

INTEGRATED POLICY
QUALITY, ENVIRONMENT,
SOCIAL RESPONSIBILITY
AND RESPONSIBLE
TOURISM

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Hotel Alimara Barcelona is a 4-star hotel endorsed with a professional history of more than 25 years and governed by a culture based on respect for the environment. It is a hotel in which modernity and experience merge perfectly in an urban and contemporary space perfect for leisure and business stays and events with the most attentive service. In addition, it becomes a University Hotel, where students can develop their potential in an environment of real experimentation and participate in unique learning and research projects. At Hotel Alimara Barcelona we are aware that we have to offer a service of the highest quality and responsible for the environment and tourism.

This policy is created with the desire to integrate sustainability criteria in all our processes, commit to continuous improvement and provide the necessary resources to obtain the best results. Hotel Alimara Barcelona has an Environmental Management System based on compliance with ISO 14001 and EMAS, Biosphere and legal and regulatory requirements applicable to the organization, as well as other commitments to which the company join voluntarily.

It is not, therefore, only about complying with the existing rules and regulations, but about going further while maintaining a critical spirit and guaranteeing continuous improvement in order to give back to the community all that it brings us.

Elisabet Ferrer

CETT's General Manager

The Hotel Alimara Barcelona is committed to:

- Human rights while guaranteeing respect, defense and protection of the principles recognized in the Universal Declaration of Human Rights.
- Compliance with the national and international laws and regulations in force in the countries where the CETT operates as well as with the internal regulations of the organization.
- Effective gender equality within the CETT. Inclusion of the gender perspective in all training actions.
- The maintenance of good corporate governance practices based on ethics, transparency and respect for diversity.
- The commitment of the Center's Quality Control, which the Quality Service undertakes to supervise the correct application of the Quality System, reporting on quality matters to the General Management.
- Transparency through the dissemination of relevant and truthful information about CETT's activities.
- Communication and dialogue with interest groups based on transparency and truthfulness as fundamental axes to generate trust.

- The creation of value while guaranteeing environmental and economic sustainability
- Proactive and efficient social responsibility.
- Respect for the environment, with practices that respect biodiversity and make rational use of natural and energy resources.
- Commitment to continuous improvement and innovation.
- CETT ensures the suitability of all staff by providing them with training, training and updating in the subjects of their competence.
- Encourage tourism that guarantees the conservation, revitalization and respectful use of natural and cultural heritage, both tangible and intangible.
- Promote sustainable tourism that emphasizes the responsible use of the territory's resources, environmental protection, sustainable mobility and the fight against climate change.
- Promote the feeling of esteem of the local population towards their environment, culture and traditions.
- Enable enriching cultural exchange between locals and visitors and access to the diversity of cultural expressions of the destination.
- Develop tourism activity with an inclusive, accessible and universal perspective, which contributes to equality from a gender and intersectional perspective.
- Understand the tourism sector as a relevant actor for the economic and social development of the destination.
- Conceive training in tourism as the necessary lever for the development of tourism activity in accordance with all previous commitments.

The Management of Hotel Alimara Barcelona undertakes to base its actions on this policy and to extend it to all interested parties who collaborate with the organization, through internal and external communication mechanisms, for the benefit of 'a more sustainable and competitive tourism, both locally and globally, so that it is an engine of economic and social development.