



# BAIÃO SUSTAINABLE TOURIST DESTINATION

Sustainability Policy for the Municipality  
of Baião 2025

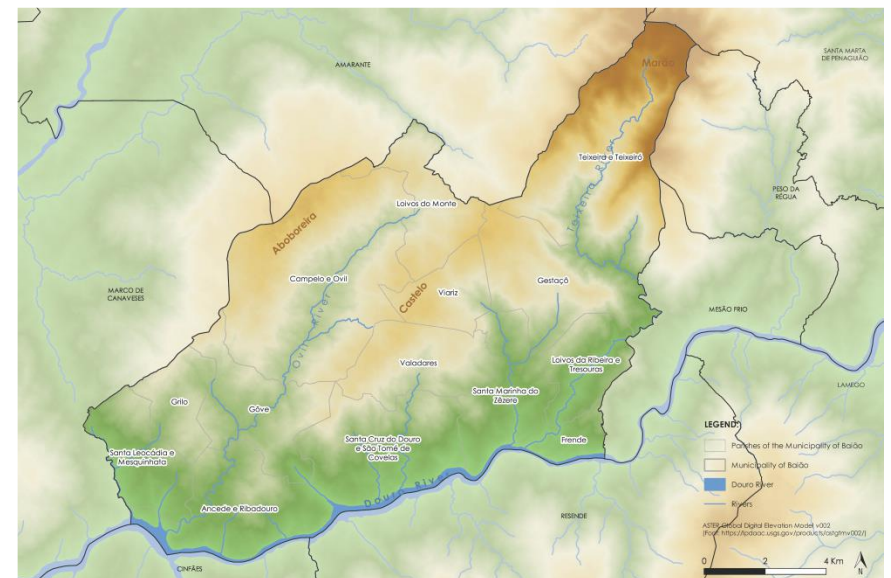
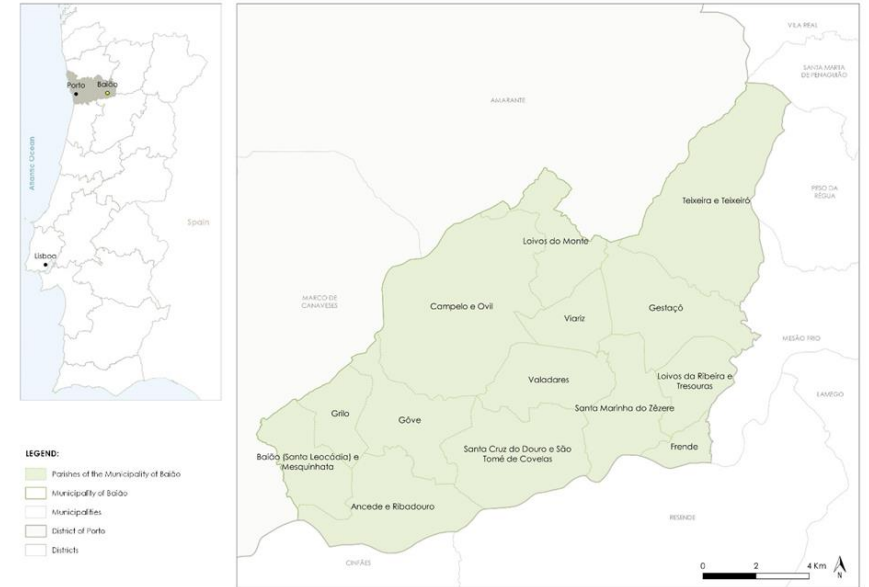
# MUNICIPALITY OF BAIÃO

Baião is a municipality in the district of Porto, located in the North of Portugal, with an area of 174,53 km<sup>2</sup> and about 17.535 inhabitants. Its territory extends from the river Douro, on its southern limit, to the highest point of Serra do Marão, 25 km north of that river, with an altitude that goes from 60 to 1.416 meters of altitude.

Considering that in a total area of 174,5 km<sup>2</sup>, 118,7 km<sup>2</sup> (68%) are occupied by forest and natural and semi-natural ecosystems, the Municipality of Baião, a local authority, has adopted a strong valorization policy of its natural heritage.

