

#ActivatuModoVIVO

100

**ENVIRONMENTAL,
SOCIAL AND SPORTS
MEASURES TO BRING
WELL-BEING TO OUR
COMMUNITY**



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PREFACE

Ever since its foundation, in 1992, Bahía Sur was designed using an architectural model that, taking advantage of natural ventilation, does not need a centralized system of air conditioning with the energy savings that it entails. On the other hand, by distributing most of its activities on a single plant, the electricity consumption associated with vertical transport is also reduced considerably compared to other commercial areas.

From its conception, the necessary steps to provide the shopping centre with the best connectivity were taken; the establishment of the railway station that connects Bahía Sur with all the towns around the Bay of Cadiz and also with other cities such as Seville or Madrid is to be highlighted.

Until 2014, leveraging its magnificent location at the Natural Park, many have been the winks from Bahía Sur towards this natural environment, but it was in the middle of that year when the Shopping Centre fully opened its doors to the Bahía de Cádiz (bay of Cádiz) with the inauguration of the new area of restaurants and terraces. From that moment, the Management of Bahía Sur began to design a positioning strategy based on the 3 pillars of

Sustainability (Economic, Social and Environmental). From an ecosystemic approach, the mall is positioned as an plaintiff whose actions can affect the ecosystem's capabilities to provider services, and gets on with work:

- Reducing the consumption of any product or service which affects the generation of greenhouse gases.
- Supporting the most disadvantaged and the most unprotected classes.
- Carrying out actions to support biodiversity.
- Developing activities of awareness and environmental promoting activities.

This positioning is brought to life in an action plan produced in 2015 and developed throughout 2016 which consists of 100 measures that in short seek to provide well-being to the community and which has been called #ActivatuModoVIVO.

This eminently practical programme lays the foundations for the development of a more sustainable Retail model that allows this activity to be implemented in concrete action lines for immediate application.



ERNESTO PARDO

Shopping Centre Manager

The development of the program 'Activa tu ModoVIVO' is the result of our strong belief in the need to provide well-being for the community where we are immersed in. Beyond our mere commercial activity, we are aware that, the impact that BahíaSur generates in community can be harnessed for working on common causes such as the one we have been developing since the beginning of the year. In addition to social and sporting measures, the environmental problem occupies an important space in our program because, far from considering it as a global cause that goes beyond national limits, it also appeals to the policies developed by the local governments in which we are an influencing factor.



LAURA MORENO

Marketing Manager

Activa tu ModoVIVO has meant a revolution in the way of interacting with our visitors since 2014, when the shopping centre began to notice of the bay of Cádiz. The singularity of this area led us to rethink our strategy, to focus on a model of collaboration and commitment. From the perspective of Marketing and Communication, this program has been a source of a multitude of professional and personal successes for the members of the Management team. Because we consider that the current generations are the last ones with the opportunity and the responsibility to change the trajectory of global warming, we aim to avoid devastating consequences for future generations.



FRANCISCO SÁNCHEZ

Technical Manager

A more sustainable management of the functioning of a Shopping Centre does not necessarily have to mean a more expensive management. It is a matter of reviewing the usual procedures and redesigning them as much as possible. #ActivatuModoVIVO program has signified a new way of doing things, optimizing resources, measuring results, and finally proving that with very little effort you can get excellent results. These are materialized not only in the technical field, with the reduction of consumption, with the benefits that it entails: reduction of carbon footprint and economic savings; but also in the social sphere, from the motivational perspectives of the employees themselves, to the satisfaction of being able to make our own contribution, creating a more equitable society by proactively supporting the disadvantaged classes.

Results of
the programm

#ActivatuModoVIVO

2016 BASE 2012



EXCEPTIONAL

**BREEAM
CERTIFICATION
on
ENVIRONMENTAL
MANAGEMENT**

SAVING
of a
3,3%
in **ELECTRICITY
CONSUMPTION**

SAVING
of
35,9%
in **WATER**

30,2%
in
**RECYCLED
WASTE**

3,8%
CO₂
REDUCTION

27.000
PARTICIPANTS IN
SOCIAL,
ENVIRONMENTAL
AND SPORTING
INITIATIVES

36.226.655
MEDIA
AUDIENCE

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1 EFFICIENCY IN CONSUMPTION

#ActivatuModoVIVO

1.1 Water consumption in restrooms

Implementation of water saving measures in the toilets of the shopping centre through the installation of new equipment and/or both new technologies.

To improve the operation, use and quality of water, both among users and among employees of the shopping centre.

1



IMPLEMENTATION OF LOW-CONSUMPTION FAUCETS

Implemented in **January**

Savings of **450m³** in the consumption of drinking water of the centre

1.2 Renewal of ISO 14001 standard of certification.

Evaluation of the correct application of the certification ISO 14001 on Environmental Management.

To certify, through this standard, the correct management and effectiveness in the environmental field

2



ANNUAL RENEWAL OF ISO 14001 CERTIFICATION

Executed in **June**

ISO 14001 Certification

1.3 Renewal of the BREEAM certification

Renewal of the BREEAM® (Building Research Establishment Environmental Assessment Methodology) certification as a method of the evaluation and certification of the sustainability of the edifice.

To maintain the certification and increase the qualification obtained in the previous evaluation.

