the destination in order to improve the quality of life for residents and the visitor experience.

3 Smart Tourism Destination Diagnosis (Segittur)

SEGITTUR
turismo e innovación

The Intelligent Tourist Destination programme is a project promoted by the Secretaría de Estado de Turismo (SETUR) and managed by SEGITTUR, which aims to **certify** the competitiveness of tourist destinations and the quality of life of their residents by focusing on five areas of action: governance, innovation, technology, **sustainability** and accessibility.

Seville, as a member of the network of smart destinations, has managed to certify all five areas, one of them being **sustainability**.

Sustainable MICE

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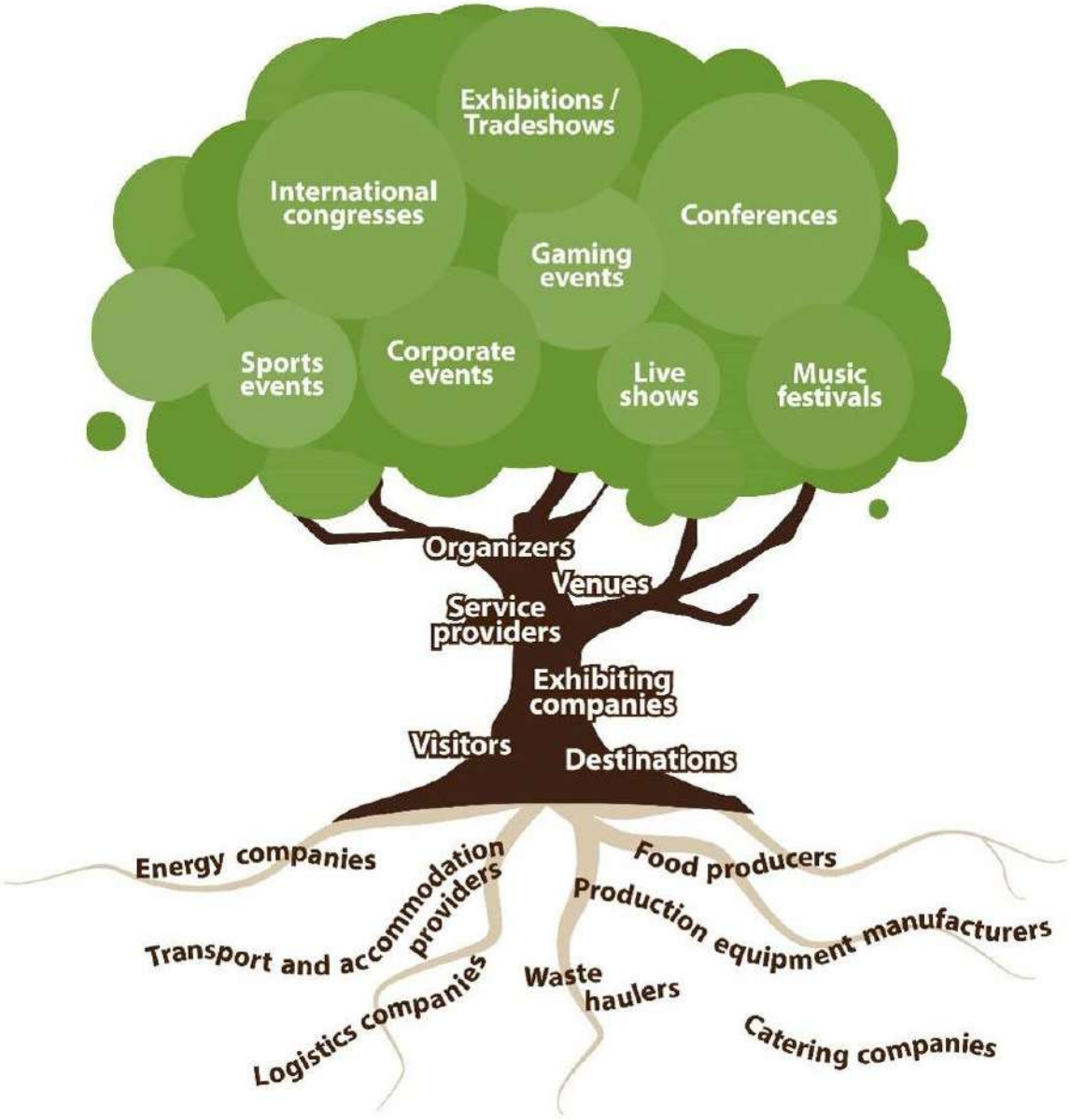
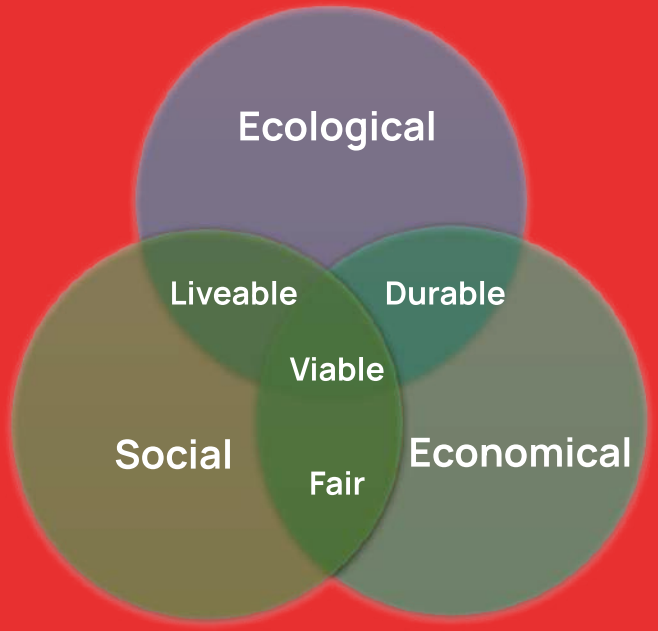
Complex Ecosistem



