

Sustainability Report | 2021

Index

1. about this report
2. Turismo de Portugal
3. strategic and mobilising approach
4. performance
5. commitment to society and the environment

1. about this report

The **Sustainability Report of Turismo de Portugal, I.P.** (hereinafter "Turismo de Portugal") is aimed at our stakeholders, so that they may become aware of the work that the Institute has carried out with a view to promoting the priorities established in the [Tourism Strategy 2027](#), more specifically in the three dimensions of sustainability.

Economic



Environmental



Social



Reporting period and scope

This report focuses on the activity of Turismo de Portugal in the area of Sustainability in 2020 and 2021, in periods from 1 January to 31 December.

The scope of the reporting of quantitative information includes the **Registered Office and the Hotel Business and Tourism Schools** (hereinafter EHT), which integrate Turismo de Portugal.



1. about this report

Sustainable development goals

In 2015 the United Nations General Assembly defined the 2030 Agenda for Sustainable Development, which includes 17 goals.



Goal 1: End poverty in all its forms everywhere



Goal 2: End hunger, achieve food security and improved nutrition, and promote sustainable agriculture



Goal 3: Ensure healthy lives and promote well-being for all at all ages



Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all



Goal 5: Achieve gender equality and empower all women and girls



Goal 6: Ensure availability and sustainable management of water and sanitation for all



Goal 7: Ensure access to affordable, reliable, sustainable and modern energy for all



Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Turismo de Portugal has defined its strategy in line with these global goals, and in this report the activities that contribute positively to each of them are identified.



Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation



Goal 10: Reduce income inequality within and among countries



Goal 11: Make cities and human settlements inclusive, safe, resilient, and sustainable



Goal 12: Ensure sustainable consumption and production patterns



Goal 13: Take urgent action to combat climate change and its impacts



Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development



Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss



Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels



Goal 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development

NOTE: Whenever some of the measures adopted by Turismo de Portugal fall within the scope of some of these objectives, they will be duly identified with the respective symbols



2. Turismo de Portugal



Message from the Chairman

After two challenging years, tourism in Portugal has been consolidating its recovery path.

We are living in a time of transformation, with the acceleration of the sustainability agenda driven by imperatives associated with international commitments but also by changes on the demand side.

With the Tourism Strategy 2027, we have assumed sustainability as a cornerstone of our tourism development model and committed to concrete goals for the next decade. The importance of this agenda and its acceleration was reinforced by the pandemic and the 2020/2023 More Sustainable Tourism Plan in order to ensure a more responsible, more sustainable and more resilient tourism.

In 2021, this commitment was extended with the Reactivate Tourism | Build the Future (PRT) plan, a guideline for the transformation of the tourism sector, public and private, and which actions are fully integrated with the objectives of the Recovery and Resilience Plan and the Portugal 2030 Strategy. As an example, the 360° Tourism Companies Programme, an initiative included in Pillar 4 of this Plan, aims to encourage tourism companies to incorporate sustainability values, in its environmental, social and governance pillars.

This report demonstrates the commitment of Turismo de Portugal to the sustainability of the sector, as the National Tourist Authority and responsible for the promotion, enhancement and sustainability of tourism activity. This is also our contribution to the multiple aspects of the Sustainable Development Goals.

2. Turismo de Portugal

Governance and sustainability model



Turismo de Portugal is composed of four management bodies, defined in its Organic Law, approved by Decree-Law No. 129/2012 of 22 June



Luís Araújo | Chairman
Teresa Monteiro | Vice-Chairperson
Carlos Abade | Member
Filipe Silva | Member

2. Turismo de Portugal

Organic Law



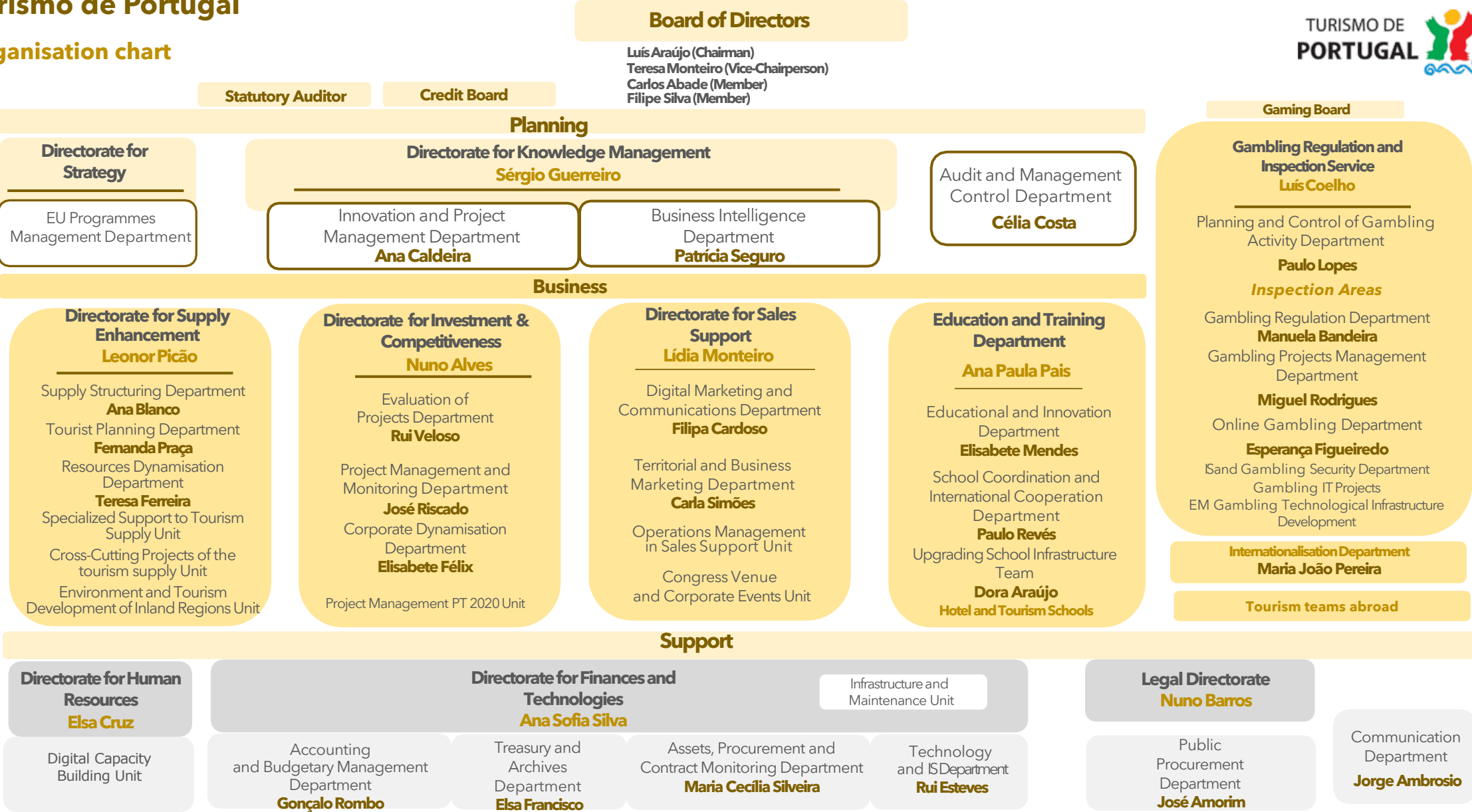
Turismo de Portugal, a public institute under the tutelage of the Ministry of Economy and Maritime Affairs, is structured in Directorates and Departments, according to the areas of activity.

The Statutes were approved by Ordinance No. 384/2015 of 26 October and its Organic Structure - Central Services is set out in Deliberation No. 1017/2019 of 3 October.

Areas of activity	Planning	Business	Support
Directorates	<ul style="list-style-type: none">Directorate for StrategyDirectorate for Knowledge Management	<ul style="list-style-type: none">Directorate for Supply EnhancementDirectorate for Investment SupportDirectorate for Sales SupportDirectorate for TrainingGambling Regulation and Inspection ServiceInternationalsalisation Department	<ul style="list-style-type: none">Directorate for Human ResourcesDirectorate for Finances and TechnologiesLegal DirectorateCommunication Department

2. Turismo de Portugal

Organisation chart



2. Turismo de Portugal

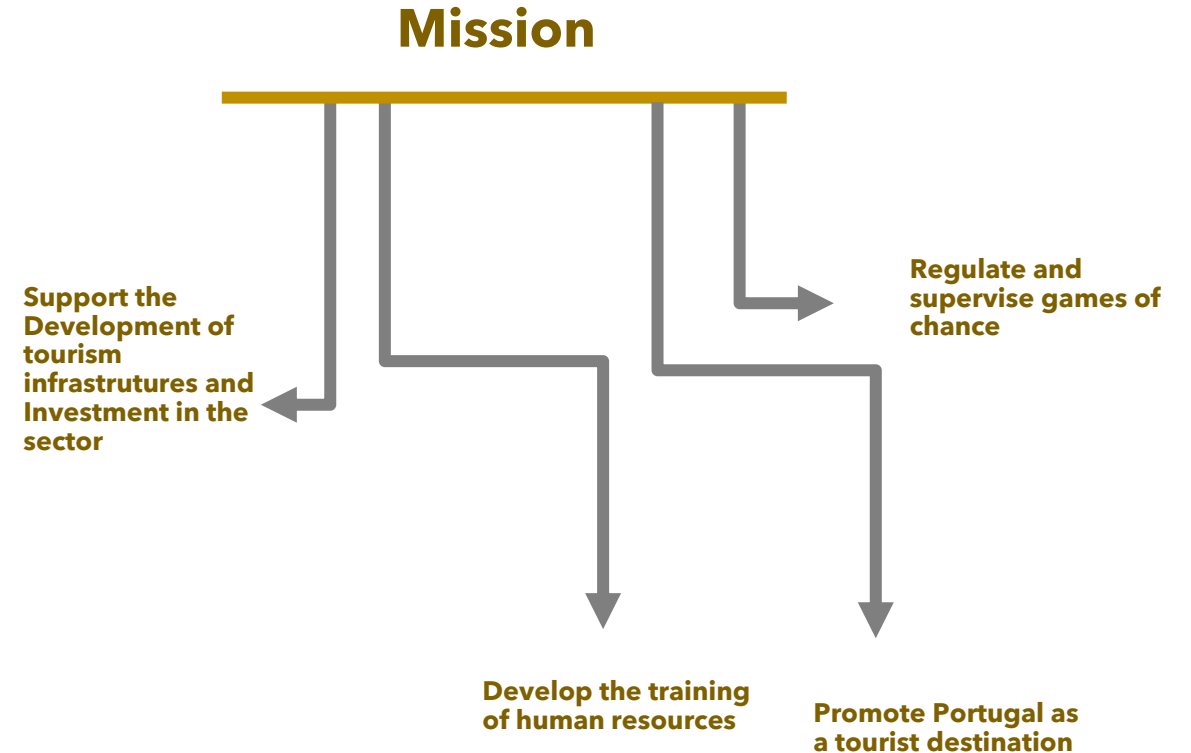
Mission, structuring principles and values

Turismo de Portugal is the National Tourist Authority responsible for the promotion, enhancement and sustainability of tourism activity, bringing together all the institutional competencies relating to the promotion of tourism, from supply to the demand it generates.

With a privileged relationship with other public entities and economic agents at home and abroad, Turismo de Portugal is committed to strengthening Tourism as one of the main drivers of growth in the Portuguese economy.

Structuring principles:

- Respect and protection of human rights;
- Eradication of all forms of exploitation and discriminatory practices;
- Fight against all forms of corruption;
- Responsibility in defending and protecting the environment;
- Contribution to sustainable development;
- Public Service Mission;
- Sense of commitment and responsibility, taking up the challenges that are posed with diligence, autonomy and flexibility, contributing with their added value in knowledge, synergies and creativity in teamwork and personal interaction;
- Excellence in the exercise of its activity, investing in development and innovation, adopting new forms of management and operation, in favour of its strategic goal: Tourism;
- Rigour and integrity in the pursuit of its mission, as well as in its interaction with the tourism sector and the functioning of the market, carrying out its activity with respect for the ethical and deontological values of public service and of the sector, always in accordance with the best practices and procedures identified, incorporating sustainability criteria in the institute's actions.



2. Turismo de Portugal

Financial companies and internal sustainability management

As part of its mission, Turismo de Portugal participates in the capital of a group of financial companies that support strategic investment and SMEs.

Portugal Capital Ventures - Sociedade de Capital de Risco, S.A.

Portugal Ventures is a venture capital company that invests in innovative scientific, technological and tourism-based projects.

It establishes partnerships with entrepreneurs and start-ups to strengthen competitiveness at all stages of companies' development. Created in 2012, it results from the merger of three of the most representative venture capital companies in Portugal: Turismo Capital, INOV Capital and AICEP Capital. In 2020 it will become part of the Banco Português de Fomento Group.

TF Turismo Fundos - SGOIC, S.A.

Turismo Fundos administers, manages and represents five real estate investment funds, with the mission of contributing to public policies to support competitiveness, intervening in the real estate component of companies in the tourism area.

National Mutual Guarantee System

The National Mutual Guarantee System enables the provision of guarantees on behalf of SMEs and Micro Enterprises to the entities that request them.



Turismo de Portugal participates in the Portuguese Mutual Guarantee Society, the Mutual Counter Guarantee Fund and the following Mutual Guarantee Societies:

- **NORGARANTE** - Sociedade de Garantia Mútua, S.A. (Porto);
- **LISGARANTE** - Sociedade de Garantia Mútua, S.A. (Lisboa);
- **GARVAL** - Sociedade de Garantia Mútua, S.A. (Santarém).

In 2020 all these entities became part of the Banco Português de Fomento Group.

Internal Sustainability Management

In line with the objectives defined for the sector, Turismo de Portugal has also created an internal plan for the promotion of its sustainability, driven by the **Internal Team for Sustainability**, composed of employees from the following departments:

- Human Resources,
- Knowledge Management,
- Finances and Technologies,
- Training.

This team is accompanied by a group of **Sustainability Ambassadors**, made up of one representative from each organic unit and each School of Turismo de Portugal, who ensures and promotes the implementation of projects.



2. Turismo de Portugal

Sustainability management



Through the Internal Team for Sustainability, several initiatives have been adopted by Turismo de Portugal, with objectives well focused on sustainable development:

	2020-21 Initiatives	What has been done	Next steps
Integrate sustainability in management	Battery of sustainability indicators	Continuity in data collection and monitoring of the indicators created	Permanent updating of existing indicators and development of new indicators
	Roadmap for carbon neutrality	Development of a study to contextualise carbon neutrality and how we can achieve it, identifying what we have already measured and what are the next developments in this area	Daily Travel Survey for all human resources allocated to Turismo de Portugal
		Development of a new indicator that calculates the CO2 emissions of human resource travel for work-related reasons	Calculation of CO2 emissions of scope 3
	Observatories for sustainability	In January 2020, the observatory of the Algarve and the Azores were recognised in the international network of observatories of the WTO (INSTO)	Submission of applications from northern and central observatories to the INSTO network
	Sustainability report of Turismo de Portugal and the sector	Reprint of the Sustainability Report	2020 and 2021 Sustainability Report to be released in the 3rd quarter of 2022
	Sustainability goals in the performance management	In the 2019-20 performance review, sustainability objectives regarding paper consumption in the Institute have been introduced - Reducing paper consumption by 10% (1)	Introduction of other objectives relating to sustainability
	Creation of a collaborative urban vegetable garden	New shared space to create na urban vegetable garden	Maintain the space

(1) The Council of Ministers Resolution No. 51/2017, of 19 April, created the pilot project "Zero Paper" to be implemented in the Public Administration. Promoted by the General Secretariat of the Ministry of Justice, the Directorate-General for Higher Education and by Turismo de Portugal, I. P., with the technical support of the Directorate-General for Books, Archives and Libraries, this project aims to reduce the use of paper, as well as to reduce printing products and consumables.

