



## 10YFP Flagship Project Development Workshop Paris, 15-16 July 2015

### -Notes prepared by 10YFP STP team<sup>1</sup>-

- **List of 10YFP STP attending:**

|    | <b>Representative</b> | <b>Organization</b> | <b>10YFP STP Stakeholder</b>  |
|----|-----------------------|---------------------|-------------------------------|
| 1  | Nada Roudies          | MoT Morocco         | Co-Lead                       |
| 2  | Etienne Coffin        | MoE France          | Co-Lead                       |
| 3  | Thomas Legoupil       | MoE France          | Co-Lead                       |
| 4  | Virginia F. Trapa     | UNWTO               | Coordination Desk             |
| 5  | Manuel Bollmann       | Fair Trade Tourism  | MAC member                    |
| 6  | Ronald Sanabria       | Rainforest Alliance | MAC member                    |
| 7  | Caroline Johnson      | Rainforest Alliance | MAC member                    |
| 8  | Deirdre Shurland      | UNEP                | MAC member                    |
| 9  | Salli Felton          | Travel Foundation   | Partner                       |
| 10 | Rachel McCaffery      | Intasave Caribsava  | Partner                       |
| 11 | Silvia Barbone        | FEST Foundation     | Partner                       |
| 12 | Hubert Vendeville     | EVEA Tourism        | Partner                       |
| 13 | Eleanor Morris        | WRAP                | Partner (ongoing application) |

- **Opening remarks recalled the objectives:**

- Advance the process of developing flagship projects – 10YFP programmes shall be incubators of fantastic projects and these should make 10YFP go viral.
- Support “project consortia” composed by stakeholders (Leads, Co-leads, MAC and Partners) of the different programmes to develop concept notes and forge transversal linkages.
- Have a maximum of 10 concept notes ready before the launch of the implementation of the Post-2015 Development Agenda.

- **Four minute introduction to each flagship project:**

- In preparation for the meeting, the 10YFP Secretariat requested the Coordination Desk to report about flagship projects under development. The Coordination Desk consulted all programme stakeholders and received replies from 10 stakeholders involved in the development of flagship

<sup>1</sup> This document provides complementary information to the Official Synthesis Report of the meeting prepared by the 10YFP Secretariat. In the case of contradiction between the two documents, the Official Synthesis Report prevails.



projects. Additional 13 stakeholders highlighted their interest to become involved in the development of flagship projects and requested additional information.

- The final STP team attending the workshop in Paris was agreed by Lead, Co-Leads and the 10YFP Secretariat and involved representatives from France, Morocco and UNWTO; representatives from organizations already involved in the development of flagship projects (Fair Trade Tourism; Rainforest Alliance; UNEP; Travel Foundation; Intasave Caribsave; FEST Foundation; WRAP); and one local NGO (EVEA Tourism).
- Concept notes for the 5 flagship projects identified were submitted to the Secretariat in advance (by 6<sup>th</sup> July as requested) using the official template. The five concept notes were presented at the workshop:
  1. Sustainable Food Sustainable Tourism, working with hotels to develop sustainable value chains and menus (Led and presented by WRAP);
  2. ¡Juntos por el cambio! – Together for change! (Led and presented by Rainforest Alliance);
  3. Closing the gap in sustainable consumption and production between tourism and conservation in Southern Africa (Led and presented by Fair Trade Tourism);
  4. Mainstreaming sustainable production and consumption in the tourism sector around heritage and protected areas in Vietnam (Led and presented by Intasave Caribsave);
  5. Visitor and tourism monitoring in protected areas: a feasibility study and pilots on proof of principle (Led by IUCN TAPAS and presented by UNWTO on behalf of TAPAS).
- Additional 12 projects were presented by the Sustainable Procurement Programme (4); the Consumer Information Programme (3); the Sustainable Buildings and Construction Programme (1); and the Sustainable Lifestyles and Education Programme (4).

- **Breakout discussions:**

- The Secretariat provided overall comments to the concept notes presented. The following points were highlighted:
  - a) As there is a need to change consumption patterns, prioritization of the incorporation of the demand side is needed in all projects (producers, governments and consumers) – the STP would try to address behavioral change of consumers in a majority of activities as behavioral change shall be seen as a transversal element;
  - b) The 10YFP National Focal Points (NFPs) and regional SCP strategies need to be built into the projects – the STP flagships team shall revise the SCP strategies available (LAC, Asia-Pacific, Arab Region) and address their elements through the projects; the list of NFPs to be contacted can be found [here](#) (guidance on best approach to contact them to be sought from 10YFP Secretariat);
  - c) Link to policy-makers is crucial - contact with MoTs via UNWTO Focal Points should also be established soon.