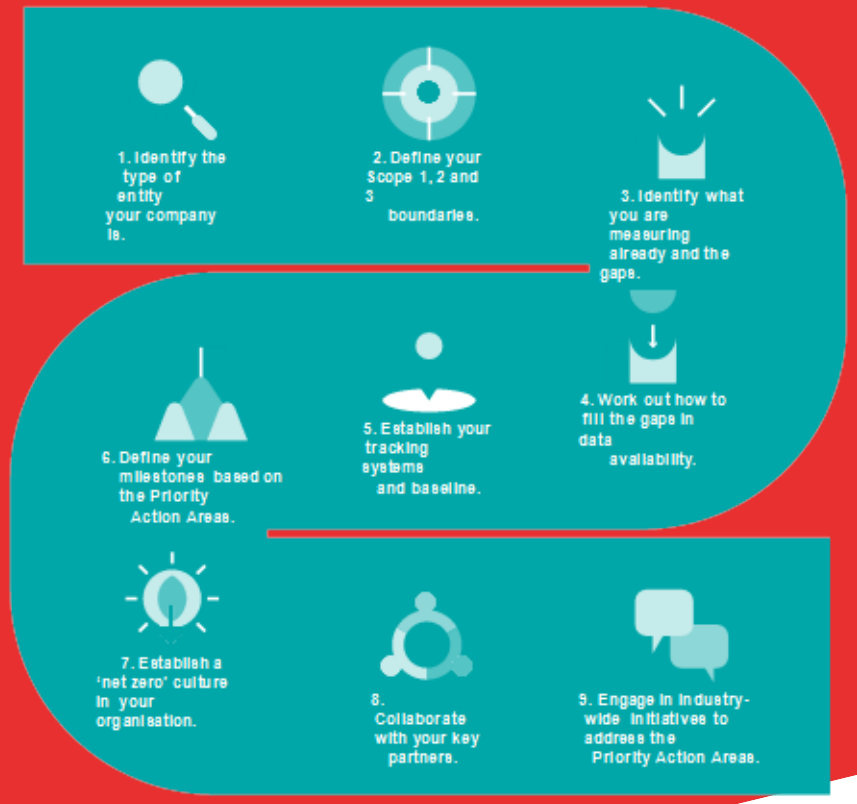
ABOUT SUSTAINABLE EVENTS

United Nations



Net Zero Carbon Events by 2050

You can put the Roadmap into action right away to set your company pathway.



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Action Areas

ENERGY

Power events efficiently
with clean, renewable energy>

PRODUCTION & WASTE

Redesign events to utilise sustainable
materials and be waste free.

FOOD & FOOD WASTE

Source food sustainably,
and eliminate food waste

FREIGHT & LOGISTICS

Move goods and equipment efficiently and
transition to zero emissions logistics.

TRAVEL

Work with and influence partners in
the travel sector to reduce and mitigate
the emissions of travel to events.

2050
NET
ZERO

FIBES' Certificacions

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Environmental measures

- **We educate in sustainability.** We sensitize and raise awareness among everyone around us.
- **We apply energy efficiency measures.**
- **Responsible water consumption.**
- **We prioritize the consumption of local products.**
- We encourage the **use of public transport, promoting sustainable mobility.**
- **We measure, reduce and compensate** the carbon footprint generated by the event.
- We sustainably manage the waste generated (**circular economy**).
- **Responsible consumption**, avoiding the consumption of plastic materials and benefiting those with eco-design.

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Social measures

- **We educate in sustainability.** We raise awareness and sensitize everyone around us.
- **We avoid food waste and donate all kinds of materials and resources** that can be used by others.
- We **reduce inequalities among** all types of people and **ensure gender equality** in all areas of activity.
- We create **stable job opportunities** (decent employment) and promote **local economic development.**
- We work for **inclusion and accessibility,** making it possible for people with any type of disability to participate.
- **We are transparent.** We communicate with coherence and honesty, and promote ethics, peace and justice.

A new Tourism Model for a new Era

#GSTC'22 MICE CRITERIA

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GSTC Global Sustainable Tourism Council