



Banyeres, 100% sustainable

Our commitment, your commitment, everyone's commitment.



1.

To encourage and promote **RESPONSIBLE AND SUSTAINABLE TOURISM**, in line with the 2030 Agenda for Sustainable Development of United Nations and contribute to the promotion of its values and its Sustainable Development Goals

2.



Provide spaces for reflection and dissemination of knowledge on the Sustainable Development Goals and the optimal management of our natural and cultural environment through responsible tourism as a vital element of sustainable development by facilitating the exchange of best practices between residents and visitors.



3.

Generate tools and processes to engage citizens, tourists and local businesses and services in fulfilling our commitment in line with the SDGs.

4.



To promote, raise awareness, train and educate about the importance of the **Sustainable Development Goals** and in particular SDGs 4, 12 and 17 as a transversal as a cross-cutting goal for the of the rest goals.



5.

Preserve the natural environment of our destination, **promote local culture and products**, and work on tourism activities that allow for a positive and equitable exchange of experiences between residents and visitors.



6.

To develop initiatives and projects to provide the necessary theoretical and practical knowledge to promote, through education, sustainable development and sustainable lifestyles, applied to the tourism sector, at all levels.



7.

Ensure equal working conditions and opportunities for women and promote women's leadership in the tourism sector.



8.

Promote and work for innovation and digital transformation to generate a more efficient, inclusive and sustainable tourism offer, allowing us to become a **Smart Tourism Destination**.



9.

Promote the exchange of knowledge through **strategic alliances** between the Banyeres de Mariola Town Council, companies in the sector and the local population, in order to multiply the impact of the project.



10.

To help the implementation of circular economy criteria in the value chain of citizens and companies in the sector and to promote sustainable consumption patterns among visitors.

4 QUALITY EDUCATION



Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all.

12 RESPONSIBLE PRODUCTION AND CONSUMPTION



Ensuring sustainable consumption and production

17 PARTNERSHIPS TO ACHIEVE THE GOALS



Revitalising the Global Partnership for Sustainable Development