Baião also has a gastronomy rich in unique products and ancestral recipes that, due to their quality and originality, must be maintained and disseminated to future generations. In this context, the Municipality of Baião promotes several food and wine events that attract more and more visitors.

Various heritage and archaeological values, such as the Eça de Queiroz Foundation, the megalithic complex of Serra da Aboboreira, the Monastery of Santo André de Ancede, the vast religious heritage, handicrafts, museum centers and interpretive centers, enrich the county's cultural heritage and offer an opportunity to visit.



# MUNICIPALITY OF BAIÃO

The Municipality of Baião, which received charter from King D. Manuel I in 1513, has the task of promoting and safeguarding the interests of the population in various fields, including education, culture and heritage, environment, social action, and development. In order to carry out its attributions, the Municipality of Baião works in collaboration with several entities, as only through a collaborative network can a truly sustainable development be achieved:

- Intermunicipal Community of Tâmega e Sousa - Energy and transport
- Águas do Norte, Águas do Douro e Paiva e SIMDOURO - Water and sanitation
- School Groupings – Education
- Resinorte - Municipal solid waste
- Rota do Românico - Cultural Heritage
- Associação de Municípios do Baixo Tâmega - Cultural and environmental heritage
- Baião Business Association
- Private Institutions of Social Solidarity
- Cultural, environmental, sports and recreational associations