3



BREEAM® CERTIFICATION

Implemented in **October**

Increased rating obtained. **“Excellent”** in Building and **“Exceptional”** in its management

1.4 Monitoring of consumption in common areas

Use of automated control elements for the correct management of consumption in the shopping centre.

To carry out a real-time control of the consumption of the shopping centre for the detection of possible anomalies, excesses or deviations that may occur.



4 INSTALLATION OF NEW NETWORK ANALYZERS IN AIR CONDITIONING SYSTEMS AND VERTICAL TRANSPORT ELEMENTS

Implemented in **May**

3% savings on the centre's air conditioning consumption = **4,000 kw/h**

1.5 LED Technology Implementation

Integration of new LED technology in different areas of illumination at the commercial centre.

To reduce the electrical consumption of the centre through the renovation of lighting elements, replacing the old ones with LED technology, which is quite more efficient.



5 CHANGING LIGHTING TECHNOLOGY ON SIGNS

Implemented in **September**

Savings of **850 kw/h**



6 REPLACEMENT OF INTERIOR LIGHTING OF THE SHOPPING CENTRE

Implemented in **September**

Savings of **1,069 kw/h** in the last quarter of the year

1.6 Recycling of rainwater

Implementation of new systems and equipment for the exploitation of rainwater.

To minimize the use of drinking water through storage and subsequent recycling of rainwater.

7



USE OF RAINWATER IN THE CLEANING OF RESTROOMS

*Implemented in **August***

*Savings of water = **5 m³***

1.7 Recycling of greywater

Treatment and reuse of water derived from maintenance processes.

Minimize the consumption of drinking water through the recycling of wastewater within the maintenance processes.

8



RECYCLING OF THE USED FOR THE MAINTENANCE PROCESSES OF THE FIRE EXTINGUISHING SYSTEM

*Implemented in **February***

*Savings of water = **380 m³***

1.8 Recycling of groundwater

Use of a groundwater well located in the surroundings of the commercial centre as a resource for those tasks which use is permitted.

To minimize the use of drinking water through the use of well water.

9



USE OF WELL WATER FOR THE CLEANING OF THE SHOPPING CENTRE.

*Implemented in **October***

*Savings **45 m³** of drinking water in the last quarter of the year*

1.8 Recycling of groundwater

Use of a groundwater well located in the surroundings of the commercial centre as a resource for those tasks which use is permitted.

To minimize the use of drinking water through the use of well water.

10



USE OF WELL WATER IN TOILETS

*Implemented in **January***

*Savings of **2,128m³** of drinking water throughout 2016*

11



WATERING OF VEGETATION WITH WELL WATER

*Implemented in **January***

*Savings **730m³** of drinking water throughout 2016*



2

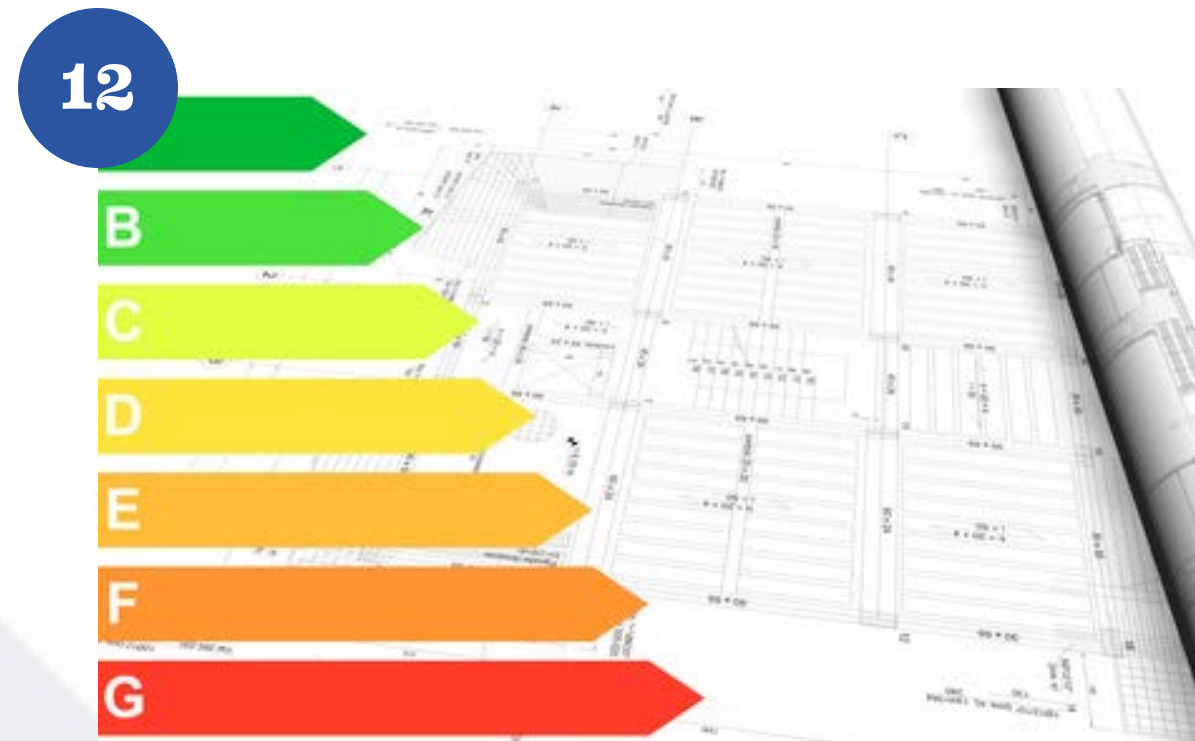
RENEWABLE
ENERGIES

#ActivatuModoVIVO

2.1 100% Network Energy = Renewable Energy

Achieve that a 100% of energy consumed in the commercial center, must come from renewable energy sources.