2. Turismo de Portugal

Sustainability management



	2020-21Initiatives	What has been done	Next steps
Increase eco-efficiency	Roadmap for carbon neutrality	Definition of a 2021/2024 investment plan for initiatives that promote energy and water efficiency in the institute	Provide for budget availability in the coming years
	Alteration of the material used by EHT	Replacement of plastic utensils and material with paper, cardboard, bamboo and other recyclable materials	Keep
	Eliminate paper newspapers	Replaced by online newspapers	Keep
Enhance human capital	Sustainability curricula in the EHT	Implementation of new programmes	Pursue this objective
	Dynamisation of programmes of Social and environmental responsibility in the EHT	Programmes and experiences of social and environmental responsibility in EHTs (see subchapter "Capacity building of the sector in pandemic times")	Pursue this objective
	Enlargement of the dining area for employees	A new space with daily cafeteria and meal service	Maintain the space
	Study of organisational climate and human capital development	Development of the Index of Excellence study	Periodic review of the Study

2. Turismo de Portugal

Ethics and conduct



Approved in 2011 by the United Nations General Assembly, the [World Tourism Organization's World Code of Ethics](#) is a comprehensive set of principles that aim to affirm the right to Tourism and the freedom of tourist travel, as well as the promotion of a global tourism order that is equitable, responsible and sustainable, for the shared benefit of all sectors of society, in a context of an open and liberalised international economy.

In 2013, Turismo de Portugal, with 16 other Portuguese entities representing the tourism sector, adhered to this Code of Ethics.

Respect	respect the work carried out by colleagues and all external entities with whom they have dealings within the scope of their duties
Responsibility	undertake the duties assigned to it with responsibility, showing commitment in the tasks
Loyalty	act with loyalty to the Institute and to colleagues, regardless of their hierarchical position
Professionalism	assume professionalism in the fulfilment of tasks
Integrity and compliance with the law	assume integrity and independence between personal interests and those of the Institute in order to avoid situations giving rise to conflicts of interest

2. Turismo de Portugal

Risk Management



In recent years, Turismo de Portugal has made efforts to promote a culture of corruption risk prevention within its organisation.

In 2009, following the recommendations issued by the Council for the Prevention of Corruption (CPC), the Plan for the Management of Corruption Risks and Related Infractions was created, recognised as a useful and dynamic management instrument, which was subsequently updated in 2015.

As a result of the changes to the organic structure of Turismo de Portugal, embodied in Deliberation No. 535/2018, published on 26 April 2018, the need arose to review the existing Risk Prevention Plan and adapt it to the new institutional reality.

The new Plan for the Prevention of Management Risks including Corruption Risks and Related Infractions (PPRGRCIC) of Turismo de Portugal was prepared for 2022-2026 and designed with the participation of all managers of the Institute's organic units, integrating the identification of risks and the prevention and control measures to be adopted.



PLAN FOR THE PREVENTION OF MANAGEMENT RISKS INCLUDING CORRUPTION RISKS AND RELATED INFRACTIONS



2022-2026 Annual Implementation Report

2. Turismo de Portugal

Engagement with sector stakeholders



Knowledge	Innovation, FIT Programme Fostering Innovation in Tourism	Sustainability
AHP - Portuguese Hotels Association	Wildtriumphs, Lda. Beta-i	ABAE - Blue Flag Association of Europe
ATL - Lisbon Tourism Association' Visitors and Convention Bureau	Fabstart - Fábrica de Startups, S.A.	Algarve Tourism Region
ARHCESMO - Cascais, Estoril, Sintra, Mafra and Oeiras Regional Hoteliers Association	GesEntrepreneur - Empreendedorismo Sustentável, Lda.	ENAT - European Network for Accessible Tourism
APR - Portuguese Resorts Association	Novotecna - Association for Technological Development	Universidade de Évora
ARAC - Association of the Driverless Car Rental Industry	Incubadora D. Dinis - Association for the Promotion of Entrepreneurship, Innovation and New Technologies	Eurostat
APECATE - Portuguese Association of Congress, Tourism Promotion and Event Companies	Startup Lisboa - Association for Innovation and Entrepreneurship of Lisbon	University of Algarve
APAVT - Portuguese Association of Travel Agencies and Tourism	Startup Madeira - More than Ideas, Lda.	WTTC - World Travel & Tourism Council
AHRESP - Association of Hotels, Restaurants and Similar Establishments of Portugal	Polytechnic Institute of Porto Startup Porto	GSTC - Global Sustainable Tourism Council
ALEP - Local Accommodation Association in Portugal	Conversas Versáteis, Lda.	Portuguese Plastics Pact
Higher School of Social Communication	NOVA University of Lisbon	Alentejo/Ribatejo Tourism Regional Authority
European Travel Commission		The World Bank Group
OECD - Tourism Committee of the Organisation for Economic Co-operation and Development		
World Tourism Organization		

2. Turismo de Portugal

Prizes and awards



2021
IAGTO Outstanding Service Award - Turismo de Portugal receives the IAGTO Outstanding Service Award
ISCTE Public Policies Award 2021 - Turismo de Portugal receives an Honourable Mention
World Travel Awards 2021 - Europe edition - Turismo de Portugal elected Best European Official Tourism Organisation
Marketing Means & Advertising Awards - Turismo de Portugal won Gold with the Can't Skip Hope campaign, in the Travel & Tourism category of the Marketing Means & Advertising Awards, Silver in the Digital and Social Media category and Bronze in International Markets. The Read Portugal campaign was also distinguished with Silver in the International Markets category and Bronze in the Travel & Tourism category. You Can was awarded Silver in the Travel and Tourism and Digital and Social Media categories. The Wine Tourism campaign was awarded Silver in the categories Travel and Tourism and International Markets
5th Edition of the "Index of Excellence" Awards - Turismo de Portugal wins in the Public Sector category and achieves 8th place in the Large Companies ranking, and now belongs to the Top 10 of this ranking

2020
World Travel Awards - Visitportugal.com, best official World Tourism website, in the category Travel Technology
Country Brand Awards - Portugal leads the European ranking of the best countries in tourism promotion and wins the 3rd place worldwide.
Effectiveness 2020 Awards - Turismo de Portugal distinguished with gold for the film #CantSkipHope in the "Transport, Travel and Tourism" category.
World Travel Awards 2020 - Europe edition - Portugal was elected, for the 4th consecutive year, the Best destination in Europe
WTTC - Portugal is 1st European country to receive 'Safe Travels' Label from World Travel & Tourism Council
12th edition of the Marketeer Awards - Turismo de Portugal wins in the Destination Tourism category.
Marketing Means & Advertising Awards - Turismo de Portugal - Gold in the categories Travel & Tourism and International Markets, with the Brelcome campaign and "Times Square Wave"

3. strategic and mobilising approach

2027 Tourism Strategy and Reactivate Tourism | Build the Future Action Plan



The **2027 Tourism Strategy** is the benchmark for tourism in Portugal, which aims to position Portugal as one of the most competitive and sustainable tourist destinations in the world, based on 3 fundamental goals: **economic, environmental and social.**



The **Reactivate Tourism | Build the Future Action Plan** aims to encourage the recovery of the national tourism sector, based on 4 pillars, which actions are fully integrated with the objectives of the Recovery and Resilience Plan and the Portugal 2030 Strategy. After the huge impact of the pandemic on national and global tourism activity, there is an urgent need to implement a plan that can put the sector back on the path of pre-COVID growth and, at the same time, prepare for the future by providing it with mechanisms to make it more responsible, more sustainable and more resilient.



3. strategic and mobilising approach

2027 Tourism Strategy - 2020-2023 Sustainable Tourism Plan



The 2020-2023 More Sustainable Tourism Plan, launched by Turismo de Portugal in 2021, is the strategic, participative and dynamic, broad and creative reference through which the responsibility is taken to mobilize agents and society to promote sustainability in Tourism in Portugal over the next three years.

A public consultation phase of the Plan was promoted with more than 100 participations from sector agents, public entities, associations and citizens. The total number of contributions received made the plan completer and more diversified, growing from 74 to 119 actions.

The Plan includes, within the scope of its management and monitoring, the promotion of a Sustainability Monitoring Group (53 entities representing the tourism sector, institutional partners, NGOs and Academia), aimed at a shared responsibility in achieving the Plan's goals and, consequently, the 2027 Tourism Strategy. The dynamism of the Group includes, among other actions, the holding of various meetings throughout the year on topics relevant to the tourism sector.

Guiding principles

- Contribute to achieving the goals of the 2027 Tourism Strategy;
- Strengthen the role of tourism in the 17 United Nations Sustainable Development Goals;
- Promote the energy transition and the circular economy agenda for tourism businesses;
- Engage the sector's stakeholders in a joint commitment to transformation of the supply and sustainability of the destination;
- Stimulate a change of attitude throughout the value chain.

Axis of action

- AXIS I - **STRUCTURING** an increasingly sustainable supply
- AXIS II - **QUALIFYING** the agents of the sector
- AXIS III - **PROMOTING** Portugal as a sustainable destination
- AXIS IV - **MONITORING** sustainability metrics in the sector

2020-2023 targets

- 75% of tourist resorts with energy efficiency, water and waste management systems;
- 75% of tourist resorts not using Single-Use Plastics;
- Clean & Safe Label**: 25,000 adherents, 30,000 trained and 1 000 audited;
- 50,000 **professionals** trained in the areas of sustainability;
- 200 international references about Portugal, associated with sustainability.

3. strategic and mobilising approach

2027 Tourism Strategy - 2020-2023 Sustainable Tourism Plan



Axis of Action

- AXIS I - **STRUCTURING** an increasingly sustainable supply
- AXIS II - **QUALIFYING** the agents of the sector
- AXIS III - **PROMOTING** Portugal as a sustainable destination
- AXIS IV - **MONITORING** sustainability metrics in the sector

AXIS I, Actions taken	AXIS II, Actions taken	AXIS III, Actions taken	AXIS IV, Actions taken
<ul style="list-style-type: none">-CLEAN AND SAFE Label - 2020 2021 2022- 2024;-AQUA + HOTELS - water efficiency certification available for tourist resorts and local accommodation (ADENE);- GOOD PRACTICE GUIDES FOR SUSTAINABILITY (Business TP portal);- T+ PLATFORM - diagnostic tool sustainability SMEs (NEST);- LINE TO SUPPORT THE QUALIFICATION OF SUPPLY;- TRANSFORM TOURISM PROGRAMME.	<ul style="list-style-type: none">-UPGRADE SUSTAINABILITY EXECUTIVE TRAINING (+9,500 participants);- TRAINING YOUNG PEOPLE (specific curricular units in Sustainable Tourism);- SOCIAL AND ENVIRONMENTAL RESPONSIBILITY PROGRAMME (each EHT has a programme and an Ambassador);- BEST PROGRAMME;- 360 TOURISM COMPANIES PROGRAMME;- "FIRE RISK SITUATIONS - SELF-PROTECTION AND SAFETY"TRAINING;- MORE SUSTAINABLE EMPLOYEE ENGAGEMENT LETTER (Turismo de Portugal).	<ul style="list-style-type: none">-PRODUCTION OF CONTENTS THAT IMPROVE THE PERCEPTION OF PORTUGAL AS A SUSTAINABLE DESTINATION, AIMED AT THE DOMESTIC AND INTERNATIONAL MARKETS;-ESTIMULATING THE ORGANISATION OF EVENTS WITH GOOD SUSTAINABILITY PRACTICES (Portugal Events programme).	<ul style="list-style-type: none">-MEMORANDUMS OF UNDERSTANDING FOR THE CREATION OF REGIONAL OBSERVATORIES ON SUSTAINABLE TOURISM IN THE CENTRAL AND NORTHERN REGIONS-AVAILABILITY OF SUSTAINABILITY INDICATORS AT THE DESTINATION LEVEL (TravelBI).

3. strategic and mobilising approach

360° Tourism Companies Programme



The 360° Tourism Companies Programme, launched by Turismo de Portugal in 2021, as part of pillar 4 Sustainability in Companies and Destinations of the Reactivate Tourism | Build the Future Action Plan, is a measure that aims to place companies at the heart of the sector's sustainable transformation process.

Alongside the process of transformation of the sector, it is important to develop a vision of the responsibility of companies in the sector as an agent for the creation of value, not only for their shareholders, but also for their workers, their suppliers, the community, the territory and the environment.

A smarter sector, creating more value, more sustainable and more responsible, naturally depends on companies that are more focused on intelligent growth, based on innovation and qualification, more responsible towards society and more sustainable.

Goals

- | | |
|---|---|
| 1 | Challenge tourism companies to retool strategies and operations for the potential of the SDGs by incorporating ESG practices |
| 2 | Understand, measure and recognise socially responsible behaviour in the tourism business fabric |
| 3 | Foster profitable business models based on innovative products and services that bring tangible social benefits and less impact on the environment |
| 4 | Catalyse collaborative actions at scale along value chains |
| 5 | Bringing together the socio-economic benefits that arise from companies incorporating an ESG strategy, boosting competitiveness, inclusive economic growth and job creation |

3. strategic and mobilising approach

Portuguese Plastics Pact



Turismo de Portugal joined, as a Founding Institutional Member, the [Portuguese Plastics Pact](#). The Portuguese Plastics Pact is coordinated by the Smart Waste Portugal Association, with the support of the Ministry of the Environment and Climate Action, the Ministry of Economy and Digital Transition and the ex-Ministry of the Sea and is part of the Ellen MacArthur Foundation's Plastics Pacts Network.

By joining this Pact, Turismo de Portugal aims to contribute to overcoming obstacles and making progress in the circular economy of plastics in the tourism sector in partnership with its partners, also promoting efficient waste management in tourism - one of the objectives of the 2027 Tourism Strategy.

Through this membership, Turismo de Portugal is committed to solving the problems associated with plastics and is committed to developing actions aimed at achieving a set of ambitious goals for 2025:



- | | |
|---|--|
| 1 | Define, by 2020, a list of single-use plastics considered problematic or unnecessary and define measures for their elimination |
| 2 | Ensure that 100% of plastic packaging is reusable, recyclable or compostable |
| 3 | Ensure that 70% or more of plastic packaging is actually recycled through increased collection and recycling |
| 4 | Incorporate, on average, 30% recycled plastic in new plastic packaging |
| 5 | Promote awareness-raising and education activities for consumers (current and future) on the circular use of plastics |

3. strategic and mobilising approach



National Strategy for Adaptation to Climate Change



The National Strategy for Adaptation to Climate Change (ENAAAC) establishes objectives and the model for implementing solutions for adapting the different sectors to the effects of climate change.

To this end, the ENAAAC aims to improve the level of knowledge on climate change and promote the integration of adaptation to climate change in sectoral policies and territorial planning instruments.

Tourism was identified as one of the key sectors for the purposes of reporting to the European Commission on the ENAAAC, and therefore Turismo de Portugal has actively followed the work carried out as part of the WG Economics.

A reflection of that collaboration and of the close articulation of the ENAAAC with the 27 Tourism Strategy and with the 2020-2023 More Sustainable Tourism Plan is the fact that both are identified in the Progress Report, recently released, as relevant strategies to achieve the objectives that guide the ENAAAC.

In the case of the 27 Tourism Strategy, its contribution is highlighted, as it considers climate change and its potential impact on the sector as one of the threats to be considered, establishing, as a response, objectives/targets in terms of environmental sustainability, namely: to increase the levels of energy efficiency in tourism companies; to promote a rational management of the Water resource in Tourism; and to promote an efficient waste management in the national tourism activity.

Regarding the More Sustainable Tourism Plan, it is stated that Tourism, being aware that it will be one of the economic sectors that will suffer most from the impact of these changes and, simultaneously, will be an intensifier of them, considers and intends, with this Plan, fundamentally, to adopt environmental practices that minimize the emergence of climate change and, simultaneously, promote a growing awareness of the need to change behaviors, namely in environmental efficiency and the reduction of the carbon footprint.