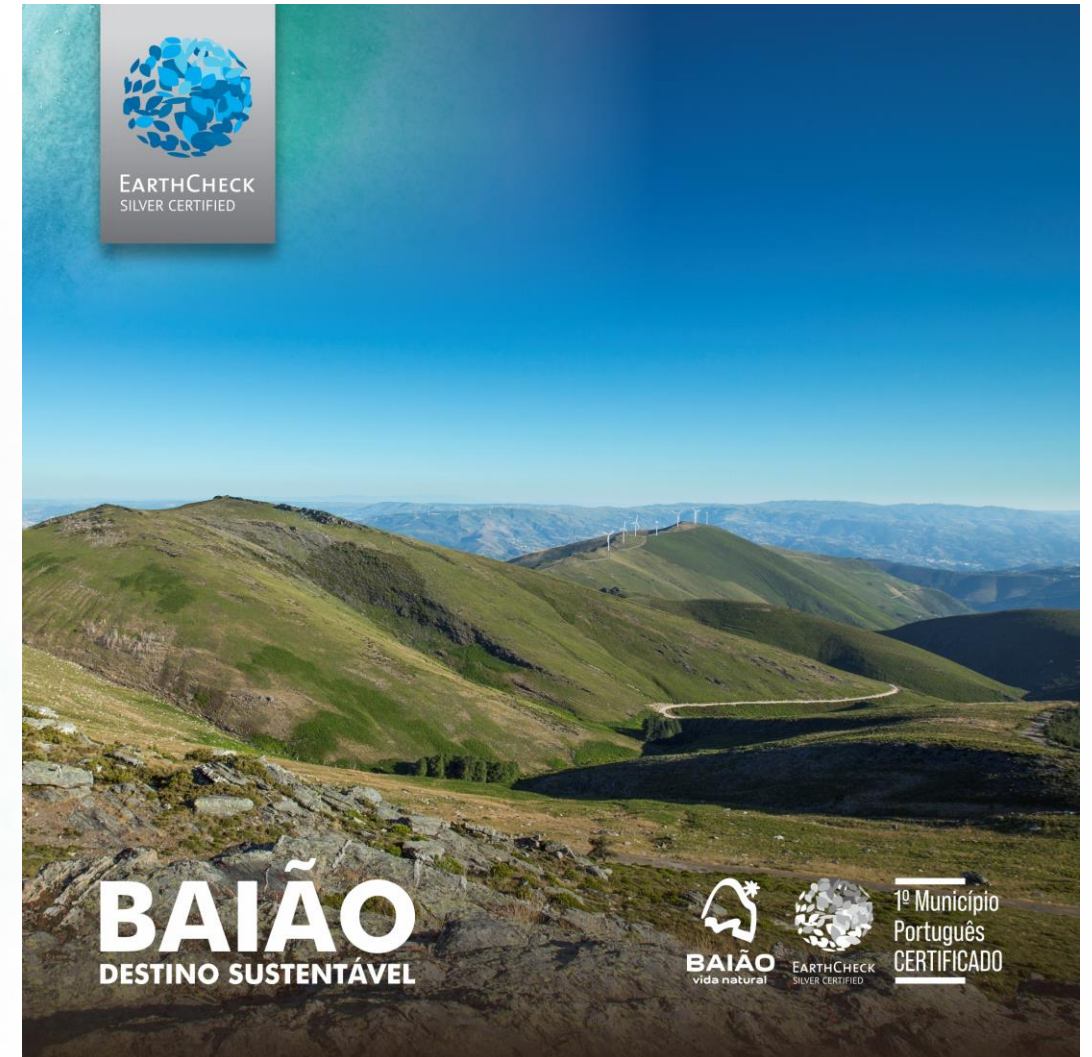


# THE IDENTITY VALUE OF THE TERRITORY

Due to its geographical position and the relief features, Baião has remained an area that is barely permeable. This has contributed to preserve our heritage and ways of life in a harmony between physical and human forms, between material and immaterial or between past and future, axes that guide the personality of the territory.

Between steep slopes, a vast forest that covers 70% of the territory and an old agricultural tradition, there are precious testimonies of a millennial human presence, in which civilizational layers overlap from prehistory to the present, with marks of almost practically all historical periods and so many cultural upheavals, legacies of an identity of its own.

The sustainable development of tourism is thus anchored in the unique physical and human resources of our territory. The Municipality of Baião is committed to affirming tourism as an axis of environmental, social, cultural and economic development, making our territory a sustainable tourist destination.



# STRATEGIC AXES FOR TERRITORY AFFIRMATION

Baião's affirmation assets can be structured in three axes: natural heritage; tangible heritage and intangible heritage. These assets can be organized into three strategic axes: nature and adventure; culture and enogastronomy.

**Nature and adventure** - Mountains (Aboboreira, Castelo de Matos and Marão), Rivers (Douro, Ovil and Teixeira), Reixela oak forest, Villages (Mafômedes; Almofrela; Matos and Outoriça), Pedestrian and mountain bike trails, Natura 2000 Network, Regional Protected Landscape of Serra da Aboboreira, Equestrian Center of Baião.

**Culture** - Monastery of Ancede Cultural Center, Archaeological Site of Serra da Aboboreira, Church of Nossa Senhora do Bom Despacho, Eça de Queiroz Foundation, Romanesque Bridge of Esmoriz, Church of Tresouras, Church of Valadares, Gestaçô Canes, Frende Baskets, Municipal Auditorium, Municipal Library António Mota, Literature.

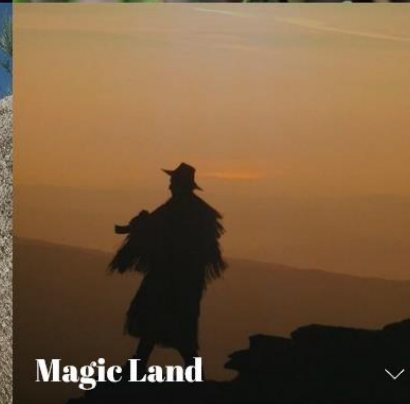
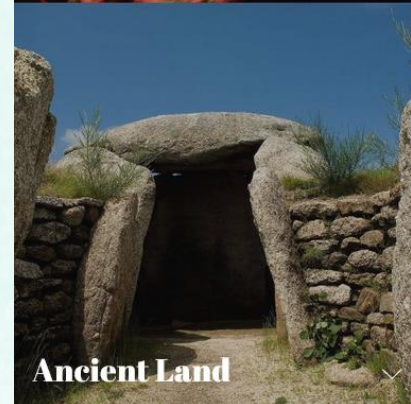
**Enogastronomy** - Roasted lamb with oven rice, Smoked meat, Avesso wine, Teixeira biscuit, Pala citrus fruits.



