

## Sustainable City Tours

# Fact Sheet

**Sustainable City Tours** is an online platform that offers self-guided city tours promoting and raising awareness of the 17 U.N. Sustainable Development Goals (SDGs). These tours showcase stops reflecting sustainable achievements or challenges of stores, cafes, energy sites, regional sustainability projects, or historical landmarks.

### Basic information

**Location:** Global Headquarters in Basel, Switzerland

**Industry:** Marketing and advertising organization specializing in innovative digital and social media education and marketing solutions to promote education and awareness raising of U.N. SDGs. Through developing and going on Sustainable City Tours, users improve their understanding of U.N. SDGs and raise awareness of sustainable activities, businesses, projects, and development issues in their cities.

**Website:** [www.sustainablecitytours.com](http://www.sustainablecitytours.com)

### Products and Services

Social Media  
Management

Content  
Creation

SEO  
Optimization

PPC  
Advertising

Influencer  
Partnerships

### Mission & Vision

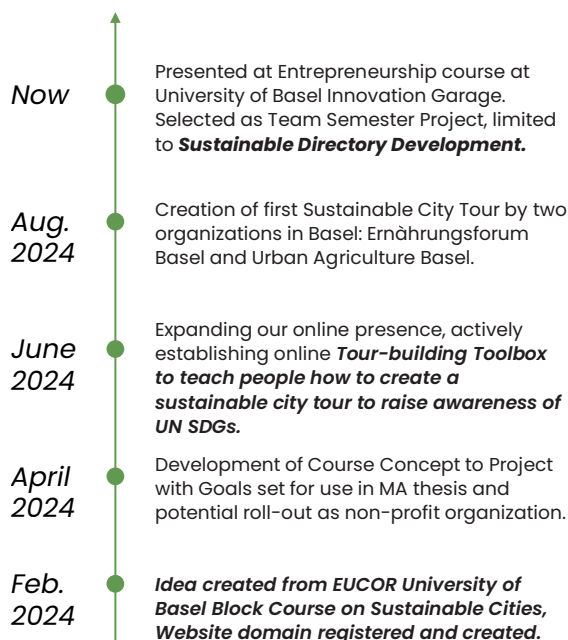
**Mission:** To promote sustainable businesses, organizations and projects that highlight achievement of the U.N. Sustainable Development Goals, with cutting-edge marketing strategies that illuminate their activities and full societal and economic sustainable impact potential.

**Vision:** To be the forefront in the Sustainable City Tour marketing industry, guiding sustainable businesses, organizations, brands and projects to unprecedented success through creative promotions, providing social and economic impact with data-driven promotional insights.

### Benefits

Promoting sustainability education and awareness-raising of the 17 U.N. SDGs through real-time exploration of sustainable highlights in urban areas. Promotion of eco-friendly transportation and authentic experiences offers both tourists and locals the chance to experience city culture through sustainable activities. Inclusion of natural and cultural sites supports preservation of heritage and conservation of nature.

### Milestones



### USP

Local community involvement ensures the economic benefits of sustainable tourism are shared back with residents. Businesses, organizations, tourism, and government departments can create tours to highlight their sustainable activities to customers, members, and constituents. Our innovative promotional strategies enhance tour visibility, engagement, and ROI, supporting tour success.

### Targeted Fundraising

Grant  
Targets



CHF 2,000

in **Unibas Pupella Grant funding** to fuel expansion

Achieved



**200%**

client growth in the past **year**