



**ITB**  
BERLIN

The World's  
Leading  
Travel Trade  
Show®



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

[itb-berlin.de/csr](https://itb-berlin.de/csr)

#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**

## STEP BY STEP TOWARDS MORE RESPONSIBILITY.

- 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 CO<sub>2</sub> 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.