# PURPOSE OF THE SUSTAINABILITY POLICY

Local authorities have unquestionable responsibilities in preparing their territories to become more resilient to climate change and socioeconomic challenges, in a process that is intended to be integrated and holistic. It is important that territories with high tourist potential, such as Baião, adopt concrete and responsible measures and actions that allow a balance between tourism as a revenue generating factor, the environment and communities.

The tourist profile has been changing. Today they are more aware of environmental issues and the need for change. In the future, either tourism is sustainable, or it will cease to exist. This is what we advocate for Baião: a tourism development project, generating wealth for all, but in which there is a responsible ecological footprint that holds everyone accountable..



# PURPOSE OF THE SUSTAINABILITY POLICY

Baião is the first Portuguese municipality to be certified as a Sustainable Tourist Destination.

This certification is centered on a balance between 4 fundamental pillars: environmental, social, cultural and economic, in an integrated development approach in which all assets and actors in the territory are mobilized for sustainable development.

We want to be recognized as an environmentally friendly municipality with a philosophy in which endogenous assets are dynamic drivers of the economic fabric, benefiting the entire community.

This is an integrated and continuous process, which requires dynamic action in line with the Sustainable Development Goals of the United Nations 2030 Agenda.

This policy demonstrates the municipality's commitment to the four pillars of sustainability (ECSE), as the basis for an external audit by Earthcheck on benchmarking and certification.



# SUSTAINABILITY COMMITMENTS

- ✓ Comply with all national and international agreements and guidelines on environment and sustainability, including the Sustainable Development Goals (SDG), established by the United Nations General Assembly, the Global Code of Ethics of the World Tourism Organization (WTO) and applicable European directives / standards;
- ✓ Recognize, understand and control the environmental risks associated with the municipality's activity;
- ✓ Set annual goals for continuous improvement of the sustainability process, undertaken and recorded in the annual benchmarking of the municipality's performance, through Earthcheck;
- ✓ Achieve local sustainability, involving and consulting the community and, simultaneously, playing an orientation and leadership role, always ensuring that any action resulting from this process does not prejudice the satisfaction of the basic needs of the population;





# SUSTAINABILITY COMMITMENTS

- ✓ Recognize and respect the importance of our ancestors' cultural heritage for the maintenance of our identity, traditions and customs. Heritage, handicrafts, gastronomy and wines are, therefore, elements to be valued;
- ✓ Promote the responsible use of water and energy and efficient waste management, which minimizes the use of non-renewable resources, in order to guarantee the needs of the present without compromising future generations;
- ✓ Promote the protection of ecosystems and biodiversity;
- ✓ Promote the reduction of the use of polluting products that may cause negative impacts on the environment;
- ✓ Contribute to environmental awareness and the use of ecological products;



# SUSTAINABILITY COMMITMENTS

- ✓ Promote equal employment opportunities;
- ✓ Promote a Fairtrade policy, through the implementation of a local plan that recognizes the importance of this concept in the sustainability of the territory;
- ✓ Recognize the importance of the role of the tourism sector in pursuing the objectives set out in this sustainability policy. Implement plan to mitigate the effects of seasonality on tourism activity, through events that contribute to greater profitability of the sector throughout the year;
- ✓ Promote learning and training opportunities, within the scope of the four pillars of sustainability (ECSE).



# “YOU CAN'T MANAGE WHAT YOU DON'T MEASURE”

This certification is a continuous process, which implies concrete improvement objectives based on an Action Plan, with transversal and complementary actions and projects aimed at the sustainable development of tourist assets. Destination performance is based on 12 key areas of the Earthcheck standard:

- ✓ Energy efficiency, conservation and management
- ✓ Greenhouse gas emissions
- ✓ Air quality protection and noise control
- ✓ Management of freshwater resources
- ✓ Waste water management, drainage and streams
- ✓ Ecosystem conservation and management
- ✓ Land use planning and development
- ✓ Transport
- ✓ Solid Waste Management
- ✓ Management of environmentally harmful substances
- ✓ Cultural and Social Management
- ✓ Economic Management