To implement actions and measures aimed at the use of clean and non-polluting energy within the commercial center.



ACHIEVE THAT A 100% OF THE CONSUMED ENERGY IS GENERATED BY RENEWABLES SOURCES

*Implemented in **January***

942.387 kw of clean energy

3

WASTE
MANAGEMENT

#ActivatuModoVIVO



3.1 Residues Segregation Service at source

Implementation of all technical elements and human means to achieve a correct segregation of the largest possible amount of waste in the shopping centre.

To improve waste management since the moment it is produced in order to facilitate subsequent phases of the recycling cycle.

13



WASTE FACILITIES. BID FOR THE WASTE MANAGEMENT SERVICE

Implemented in **January**

206 tons of properly managed annual waste

3.2 Waste segregation control

Endowment of the necessary resources for the correct control and compliance of the management models of the generated waste.

To improve the correct segregation from the start point of the waste to reduce the rejections in the recycling plants and thus to improve the recycling chain.

14



RECYCLING ASSISTANT

Implemented in **June – September**

Landfill rejection rate = 0. Increase of segregated tons by **4.06 tm**

3.3 Efficiency in Waste Facilities

Definition and elaboration of guidelines on Waste facilities: necessary number, signaling, design, state and rules for their subsequent compliance.

To improve the internal management of the commercial centre Waste Facilities with a better space and resources utilization towards a correct segregation and expansion of the managed waste catalog.

15



WASTE FACILITIES RENOVATION

Implemented in **January**

19 tons of managed waste

3.4 Policy of 0 residues to landfill

Implementation of actions focused on the reduction of the Urban Solid Waste generated by the commercial centre and which is later sent to a landfill.

To increase the rate of recycled waste through proper management, segregation and treatment of the waste generated.

16



BINS FOR SEGREGATION IN THE COMMERCIAL GALLERY

Implemented in **March**

46.6% of recycling bins on the total

3.5 Recycling of panelling

Treatment of building closure panels for subsequent recycling.

Maximize the potential of recycling paneling while maintaining quality standards.

17



REUTILIZATION OF BUILDING CLOSURE PANELS

Implemented in **March**

356 m² of plasterboard

4

ACCESSIBILITY
AND
TRANSPORTATION

#ActivatuModoVIVO



4.1 Accessibility in toilets

Implementation of actions aimed at ensuring the correct accessibility to the toilets of the commercial centre for those people who suffer from any type of disability.

To integrate new systems, beyond those required by the regulations, with the aim of increasing the accessibility and comfort of our visitors.

18



AUTOMATIC DOORS IN THE ACCESS TO THE TOILET FACILITIES

Implemented in **March**
66.183 registered uses

4.2 Accessibility in common areas

Implementation of specific actions in different areas of the shopping centre focused on eliminating possible architectural barriers that make the accessibility to the facilities more difficult for people with reduced mobility or other disabilities.

To ensure that any visitor to the shopping centre can access all the services offered by the former.

