CONNECTING SUSTAINABLE & RESPONSIBLE MINDS WITH THE TRAVEL INDUSTRY. AT ITB BERLIN.

#Since many years The World’s Leading Travel Trade Show® actively promotes dialogue and networking among travel companies, governments, research institutes and NGO’s.

HOW? We offer platforms and events to discuss even controversial issues while partnering with numerous initiatives in the area of responsible tourism.

#ITB Berlin is actively committed to tourism’s responsibility to the society.

To foster human dignity, security and justice for all actors involved is key when aiming for long-term sustainability and success.

MAKE A CHOICE. TAKE A CHANCE AND BE PART OF THE CHANGE.

Responsible thinking is making its way into mainstream tourism!
WE BRING THE WORLD OF TRAVEL TOGETHER.
AT ITB BERLIN.

#ITB Berlin Convention: Renowned travel industry and policy-making experts discuss strategies, best-practice examples and the profitability potential of sustainable tourism at the ITB CSR Day. Additionally, we are in a constant process of creating further dedicated panels: The ITB Responsible Destination Day, the Tourism for Sustainable Development Day, the Empowerment Days 1-3 (incl. an Indigenous Travel-, a Gender Equality-, a LGBT+, an Animal Welfare session + a Female Social Entrepreneurship Workshop). In the Palais, we give out several related Awards:

• The Celebrating Her Awards (in cooperation with the International Institute for Peace in Tourism IIPT India)
• The ITB LGBT+ Pioneer Award
We support the Top 100 Sustainable Destinations Awards and the TO DO Awards for community-based tourism.

#Hall 4.1: Offers two stages with speeches, events on responsible adventure travel, environmental-friendly tours, ecology and sustainable tourism, incl. the #PowWow in coop. with Latin AmericaWorld, #Responsible Tourism Classes & the ITB Responsible Tourism Networking Event, in coop. with The Blue Yonder, plus an ITB Responsible Tourism Info Booth!

#We organize charity events and donations for carefully selected social aid projects (e.g. related to our respective ITB Berlin Guest Country or the IGLTA Foundation ITB Diversity Gala).

#A bundled comprehensive ITB-CSR-Online-Program offers an overview of all responsible events during ITB; a short version is available for your pocket.

Messe Berlin’s energy management system is ISO 50001 certified, its waste management company is ISO 9001, its cleaning company ISO 9001 and 14001 certified. We also request our exhibitors to take our advice for sustainable exhibiting:

#Sustainable Trade Show Presence

THE WORLD IS PRECIOUS. EVERY DAY.
THAT IS WHY WE CARE 365 DAYS.

• We are committed to foster the UNWTO Global Code of Ethics and the Sustainable Development Goals (SDGs), speak at related events and ITB Academies
• We support ECPAT and the Child-Protection-Code of Conduct against sexual exploitation of children in tourism
• We are a founding member of the Roundtable Human Rights in Tourism
• We support the Germany-based Institute for Tourism and Development (Studienkreis für Tourismus) and are part of the jury of its TO DO Competition

• We are engaged in the Board of Directors of forward looking associations like GSTC, PATA, IGLTA; we cooperate with GEN, ATTA, WTTC + DRV’s Sustainability Committee
• We work close with the carbon footprint compensation provider atmosfair, giving visitors and exhibitors the chance to immediately offset part of their ITB travel CO2 when purchasing their online ticket. ITB staff members also offset all air travels.
• We support local initiatives like Berliner Aidshilfe e.V., Berliner Kältehilfe (homeless aid), Sozialhelden e.V. (Social heroes/accessibility), Berliner Tafel (food donations)

TOGETHER WE CAN BRING ABOUT A GREAT DEAL OF CHANGE.