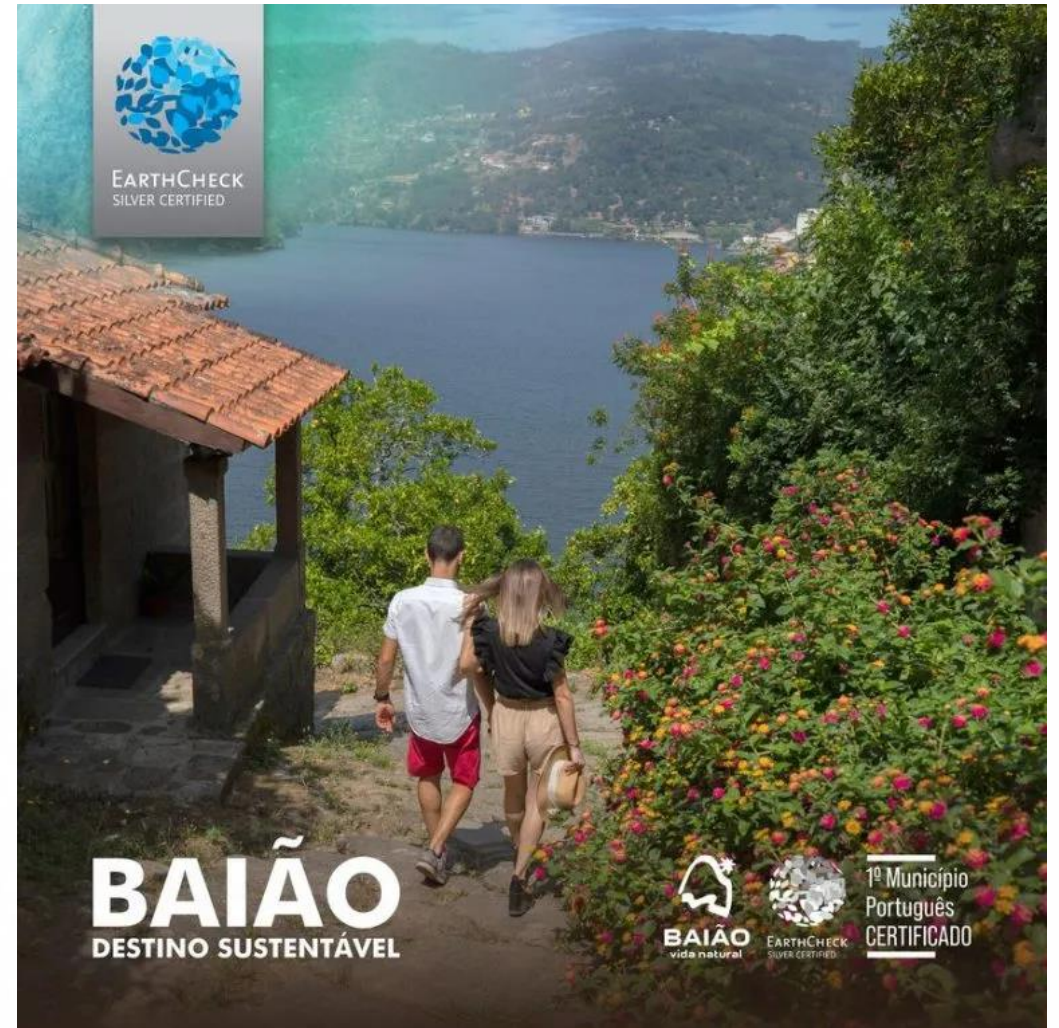
# MITIGATION PLAN FOR THE EFFECTS OF SEASONALITY ON TOURIST ACTIVITY IN THE MUNICIPALITY OF BAIÃO

Tourism plays an increasingly important role in boosting the local economy and increasing its attractiveness, contributing to the creation of jobs and wealth.

