



GOVERNMENT OF SAINT PETERSBURG
COMMITTEE FOR TOURISM
DEVELOPMENT OF SAINT PETERSBURG

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General Director



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On Saint Petersburg Convention Bureau's Sustainability Policy

We at Saint Petersburg Convention Bureau recognize the exceptional importance of developing a sustainable and environmentally responsible meetings and events industry. We believe that sustainability and circular thinking needs to be at the heart of developing Saint Petersburg as a destination. Our main goal is to make tourism development a powerful contributor for the prosperity of the whole city's community.

We uphold the principles of cooperation, stewardship, and transparency in our work, and align the following commitments with the 17 UN SDGs, Saint Petersburg's Strategy for Social and Economic Development until 2035 and Saint Petersburg's State Program "The Development of Tourism Industry in Saint Petersburg":

- raise awareness of local tourism community, including venues, hotels and tourism services suppliers, about the UN Sustainable Development Goals and ways to increase the city's sustainability performance within the GDS-Movement's benchmarking system;
- launch a communicative platform for industry stakeholders to provide assistance on ecological and social issues and create a room for joint initiatives in the field of sustainability;
- develop new tourist routes embracing emerging sites of interest and foster industrial, ecological, scientific, gastronomic, marine and other dimensions of tourism to avoid excessive load on the main sites of tourist attractions;
- promote sustainability standards and create incentives for hotels, venues and restaurants to implement eco-friendly and sustainable practices;
- participate in regional, national and international projects dealing with tourism sustainable development and cultural exchange;

- collaborate with leading educational institutions to elaborate new professional standards for event industry specialists including references to sustainability and ecologically responsible tourism;
- provide business events delegates with an opportunity to make a social or ecological input;
- train Saint Petersburg Convention Bureau's staff to ensure effective implementation of the sustainability policy priorities.

In order to successfully carry out the activities listed above, Convention Bureau has elaborated and is using the following instruments:

- Strategy for Sustainable Development until 2035;
- Yearly public reporting on sustainability issues;
- Saint Petersburg Convention Bureau's internal sustainability team;
- Saint Petersburg Convention Bureau's Sustainability Council.