Action Plan for the Circular Economy in Portugal



The Action Plan for the Circular Economy in Portugal (PAEC) is entitled "LEADING THE TRANSITION" and embodies the national strategy aimed at changing the economic paradigm from "linear" to "circular".

In order to accelerate this change, but simultaneously promote job creation, economic growth, investment and social justice, the PAEC presents three levels of actions, namely: actions of transversal nature and national scope (macro actions); Sectoral Agendas (meso actions) and, Regional Agendas (micro actions).

The recently published Report with the balance of the activities carried out, in Portugal, highlights the contributions of Turismo de Portugal to the achievement of the established objectives, reflecting the strong articulation of the PAEC with both the 27 Tourism Strategy and the More Sustainable Tourism Plan, namely:

1.As regards Meso Actions, materialised in the 2020/2023 More Sustainable Tourism Plan, which, as stated in the document itself, "aims to contribute to achieving the goals of the 2027 Strategy, including stimulating the circular economy in tourism, fostering the transition to a new economic model in the sector that is based on prevention, reduction, reuse, recovery and recycling of materials and energy, assuming itself as an Agenda for the Circular Economy in the Tourism Sector";

2.Regarding the Macro Actions, with the development of initiatives, duly identified in the document that contributed to the implementation of Action 2 - Encourage a circular market. Focuses on the product and consumption; Action 3 - Educate for the circular economy. Focuses on consumption and knowledge; Action 6 - Regenerating resources: water and nutrients. Focuses on consumption, waste, by-products and secondary raw materials; and Action 7 - Research and innovation for a circular economy. Focuses on knowledge.

4. performance

Tourism in the 2020-21 biennium

Tourism is one of the most dynamic economic activities in the world, capable of generating business, wealth and employment. It has an integrating and complementary nature, associating itself with the development of other economic activities.

Tourism in Portugal has accompanied this dynamic and has always been crucial to the economic and social development of the country, particularly in terms of employment and export growth.

The year 2019 confirmed the growth trajectory of the sector since the crisis of 2008/9. In terms of demand, historic highs were reached; 70.2 million overnight stays (+3.7% compared to 2018) and 27.1 million guests (+7.5%), both indicators with a majority weight of the external market (70% and 60%, respectively).

The first two months of 2020 indicated that new records would be broken, given the results achieved then (7.1 million overnight stays and 3.0 million guests, representing an increase of 11% and 13%, in the same order, compared to 2019).

However, the beginning of a pandemic, with strong repercussions, initially in Europe, but which quickly spread throughout the world, reversed the situation and in Portugal, by the end of 2020, 50% of the hotel units were closed or with no movement of guests.

On 31 December 2019, the first cases of the disease called Covid-19, driven by the SARS- Cov-2 virus, were identified in the city of Wuhan, China.

This virus quickly spread to most countries and the first cases appeared in Portugal in March 2020. The governments of the various European countries, and later the whole world, decreed strict confinements, which led to the temporary closure of activities, bans on movement between countries, cancellation of flights and reservations already made, as well as very tightly controlled movements within the countries themselves.

In this biennium, Tourism has experienced a long period of profound crisis, both for economic activities and for public health in the world. At the beginning of 2021, it was expected that, gradually, levels of demand from non-residents would recover, closer to the usual, but new waves appeared, with the appearance of new strains of the virus, giving rise to new restrictions.

In 2021, overnight stays by non-residents amounted to 18.7 million, which translated into a 53% increase, compared to 2020, but still down by 62% compared to 2019 (pre-pandemic year). When the reference is the domestic market, the number reached was 18.7 million overnight stays, i.e., 37% more compared to 2020 and 12% less than in 2019. At the end of 2021, 36% of the hotel units were closed or without movement of guests.

National airports received 12.5 million passengers (78.4% originating from international airports), 42% more than in 2020 but still 57% less than in 2019.

Revenue generated by international tourists reached €10.1 billion, up 30% on 2020, but down 45% on 2019 (down €8.2 billion).

4. performance

Tourism in the 2020-21 biennium

Tourism Receipts	Overnight stays and guests in the accommodation units*	Professionals in the Tourism sector	National Airports	Revenue in accommodation units*
+30% (-45%) 10.1 billion tourism receipts	+45% (-47%) 37.3 million overnight stays +4 p.p. (+11 p.p.) 47.2% seasonality rate +46% (-47%) 1.1/day tourist density	-14% (-24%) 244.4 thousand people at the service	+42% (-57%) 12.5 million passengers landed at airports (78% international and 22% nationals).	+61% (-46%) €2.3 billion of total revenue
+2,2 p.p. (-14,4 p.p.) 36.8% share of the exports of services receipts	+39% (-47%) 14.5 million guests	-0,9 p.p. (-1,6 p.p.) 5.1% of the total economy	+36% (-60%) 9.8 million international passengers landed in airports (78.4% share).	+63% (-46%) €1.8 billion of room revenue
+0,8 p.p. (-8,3 p.p.) 11.2% share of the global export's receipts	+42% (-51%) Algarve, Lisbon and the North are the main national destinations with almost 25 million overnight stays (share of 66% when compared to the total overnights stays in the country)	-4 p.p. (-5 p.p.) 73% of Tourism professionals were self-employed	+36% (-47%) 37.3 million seats in the air capacity	+44% (-34%) 32.64€ of RevPar +14% (-1%) 88.24€ of ADR

*includes hotels, tourism villas and apartments, local accommodation and TER-TH

Note: The % variations shown () refer to 2021 versus 2019, a pre-pandemic year

Source: Turismo de Portugal, Statistics Portugal, BP and ANA (airports)

4. performance

Employment in the sector

In 2021, activities related to Accommodation, Restaurants and Similar Establishments employed 244.4 thousand individuals, 39.4 thousand less than in 2020 (-13.9%) and 76.3 thousand less than in 2019 (-23.8%).

The population employed in the Accommodation, Restaurants and Similar Establishments sectors represented 5.1% of the total Economy in 2021, 6.0% in 2020 and 6.7% in 2019.

In Portugal, 51% of the employed population is male, while in activities related to Accommodation, Restaurants and Similar Services, 54% are female.

92% of the population works full time in 2021, but in the Accommodation, Restaurants and Similar Establishments sectors it is 4 p.p. less: 88%.

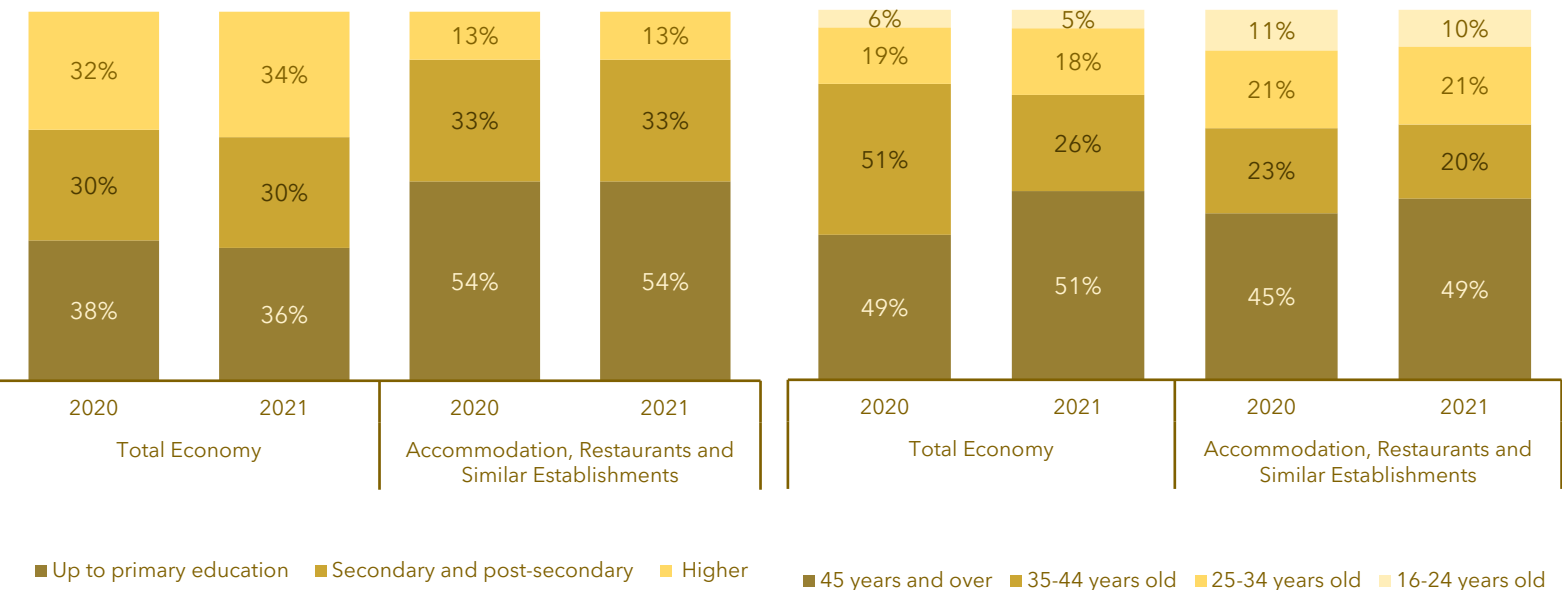
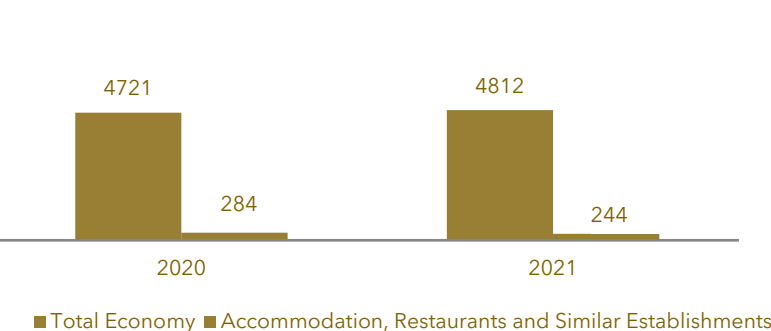
85% of the employed population works as employees, while in the Accommodation and Similar Services sector this percentage falls to 73% in 2021 (-5 p.p. compared with 2019).

54% of employees in the Accommodation, Restaurants and Similar Establishments sectors have basic education, in contrast to 36% of the total economy.

49% of employees in the Accommodation, Restaurants and Similar Establishments sectors are aged 45 or over (+4 p.p. than in 2020 and +9 p.p. than in 2019). In the total Economy, this share amounted to 51% (+2 p.p. than in 2020 and +4 p.p. than in 2019).

The results in this biennium under analysis reflect well the great difficulties experienced in the accommodation and catering sectors, during the Covid-19 confinements. It is recalled that in December 2020, 50% of the accommodation units were still closed, or without movement of guests, and in December 2021 this share was still high (36%).

Unit: thousands



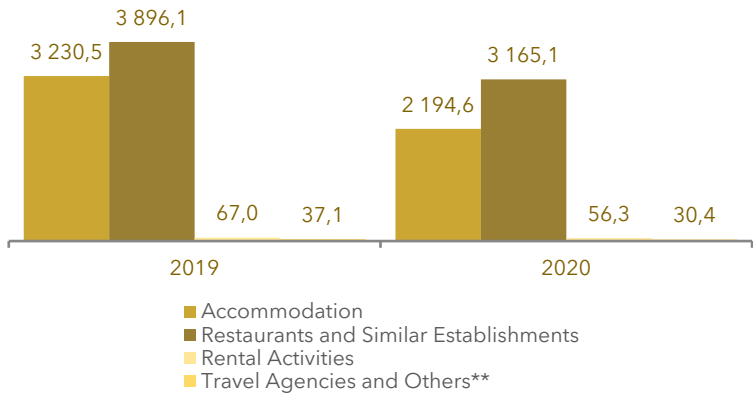
4. performance

Sector's GHG consumption and emissions

In 2020, as a result of the various closures decreed by the government to deal with Covid-19, in which at the end of the year we had 50% of the accommodation units closed or without movement of guests, all the characteristic activities of Tourism recorded decreases in energy consumption.

Considering Accommodation, an activity that accounted for 40% of the referred electricity consumption in 2020, there was a 32% decrease in consumption, compared to 2019. In the Restaurants and Similar Establishments sector (58% of the sector's consumption), where many companies also closed, the decrease was 19%.

Electricity consumption in the characteristic activities of Tourism (thousands GJ)

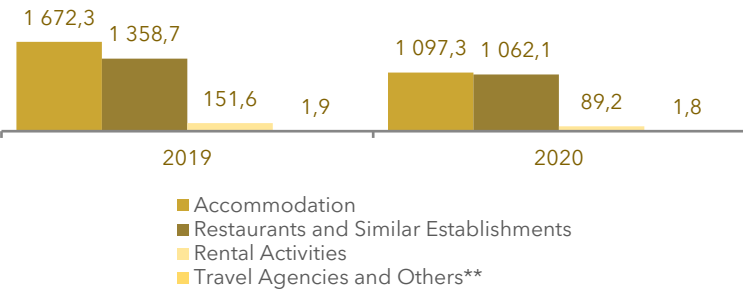


Regarding the various types of energy, the most consumed, in all the activities portrayed is indirect energy (electricity), with a 71% share in overall consumption.

Analysing direct energy consumption, i.e., fuel, it was found that Accommodation was the main contributor, representing 49% of overall consumption, followed by Restaurants and Similar Establishments with 47%.

Natural gas consumption in the sector accounted for 72% of direct energy consumption, so the 26% decrease of this fuel was decisive in the overall 29% decrease.

Direct energy consumption* in the characteristic activities of Tourism (thousands GJ)



Note: At the time this report was written, the most current information was for 2020 (provisional data)

Source: DGEG (General Directorate of Geology and Energy)

• Direct energy includes natural gas, butane gas, propane gas, fuel oil and colored diesel for heating

** Other includes tour operators, other reservation services and related activities



GHG emissions (t CO_{2e})

Accommodation		2019	2020
Scope 1	Direct Energy*	100 962	66 473
Scope 2	Electricity	231 699	157 400
Total		332 661	223 873

Restaurants and Similar Establishments		2019	2020
Scope 1	Direct Energy*	79 772	62 215
Scope 2	Electricity	279 435	227 010
Total		359 207	289 225

Rental Activities		2019	2020
Scope 1	Direct Energy*	8 747	4 914
Scope 2	Electricity	4 808	4 037
Total		13 555	8 951

Travel Agency and Others**		2019	2020
Scope 1	Direct Energy*	109	106
Scope 2	Electricity	2 664	2 182
Total		2 773	2 288

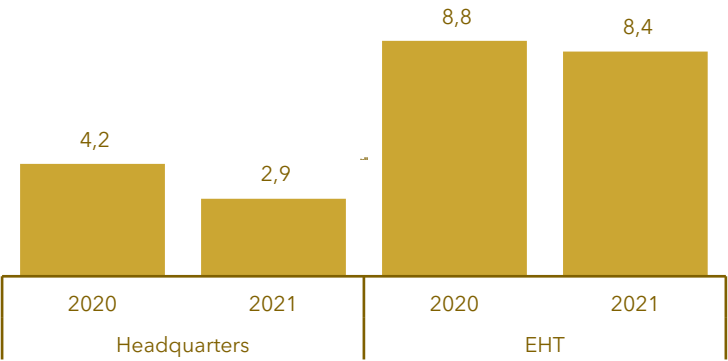
4. performance

Turismo de Portugal's Indicators

The water consumption at the headquarters of Turismo de Portugal was, in 2021, 1,101 m³ , which translated, compared to 2020 in less 29% and compared to 2019, a pre-pandemic year, of less 48%. This volume originated an average consumption per employee of 2.9 m³ (4.2 m³ in 2020 and 5.7 m³ in 2019).

For the EHT the consumption value was 30,574 m³ , 17% less compared to 2020 and 31% less compared to 2019. Calculating the average consumption per school employee, the consumption was 8.4 m³ in 2021, 8.8 in 2020 and 11.3 m³ in 2019.