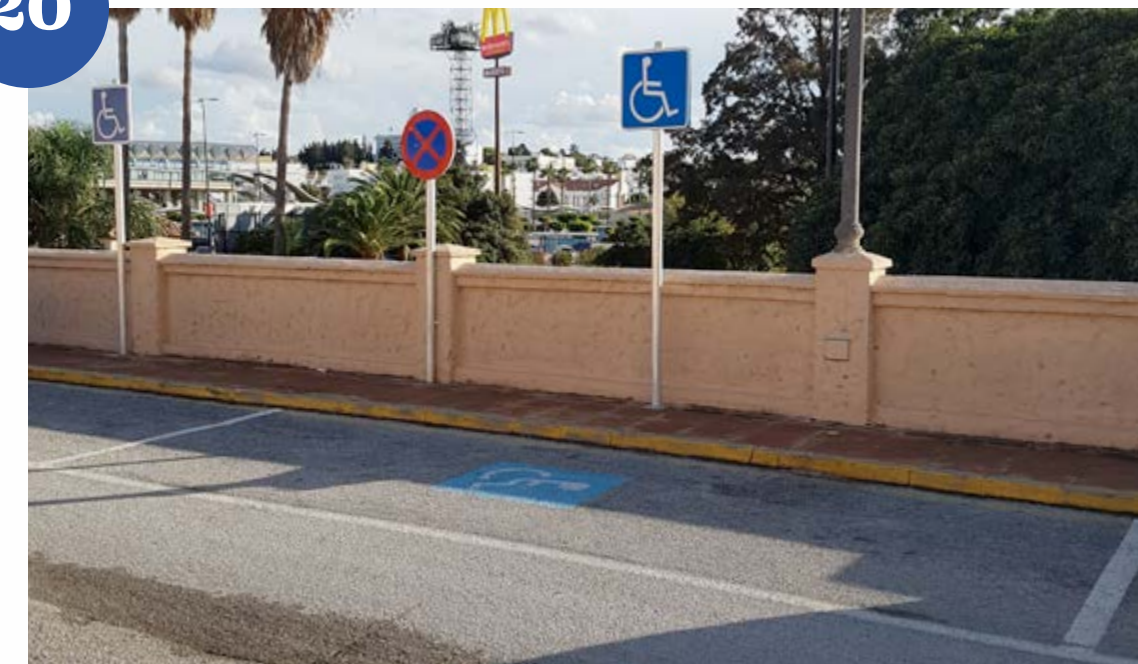
19



PAVEMENT ADAPTATION FOR WHEELCHAIR ACCESS

Implemented in **December**

20



PARKING SPACES FOR DISABLED PEOPLE

Implemented in **April**
28 adapted parking places

4.3 Bicycle lane and parking for bicycles

Implementation of actions focused on boosting the use of the bicycle.

To promote and facilitate the use of bicycles as a means of transportation, being one of the main sustainable means for both, users and employees of the shopping centre.

21



EXPANDING OF THE OFFER OF FREE VIP SERVICES WITH BICYCLE LOAN SERVICE

*Throughout the **year**
More than **500 users***

22



COMMUNICATION CAMPAIGN ON ACCESSIBILITY AND URBAN TRANSPORT IN LOCAL MEDIA

*Implemented in **May**
2.579.764 Media audience*

23



ADEQUATE BICYCLE PARKING FACILITIES, BOTH FOR USE BY CUSTOMERS AND WORKERS

*Implemented in **March**
90 parking spaces*

4.3 Bicycle lane and parking for bicycles

Implementation of actions focused on boosting the use of the bicycle.

To promote and facilitate the use of bicycles as a means of transportation, being one of the main sustainable means for both, users and employees of the shopping centre.

24



NEW CONNECTION OF THE BIKE LANE OF THE SHOPPING CENTRE WITH THE LOCAL LANE

Implemented in **October**

-12% of customers travel to the shopping centre by car compared to 2015

25



TO REWARD THE USE OF THE BICYCLE OF THE COMMERCIAL CENTRE WORKERS

Implemented in **April-September**

More than **10** participants

4.4 Traffic management

Carrying out of an efficient management of the trips, avoiding waiting times, as well as unnecessary movements within the commercial centre area.

To reduce the emission of combustion gases, through the optimization of traffic movements inside the shopping centre.

26



FREE PARKING SPACE SIGNS ON THE PREMISES, WEBSITE AND APP

Throughout the **year**

3.060.978 vehicles

5

CONTRIBUTORS

#ActivatuModoVIVO

BAHÍA SUR



5.1 Electric vehicles use of the subcontractors

Inclusion, as a contractual condition to subcontractors of the centre, the use of electric vehicles must be required.

To reduce the emission of combustion gases through the use of electric motor vehicles in the services and internal processes of the commercial centre in which their implementation is possible.

27



USE OF ELECTRIC VEHICLES BY SUPPLIERS

Implemented in **April**
14.461 km of circulation

5.2 Common areas for the subcontractors

Improvement of the indoor facilities for personal use, changing rooms, common room and dining room, for workers.

To offer an adequate level of comfort and quality in the facilities for the use, enjoyment and comfort of our suppliers.

28



REFURBISHING OF CHANGING ROOMS AND STAFF COMMON ROOM

Implemented in **January**
 More than **30** workers

5.3 Emotional salary of subcontractor personnel

Promotion of actions targeted to increasing the direct involvement of personal which would improve their relationship with the place where they work each day.

To improve the motivation, the sense of belonging and the implication of the workers through emotional rewards that stimulate their relationship with their job.

29



TO EMPOWER WORK GROUPS BY SHARING RESULTS

Implemented in **December**
 More than **30** workers

5.3 Emotional salary of subcontractor personnel

Promotion of actions targeted to increasing the direct involvement of personal which would improve their relationship with the place where they work each day.

To improve the motivation, the sense of belonging and the implication of the workers through emotional rewards that stimulate their relationship with their job.

30



GIFT CARDS AS A REWARD TO COMPENSATE THE HARD WORK OF THE SUBCONTRACTOR PERSONNEL

*Implemented in **December**
More than **30** workers*

31



EXCLUSIVE CHRISTMAS EVENT FOR THE SHOPPING CENTRE WORKERS WITH THE PARTICIPATION OF THE MANAGEMENT TEAM

*Implemented in **December**
More than **30** workers*

32



EXCLUSIVE CHRISTMAS EVENT FOR SHOPPING CENTRE OPERATORS WITH THE PARTICIPATION OF MANAGEMENT

*Implemented in **December**
More than **100** workers*

5.4 Control of consumption of commercial premises

Development of measures aimed at raising awareness and controlling the consumption of tenants, being them the main agents of the global consumption of the shopping centre.

To transmit, raise awareness and inform the tenants of the importance of the proper management of energy resources.

33



QUARTERLY CONTROL OF THE CONSUMPTION OF PREMISES

Implemented in **January**
4.664,82 m³ of water managed

34



SEMIANNUAL MEETINGS WITH TENANTS

Implemented in **January**
33 tenants

35



EXCLUSIVE USE OF ECO-FRIENDLY PRODUCTS (CLEANING PRODUCTS, WORKING UNIFORMS...)

