



### **VISION**

Berlin should become one of the most sustainable, innovative and reliable metropolises in the world!

### **MISSION**

BESTIVAL enables us to achieve our vision by motivating customers and partners to act sustainably.

### **GOALS OF BESTIVAL**

Inspire the world for Berlin.

To impart knowledge to customers, create sustainable experiences for them and provide access to a reliable B2B network.

To position Berlin as a leading tourism and event destination in line with the sustainability criteria according to Sustainable Meetings Berlin and ISO 20121 in an international comparison.

To promote the tourism and events industry in Berlin economically.

The transformation towards a climate-friendly tourism and events industry in which resources are used sparingly in accordance with the principles of the circular economy, thus reducing CO2 emissions.

A best practice for sustainable event planning: environmentally, socially, economically successful and following the obligations of Governance, Risk and Compliance with the help of the Sustainable Event Guidelines Berlin and ISO 20121.

Increase awareness of Sustainable Meetings Berlin and Sustainable Tourism Berlin among customers and partners.

## **GOALS OF SUSTAINABLE MEETINGS BERLIN**

- Sustainable Tourism Berlin and Sustainable Meetings Berlin are the only German certification programs of a region whose sustainability criteria are recognized by the Global Sustainable Tourism Council ("GSTC recognized").
- Contribution of the industry with regard to Sustainable Development Goals
- Becoming a role model in sustainability
- Actively help shape a sustainable destination and tourism city development.

Interested stakeholders who are not yet actively involved in the Sustainable Berlin certification process are welcome to contact [sustainable-meetings@visitBerlin.de](mailto:sustainable-meetings@visitBerlin.de)