



Cooking for the Future

The seal

Sustainable gastronomy

A seal that only those restaurants that are committed to sustainability and work to improve their practices according to the standards defined by the 17 United Nations Sustainable Development Goals will have.

Recognition

A seal to recognize and give visibility to restaurants committed to sustainability, to guide them in carrying out good practices at no additional cost to the business.

Visibility

An online guide showing the restaurants of Barcelona that are committed to sustainability.



VISA

Barcelona
Turisme



Why am I interested?

The **Barcelona Sustainable Gastronomy** seal will identify you in the guide and on the street as a restaurant that cares about complying with the United Nations Sustainable Development Goals.

You will respond to an increasingly growing demand in society and travelers. 87%* of travelers declare their intention to carry out sustainability practices when traveling, and 33%* are willing to pay 10% more for sustainable services.

The guide will be part of an international campaign to promote tourism and restaurants in Barcelona with the endorsement of Visa, Turisme de Barcelona and Biosphere.

* Sources: Visa Inc. The Global Travel Intentions Study 2023 and Observatori de Turisme a Barcelona. Results report on the profile and habits of tourists in Barcelona city 2022.



Who are we?

Visa

We innovate to build a better world, thinking about protecting people and the planet. To do this, we work with partners that seek a positive impact, such as Turisme de Barcelona and the **Barcelona Sustainable Gastronomy** initiative, which seeks to promote a network of restaurants that meet the sustainability attributes outlined in the 17 United Nations SDGs.



Turisme de Barcelona

We work for the projection of an aspirational and transformative destination that offers values that allow us to live and coexist in an environment full of life, sustainable, responsible, committed to the criteria of the 17 United Nations Sustainable Development Goals, promoting the dynamization and the return, material and immaterial, generated by visitors.



Biosphere

Biosphere is the international sustainability management and certification system of the Institute for Responsible Tourism (ITR), based on the 17 Sustainable Development Goals (SDG) and 169 United Nations goals. With indicators developed jointly with the United Nations Sustainable Development Solutions Network (UN-SDSN), it is the global methodology to connect destination promotion organizations (DMO), business community, citizens and tourists, helping different actors to define and make visible their sustainable strategies and objectives.



Our mission

The Sustainable Development Goals (SDGs) were adopted by the United Nations in 2015 as a universal call to end poverty, protect the planet and ensure that by 2030 all people enjoy peace and prosperity.

The 17 SDGs are integrated: they recognize that actions in one area will affect outcomes in other areas and that development must balance social, economic and environmental sustainability.

That is why they are in the DNA of **Barcelona Sustainable Gastronomy**, because we are committed to the future and we want to recognize the work of restaurants and their professionals and accompany them to achieve their sustainable development goals and give them the visibility that this commitment to the planet deserves.

SUSTAINABLE DEVELOPMENT GOALS





Barcelona Sustainable Gastronomy

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How we will do this?

Biosphere has selected 12 specific activities that will help you link with each of the 17 Sustainable Development Goals (SDGs) in realistic terms for a more sustainable and responsible management of your restaurant.

We will analyze with you the state of your business in relation to said selection, to identify opportunities for improvement and help you implement them.

Because the objective of this project is to bring you closer to the adoption of good practices that improve your positive impact on society and the environment, improving your competitiveness, your profitability and your positioning and communicating the efforts made to clients around the world.



Social actions



Healthy and inclusive offer



Empowerment of women



Resources saving practices



Digitalization of processes



Accessibility



Knowledge and training



Responsible purchasing policy



Reduction of non-sustainable packaging



Carbon footprint



Promotion of sustainable mobility



Customer satisfaction

1 / Social actions

Contributes positively to the territory and strengthens ties with the community.

- Donation of surpluses.
- Promotion of the territory and local gastronomy.



2 / Healthy and inclusive offer

Offers a differentiated and attractive option for clients conscious about their diet.

- Recommended serving sizes.
- Elimination or reduction of processed products.
- Healthy children's menu.
- Offer for intolerances or allergies.
- Options for cultural or religious prescriptions.



3 / Empowerment of women

Attracts and retains qualified female talent, enriching the work team.

- Guidelines for inclusion and empowerment.
- Non-offensive and respectful language.
- Protocol for situations of sexual harassment.
- Parity in work teams.



4 / Resources saving practices

Improves the economic and environmental impact, reducing the carbon footprint.

- Tap flow reducers and double cistern flushes.
- Efficiency of appliances.
- Lighting automation.
- Lighting saving systems (LED).



5 / Digitalization of processes

Optimizes operational management and
Rationalizes the use of resources to reduce costs.

- Strengthen digitization and document management processes.
- Sustainable communication formats.
- Process automation.
- Stock control.



6 / Accessibility

Welcomes clients with special needs and opens the business to new customers.

- Adaptation of facilities for universal accessibility.
- More accessible menus and signage.
- Environmental noise control.
- Adequate lighting.



7 / Knowledge and training

Increases customer confidence and professionalism of the staff.

- Knowledge of cooking methods and recipes.
- Continuous training for staff.



8 / Responsible purchasing policy

Generates a positive impact on development local economy and customers trust.

- Consumption of foods from organic or sustainable production.
- Use of products with Protected Designation of Origin.
- Update of the menu according to seasonal products.
- Buying from local suppliers.
- Sustainable supply chain management.



9 / Reduction of non-sustainable packaging

Reduces purchasing costs, improves image and client involvement.

- Reduction or elimination of single-use disposable plastic items.
- Sustainable and ecological alternatives, whenever possible (biodegradable, compostable or reusable materials).



10 / Carbon footprint

Knows and controls the impact of the activity to obtain benefits in terms of transparency and reduction of consumption.

- Measurement and divulgation of the impact created and the carbon footprint.



11 / Promotion of sustainable mobility

Contributes to reduce pollution and showing commitment to the well-being of the community.

- Promote the use of sustainable or public transportation to reach the premises.



12 / Customer satisfaction

Monitoring to improve experience and operational efficiency, building customer loyalty.

- Satisfaction surveys.
- Customer loyalty initiatives.
- Sustainable projects that involve patrons.



Goals

Develop and demonstrate your good practices with the support and advice of our consultants to achieve the program goals.

Be a part of the campaign

Barcelona Sustainable Gastronomy will be part of an international advertising campaign to promote sustainable restaurants in Barcelona.



Sign in

Receive a visit from our Biosphere consultants, the international sustainability management and certification system of the Institute of Responsible Tourism (ITR), based on the 17 SDGs.

Get the seal

Position your business in Barcelona's sustainable gastronomy offer!



Barcelona

Sustainable Gastronomy

Cooking for the future

Thank you!