Implemented in **April**
2.796 l. of product used

5.5 Use of ECO-friendly products by subcontractors

Inclusion of clauses in service contracts, constructions and other work to be performed in which it is stated the mandatory nature of using this type of products.

To use ECO-friendly products that do not harm the environment and that are produced / processed without violating human rights.

36



ELIMINATION OF GASES HARMFUL TO THE OZONE LAYER

Implemented in **April**
100% removed

5.6 Hiring of people at risk of social exclusion

Hiring, through the service companies of the commercial centre, of people at risk of social exclusion, this will be done through insertion plans and in collaboration with local entities, NGOs...

To raise awareness and to normalize the employment situation of people with physical or mental disabilities by providing inclusion practices in society through employment.

37



SIGNING OF A COLLABORATION AGREEMENT BETWEEN SUBCONTRACTORS AND THE RED CROSS

Implemented in **June**
2 people hired

5.7 Social events with co-owners and tenants

Advertisement and support of the different social causes that the various companies in the shopping centre promote. These actions are related to the collection of food and school material or the recycling of clothes.

To raise awareness and to promote the development of common and social causes in the shopping centre.

38



COLLABORATION AND DISSEMINATION OF COMMON ACTIONS FOR SOLIDARITY

Implemented in **September**
12.572 kilos of food collected by Carrefour in 2016

5.8 Application of the Sustainability Policy by co-owners

Implementation of a package of measures aimed at advertising the environmental policy of the shopping centre to all its occupants, users, workers, co-owners...

To increase the degree of involvement of the shopping centre workers in the daily environmental management of the centre.



REGULAR ENVIRONMENTAL ORIENTED MEETINGS WITH CO-OWNERS

Implemented in **January**
87% of co-ownership

5.9 Updating the Green Lease Clause

Inclusion of environmental clauses in the leases of the premises in the commercial centre, in which basic guidelines of mandatory compliance are indicated within the environmental management of the private premises themselves.

To transfer to the tenants their role, implication and responsibility within the environmental management of the shopping centre.



TO INCLUDE AS A CLAUSE THE 'RESPECT TO THE OZONE LAYER' WITHIN THE LEASE AGREEMENT

Implemented in **January**

5.10 Control of segregation of residues of co-owners and tenants

Development of a measures plan aimed at correcting the segregation of the waste produced by co-owners and tenants of the commercial centre, given the repercussion they have on their own generation.

To raise awareness of the need for adequate segregation in the very beginning through the communication of the different places offered in the shopping centre.



COMMUNICATIONS CAMPAIGN TO ACHIEVE A CORRECT USE OF THE WASTE FACILITIES

Implemented in **June**
2.000 printed diptychs

5.11 Promotion of 'Carpooling' among employees of the shopping centre

Promotion and diffusion of the carpooling among workers as a measure to save emissions of harmful gases to the atmosphere, through our internal digital communication platform 'UR Connect'.

To make workers aware of the urge to reduce emissions of harmful gases into the atmosphere, through daily actions such as getting to the workplace each day

42



LAUNCHING OF "CARPOOLING" AT "UR CONNECT"

*Implemented in **December***



6
**COMMUNITY
WELL-BEING**

#ActivatuModoVIVO

6.1 Workshops for children / 'Green classroom'

Development of an educational space with workshops focused on environmental and social values in the children's area of the Play Centre, which can be accessed for free by using the Bahía Sur VIP Card. This space is open Fridays and Saturdays, and each opening Sunday.

To understand that education is the main resource to deal with the environmental and social problems of our society and to reinforce social, environmental and sporting values through the usage of this space.

43



URBAN GARDENS

Implemented *throughout the year*
More than **1.000** participants

44



ORGANIC FOOD

Implemented *throughout the year*
More than **1.000** participants

45



RECYCLING

Implemented *throughout the year*
More than **1.000** participants

6.1 Workshops for children / 'Green classroom'

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To understand that education is the main resource to deal with the environmental and social problems of our society and to reinforce social, environmental and sporting values through the usage of this space.

46



AROMATIC HERBS

Implemented *throughout the year*
More than **1.000** participants

47



OSTEOLOGY

Implemented *throughout the year*
More than **1.000** participants

48



ASTRONOMICAL OBSERVATION

Implemented in *June and August*
More than **1.000** participants

6.1 Workshops for children / 'Green classroom'

Development of an educational space with workshops focused on environmental and social values in the children's area of the Play Centre, which can be accessed for free by using the Bahía Sur VIP Card. This space is open Fridays and Saturdays, and each opening Sunday.

To understand that education is the main resource to deal with the environmental and social problems of our society and to reinforce social, environmental and sporting values through the usage of this space.

49



CHILD NUTRITION

Implemented in **April**
More than **1.000** participants

50



CHILDREN'S AREA MAINTENANCE

Implemented **throughout the year**
More than **1.000** users

51



CULTURAL CYCLING ROUTES

Implemented in **February**
40 attendees

6.2 Sports events and activities

Completion of free activities targeting visitors within our area of influence. The theme was focused on the environment and outdoor leisure.

To generate and enhance outdoor leisure as a way to enjoy nature with family and friends.

52



KAYAK ROUTES

Implemented in **September**

40 attendees

53



FULL MOON NIGHT BIKE ROUTE IN THE NATURAL PARK

Implemented in **August**

50 attendees

54



COLLABORATION IN THE CROSS COUNTRY LOCAL CHAMPIONSHIP

Implemented in **february**

More than **2.000** children

6.2 Sports events and activities

Completion of free activities targeting visitors within our area of influence. The theme was focused on the environment and outdoor leisure.