There are more and more territories that are moving forward with certification processes all over the world, betting on quality tourism capable of attracting demanding tourists and visitors, who seek authentic experiences in places that demonstrate sustainable practices between the environment and the communities.

As a result of the work of local tour operators, but also of the strategy for the development of tourist assets promoted by the Municipality of Baião, the number of overnight stays in the municipality has been growing progressively, as well as its income. In 2015, Baião recorded 36.974 overnight stays, rising to 68.621 in 2023

(Source Pordata).



# MITIGATION PLAN FOR THE EFFECTS OF SEASONALITY ON TOURIST ACTIVITY IN THE MUNICIPALITY OF BAIÃO

Therefore, it is important to implement a plan to mitigate the effects of seasonality on tourism activity, by carrying out activities and events that contribute to greater profitability in the sector throughout the year, to boost the local economy and to create new business opportunities.

For this purpose, the Municipality of Baião promotes and/or supports the following annual initiatives/activities:

Initiatives/activities	Expected date
Cantar das Janeiras	January
Encontro de cantares dos Reis	January
Desfile de Carnaval	February or March
Feira do Fumeiro, do Cozido à Portuguesa e dos Vinhos de Baião	March
Dia Internacional da Mulher	March
Feira do Stock Off da Associação Empresarial de Baião	March
Rali Terras D'Aboboreira	April
Sarau Anual de Dança	May
Festival do Anho Assado e do Arroz do Forno	July
Festas Concelhias e de São Bartolomeu	August
Feira do Vinho Verde e das Tasquinhas	September
Festival Revolução Grisalha	September
AGRO DOURO VERDE - Feira de Gastronomia de Caça, do Arroz de Aba e dos Produtos da Quinta	May/November
Festival do Livro e do Cinema Infante-Juvenil	September
Programação Cultural no Auditório Municipal	During the year
Programação Cultural no Mosteiro de Ancede	During the year
Programação Cultural no Biblioteca Municipal	During the year
Visitas ao Património Municipal (Campo Arqueológico da Serra da Aboboreira, Museu Municipal e Mosteiro de Santo André de Ancede)	During the year
Feira das Velharias da Associação Empresarial de Baião	During the year
JUVE – Literature and Cinema Festival	October

# FAIRTRADE POLICY PROMOTION PLAN IN THE MUNICIPALITY OF BAIÃO

*«Fair Trade is a trading partnership, based on dialogue, transparency and respect, that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to, and securing the rights of, marginalized producers and workers (...).»* (according to the main international Fairtrade networks (WFTO)).

The sustainability policy of the Municipality of Baião, based on several commitments, establishes that we must pay attention to the importance of Fairtrade in the sustainable development of our territory. Therefore, it is important to implement a local plan to promote fairtrade policies in the Municipality of Baião. This plan is based on three aspects:

- 1) Whenever possible, select suppliers of goods and services produced in a sustainable way and/or with the Fairtrade certificate, as long as they do not have a negative impact on the environmental, social and economic fabric of the Municipality;;
- 2) Encourage opportunities for business development, innovation and diversity by purchasing locally sourced products and services;
- 3) Support agricultural activity and sustainable food production, for example by holding the following events, which bring local producers closer to consumers: Weekly fair of local agricultural products, “Feira do Fumeiro, do Cozido à Portuguesa e dos Vinhos de Baião”; “Festival do Anho Assado e do Arroz do Forno”; “AGRO DOURO VERDE - Feira de Gastronomia de Caça, do Arroz de Aba e dos Produtos da Quinta,” e “Feira do Vinho Verde e das Tasquinhas”.

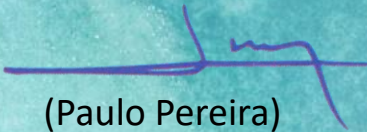
This is part of our contribution and our commitment to the Future, in a “Think Global, Act Local” perspective. We are all few to act and transform the world.

***“Verde é o novo Destino/ Green is the new Destination”*** is our motto.

This policy will be reviewed annually and disclosed to stakeholders and the community of the Municipality of Baião.

Municipality of Baião, January 6, 2025

The Mayor



(Paulo Pereira)

