

visit Belfast

Our Commitments

Our ten commitments are aligned to eight of the 17 UN sustainable goals

1 Reduce the environmental impact of our business



2 Build sustainability capacity within Visit Belfast and empower our employees



3 Support and improve employee health and wellbeing



4 Responsibly source goods and services



5 Champion sustainability within our industry – encouraging collaboration, catalysing innovation, reducing the carbon footprint of the sector and increasing social impact.



6 Promote sustainable choices and experiences and positively influence the actions of visitors



7 Work with our B2B clients (event organisers, tour operators and cruise lines) to make sustainable business easy



8 Generate and manage year-round visitors to Belfast in a way which is sensitive to the environment and communities



9 Maximise the social and economic impacts of Visit Belfast's activities – to deliver sustainable and inclusive growth



10 Promote and develop Belfast as an accessible, inclusive and welcoming destination for all



Management, Delivery and Performance

We will ensure delivery on our commitments through the following process:

- Adopt a triple bottom line approach, incorporating social, environmental and economic KPIs into our strategy and business plan.
- Measure the estimated carbon footprint of tourism in Belfast
- Measure the estimated carbon footprint of Visit Belfast
- Agreeing an annual sustainable action plan as a key part of Visit Belfast's business planning process with agreed deliverables with regular progress reports provided to the operational committee.
- Develop sustainability capacity across Visit Belfast to support delivery of the annual action plan and delivery on policy commitments
- Ensuring that all employees understand the policy, receive sustainability training as part of their role within Visit Belfast and are encouraged to be champions of sustainability across the organisation
- Publishing our sustainability policy on our website and communicating it with all key stakeholders, industry, clients, suppliers and residents. Visit Belfast also publishes an annual impact report on progress against the policy.
- Reviewing and updating our policy annually to ensure continuous improvement of our sustainability efforts
- Participate in the annual Global Destination Sustainability Index to measure sustainability performance at a destination level (environment, supplier, destination management and society)
- Maintain Visit Belfast's Gold Green Tourism accreditation.

On behalf of Visit Belfast:



Gerry Lennon
Chief Executive, Visit Belfast
June 2021



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