Water consumption per employee (m³)

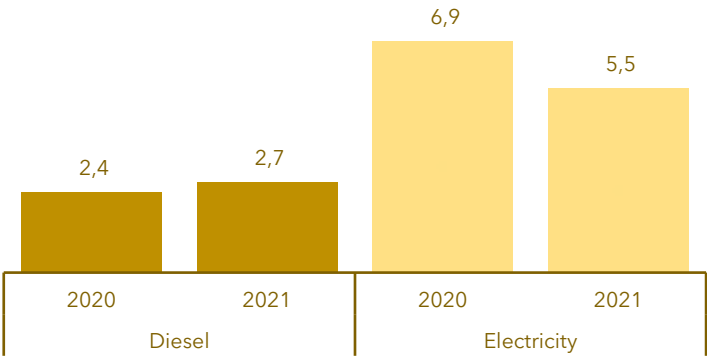


In terms of total energy consumption, the Turismo de Portugal's headquarters registered a consumption of 3,156 GJ, in 2021, of which:

- 1,029 GJ in diesel (+14% than in 2020 and -43% compared to 2019);
- 2,126 GJ in electricity (-16%), which represented 67% of total consumption. The decrease compared to the pre-pandemic year was minus 36%.

The ratio per employee shows that in 2021 each employee spent 2.7 GJ of diesel (2.4 GJ in 2020 and 4.8 GJ in 2019) and 5.5 GJ of electricity (6.9 GJ in 2020 and 9.0 GJ in 2019).

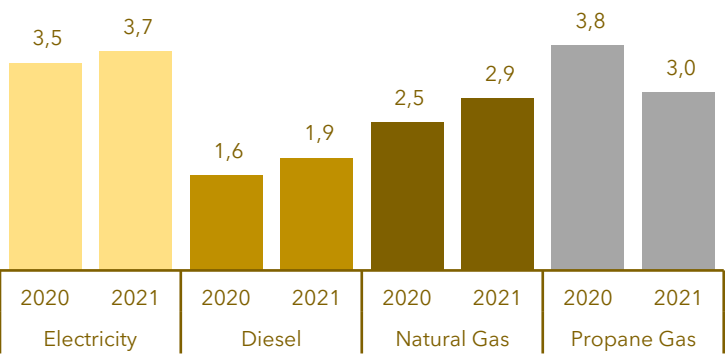
Energy consumption, at headquarters of Turismo de Portugal, per employee (GJ)



The EHT signalled, in 2021, a total energy consumption of 20,356 GJ of which:

- 641 GJ in diesel (+31% than in 2020 and -37% compared to 2019);
- 12,401 GJ in electricity (-2%) which represented 61% of total consumption. Compared to 2019, the decrease in consumption was 24% less.
- 6,496 GJ in natural gas (+1% compared to 2020 and -6% compared to 2019);
- 818 GJ in propane gas (-36% compared to the previous year and -46% compared to 2019).

Energy consumption, in the hotel busniss schools of Turismo de Portugal, per employee (GJ)



Note: The levels of consumption verified at the headquarters of Turismo de Portugal and at the EHT, in 2020 and 2021, were lower in some situations compared to previous years, due to the pandemic caused by Covid-19, with the need to use telework or hybrid schemes and online classes in some periods.

Source: Turismo de Portugal

4. performance

Turismo de Portugal's Indicators



Economic	\$
Receita: €241,37 million (-7,4% compared to 2020)	
Gaming Receipts: 67,9%	
Community Funds: 10,4%	
Reimbursements: 8,0%	
Other receipts: 13,7%	
Expenses: €368,5 million (8,8% compared to 2020)	
Structure: 11,1%	
Operational: 88,9 %	
Amount paid to Suppliers of Goods and Services:	
€16,1 million (-19,2% compared to 2020)	

Environmental	🌱
Energy consumption	
Electricity	
Headquarters: 591 MWh (-16% compared to 2020)	
EHT: 3 445 MWh (-2%)	
Natural Gas	
EHT: 168 998 m³ (+1%)	
Propane Gas	
EHT: 16 878 Kg (-36%)	
Diesel	
Headquarters: 19 486 lt (+13%)	
SRIJ: 9 309 lt (+17%)	
EHT: 17 931lt(+31%)	
Water consumption	
Headquarters: 1 101 m³ (-29% face a 2020)	
EHT: 30 574 (-17%)	

Social	🤝
Employees: 714 (+5% compared to 2020)	
Headquarters: 279 (+2%)	
SRIJ: 106 (+10%)	
EHT: 329 (+7%), of which 142 are teachers (+21%)	
Training Actions (no. hours): 12 175 (+112%)	
Employees who undertook training: 454 (+59%)	
Curricular internships: 19 (-10%)	
Paid internships: 4 (-69%)	
Master's degrees supported: 1 (same in 2020)	
Institutions with dynamic projects supported by the EHT: 64	

Notes: EHT – Hotel Business and Tourism Schools of Turismo de Portugal; SRIJ - Gaming Inspection and Regulation Service

4. performance

Turismo de Portugal's Indicators



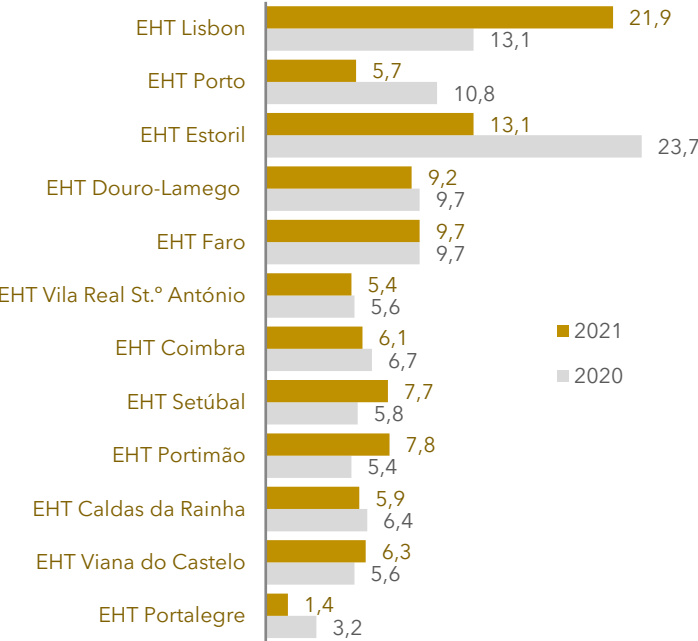
The EHTs of Estoril and Porto were the ones that managed to achieve the sharpest reductions in water consumption per employee between 2021 and 2020 (-10.6 and -5.1 m³ per employee, respectively), thus balancing the largest increases that were evidenced by the EHTs of Lisbon and Portimão (+8.8 and +2.4 m³, in the same order).

Overall, each employee spent an average of 8.4 m³ of water in 2021, 8.8 in 2020 and 11.3 in 2019 (pre-pandemic year).

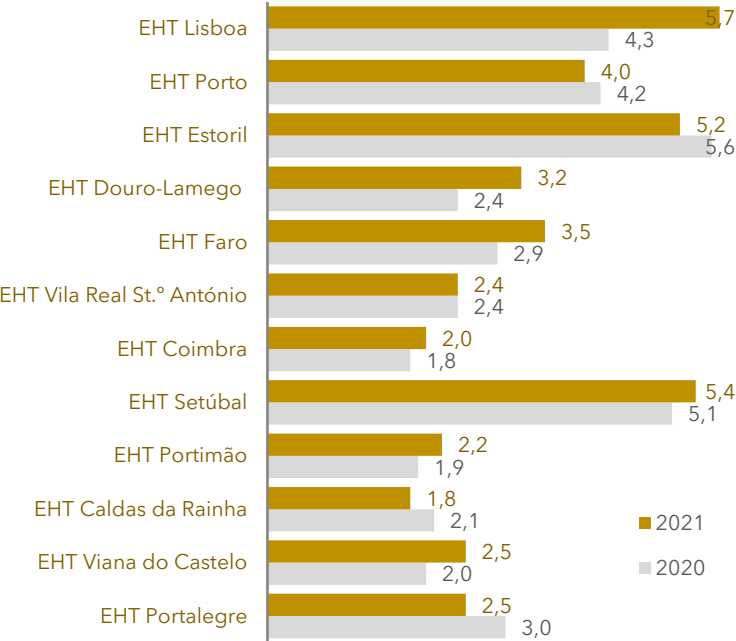
Regarding the levels of electricity consumption per employee, almost all EHT recorded increases. In 2021 each employee spent, on average, 3.7 GJ, in 2020 it was 3.5 and in 2019, 4.2 GJ.

The decreases registered in the EHT of Portalegre (-17%), Caldas da Rainha (-14%), Estoril (-7%) and Porto (-5%) stand out.

Water consumption, per employee and EHT (m³)



Electricity consumption, per employee and EHT (GJ)



Note: The consumption levels verified at the headquarters of Turismo de Portugal and at EHT were lower in 2020 and 2021, in some situations compared to previous years, due to the pandemic caused by Covid-19, with the need to use telework or hybrid schemes and online classes in some periods.
Source: Turismo de Portugal

4. performance

Turismo de Portugal's Indicators



Greenhouse gas (GHG) emissions

GHG emissions evolve according to energy consumption.

Direct emissions (Scope 1), resulting from the consumption of natural gas, propane gas and diesel, decreased at the EHTs (-3% compared to 2020 and -17% compared to 2019) and in the case of diesel, it increased between 2020-21 at the headquarters of Turismo de Portugal (+14%), but decreased by 43% compared to 2019.

The indirect emissions (Scope 2), are influenced not only by energy consumption but also by the variations resulting from the national energy mix.

At the headquarters of Turismo de Portugal, it decreased by 16% compared to 2020 and 49% compared to 2019.

The EHTs marked a 2% decrease in indirect emissions compared to 2020, with a much steeper decrease compared to 2019 (39%).

Headquarters, GHG emissions (t CO _{2e})		2020	2021	Var. 2021/20	Var. 2021/19
Direct (Scope 1)	Diesel	67	76	+14%	-43%
Indirect (Scope 2)	Electricity	191	160	-16%	-49%
Total		258	236	-8%	-47%

EHT, GHG emissions (t CO _{2e})		2020	2021	Var. 2021/20	Var. 2021/19
Direct (Scope 1)	Natural gas	364	368	+1%	-6%
	Propane gas	81	52	-36%	-46%
	Diesel	36	48	31%	-37%
Indirect (Scope 2)	Electricity	954	933	-2%	-39%
Total		1 436	1 401	-2%	-33%

Note: Consumption levels in 2020 and 2021 were lower, in some situations, compared to previous years, due to the Covid-19 pandemic, with the need to resort to online classes in some time periods.

Source: Turismo de Portugal

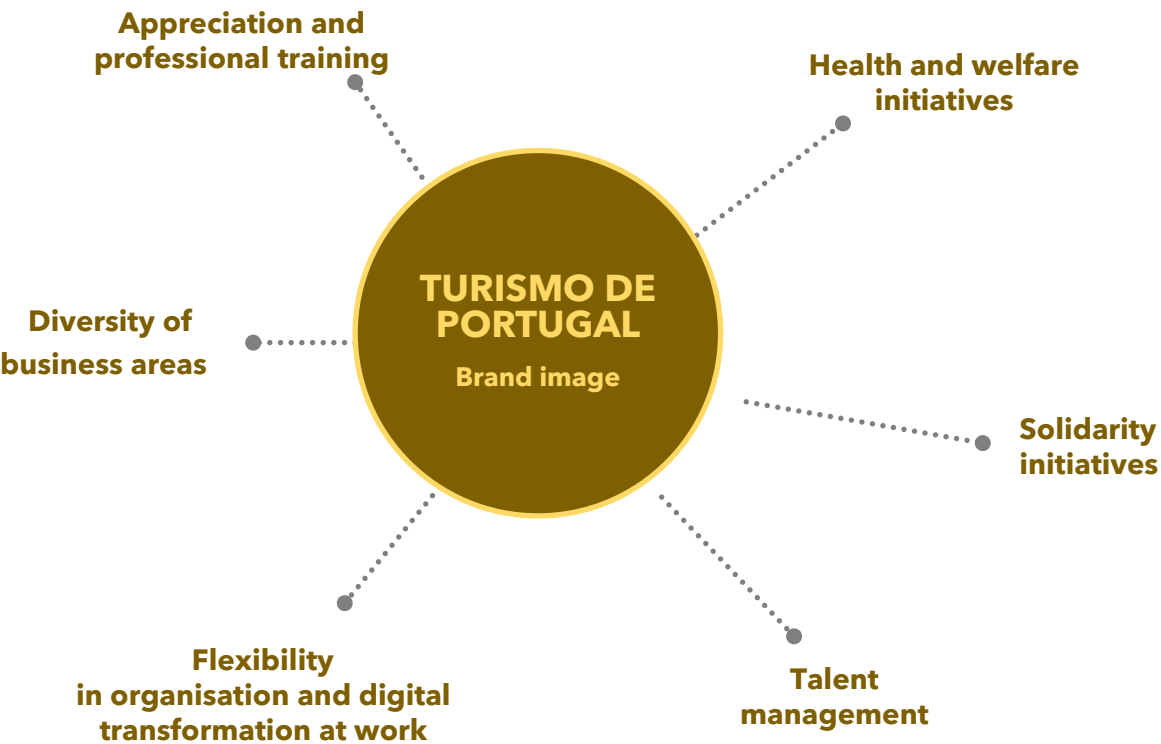
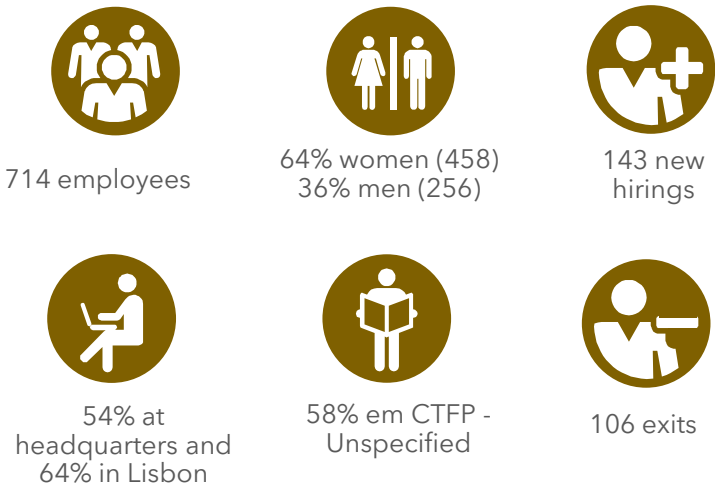
5. commitment to society and the environment

People management

Turismo de Portugal develops initiatives and grants means for its employees not to lose motivation and feel well-being with and at work, so that there is perfect harmony in the fulfilment of the mission in which they are all involved.

The brand image of Turismo de Portugal is strong and recognised as a modern, flexible, stimulating, friendly organisation, with various business areas, where developing skills is a reality.

Aware that in tourism the human factor is fundamental, Turismo de Portugal considers people to be its most important asset. As such, it is concerned with training, the organisational climate and valuing its employees.



