

ISO 20121

MISSION AND VALUES STATEMENT

18/01/2023

A historic event for the city of Strasbourg since 1570, the Christkindelsmärik, or "Market of the Christ Child," is one of the oldest Christmas markets in Europe and for a long time was the only one in France. Over the years, it has continuously gained in popularity.

MISSIONS

Registered in 1992, the "Strasbourg Capitale de Noël" brand revitalised and safeguarded the event. The coordination unit of Strasbourg Capitale de Noël, within the Events and Community Life Department (DEVA) of the City of Strasbourg, is tasked with coordinating all stakeholders to ensure the smooth organisation and evolution of this unmissable event, focusing on the following challenges:

- Reclaiming the city centre by the people of Strasbourg
- Reclaiming the Christmas experience for all, and by all
- Reinforcing the values of Strasbourg Capitale de Noël
- Preserving the economic benefits for the region
- Evolving Strasbourg Capitale de Noël in line with contemporary developments

VALUES

The coordination unit of Strasbourg Capitale de Noël aims to reaffirm the historical values that have driven this event while incorporating sustainability, with particular attention to the positive impact generated for the residents and the region. It focuses on values shared by all its stakeholders:

- **Authenticity:** Making Strasbourg Capitale de Noël the historical showcase of the Christmas market tradition
- **Awe:** Preserving the wonder of the Christmas season and the purity of childhood
- **Solidarity:** Committing to creating an inclusive, supportive, and unifying event that allows everyone to reclaim the Christmas experience
- **Modernity:** Anchoring Strasbourg Capitale de Noël in the present day and evolving it to meet contemporary challenges (sustainability, economic, social, etc.)

APPLIED SUSTAINABLE DEVELOPMENT PRINCIPLES

The coordination unit of Strasbourg Capitale de Noël is committed to conducting its activities in line with Sustainable Development Principles, including:

- **Duty of Inclusion:** Considering the rights and interests of all groups or individuals, preventing any form of discrimination, engaging with our stakeholders, helping them understand the decisions made for the event, and incorporating their needs and expectations into the development of our CSR approach.
- **Integrity:** Combating abuse and corruption, incorporating ethical considerations into decision-making, ensuring that our actions align with our values, and adhering to the requirements of our voluntary progress and sustainable development approach.
- **Duty of Vigilance:** Preventing social, environmental, and governance risks associated with our activities, monitoring the operations of our service providers and suppliers, respecting legal regulations and contractual obligations, and ensuring that we inform, raise awareness, and build the capacity of our stakeholders on topics that reinforce our values and CSR approach.
- **Transparency:** Communicating proof of our commitments and performance, both internally and externally, always with the goal of fostering the positive evolution of our approach.

This statement is made on behalf of the coordination unit of Strasbourg Capitale de Noël.

Laurent Delion

Director



on behalf of
Events and Community Life Department
City of Strasbourg