

GEOGARAPEN Company Policy

Overview

Geogarapen —the association managing the Basque Coast Geopark— has become a model territory at both national and international levels, thanks to its commitment to sustainable development that highlights the value of its natural and cultural heritage. It projects this identity through its membership in the European, Global, and UNESCO Geopark networks, conveying an image of quality, sustainability, and outstanding territorial characteristics.

Its mission is to support geological, natural, and cultural values by coordinating various public and private agents to foster sustainable and balanced territorial development. In doing so, the Geopark serves as a link between local residents and acts as a source of opportunities to generate economic and cultural wealth for the area and its people— primarily by promoting sustainable tourism that prioritizes the sharing of the territory's unique character and culture.

At GEOGARAPEN, we are committed to promoting tourism development that is inclusive, sustainable, transparent and innovative. We aim to contribute to the well-being of both residents and visitors while respecting the natural, social, and cultural environment that defines us.

Our corporate policy is built upon five strategic pillars: **Governance, Sustainability, Accessibility, Technology and Innovation.**

1. Transparent and Participatory Governance

- We guarantee **transparent, ethical and professional management** of public and private resources through accountability processes and open communication with the public, as well as an annual financial audit. <https://geoparkea.eus/en/transparency>
 - We foster the **active participation of local agents** —including communities, businesses, social organizations and visitors— in the planning and evaluation of tourism strategies. <https://geoparkea.eus/en/collaborating-entities>
 - We promote **inter-institutional coordination** with government, academic, and private-sector entities to strengthen local tourism governance.
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2. Environmental, Social, and Economic Sustainability

- We promote tourism that **respects the environment**, minimizing the ecological impact of our activities and encouraging responsible practices among visitors and service providers.
 - We foster the development of an **equitable and inclusive** tourism model that generates decent employment and economic benefits distributed among the local population.
 - We prioritize initiatives that foster the **conservation of natural and cultural heritage**, ensuring its preservation for future generations.
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3. Universal accessibility

- We are committed to ensuring an inclusive service based on equal treatment, respect for diversity, and the progressive elimination of barriers.
 - We commit to making progressive strides in identifying barriers, improving communication regarding accessibility, and adapting services within our operational capabilities.
 - We foster a culture of inclusive service through raising awareness among, and the continuous improvement of, the individuals involved in providing tourism services.
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4. Technology at the Service of Tourism

- Utilizamos herramientas tecnológicas para **mejorar la experiencia del visitante**, facilitar el acceso a la información y optimizar la gestión de recursos turísticos.
 - Fomentamos el uso de **plataformas digitales integradas** para la promoción, reserva y seguimiento de servicios turísticos.
 - Promovemos una gestión responsable de la información y la protección de los datos personales, aplicando criterios de seguridad y privacidad en nuestros sistemas y procesos.
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5. Innovation as a Driver of Development

- We foster creativity and strategic thinking to **adapt to new trends**, market needs, and changes in the global tourism landscape.
- We support **experimentation with new business models**, sustainable tourism products, and immersive experiences.
- We establish partnerships with **entrepreneurs, universities, and research centers** to foster open and collaborative innovation.

Institutional Commitment

All members of GEOGARAPEN are committed to applying this policy across all aspects of our daily operations, working with responsibility, a forward-looking vision, and a passion for tourism as a driver of positive transformation for our territory.