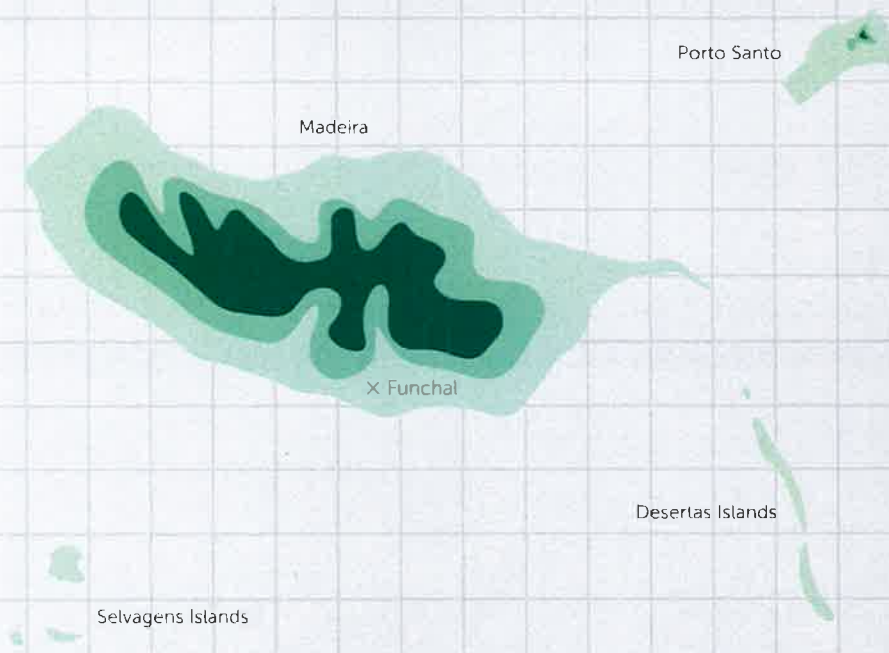




Autonomous Region
of Madeira

**sustainability
management
policy**



Framework

The Autonomous Region of Madeira, with an area of approximately 800 km², is located in the Atlantic Ocean, 978 km southwest of Lisbon and approximately 700 km west of the African coast. An archipelago formed by Madeira Island, Porto Santo Island, Desertas Islands (3 islands) and Selvagens Islands (2 islands and several islets). Of the seven islands, only the largest, Madeira and Porto Santo, are inhabited. According to the provisional results of the last Census, 2021, there were approximately 251,000 people living in the archipelago.

The economy of the Autonomous Region of Madeira is strongly based on the service sector, with tourism standing out as the engine of the region's economy. The main agricultural products are banana, wine, sugar cane, potatoes, and flowers. Regarding fishing, the capture of tuna and the black scabbard fish is distinguished by its artisanal fishing methods, while the industry is mainly based on the production of pasta, beer, and cement. The region has also a strong tradition in handicraft, with special emphasis on "Bordado da Madeira" (embroidery), tapestry and wicker articles.



