

Procurement Policy of the Gdańsk Tourist Organization (GTO)

The procurement policy of the Gdańsk Tourist Organization (GTO) aims to support the organization's strategy implementation through category management, fostering a culture of management excellence, ensuring sustainable supply chain development and sales, and promoting social and environmental responsibility.

This mission is based on an implementation plan that focuses on a "from producer to customer" approach, involving all value chain stakeholders and utilizing services from carefully selected suppliers.

Key suppliers have regularly assessed for compliance with ESG (Environmental, Social, Governance) values as part of the cooperation evaluation process. Evaluation criteria are established based on best market practices to minimize financial and reputational risks and maximize the quality of cooperation. We support suppliers who are responsible producers and distributors, providing high-quality, safe, and compliant products. We aim to collaborate with partners who uphold human rights, comply with legal regulations, and care for the natural environment, which is a significant element of our procurement policy.

The objectives of the procurement policy include ensuring a sustainable approach to purchasing promotional materials and products offered by our organization, both online and in traditional sales.

What matters to us:

1. Sustainable Product Selection

- 1.1. We prefer locally produced products made with sustainable practices.
- 1.2. We select promotional materials made from eco-friendly materials and ethical sources.

2. Social Responsibility

- 2.1. We promote products from local artists and producers, supporting local creativity.
- 2.2. We strive to collaborate with suppliers who follow fair trade principles.



- 2.3. Introduction of products reflecting the rich history, culture, and heritage of Gdansk.
- 2.4. Initiating social and charitable projects that support the local community, contribute to its prosperity and development, improve the living conditions of residents, support those in need, and develop local social infrastructure.
- 2.5. Supporting local tourist attractions by promoting their products and services, contributing to their growth and visibility in the tourism industry. Thus, the organization promotes local culture and heritage and stimulates friendly tourism in the local economy, supporting entrepreneurship and employment in the region.

3. Waste Reduction

- 3.1. We select products with minimal packaging and promote reuse and recycling.
- 3.2. We establish a recycling program for resold products and encourage customers to dispose of packaging responsibly.
- 3.3. We prefer electronic payments to reduce the use of cash and paper.

4. Sustainable Sales

- 4.1. We provide the option for online purchases with a simple and secure ordering process.
- 4.2. We actively promote gadgets and souvenirs on the website, providing information about sustainable production practices.

5. Analysis and Improvement

- 5.1. We regularly monitor sales of promotional materials and analyze customer preferences by collecting data to improve purchasing processes.
- 5.2. We continuously improve procurement processes to use resources and reduce environmental impact efficiently.

6. Sustainable Partnerships

- 6.1. We collaborate with suppliers to implement sustainable practices in the delivery and production of promotional products. This promotes innovative approaches to production, considering resource efficiency and CO2 emissions reduction.



- 6.2. We work with local artists and suppliers in promotional campaigns, emphasizing sustainable community development values and educating about the importance of environmental protection and social responsibility.

7. Customer Education

- 7.1. We provide detailed information about the sustainable aspects of each product to enable customers to make informed purchasing decisions.
- 7.2. We encourage eco-friendly travel options and promote alternative places to visit, which helps reduce the burden on city centre infrastructure and CO2 emissions.

8. Commitment to Improvement

- 8.1. We regularly review the procurement policy to adapt to changing sustainability standards.
- 8.2. We train employees in sustainable product management practices and online store operations.

