

L'ALJUB ENDS THE YEAR WITH MORE THAN 100 COMPLETED ACTIONS IN ITS DESTINATION 2030 PROJECT

- Inspired by the 17 UN Sustainable Development Goals, the project seeks to promote sustainable, social, environmental and economic change in Alicante province
- Today, Friday 22 April, [International Mother Earth Day](#), marks one year since the launch of the Destination 2030 Sustainability project
- Being the first shopping centre to be awarded the Q for tourism label means that it has obtained certification under the ISO 9001 quality standard and the Co-Responsible Company certificate, as well as renewing its BREEAM seal, underlining L'Aljub's "green" management and "corporate social responsibility"
- As part of its commitment to green management, the Elche shopping centre has reduced its electricity consumption by 17% since 2019 and has lowered its carbon footprint by 2% since last year

[L'Aljub](#) celebrates the first year since it started its plan, fulfilling the objectives set out in its Destination 2030 sustainability project. Focused on promoting sustainable, social, environmental and economic change in the province of Alicante, it has implemented the **more than 100 actions announced** on its launch in March 2021. On the occasion of [International Mother Earth Day](#), today, Friday 22 April, the shopping centre is taking stock of the situation. A day on which the United Nations reminds us that, now more than ever, we need to switch to a more sustainable economy that works for both people and the planet.

The centre has, thus, used its position as **one of Alicante's main tourist destinations** and most visited centres to convey, over the last nine months, messages to **raise awareness** among the general public and generate new lifestyle habits aimed at meeting the **17 Sustainable Development Goals (SDGs)** set out by the United Nations in the 2030 Agenda.

Partnerships to go further

Thanks to Destination 2030, L'Aljub has served as a voice for **more than 40 charitable projects** implemented by non-profit associations in the province of Alicante, which have used the **Support Space** to publicise their causes, recruit members and raise funds. The Support Space, which is completely free of charge for the NGOs, has been **active on more than 130 days**, which represents an **economic contribution of over 18,000 euros** by the shopping centre. In addition, almost **50,000 euros have been invested in support, awareness-raising and donations** to all kinds of cultural, sporting, community and public health organisations.

In its desire to become a benchmark for continuous improvement in sustainability and charitable activities, the centre maintains **important partnerships** with organisations such as Action Against Hunger, UNHCR, AECC, Red Cross, Vicente Ferrer Foundation, Doctors without Borders, WWF, etc.

Improving wellbeing, accessibility and care for the environment

In addition, L'Aljub has focused on **barrier-free wellbeing for its community** by improving the services offered by the centre aimed at guaranteeing an excellent experience for its visitors and remaining free of

charge for visitors. The shopping centre, thus, offers a variety of **free technology-based services** through the **L'Aljub Oasis Club** as part of its **Infinity project**. The **contactless** system provides access to lockers, nursing rooms, shoe shiners, wipes dispensers, surgical masks and hygiene or beauty kits in the restrooms. It is currently **the shopping centre in the province of Alicante that offers the most free services**.

Not forgetting L'Aljub's **accessibility for everyone** initiatives such as creating '**Quiet Hour**' to help **people with autism**, in collaboration with the Aiteal association, or giving visibility and providing solutions such as **transparent masks** or providing **subtitles and translations** into sign language in many of its videos, or training its customer service staff in sign language, in collaboration with the Apesoelx association, and making the centre more accessible for **deaf people**.

All the centre's **signs have also been updated to comply with the UNE standards** for universal accessibility and integration of different groups, such as **blind people**, for whom the signs have been adapted to the Braille system.

The **renewal of the BREEAM sustainable construction seal** and the **international ISO certifications**, as well as the **Co-responsible Company certificate** are other major project milestones achieved this year along with the effort to turn L'Aljub into an environmentally friendly space on a day-to-day basis. The shopping centre has held the prestigious BREEAM® certificate since 2014 and has been renewing it up to the present day, passing a rigorous sustainability assessment process. This seal has been awarded with the classification of "Very Good" in the section that evaluates the building and "Excellent" in the policies and procedures that are applied in the management of the building. Recognition that highlights the value of the management of the building and its activities that are committed to the environment.

In addition, since 2019, as part of its commitment to **green management**, it has **reduced electricity consumption by 17%** and **lowered its carbon footprint by 2%** since last year, all thanks to replacing its HPS lights with LEDs and a reduction in power from 250W to 150W, with annual investments of €15,000. The centre has also recently commissioned its **photovoltaic plant**. It has also **reduced its water consumption**, with a cumulative total of **30% saved since 2019**.

There has been a great improvement in waste and recycling, with a **reduction in waste** every year and, in the last two years, a **40% reduction** has been achieved. Also noteworthy is the **recycling rate, which stands at 40%** and has increased by 10 points this year.

The environment and **integration with its surroundings** is one of the important points that have also been addressed this year, with an **investment of over 30,000 euros in landscaping** creating outdoor areas at the entrances and within the centre, which are adapted to the native flora.

Renewed commitment to Alicante province

Looking ahead to the year ahead, the aim of L'Aljub is to continue with the roadmap set out, with the slogan "Destination 2030", to **continue advancing with its activities in sustainability, charitable initiatives and social responsibility** and to become a role model, not only for the millions of people who visit it every year, but also for the province of Alicante. This project, which has already identified more than **50 initiatives for 2022**, will maintain its good practices and include new actions that will see L'Aljub become the starting point for major changes.