5. commitment to society and the environment

People management | The team



14 new student workers



19 curricular internships



1 Master’s Degree and 1 PhD supported

Professional Category vs Age group	<30	30-50	>50	TOTAL 2020	<30	30-50	>50	TOTAL 2021
Leader		17	31	48		16	33	49
Senior Technician	2	144	115	261	3	137	132	272
Technical Assistant, Intermediate Level Technician and Administrative Staff		41	68	109	1	40	78	119
Operational Assistant, Worker, Assistant		8	37	45		7	32	39
Inspection Staff	2	36	37	75	1	40	41	82
Computer Technician		4	10	14		4	7	11
Childcare workers and teachers of primary and secondary education	6	86	25	117	7	99	36	142
Others		1	7	8				
Total	10	337	330	677	12	343	359	714

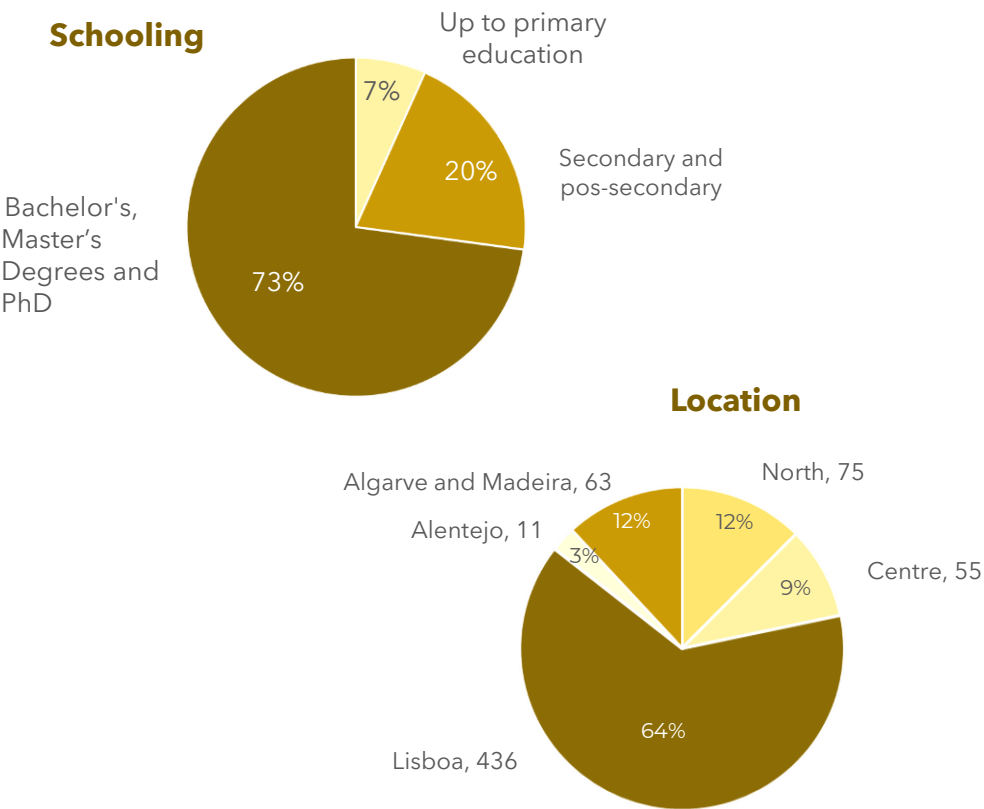
5. commitment to society and the environment

People management | The team



In 2021, 714 employees worked at Turismo de Portugal (+5% compared to 2020).

The distribution was as follows: 329 allocated to the 12 Hotel Business and Tourism Schools of Turismo de Portugal (46%), 279 allocated to the headquarters (39%) and 106 to the Gambling Regulation and Inspection Service (15%).



Type of bond	2020	2021
Transfer in the public interest	1	1
Service Commission	44	49
Employment contract in public functions (CTFP) Indeterminate	406	413
Employment contract in public functions (CTFP) Fixed term	81	106
Employment contract in public functions (CTFP) Uncertain resolutive term		
Internal mobility between careers	8	6
Internal mobility within the category	59	60
Definitive appointment	78	79
Total number of employees	677	714

Note: charts with 2021 data

5. commitment to society and the environment

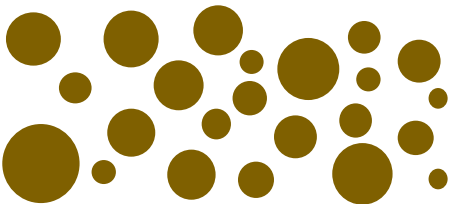
People management | Talent management



Skills development and international capacity building



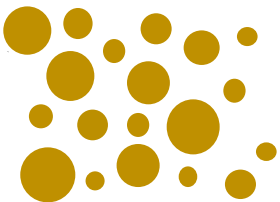
- Possibility of developing skills within the organisation, encouraged by an annual internal mobility programme: CresceRH. **The development of new skills is encouraged, and employees are supported in new internal challenges due to a change of functional area.**
- Annual survey of the situations of **recently graduated** employees **for career progression.**
- Promote **international capacity building projects for employees in organizations and companies in the tourism sector abroad.**



Promotion and funding in training



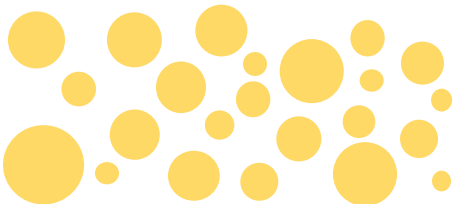
- **Promote internships: professional** (Central Administration Professional Internships Programme - PEPAC and Turismo de Portugal's Professional Internships Programme) and curricular (internships that are expressly included in the study plan of a course, with a compulsory nature or as an alternative to a seminar, research work or others of identical nature).
- **Turismo de Portugal's Academy - TalentUs.** Training offer that enables the increase of the employees' digital literacy, access to microlearning contents for self-training and the promotion of communities to share experiences and knowledge among all.



Benefits



- **Availability of technology that makes it possible to work anywhere**, particularly during periods of confinement resulting from the Covid-19 pandemic, where all employees were **teleworking.**
- **Hybrid working system**, adopted by the various departments.
- **Use of time credits** (e.g.: 1 day granted for every 7 extra hours worked/month).
- **Access to parking spaces**, on the Institute's facilities, which are occupied on a first come, first served basis.

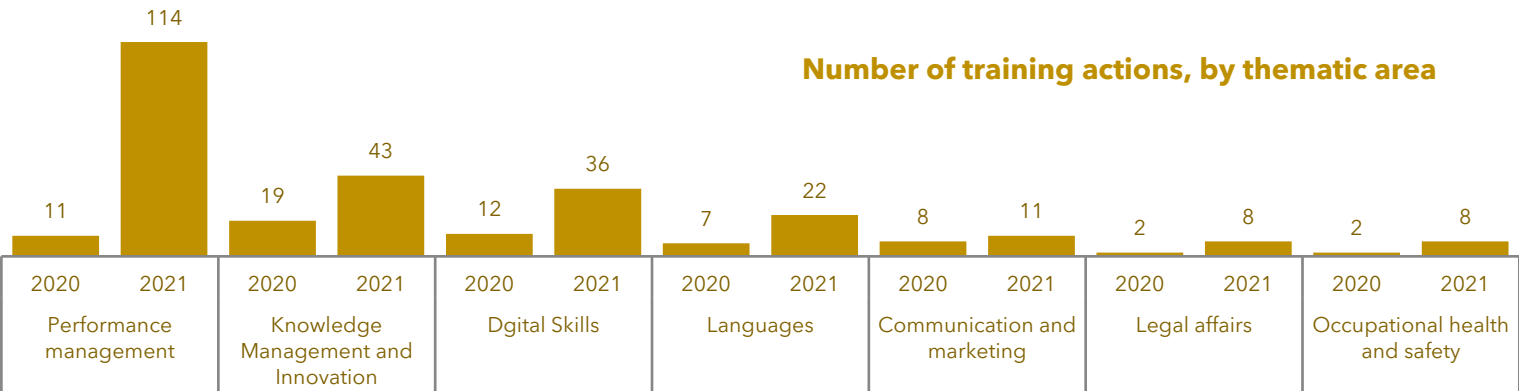


5. commitment to society and the environment

People management | Talent management



In 2021, Turismo de Portugal has prioritized Training in the following thematic areas:

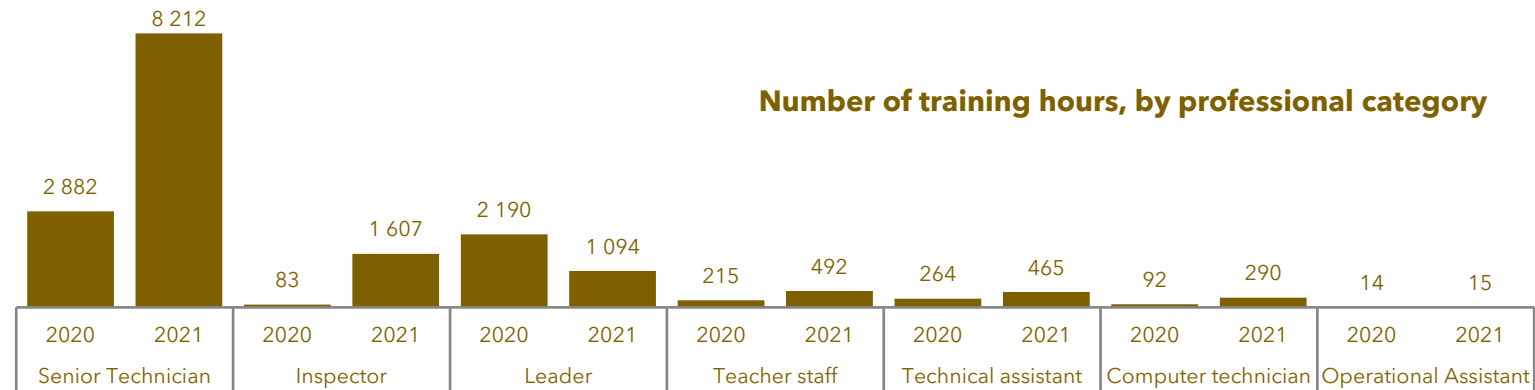


Performance management

Knowledge Management and Innovation

Digital Skills

Languages



Senior Technician

Inspector

Leader

Teaching Staff

The professional categories that enjoyed the most training hours in 2021 were:

5. commitment to society and the environment

People management | Health, welfare and safety



Workshops

- Mindfulness;
- Occupational gymnastics and Pilates classes;
- First aid;
- Conflict management
- Ergonomics.



Health and safety

- All employees who expressed interest received the flu vaccine;
- **285** medical examinations carried out in the area of health;
- **5** training actions and **7** audits in the safety area;
- **4** accidents at work, of which 2 on site and 2 *in itinere*.



Office massage

- Massage sessions, provided they are on a face-to-face basis.



Raffles

- Access to BTL;
- Alberto Oculista;
- Planetiers - World Gathering
- Orquestra Metropolitana de Lisboa (Lisbon's Metropolitan Orchestra).



Thematic activities

- Children of employees, in the school breaks:**
- Web 4.0 tools;
 - Creating an Avatar;
 - Tricolour Star Smoothie & Tropical Popcorn;
 - Popias and chocolate cookies;
 - Chicken is always Chicken;
 - Music and Emotions;
 - Yoga Parents & Children.

5. commitment to society and the environment

People management | Community involvement



Participation of employees in the creation of solidarity baskets (9 baskets with 173 donated products), assembly and delivery to the Social Solidarity Institution - Missionary Sisters of Charity.



Solidary
Christmas
baskets



Corporate vegetable
garden at the
headquarters of
Turismo de Portugal

Pronto para
por mãos à
terra?

Ready to ground yourself?

Junta-te ao grupo da nossa horta
comunitária!
Join our community garden group!



5. commitment to society and the environment

Support lines



Supporting tourism businesses has been a pressing and permanent task for Turismo de Portugal. In pandemic times, considering the difficulty of the companies, the level of action was intensified, redirecting resources and reinforcing teams.

Among the various lines and programmes launched in 2020 and 2021, as well as other financial instruments managed by Turismo de Portugal, with the aim of preserving productive capacity, consolidating the respective operational strategy and boosting the recovery of tourism activity, we highlight:

- **Treasury Support Line for Micro and Small Tourism Companies**
- **SUPPORT Programme**
- **Adapt programme**
- **Adapt Tourism Programme**
- **Support Line for the Qualification of Supply**
- **Guarantee Culture Programme**
- **Portugal Events**



5. commitment to society and the environment

Support Lines | COVID-19 Mitigation Measures



FULL SECTOR SUPPORT



SUPPORTED JOBS**



COMPANIES



TOURISM



DISCRETIONARY FUND



APPLICATIONS



* Includes financial instruments under the responsibility of Turismo de Portugal, Banco Português de Fomento, Portugal 2020, Turismo Fundos

** Micro and Small Tourism Business Line

5. commitment to society and the environment

Building sector capacity in pandemic times



Mission

Turismo de Portugal, as a regulatory body and technical agent in the qualification of tourism professionals for excellent quality service and management, has as its mission the development of human resources for the sector and the respective technical-pedagogical research, as well as the coordination, execution and recognition of courses and training actions, and the certification of professional aptitude for the exercise of tourism professions.

Objectives

- Contribute decisively to the production of value in the qualification of human resources, in accordance with the axis of action of the "2027 Tourism Strategy", highlighting:
- the enhancement of tourism professions and the development of training courses and programmes that meet market needs;
 - the transfer of knowledge from educational institutions and research centers to companies.



5. commitment to society and the environment

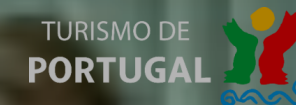
Building sector capacity in pandemic times



The management of the school organisation, syllabuses, courses and all the training provided by the Turismo de Portugal's schools network, has contributed to reinforcing the decisive role of education in training citizens aware of good practices in matters of sustainability:

Axis of responsibility combined with training

- 1 Sustainability in Tourism
- 2 Accessible Tourism
- 3 Intrapreneurship
- 4 Entrepreneurship and Business Model Entrepreneurship
- 5 Business Initiative
- 6 Business Ethics and Protocol



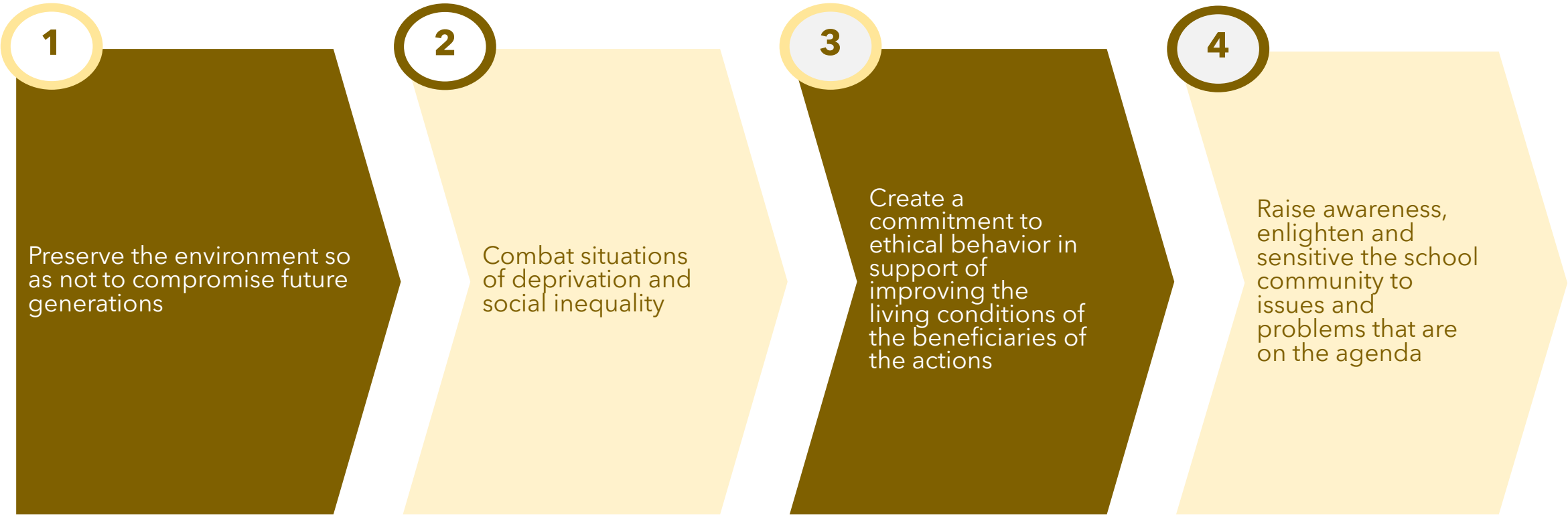
5. commitment to society and the environment

Building sector capacity in pandemic times



"Educating for Responsibility" is not only a commitment assumed and incorporated by Turismo de Portugal in its mission and guiding strategies in recent years, but also the name given to the project that encompasses all the actions and activities inherent to the area of social and environmental responsibility in schools.