To generate and enhance outdoor leisure as a way to enjoy nature with family and friends.

55



COLLABORATION IN 'BAHÍA DE CÁDIZ' HALF MARATHON

Implemented in **March**
More than **2.000** participants

56



COLLABORATION IN THE NATIONAL MINIBASKET CHAMPIONSHIP

Implemented in **March**
More than **1.000** participants

57



COLLABORATION IN THE ROUND-ROBIN WOMEN'S NATIONAL BASKETBALL TEAM CHAMPIONSHIP

Implemented in **May**
More than **1.000** participants

6.2 Sports events and activities

Completion of free activities targeting visitors within our area of influence. The theme was focused on the environment and outdoor leisure.

To generate and enhance outdoor leisure as a way to enjoy nature with family and friends.

58



COLLABORATION IN THE CELEBRATION OF 'BICYCLE DAY'

Implemented in **October**
More than **3.000** participants

59



COLLABORATION IN THE RHYTHMIC GYMNASTICS TEAM TOURNAMENT

Implemented in **October**
More than **1.000** participants

60



MAINTENANCE OF THE HEART-HEALTHY TRACK

Implemented **throughout the year**
More than **1.000** participants

6.3 Care and dissemination of animal species and colonies.

Execution of free activities targeting visitors within our sphere of influence focusing on the Environment and on the need for caring and respecting animal species.

To understand education as the main tool to address the environmental and social problems of our society and generate and promote respect for the fauna that surrounds us.

61



ROUTES BY DONKEY IN THE NATURAL PARK

Implemented in **June**
More than **100** participants

62



BIRDWATCHING

Implemented in **June**
More than **500** participants

63



DEVELOPMENT OF THE NESTS OF THE SWALLOWS THAT INHABIT THE COMMERCIAL GALLERY

Implemented **throughout the year**
More than **1.000** participants

6.3 Care and dissemination of animal species and colonies.

Execution of free activities targeting visitors within our sphere of influence focusing on the Environment and on the need for caring and respecting animal species.

To understand education as the main tool to address the environmental and social problems of our society and generate and promote respect for the fauna that surrounds us.

6.4 Care and dissemination of flora.

Free activities for visitors within our sphere of influence focusing on the environment and the need for caring and respecting plant species.

To understand education as the main tool to address the environmental and social problems of our society and generate and promote respect for the flora that surrounds us.

64



APPROACH TO THE EURASIAN SPOONBILL (PLATALEA LEUCORODIA)

Implemented in **November**
More than **100** participants

65



APPROACH TO THE OSPREY

Implemented **throughout the year**
The intention is having a pair of breeding Ospreys next year, depending on the natural conditions of the space

66



PLANT-SPONSORSHIP

Implemented in **October**
40 attendees

6.4 Care and dissemination of flora.

Free activities for visitors within our sphere of influence focusing on the environment and the need for caring and respecting plant species.

To understand education as the main tool to address the environmental and social problems of our society and generate and promote respect for the flora that surrounds us.

67



IMPLEMENTATION OF A BIODIVERSITY MANAGEMENT PLAN FOR OUR ENVIRONMENT

Implemented in **April**

6.5 Agreements with administrations or companies.

To carry out activities in collaboration with entities aimed at causes focused on the need for care and respect for the environment.

To increase our knowledge, involvement and collaboration through agreements with administrations and companies.

68



CLEANUP OF THE NATURAL PARK ON THE OCCASION OF WORLD WETLANDS DAY

Implemented in **February**
More than **50** participants

69



CLEANUP OF THE NATURAL PARK ON THE OCCASION OF WORLD BIODIVERSITY DAY

Implemented in **May**
More than **200** kilos of waste collected.

6.5 Agreements with administrations or companies

To carry out activities in collaboration with entities aimed at causes focused on the need for care and respect for the environment.

To increase our knowledge, involvement and collaboration through agreements with administrations and companies.

70



COLLABORATION WITH WWF AT ITS ANNUAL INITIATIVE “EARTH HOUR”

Implemented in **March**
More than **100** participants

6.6 Increase consumption of local products

To purchase and to exclusively use products that promote the local economy by buying corporate Christmas gifts from the local businesses.

To promote the local economy as a measure to promote employment and responsible consumption.

71



BUYING THE CORPORATE GIFT FROM LOCAL BUSINESSES

Implemented in **December**

6.7 Dissemination among schoolchildren

Collaboration agreement with schools of Cadiz province for the teaching of environmental and educational values to their students through guided visits by specialists.

To understand education as the main tool to address the environmental and social problems of our society and to show the level of involvement with the community through these school partnerships.

72



GUIDED SCHOOL VISIT PROGRAM

Implemented in **June**
More than **500** schoolchildren

6.7 Dissemination among schoolchildren

Collaboration agreement with schools of Cadiz province for the teaching of environmental and educational values to their students through guided visits by specialists.

To understand education as the main tool to address the environmental and social problems of our society and to show the level of involvement with the community through these school partnerships.