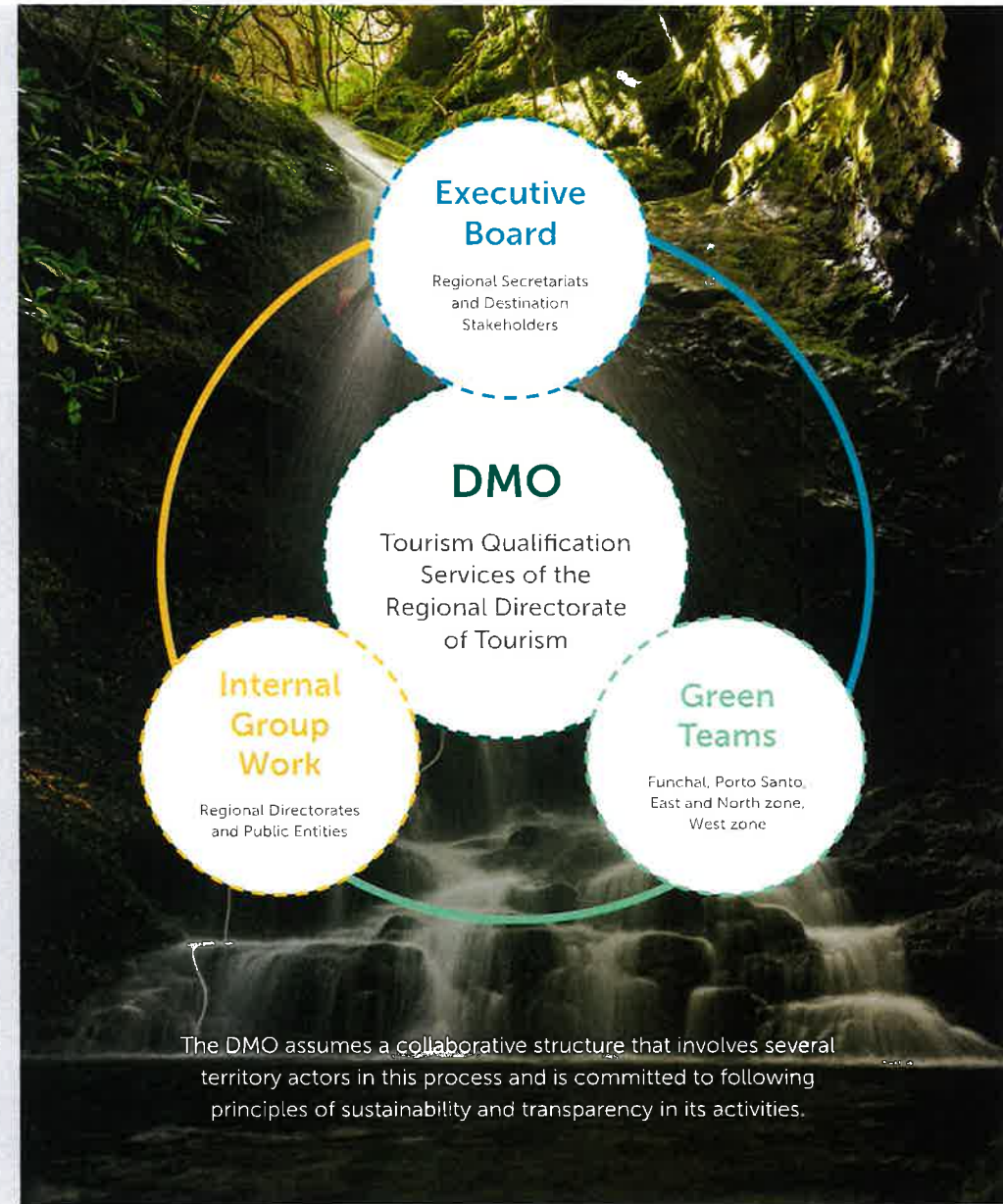
The projects and developed initiatives, in the last years, reveal a strong focus on the sustainable principles development, which improves an increased concern in protecting and preserving the territory, while working on its promotion and innovation, namely: the **Tourism Sector Strategy of the Autonomous Region of Madeira for the period 2022-2027, Madeira Circular Platform, Waste Strategy of the Autonomous Region of Madeira, Sustainable Porto Santo - Smart Fossil Free Island, Certification of Good Practices in the Management of Biological Risks and several projects included in Life Programmes.**

The affirmation of sustainability in the archipelago is seen as a long-term goal that involves various entities, since there are numerous challenges that are not achievable immediately and which require continuous dedication, **including the preservation of natural and cultural resources and decarbonisation.** The enhancement and protection of resources will translate into the creation of authentic products, experiences and activities that, together, will result in an increasingly **unique and attractive offer.**

Strategic Guidelines

The DMO (*Destination Management Organization*), created by the Resolution of the Regional Government Council n.º 51/2022, of 31st January 2022, under the dependence of the Regional Secretariat of Tourism and Culture, is the structure responsible for planning, managing and supervising the certification process of the Autonomous Region of Madeira, based on the criteria of the GSTC (Global Sustainable Tourism Council) and on a set of strategic guidelines of regional, national and international scope, which it undertakes to follow.

The 17 Sustainable Development Goals of the United Nations 2030 Agenda are also important pillars guiding the archipelago as a sustainable destination, as well as the 10 articles of the World Tourism Organization's Global Code of Ethics for Tourism.



An integrated, participative and continuous action, aligned with the Sustainable Development Goals.

Aware of the importance of developing integrated, participative and continuous action, aligned with the Sustainable Development Goals of the 2030 Agenda, the various DMO Working Groups were consulted and, together, defined 5 priority SDGs and 5 other relevant SDGs.

Sustainable Development Goals (SDGs) Priority



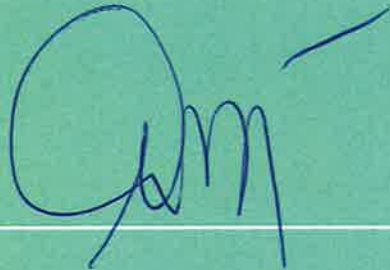
Sustainable Development Goals (SDGs) Relevant



- 08 Promote the **training of small and medium-sized enterprises** in terms of sustainability and of local community members, to increase **awareness of their individual impact** on achieving the EarthCheck sustainability targets and benchmarking indicators in the four pillars of sustainability (Economic, Cultural, Social and Environmental);
- 09 Encourage a **policy of purchasing local products and services**, especially of sustainable origin, which guarantees fair trade and opportunities to transact them with companies related to the Tourism sector;
- 10 Encourage companies in the Region to **develop innovative business concepts** and participate in **sustainability certification programmes**, promoting them in DMO channels;
- 11 Promote the **responsible use and management of natural resources**, namely nature conservation protected areas, forests, water resources and energy.



Funchal, 30 January 2025



António Eduardo de Freitas Jesus

Regional Secretary of Economy, Tourism
and Culture



Review 02

Name: MAD02_02 Sustainability Policy

Approved: 30/01/2025

Approval: António Eduardo de Freitas Jesus