Alongside the challenging mission of educating for responsibility, this project is one of the ten articles present in the World Code of Ethics for Tourism. As a training agent, the department has the task of stimulating and encouraging work around the principles of the Code "within a logic tending to sustainably reconcile environmental protection, economic development and the fight against poverty (...)". Indeed, aligned also with the UN Sustainable Development Goals (SDGs), the work developed in schools around social and environmental sustainability has contributed to:



5. commitment to society and the environment

Building sector capacity in pandemic times



UPGRADE PROGRAMME

The UPGRADE Training Programme, structured in November 2020, was aimed at professionals in the Hotel and Restaurant sector and had the purpose of contributing to the employees of micro and small companies acquiring new knowledge and developing new skills, which would allow them to structure their businesses with new value propositions, more sustainable and able to respond to the future demands of the sector and, whenever possible, contributing to increase the level of qualification of the professionals.

The Programme was based on the development of two flexible paths, one in the digital area and the other in the sustainability area, structured into five modules each, which could be carried out, partially or in full, sequentially or randomly, adjusting to the needs and availability of the participants, with a duration of 116 hours of training in the digital area and 80 hours of training in the sustainability area.

Objectives of the UPGRADE Sustainability Programme:

- Raise awareness among companies and professionals of the importance of implementing sustainability measures in their three dimensions: economic, environmental and social
- Contribute to creating a culture of Value and Sustainable Innovation, through a 360-degree approach
- Encourage companies and professionals to adopt and implement measures and practices regarding sustainability, namely: practices that promote the efficient consumption of water and energy; a policy of informing users about sustainable tourism practices.

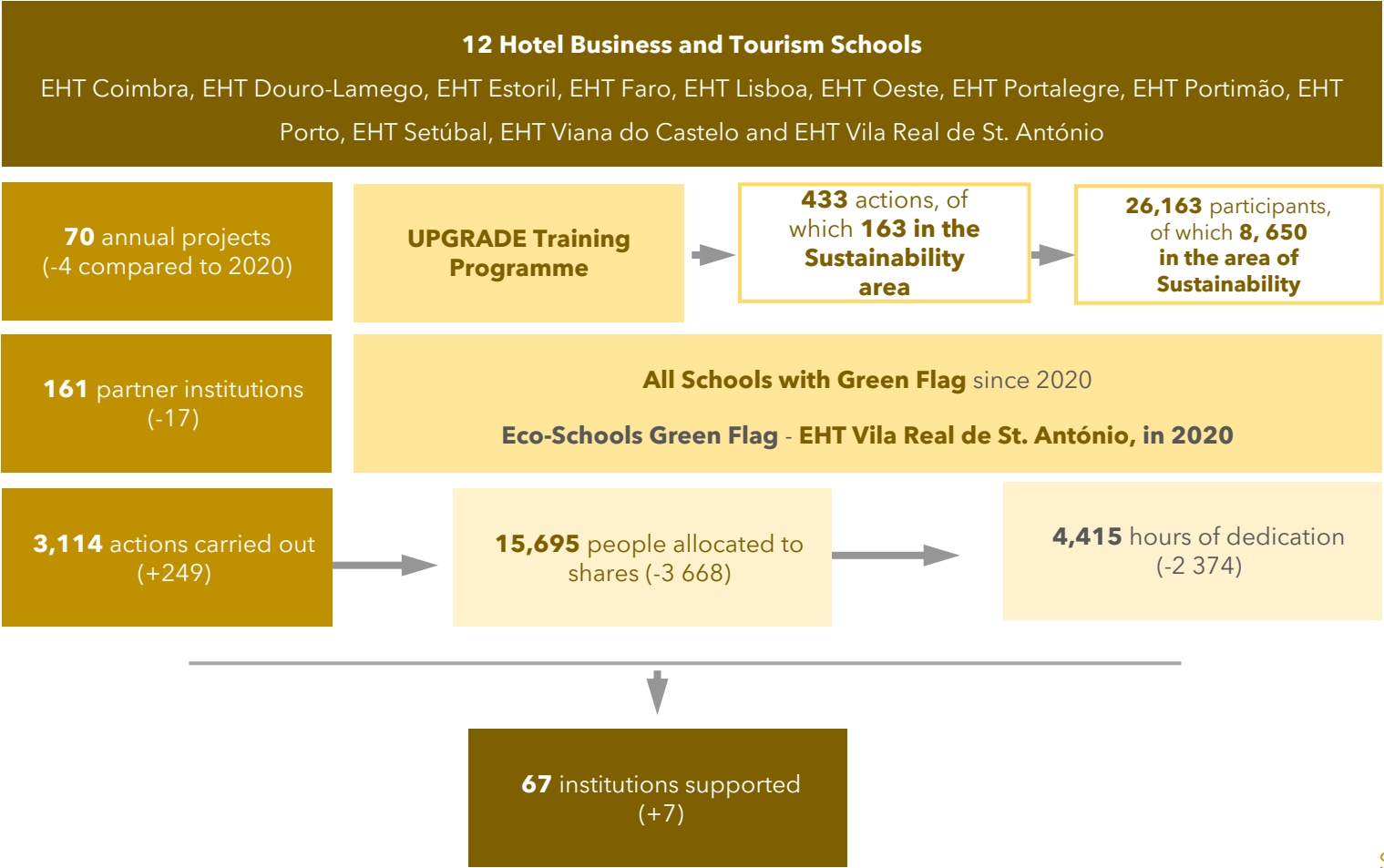


5. commitment to society and the environment

Building sector capacity in pandemic times



Turismo de Portugal manages a national network of 12 Schools, leaders in training human capital for Tourism, with a view to improving the quality and prestige of the tourism professions. In January 2018, the World Tourism Organisation distinguished the training project of Portugal's tourism schools, called Tourism Training Talent with 1st place in the Innovation and Public Policy category of the 14th edition of the UNWTO awards.



5. commitment to society and the environment

Building sector capacity in pandemic times



Impact of the social and environmental responsibility programme

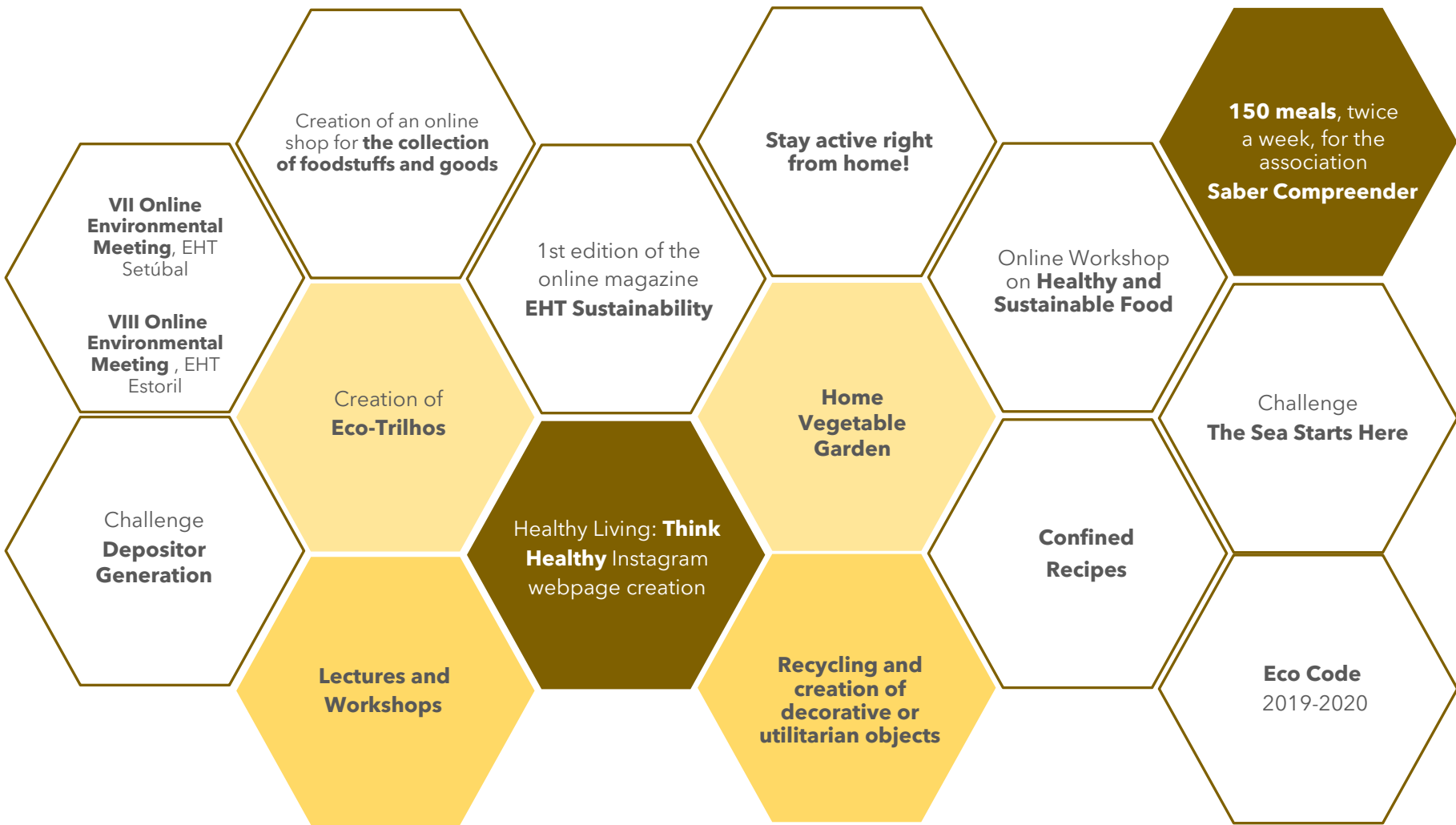
1	School, a place for stimulating and preserving proximity to the community, through local partnerships	6	Environment of social responsibility through volunteering practices
2	Combat food waste through awareness-raising actions for the population, dissemination of newsletters and making resources profitable	7	Cooperation and implementation of projects and actions for the benefit of the community
3	Reduction of the production of rubbish, plastics and other waste	8	Good practice behaviors extend to all EHTs, based on sharing and regular meetings (Green Day)
4	Implementation of environmentally friendly solutions	9	Increased motivation of students and staff by feedback from beneficiaries
5	Promotion and development of responsibility, commitment, solidarity and cooperation skills	10	Sustainable practices in companies in the sector, which receive students with knowledge acquired in a school context

5. commitment to society and the environment

Building sector capacity in pandemic times



Special activities developed



5. commitment to society and the environment

Building sector capacity in pandemic times



Inter-school environmental meeting | Green Day

The Inter-School Environmental Meeting or Green Day of the EHTs is an event that has been held since the year 2014 in a structured way and that, in a symbolic way, usually occurs in March, corresponding to the celebrations of the World Arbor Day.

Every year a school is the host/organizer of the event, and its mission is to plan activities of an environmental and social nature to be carried out by the other eleven schools, which come to the organizing school on the Green Day.

The VII Environmental Meeting, in 2020, was hosted by EHT Setúbal and counted with 75 participants. In this meeting the initiative consisted in the creation of a magazine. The VIII Environmental Meeting, in 2021, had the EHT Estoril as organizer and counted with 220 participants. The activity proposed in this meeting was the creation and a calendar, having been assigned a month, to each one of the 12 existing EHT. These events took place via Teams.

The celebration of Green Day aims to raise awareness to environmental and social causes and set new challenges, stimulating citizenship, collaboration and group spirit.

Some of the activities adopted:

- ✓ A visit to the area where the school is located and observation of good environmental practices inherent to it
- ✓ (organic vegetable garden, use of compost, recycling systems, monitoring consumption, etc.);
- ✓ Outdoor activities that privilege both contact with the environment and knowledge of the region in which the school is located;
- ✓ Tasting of meals made with endogenous products;
- ✓ Contact with local producers, who exhibit their products at the school or talk about how their activity contributes to sustainability;
- ✓ Encourage the sharing of good practices of the EHTs' network, through the organisation of a presentation session of the work carried out in each of the schools.



5. Commitment to society and the environment

Development of sustainable projects



Sustainable Tourism: a better future for [with] everyone

Integrated in the More Sustainable Tourism Plan, the project "Sustainable Tourism: a better future for [with] everyone" was financed by the Environmental Fund and allowed to make available to companies in the tourism sector several guides and tools on circular economy and sustainability.

The contents prepared for the materials resulted from partnerships with AHRESP, NOVA University, Travel Without Plastic, the Portuguese Golf Federation and the National Golf Industry Council (CNIG).



- [Good Practices Guide for Sustainable and Circular Catering](#)
- [Good Practices Guide for a Circular Economy in Tourism Accommodation](#)
- [Carbon Neutrality Guide for Tourist Resorts](#)
- [Guide for Sustainable Construction in Tourist Resorts](#)
- [Tourist Accommodation Guide: Let's Reduce Single-Use Plastics \(with Communication Guide and Self-Assessment Checklist\)](#)
- [Guide for Touristic Operators: Let's Reduce Single-Use Plastics](#)
- [Water Efficiency Analysis of Golf Courses in Portugal](#)
- [GEET Tool -Greenhouse Gas Emissions from a Tourist Resort](#)
- [Standard Operating Procedures \(SOPs\)](#)
- [Training available on the Greener Guest Platform "How to reduce Single-Use Plastics in Tourist Accommodation and keeping Staff and Customers safe".](#)
- Infographic [How to make my restaurant more circular and sustainable](#)
- Infographic [Effective measures to combat food waste](#)

5. Commitment to society and the environment

Development of sustainable projects



Blue Flag Programme



The "[Blue Flag](#)" programme is an international award that began at European level in 1986 and aims to educate for sustainable development in coastal and river beaches, recreational ports and marinas and ecotourist craft that apply and comply with a set of criteria related to Environmental Information and Education, Bathing Water Quality, Environmental Management, Safety and Services, Social Responsibility and Community Involvement. Turismo de Portugal is a member of the National Jury.

In 2020 387 awards were given and in 2021 399 sites were awarded, of which 372 were awarded to beaches (coastal and inland), 16 to recreational ports and marinas and 11 to eco-tourism crafts.

ECOXXI Green Flag Programme



The "[ECOXXI](#)" programme is an award that appeared in Portugal in 2005 and in which Turismo de Portugal has participated since its creation as a member of the National Jury. It is a programme that recognizes municipalities for adopting sustainability measures and contributes to the assessment of sustainable development indicators, revised annually.

"ECOXXI" is currently made up of 21 indicators on various matters of local sustainability, of which 21 is the indicator "Sustainable Tourism".

There were 56 Green Flags awarded in 2020 and in 2021 there were 54 awarded municipalities.

Green Key Programme



The "[Green Key](#)" programme is an international award that promotes Sustainable Tourism, recognizing tourist establishments, local accommodation, camping parks and restaurants that implement good environmental and social practices, that value environmental management and that promote Environmental Education for Sustainability.

In Portugal, it is the European Blue Flag Association (ABAE) that coordinates this initiative which, among other entities, has Turismo de Portugal as a member of the National Jury since 2010.

In 2020 127 awards were given and 143 in 2021.

5. Commitment to society and the environment

Development of sustainable projects



Nature Tourism

Portuguese Trails Project



In 2020, the Portuguese Trails project was consolidated with the adhesion of bike & walk friendly companies - tourist accommodation and tourist recreation activity - and by publicizing programmes for national and international tourists on the walking and cycling routes available on the website www.portuguesetrails.com.

Highlight for the **100% Responsible Programmes**, programmes that are developed according to the adoption of sustainability inducing practices, in accordance with a rationale of requirements drawn up by Turismo de Portugal and shared with the companies that have positively joined. The programmes are available on the website.