73



SCHOOL VISITS PROGRAM

From **September**
More than **50** schoolchildren

74



COLLABORATION IN THE SECOND MEETING-COEXISTENCE OF SPECIFIC CLASSROOMS FROM SAN FERNANDO

Implemented in **April**
More than **25** schoolchildren with disabilities

75



COLLABORATION WITH THE 1ST CITY OF SAN FERNANDO BAND CONTEST

Implemented in **July**
More than **100** participants

6.8 Events targeting specific groups

Being aware of the power that Bahía Sur shopping centre has in dissemination at provincial level, we focused on the making of a series of activities and partnerships with different groups with specific social issues.

To generate and promote a greater citizenry awareness towards certain groups and causes in order to promote greater social and cultural well-being.

76



COLLABORATION WITH THE PHOTOGRAPHIC EXHIBITION OF FLAMENCO FASHION “SINERGIA”

Implemented in **May**
More than **1.000** users

77



SPONSORSHIP OF SER RADIO STATION ‘WOMEN’S TIME’ FORUM FOR WOMEN

Implemented in **March**
More than **100** participants

78



SPONSORSHIP OF SER RADIO STATION ‘III CONGRESS ON HAPPINESS’ FORUM FROM SER WELL-BEING CONGRESSES

Implemented in **April**
More than **100** participants

6.8 Events targeting specific groups

Being aware of the power that Bahía Sur shopping centre has in dissemination at provincial level, we focused on the making of a series of activities and partnerships with different groups with specific social issues.

To generate and promote a greater citizenry awareness towards certain groups and causes in order to promote greater social and cultural well-being.

79



COLLABORATION WITH SAN FERNANDO 'MODA FIESTA' CHARITY FASHION CATWALK

Implemented in **March**
146.472 Media audience

80



COLLABORATION WITH THE ADVERTISING OF SAN FERNANDO DIABETES WALK

Implemented in **November**
 More than **350** participants

81



COLLABORATION WITH THE DISSEMINATION AND SALE OF PRODUCTS IN FAVOR OF AGAMAMA

Implemented in **June** and **July**
143 oil bottles sold

6.8 Events targeting specific groups

Being aware of the power that Bahía Sur shopping centre has in dissemination at provincial level, we focused on the making of a series of activities and partnerships with different groups with specific social issues.

To generate and promote a greater citizenry awareness towards certain groups and causes in order to promote greater social and cultural well-being.

82



PARTICIPATION IN THE WORLD AUTISM DAY EVENT

Implemented in **April**
More than **100** participants

83



INSTALLATION OF CONTRIBUTION TABLES IN FAVOR OF VARIOUS SOCIAL CAUSES

Throughout the **year**
29 collaboration tables installed

84



FOOD COLLECTION IN FAVOR OF PAN NUESTRO SOUP KITCHEN FROM SAN FERNANDO

Implemented in **November**
100 kilos of food collected

6.8 Events targeting specific groups

Being aware of the power that Bahía Sur shopping centre has in dissemination at provincial level, we focused on the making of a series of activities and partnerships with different groups with specific social issues.

To generate and promote a greater citizenry awareness towards certain groups and causes in order to promote greater social and cultural well-being.

85



TOYS COLLECTION IN FAVOR OF REYES MAGOS ASSOCIATION FROM CÁDIZ

Implemented in **December**
Donation of **500 €**

86



CERTIFICATION CARDIO-GUARANTEED AREA

Implemented in **November**
More than **5 million** covered users

7 COMMUNICATION, DISSEMINATION AND REPUTATION

#ActivatuModoVIVO

SÁBADO 4 DE JUNIO

FIESTA DEL DÍA MUNDIAL DEL MEDIOAMBIENTE

BAHÍA SUR
BAHÍA SUR



#Únetealafiestaporelcambio

#Únetealafiestaporelcambio



7.1 Customer Satisfaction

Improvement of customer satisfaction through various initiatives contemplated in the annual satisfaction surveys that the shopping centre asks of its visitors.

Taking into account different tools such as direct listening of our clients needs, we aim to reach the maximum level of satisfaction of the Bahía Sur visitors, who choose us as a reference centre to make their purchases.

87



TOTAL RENOVATION OF REST AREAS, LACTATION ROOM AND CUSTOMER SERVICE DESKS

Throughout the **year**
More than **7 million** visitors

88



ABOVE 95 POINTS OUT OF 100 QUALITY AUDIT RENEWAL

Implemented in **April and November**
99 points

89



ASSEMBLY AND EXHIBITION OF THE SKELETON #BALLENABAHÍA (BAHÍA WHALE)

Implemented in **March – June**
More than **4 million** visitors

7.2 Acting as a spokesperson and displaying of interesting projects for the community

Support and dissemination of unique and interesting content.

Being aware of the important role that the shopping centre plays in the community in which it is immersed, we feel responsible for the content that we generate and we get to our visitors through our own communication in the media, social networks, streets and the shopping gallery itself.

90



PRESENTATION OF THE SKELETON #BALLENABAHÍA TO THE MEDIA AND SOCIETY

Implemented in **June**
33.646.891 media audience

91



CELEBRATING WORLD ENVIRONMENT DAY AS THE CROSS-CUTTING EVENT OF THE YEAR

Implemented in **June**
3.000 participants

92



COMMUNICATION CAMPAIGN DURING THE SUMMER PERIOD ON THE #BALLENABAHÍA FREE EXHIBITION

Implemented in **August**
 More than **700.000** visitors

7.3 Dissemination of commitment

Dissemination and maintenance of the commitment acquired by the shopping centre on issues of community well-being.

