visit.brussels’ commitment to sustainability

visit.brussels aims to position the Brussels-Capital Region on the local and international stage as the capital of 500 million Europeans. A veritable “world city”, where every day more than 180 different nationalities live together, the Brussels metropolis is the most cosmopolitan in Europe. As the capital of diversity and openness, Brussels is also a capital where the good life and creativity reign. Drawing on these intrinsic strengths, visit.brussels strives to develop sustainable and high-quality tourism that respects the city and its inhabitants.

visit.brussels is committed to ensuring that its actions are beneficial, in the long term, to each of the three pillars of sustainable development: people, planet, profit. This sustainability is cross-disciplinary and is the cornerstone of all projects and partnerships carried out by visit.brussels.

Our values tie in with the region’s DNA and attributes, and sustainability is integrated into our practices. Our commitment to a sustainable approach takes many forms:

- our eco-dynamic company label (a regional label that encourages and recognises organisations that limit their environmental footprint);
- participation in the Global Destination Sustainability Index (the leading sustainability benchmarking and improvement programme for meetings and events destinations around the world);
- an ambition to develop sustainable practices in agreement with the UN Sustainable Development Goals;
- providing support to regional programmes, initiatives and policies: the Good Food strategy, the Regional Programme for a Circular Economy (PREC), the Good Move mobility plan, the Air-Climate-Energy plan, the Low Emission Zone, etc.;
- a desire to raise awareness among stakeholders and particularly among actors in the sector.

OUR COMMITMENTS

We are committed to a progressive, result oriented, continuous and maintained improvement approach in terms of environmental and sustainable performance. This implies that visit.brussels does the following:

Carry on our businesses in an ethical, transparent and accountable manner and with a sustainable development perspective.

Be an example of sustainability both in the way our organisation is run and in our campaigns and events.

For all our projects/campaigns: to measure and evaluate their environmental and social impacts and to apply circular economy principles. In the end, this implies that we commit to reducing our environmental footprint and protecting the environment.

Integrate sustainability criteria in our purchasing policies, specifications and invitations to tender.

Edit and promote sustainable tools and guidelines for travel, meetings & events policies.

Engage and train our internal teams and stakeholders to adopt sound sustainability practices, and the commitment to specific Key Performance Indicators (KPIs) in order to achieve our objectives.

Enhance and develop sustainable practices with regards to tourism, culture and the image of Brussels.

Improve sustainable development in the meetings and events industries. This includes assistance for organising greener meetings and events, as well as the social dimension, helping to leave a long-lasting legacy in the city.

Play an exemplary role in terms of sustainability and accessibility of meetings and events.

Manage public money and be aware of our responsibilities: to ensure that the money invested benefits inhabitants, to preserve the environmental, architectural and cultural heritage, and to guarantee a balance between inhabitants and visitors.

Integrate the inhabitants in our strategy so that they are the first to benefit from an added value as soon as there is tourism development.

Encourage decentralised tourism initiatives to avoid over-tourism in the centre of Brussels:

- Promoting the tourism and cultural offering in the region’s 19 communes
- Promoting Brussels’ neighbourhoods
- Promoting cycling to discover decentralised points of interest
- Promoting participatory tourism
- Improving the decentralised welcome of visitors

Promote and encourage soft mobility, circular economy initiatives, sustainable food practices, and environmental certifications.

Pay particular attention to developing inclusive tourism.

Participate in the development of smart tourism initiatives in the city.

Following these principles will enable us to meet our obligations and commitments, protect the surrounding environment and maintain positive relationships with our community and customers.

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