In 2021, **over 300 companies** advertised their offer on this platform developed by Turismo de Portugal, with the collaboration of the Tourism Regional Entities - Porto and North, Centre, Alentejo, Algarve, Azores and Lisbon Region - and partners managing the Trails.

This project is particularly relevant for the international positioning of Portugal as a nature destination, for Cycling & Walking activities, which can be developed all over the territory and all year round.

Fire Risk Capacity Building Plan for the Tourism Sector



Within the scope of the collaboration between Turismo de Portugal I.P. and the Agency for Integrated Fire Management started in 2019, several initiatives and tools were carried out aimed at companies and entities managing pedestrian and cycling trails, for capacity building in fire risk situations. The following stand out in 2020 and 2021:

- Manual for Firefighting Support and Tourism in Rural Areas - Self-Protection and Safety
- Guide for a Responsible Walking Trail
- Provision of technical webinars for companies and route managers on the following topics: “Rural Fire Safety Plan in Walking and Cycling Trails” and “Fire and Tourism in Rural Areas - Self-Protection and Safety Territórios Rurais - Autoproteção e Segurança”
- Technical Guide to Support the Preparation of Rural Fire Safety Plans for Walking and Cycling Trails.

5. Commitment to society and the environment

Development of sustainable projects



Religious Tourism | Paths of Faith



The Caminhos da Fé (Paths of Faith) project aims to position Portugal as a destination for spiritual enjoyment, based on four anchors: Caminhos de Fátima (Ways of Fátima), Caminhos de Santiago (Ways of St. James), Jewish Heritage and Islamic Legacy. Through the tourism supply associated with these themes, it is possible to travel around the national territory, including the inland region, and throughout the year.

The Ways of Fátima and St. James are cultural paths in a natural environment, organized in stages and with support points for tourists and pilgrims, as well as places for cultural visits. The website, www.pathsoffaith.com, gathers information about the Paths of Faith, in a cooperative effort between Turismo de Portugal, Regional Tourism Entities, National Cultural Centre, National Tourism Pastoral Work, Israeli Communities, Municipalities, among other partners.

In March and October of 2021, the first two certifications of itineraries of the Portuguese Ways of St. James took place, namely:

The Portuguese Central Ways of St. James - Alentejo and Ribatejo and the Portuguese Inland Ways of St. James, under Decree Law No. 51/2019 of 17 April, recognizing the relevant historical and cultural value of the paths in question.

5. Commitment to society and the environment

Development of sustainable projects



Industrial Tourism



In January 2020, the Programme for the structuring of the Industrial Tourism supply was launched, which aim is to achieve a differentiating tourism supply, anchored in the territories' assets, that reinforces the attractiveness of low-density territories and captures domestic and international markets, throughout the year.

The great advantage of this differentiated tourism supply is that it aims to meet a growing demand for authentic and original experiences, with greater contact with the communities and with the identity aspects of the territories. These experiences related to productive processes can take place in places of living industry (such as factories in operation) or industrial heritage (such as museological centers, mines or places that bear witness to their industrial past).

From Living Industry to Industrial Heritage, it is fundamental to contribute to the valorization of the Industrial Tourism supply, through the notoriety and qualification of the territories' supply; the promotion of the country's image through its differentiating economic activities and authentic heritage; the reinforcement of the attractiveness of the industrial sector and its potential for innovation and growth among young people.

In the area of Resources, the survey and characterization of the resources of the national network of Industrial Tourism supply already has around 160 resources committed to providing differentiated experiences.

In structuring the Product, highlight goes to the actions carried out within the scope of capacity building: Cycle of Webinars 2020-2021 (7 webinars: 1,447 participants); 2 regional capacity building actions carried out and 2 thematic actions (Protection of Industrial Knowledge and Industrial Heritage for All); as well as the Industrial Tourism Best Practices Guide, curial to continue treading the path in the implementation of good practices and compliance criteria associated with Industrial Tourism services.

5. Commitment to society and the environment

Development of sustainable projects



Nautical Tourism



Nautical Portugal project, developed by the Portuguese Business Association in cooperation with Ocean Forum – Sea Economics Association, recognizing the value of the resources and the potential that Portugal has in the area of nautical tourism, established the development, promotion and certification of Portugal's Nautical Stations (ENP), highlighting the results achieved in the meantime.

By 2021, 27 ENPs have been certified along the Portuguese coast, but also in rivers, lakes and dam reservoirs. Since its start in 2018, Turismo de Portugal, among other entities, has been actively participating in the development of the Nautical Stations network as a member of the Evaluation Committee of the certification applications and as a member of the Nautical Portugal Dynamizing Group.

Since the official launch of the Portal of the PNA Network, in 4 languages - PT, ES, EN, FR, www.nauticalportugal.com, in July 2020, that Turismo de Portugal and the Regional Tourism Authorities are involved in its internal promotion. The international promotion of the Network, starting in 2021, is also supported by Turismo de Portugal, through the respective delegations and the Regional Tourism Promotion Agencies.

The network involves more than 1,100 partners, 63% of which are tourist recreation activities companies and maritime-tourism operators, travel agencies, local accommodation, tourist resorts, restaurants, among others, contributing to the diversification of tourism and the reduction of seasonality, as well as adding value to nautical resources and generating employment in the respective regions.

This partnership network of Nautical Stations allows for a greater knowledge of the territory and the development of integrated proposals that contribute to the objectives of the 2027 Tourism Strategy, namely, to reduce seasonality indexes, increase deconcentration and sustainability, with the dimension of sustainability and compatibility of uses in nautical resources requiring consultation between the EN partners and the competent authorities.

Within the scope of the 20-23 More Sustainable Tourism Plan, the action presented by Fórum Oceano for the development of an Action Plan for the Sustainability of the Nautical Resorts Network in Portugal was contemplated, " included in Axis 1 - "Structuring an increasingly sustainable supply", in the area of action of the valorization of the Nautical and Bathing Supply, essential for the promotion of sustainable behaviors, training of companies, their employees and entities with competences in the management of the nautical and bathing supply, making it necessary to qualify and valorize the infrastructures, equipment and services related to this strategic asset, as well as to promote the sustainable management of nautical tourism activities and the increase of the supply in terms of Accessibility.

5. Commitment to society and the environment

Development of sustainable projects



UNESCO National Geoparks Network



The contribution of Turismo de Portugal to the structuring of the UNESCO National Geoparks Network aims at improving the product and the tourist experience in a network logic, the increase of sustainability practices as a differentiating element of this supply and a concerted approach of national and international promotion.

The networking with the 5 Geoparks recognized by UNESCO began in 2020, and has been enabling a series of concerted initiatives to be carried out, of which we highlight:

- Cycle of 5 Webinars, dedicated to each one of the Geoparks, which registered 400 participants;
 - Adoption of the Clean&Safe Label for the interpretative centers and activities of the geoparks;
 - Creation of unique Network channels on Facebook, Twitter, Instagram, LinkedIn and YouTube, with content in PT and EN;
 - Preparation and launch of the UNESCO World Geoparks Research Catalogue in Portugal, in PT and EN, with the aim of attracting national and international researchers to these classified territories and in which the most relevant themes that each geopark can offer are identified;
-
- 1st edition of the Geotourism by Geoparks Course, in the Digital Academy of Turismo de Portugal;
 - Organisation of the 1st Photography Contest of the UNESCO World Geoparks network, which registered 89 participants;
- There are also two ongoing actions, included in the 2020-2023 More Sustainable Tourism Plan:
- Network development of the international GEOfood project, which translates into the defense of endogenous resources and sustainable food in areas of geological relevance;
 - Implementation of the initiative 100% Responsible Programmes in the Geoparks (programmes developed according to the adoption of sustainability inducing practices, implemented by the tourist recreational activities companies that are partners of the Geoparks).

5. Commitment to society and the environment

Development of sustainable projects



All for All Programme



In 2020 and 2021, under the All for All Programme, the following activities were carried out:

- Provision of new technical content on the dedicated channel "ALL FOR ALL", including 43 Success Stories (companies and public entities with accessibility for all projects);
- Cycle of Webinars on Accessible Tourism in Portugal for the dissemination of national good practices and participation of national and international experts, which registered 1,171 participants;
- Delivery of 3 training sessions on Inclusive Care, through the DIGITAL ACADEMY, with 60 trainees;
- Publication of 2 new Practical Guides on Accessibility in Tourism Accommodation and Events;
- Preparation of the "Accessible Festivals" Programme, in partnership with INR (to be launched in due course);
- Presence of Turismo de Portugal at international conferences to share its work on Accessible Tourism: Webinar Training and Research for Accessible Tourism Development, organized by ENAT; Webinar "The European Strategy on the Rights of Persons with Disabilities 2021-2030 for EC staff in cooperation with the Portuguese Presidency"; IV International Conference "Technology and Tourism for Diversity", by the ONCE Foundation and UNWTO; UNWTO Webinar Accessible Tourism for All: standards & recommendations guiding the recovery.

2,583 page views of the page dedicated to the "All for all" Programme on the Turismo de Portugal Business website (2021)

Accessible beach, beach for all programme



The "[Accessible Beach, Beach for All!](#)" Programme is the result of a partnership led by the National Institute for Rehabilitation, the Portuguese Environment Agency and Turismo de Portugal, and its main goal is to provide bathing areas with a set of conditions that allow their universal use, without compromising age or mobility difficulties.

In 2020, 201 beaches were awarded the "Accessible Beach" Flag, which corresponds to about 30% of the total number of bathing areas classified, which represents a reduction of only 7% compared to 2019, despite all the limitations imposed by the COVID-19 pandemic.

In 2021, 223 beaches were awarded the "Accessible Beach" Flag, which corresponds to about 35% of the total number of bathing areas classified this year, with 9 new entries in this edition of the programme. Of the 223 awarded bathing areas, 198 are in mainland Portugal, 17 in the Autonomous Region of the Azores and 8 in the Autonomous Region of Madeira.

5. Commitment to society and the environment

Contractualization of external promotion



Objectives

Contractualisation is a public policy instrument, in force since 2004 and which aims to:

- Contribute to the definition of objectives and implementation of the National Tourism Strategy;
- Ensure consistency of regional/national promotion;
- Involve private companies in promoting the territories, especially from a commercial perspective.

Action implement

Each year, Turismo de Portugal contracts its assignment for the **external promotion of regional destinations** with the seven Regional Tourism Promotion Agencies (ARPTs), entities created and certified for that purpose by the CTP and Turismo de Portugal for the operationalization of the Regional Marketing Plans.

This model for contracting regional external promotion is formalised through a protocol signed with the eligible entities (ARPTs) every three years, with the regional public partners (Regional Tourism Authorities and Regional Secretariats of the Autonomous Governments) and with the Portuguese Confederation of Tourism (CTP). This protocol establishes the transfer of funds from Turismo de Portugal to the regional agencies, in a logic of subsidiarity, with a view to the effective and efficient implementation of the promotion of regional destinations.

The investment allocated to Contractualisation in 2022 totalled **€13.6 million**, in accordance with the following funding rule: for every €4 of investment by the TdP, there is a minimum of €1 from the Regional ERTs / Regional Offices of the Azores and Madeira and a minimum of €1 from the companies.

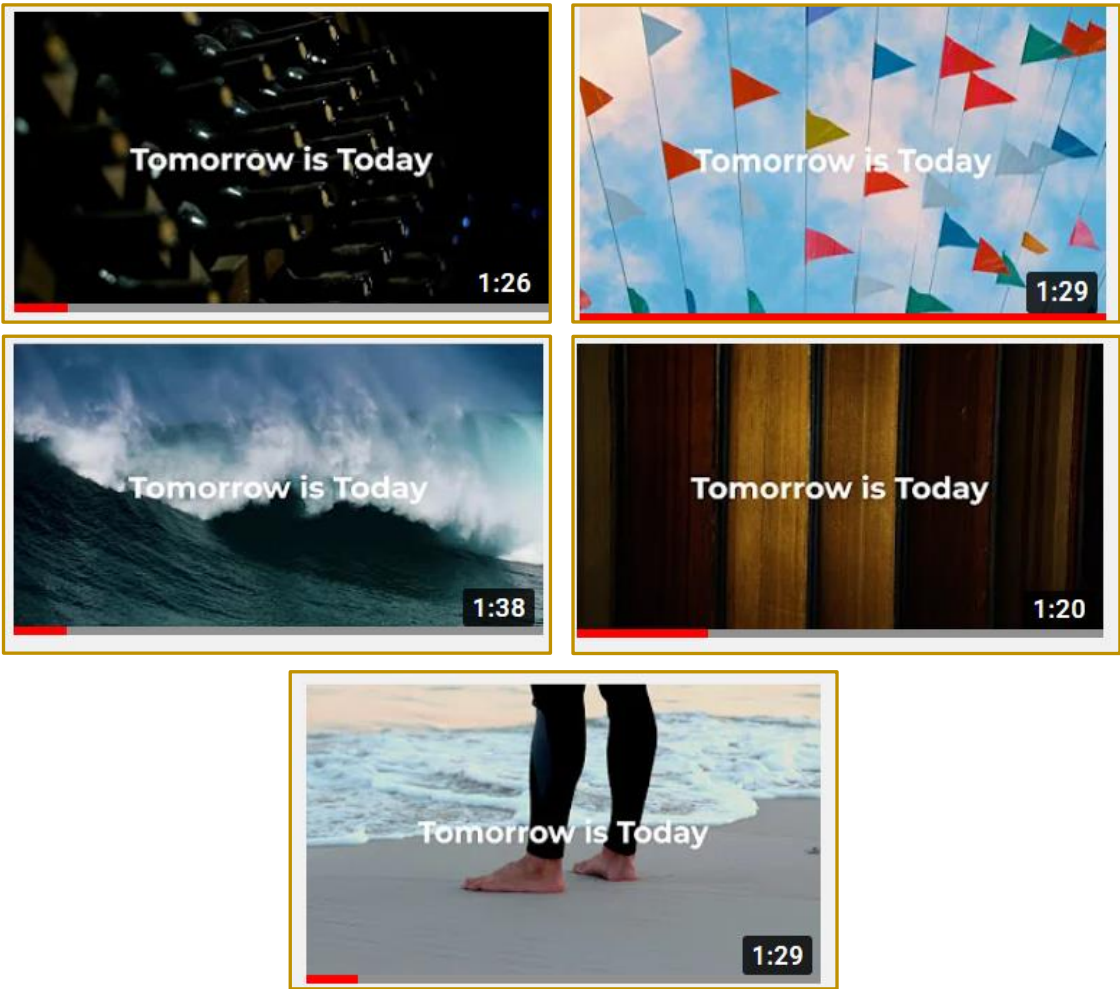
The activity carried out focused on the planning, analysis, approval and monitoring of the execution of the Plans of Regional Branding of the 7 ARPTS.



5. commitment to society and the environment

Promoting Portugal as a sustainable destination

Campaigns and brand activation Tomorrow Is Today



"Tomorrow is today. Let's change today and keep visiting tomorrow"

In early 2021 the "Tomorrow is Today" campaign is launched, a call for unity, for collective awareness and the will of the world's various tourist destinations to protect what has been given to us by nature and which are the true essence of their identity.

This nature, which dazzles travellers, will only be maintained if each one is responsible for attracting more aware visitors.

The challenge was launched to the main source markets of tourists in Portugal:

- [Hello **World**. It's me, Tomorrow](#)
- [Hello **Germany**, It's me Tomorrow](#)
- [Hello **France**, It's me Tomorrow](#)
- [Hello **Britain**, It's me Tomorrow](#)
- [Hello **Spain**, It's me Tomorrow](#)

5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Campaigns and brand activation **Tomorrow Is Today**



***"Tomorrow is today. Let's change today
and we will continue visiting tomorrow"***

The concept was extended to the production of various contents associated with sustainability, namely press campaigns and several actions in the markets.