Keeping aware of the important role played by the commercial centre in the community in which it is immersed, we are responsible for the content and commitment that Bahía Sur has made to its program #ActivatuModoVIVO.



COMMUNICATIONS CAMPAIGN TO GO TO THE SHOPPING CENTRE BY URBAN TRANSPORT DURING THE CHRISTMAS PERIOD

Implemented in **December**
1.000 printed triptychs



INSTALLATION OF A HOARDING THAT PROMOTES THE USEFULNESS OF THE BICYCLE LANE CONNECTING THE SHOPPING CENTRE TO THE CITY

Implemented in **October**
Over **1.000.000** visitors



INSTALLATION OF A PERMANENT ENVIRONMENTAL DASHBOARD THAT COMMUNICATES THE COMMERCIAL CENTRE'S COMMITMENT TO THE ENVIRONMENT

Implemented in **October**
Over **1.000.000** visitors

7.3 Dissemination of commitment

Dissemination and maintenance of the commitment acquired by the shopping centre on issues of community well-being.

Keeping aware of the important role played by the commercial centre in the community in which it is immersed, we are responsible for the content and commitment that Bahía Sur has made to its program #ActivatuModoVIVO.

96



COMMUNICATION AND DISSEMINATION OF THE ENVIRONMENTAL CERTIFICATES ACHIEVED BY THE SHOPPING CENTRE

*Implemented in **December**
More than **700.000** visitors*

97



INSTALLATION OF INFORMATION BOARDS WITH UPDATED CONTENT ABOUT THE NATURAL PARK

*Implemented in **January**
Over **7.000.000** visitors*

98



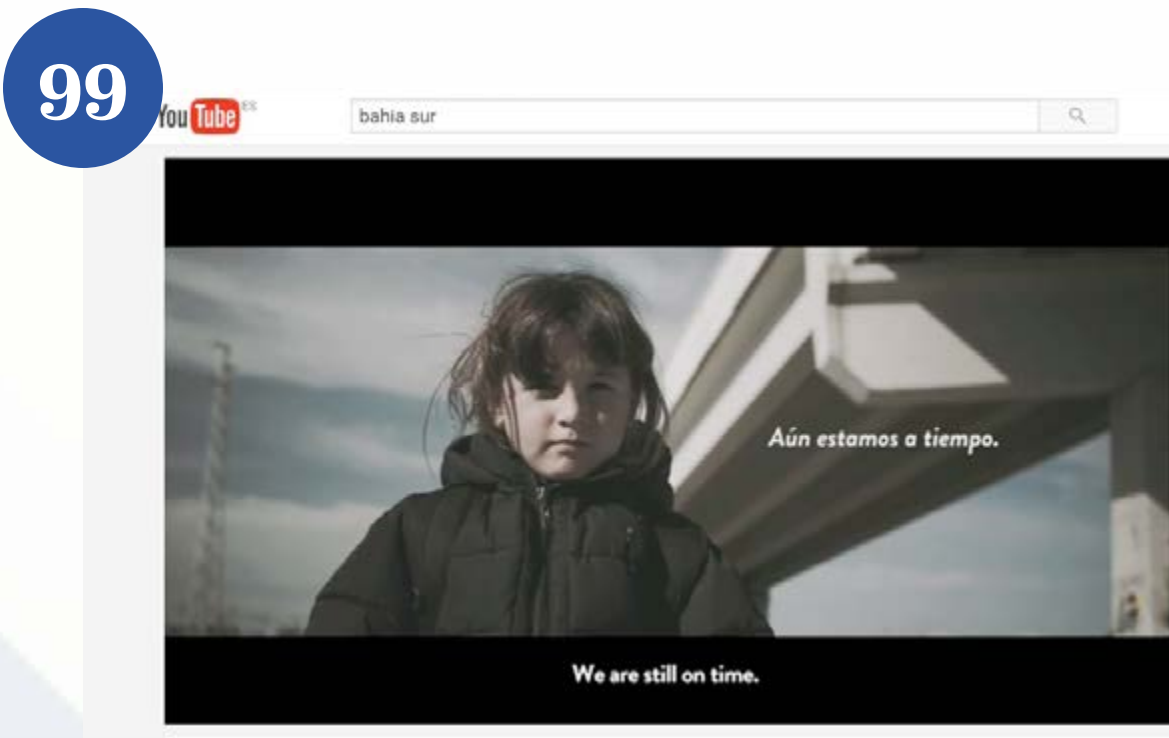
ELABORATION AND DISSEMINATION OF THE VIDEO ON THE HISTORY OF #BALLENA BAHÍA

*Implemented in **May**
2.000 views*

7.3 Dissemination of commitment

Dissemination and maintenance of the commitment acquired by the shopping centre on issues of community well-being.

Keeping aware of the important role played by the commercial centre in the community in which it is immersed, we are responsible for the content and commitment that Bahía Sur has made to its program #ActivatuModoVIVO.



DEVELOPMENT AND DISSEMINATION OF THE AWARENESS #ACTIVATUMODOVIVO VIDEO

Implemented in **May**
More than **800** views



ELABORATION AND DISSEMINATION OF #ACTIVATUMODOVIVO REPORT

Implemented in **December**