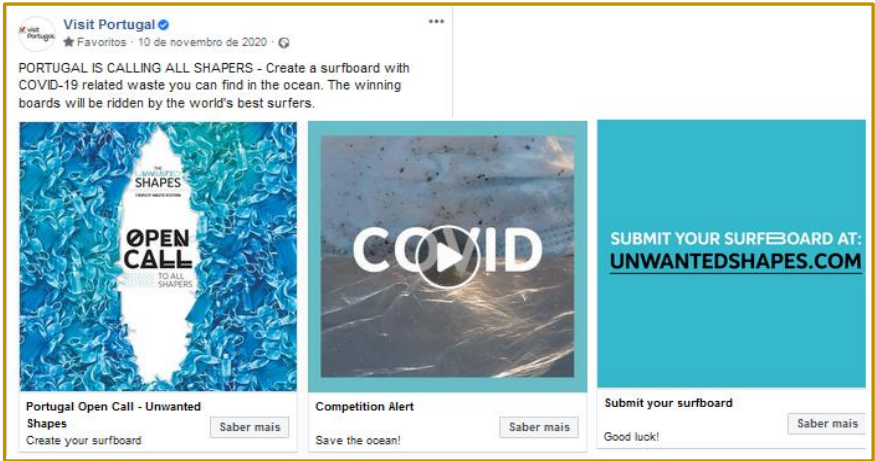


5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Campaigns and brand activation **The Unwanted Shapes COVID-19 Edition**



In the 2nd edition of the **Unwanted Shapes Project**, we alerted society to the fight against the pollution of the oceans with plastic and waste resulting from the pandemic motivated by COVID-19.

In partnership with MEO and WSL an "Open Call" was launched for all the shapers in the world to submit their designs for surfboards made from the waste generated by COVID-19.

8 winning boards were exhibited at the MEO Pro Portugal 2021 and surfed by professionals, in a special hit dedicated to design and sustainability.

A website was produced to support the project at www.unwantedshapes.com

5. commitment to society and the environment

Promoting Portugal as a sustainable destination

Campaigns and brand activation #280ToChangePortugal



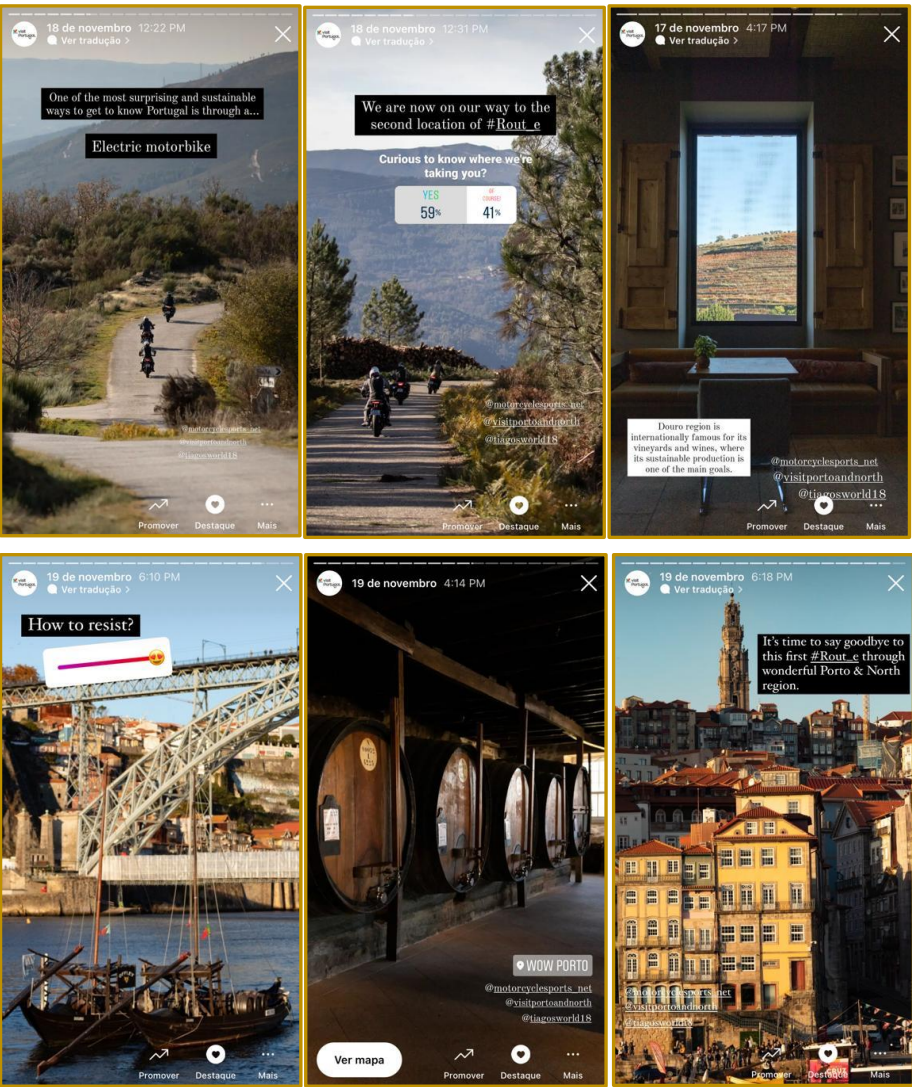
During Websummit 2021 a contest was promoted that incited people to share Tweets with ideas to promote Sustainable Tourism in Portugal. The winners would win tickets to the 2022 edition of the event and 1-month free coworking space in Portugal. Competition promoted in partnership with Websummit and Startup Portugal.

5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Campaigns and brand activation **Rout-E**



With the challenge of positioning Portugal as one of the most sustainable destinations in the world, the Rout-e project proposes to get to know Portugal by electric motorbike.

International journalists were invited to discover 5 sustainable routes. This project combines sustainable mobility with a diverse and authentic supply, creating routes using high-performance electric bikes and promoting a sustainable way of travelling.

The project promotes electric mobility, hotels and other projects with sustainable concerns, throughout the territory and throughout the year, positively impacting local populations and reducing the visitor's carbon footprint.

Flights with lower CO2 emissions and zero emissions in ground travel were selected, hotel units that comply with the measures included in the 2020-2023 More Sustainable Tourism Plan.

In addition to promoting sustainable mobility, this project aims to develop new products and services that are economically viable and ecologically efficient in the regions visited.

5. commitment to society and the environment

Promoting Portugal as a sustainable destination

Campaigns and brand activation **Imagens de Marca: Destino Sustentável**



In 2021, every month, the **Brand Images** programme and the Empowerbrands Channel digital channels will showcase some of the best examples regarding sustainability in the sector.

This "Sustainable Destination" item also gained a new projection on the digital platforms of Brand Images, where each month's theme was studied through an in-depth article written by the journalist who conducted the report.

On the Empower Brands Channel, this heading continues to give rise to a digital, bilingual series called "Sustainable Destination".

5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Campaigns and brand activation **SketchTour Portugal: Reload**

O The project **SketchTour Portugal Reload** (2021) counted with the participation of twenty national and international Sketchers who were challenged to portray Portugal and Portuguese culture through their drawings, and 11 Portuguese writers inspired by a journey in Destination.

This project aims to promote literary tourism by combining writing and drawing, seeking to inspire future journeys through the different territories and experiences that the destination offers.

At the heart of the project is slow tourism, with greater permanence in the territories which allows a smaller footprint and a greater local impact.

Within the scope of this project 10 tours were developed, one for each region of the country, plus 3 tours especially dedicated to the inland territory (Porto and the North, Alentejo and Centre).

In addition to the production and dissemination of content, the project has a travelling exhibition and a book that will be on sale in 2022.

www.sketchtourportugal.com



5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Press trips | Commitment to sustainability

More sustainable operation of Press Trips:

- **Transport** - whenever possible train and electric car. If air travel occurs, flights with the lowest volume of CO2 emissions are selected and direct flights are preferred.
- **Land arrangements** - choice of destinations and preference for sustainable projects.
- **Avoid plastic and ensure waste reduction** during the implementation of the projects.
- **Promotional material delivered is sustainable** (cloth bags, reusable metal water bottles, among others).

Volume of Press Trips and Special Projects

Regions	2020	2021	Var % 2021/20
Azores	13	31	138%
Alentejo	32	82	156%
Algarve	24	36	50%
Central Portugal	57	42	-26%
Lisbon	93	140	51%
Madeira	66	141	114%
Porto and North	43	79	84%
Total	328	551	68%

5. commitment to society and the environment

Promoting Portugal as a sustainable destination

Press trips | Media impact assessment



Forbes

TRAVEL

Portugal’s New Tourism Campaign Promises A Better Tomorrow: Here’s What That Really Means

Ann Abel Senior Contributor @

I know the difference between expensive travel and the truly luxurious

Follow

Mar 29, 2021, 06:25am EDT

Listen to article 5 minutes

KPI's	
OUTREACH	15,949,690
INTERACTIONS	1,817
NET EFFECT	7,797,164

Volume of News by Market	
Spain	
Germany	12
Italy	11
France	9
Brazil	8
United Kingdom	6
China	5
Belgium	3
United States	3
Ireland	3

5. commitment to society and the environment

Promoting Portugal as a sustainable destination

Social networks and platforms | **Live facts**



During the pandemic, live content was released on social networks, giving visibility to the experience of the Destination even during the pandemic and the respective restrictions.

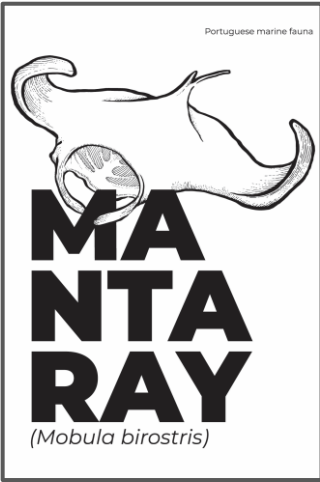
Some of the contents were about nature, areas and ecosystems of Destination Portugal.

5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Social networks and platforms | Portuguese Field Guide



Project for the communication of Fauna and Flora protected and/or endangered in Portugal.

Objective: educate, raise awareness for a more responsible tourist and make Destination Portugal's ecosystems and species known, making them a central asset in its communication.



5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Social networks and platforms | Incorporation of the Theme in Always On Communication

Visit Portugal
11 de janeiro de 2021

#Alentejo #Wine #Region ranks #7 in the list of the "52 Places for a Changed" World" according to the *The New York Times - Travel*

"Alentejo has most of the elements required for wine production: sun, soil, native grape varieties and a centuries-old winemaking legacy. What does it lack? Rain. Global warming has increasingly threatened this arid region known for warm and full-bodied reds, so in 2015, the area created the Wines of Alentejo Sustainability Program."

#Portugal #visitportugal

52 Places for a Changed World
The 2022 list highlights places around the globe...

52 Places for a Changed World
The 2022 list highlights places around the globe...

Visit Portugal
2 de fevereiro de 2021

One of the big trends for 2021 (when travel will be possible again) is the Eco-travel. And according to *Skyscanner*, the #Azores is one of the "5 sustainable destinations that are doing their part"

"A focus on renewable energy sources, better water usage and management and the protection of landscapes, habitats and wildlife has garnered The Azores much recognition. In 2019, it was the first archipelago to earn EarthCheck Silver Certification. The following year, The Azores re... Ver mais

Eco travel in 2021: 5 destinations doing their part | Skyscanner UK
Make responsible tourism part of your travel p...

Eco travel in 2021: 5 destinations doing their part | Skyscanner UK
Make responsible tourism part of your travel p...

Visit Portugal
31 de agosto de 2021

Why the #Azores are #Europe's secret #islands of #adventure | via *Lonely Planet*

"It is hard to imagine a place better suited to nature lovers, fans of adventure sports or anyone looking for a beacon of sustainability"

#Portugal #visitportugal

Why the Azores are Europe's secret islands of adventure
With whale-watching, diving, hiking and a host of other adventures on offer, Portugal's Azores...

Visit Portugal
3 de dezembro de 2021

Castelo Rodrigo and Cumeada, in #Portugal, were two of the 44 chosen villages to receive the distinction of "Best Tourism Villages 2021" by the *World Tourism Organization (UNWTO)*

"The Best Tourism Villages by UNWTO initiative aims to recognize those villages which are outstanding examples of rural tourism destinations with recognized cultural and natural assets, that preserve and promote community based values, products and lifestyle and have a clear commitment to sustainability in all its aspects – economic, social and environmental with the fundamental aim of making tourism one of the drivers of positive transformation, rural development and community well-being."

+ info Castelo Rodrigo: <https://bit.ly/3dg5t0D>
+ info Cumeada: <https://bit.ly/3GbZzLC>

UNWTO Announces List of 'Best Tourism Villages' 2021
The best examples of villages embracing tourism...

UNWTO Announces List of 'Best Tourism Villages' 2021
The best examples of villages embracing tourism...

UNWTO Villages

Visit Portugal
11 de janeiro de 2021

According to *Condé Nast Traveller UK*, #Portugal is one of the "10 #Sustainable #destinations to #visit in 2021"

"Where a commitment to positive tourism is mandated. This westernmost swathe of #Europe is proving to be one of the most forward-thinking in demonstrating how #tourism can be a force for good"... Ver mais

10 sustainable destinations to visit in 2021
10 destinations for enriching, positive-impact ...

10 sustainable destinations to visit in 2021
10 destinations for enriching, positive-impact ...

Visit Portugal
24 de junho de 2020

Portugal: Putting Sustainability On Steroids | via *Now with Purpose*

#Portugal is a leader in the #Sustainability movement. Whether its a fancy #hotel or a pair of shoes, this small country is showing what's possible, saving the planet via sustainable initiatives, from #electricity generation and housing development to hotel stays and #fashion #design.

Portugal: Putting Sustainability On Steroids
Portugal is a leader in the Sustainability movement. Whether its a fancy hotel or a pair of shoe...

Visit Portugal
2 de fevereiro de 2021

One of the big trends for 2021 (when travel will be possible again) is the Eco-travel. And according to *Skyscanner*, the #Azores is one of the "5 sustainable destinations that are doing their part"

"A focus on renewable energy sources, better water usage and management and the protection of landscapes, habitats and wildlife has garnered The Azores much recognition. In 2019, it was the first archipelago to earn EarthCheck Silver Certification. The following year, The Azores re... Ver mais

Eco travel in 2021: 5 destinations doing their part | Skyscanner UK
Make responsible tourism part of your travel p...

Eco travel in 2021: 5 destinations doing their part | Skyscanner UK
Make responsible tourism part of your travel p...

5. commitment to society and the environment

Promoting Portugal as a sustainable destination



Event Support | Planetiers 2020 - Glex Summit 2021



It aims to create platforms that aim to promote sustainable solutions already on the market and to disseminate inspiring and educational content throughout society and that promote partnerships for sustainability, with the annual international event Planetiers World Gathering as its flagship.



GLEX brings together the world's leading explorers to share cutting-edge technology and innovations to propel us towards the next frontier in the future of exploration with the aim of promoting the conservation of terrestrial ecosystems.

5. commitment to society and the environment

Promoting Portugal as a sustainable destination



International Fairs and Exhibitions | VisitPortugal



The new stand that ensures the presence of VisitPortugal in major international fairs and exhibitions makes use of technology, enabling an effective promotion of the destination, with a reduced footprint through the very significant reduction in the production of materials that are replaced by digital versions and more sustainable materials such as cork or moss.

Technical Datasheet

Ownership: Turismo de Portugal, IP
Author: Knowledge Management Directorate, Turismo de Portugal, IP,
Sources: Statistics Portugal, Banco de Portugal, ANA - Aeroportos de Portugal (Portuguese Airports), DGEG - Directorate-General for Geology and Energy, APA - Portuguese Environmental Association, ABAE - European Blue Flag Association, OMT - World Tourism Organisation

Information classification: External use
Date of completion: September 2022

Contacts: patricia.seguro@turismodeportugal.pt
mleonor.silva@turismodeportugal.pt