- d) Private sector engagement is key for the 10YFP to keep running for additional 7.5 years and therefore concept notes need to reflect private sector jargon – the STP should be better positioned to do this as there are 7 private sector members in the MAC;
  - e) Projects combining at least two policies or instruments could have an advantage – the example of sustainable tourism policies and certification was highlighted and project teams shall reflect on it and other possibilities in analogy;
  - f) Developing a solid impacts section in the proposal, including impact indicators is necessary – most STP projects still need to advance substantially the definition of impacts, mention their intended M&E efforts, as well as the development of a baseline or reference to an existing one;
  - g) Adding a component on finance and investment (private mainly) and developing comprehensive cost benefit analysis could be seen as advantages by potential donors – project teams to reflect on the inclusion of these elements;
  - h) Mentioning the SDG targets (not only the goals) to which the project would contribute is essential – project teams to enhance this section of concept notes;
  - i) Addressing the overall objectives of the 10YFP STP through the concept notes is key – project teams to enhance this section of concept notes and also clearly highlights which project components have linkages with other 10YFP programmes;
  - j) Taking into account existing initiatives and mechanisms is a plus – project teams to reflect on potential linkages with e.g. cleaner production centers which are traditional actors for SCP as well to further highlight use of existing tools, manuals, guidelines, including mentioning contribution to MEAs.
- The programme teams were requested to reflect on various aspects of the concept notes with a view to identifying opportunities to combine some of the concept notes and to develop transversal linkages across programmes. Representatives from the SBCP and SFSP participated to the discussions.

1. Are the impacts well reflected?: As the impact targets for the 10YFP STP are not yet defined, it is challenging for the project teams to define project impact targets as it is necessary that the projects contribute to the overall objectives of 10YFP STP and 10YFP. The STP team compared the potential impacts of the five projects and came to the conclusion that key elements for impact targets would be: reduction of consumption of water and energy; better waste management; more efficient use of protected land; improved livelihoods and jobs created – while the Coordination Desk starts drafting a working document on the 10YFP STP impact targets (“By 2023, the 10YFP STP aims to...”) and initiates the discussion with the Lead, Co-Leads and MAC, the project teams would already take into account these key elements. There needs to be a debate on measuring the impact in terms of behavioral change and reduction of GHG emissions (as the latter could be correlated with energy but on the other hand, if mentioned explicitly, it could help projects qualify for climate funding);
2. Who could fund the STP projects?: Brainstorming took place on potential sources of funding which included multilateral (European Commission; Development Banks; GEF; GCF; World Bank) and bilateral funds (Germany BMZ/GIZ and BMUB/IKI; UK DFID; Canada CIDA; USAID; France AFD and French GEF; Australia AUSAID; Japan JICA; Netherlands SNV;

Switzerland SECO; US-based foundations; European-based foundations) – further research is to be done by the project teams to identify potential donors in parallel to identifying suitable locations that can match donor priorities;

3. Where would the projects be implemented?: The five concept notes presented 2 projects with a global approach (projects 1 and 5); 2 projects with regional approach (projects 2 for LAC and 3 for SADC); and one project with national approach (project 4 for Viet Nam) – further work is required to define the geographic priorities bearing in mind potential sources of funding identified. Global projects across the 5 UN regions could be more challenging to get funded.
4. Other issues: A discussion on merging some of the proposals took place and concluded that:
  - a) As project 1 on sustainable food is thematic, it could potentially be integrated as part of project 4 for Viet Nam and as part of project 2 for LAC. The potential of food to connect with the consumers was highlighted. There could be an agreement where the food component could run independently in the case of having a food security related funding opportunity materializing;
  - b) Project 3 on tourism and conservation in SADC could potentially integrate some of the elements of project 5 on protected area visitor monitoring to reinforce its M&E. The research tools linked to project 5 could then be exported to LAC;
  - c) Project 4 has a national approach and could be more difficult to fit under the concept of flagship. As the objective is to mainstream SCP into tourism, some synergies with the project in LAC could be identified.

- **Presentation of the funding inventory:**

- The Secretariat presented the existing inventory of sources of funding and indicated that ideas of potential funding for need to come from the projects as well as from the Lead and Co-Leads of programmes – in addition to the projects exploring further the potential sources of funding, the Lead and Co-Leads should explore how to contribute to adding to the inventory from a tourism perspective.

- **Prioritization of STP projects for wave 1:**

- The Secretariat distributed a table including criteria for the prioritization of flagship projects as well as a revised definition of flagship projects. In order to reduce the list of projects to a total of 10, programme teams were asked to prioritize 2 proposals each. It was highlighted that the availability of potential funding sources for the projects should be considered as an important criterion to qualify for wave 1.
- Wave 2 could be close in time to wave 1, depending on the enthusiasm and wish to invest of potential donors that would be triggered by streamlining the concept notes.
- The STP project leaders carried out a self-assessment of their concept notes reflecting on the 7 criteria marked as essential for advanced project proposals which are: Consortium already established; Addressing environmental, social and economic impacts of SCP approaches and

adopting a science-based and systemic approach; Responding and tailored to specific regional priorities as identified in regional SCP strategies or 10YFP roadmaps and to specific country priorities or needs; Focused on implementation on the ground; Potential donors identified and project priorities matching with donor priorities; Methodology and indicators for measuring progress and impacts identified; Analyzing long-term impacts or changes.

- The discussions concluded that the projects which would be suggested for inclusion in wave 1 are as follows:

- a) Project number 1 on sustainable food: As the concept note is quite advanced in terms of impact targets and concrete activities and it intends to apply and enhance tested methodologies in the field of food sourcing and the reduction of food waste which are quite innovative for the sector. Additionally, there are potential linkages with the Sustainable Food Systems Programme. – Attention should be paid to enhancing the consortia and the social sphere of impacts; finalizing the selection of key destinations for implementation and revising national and SCP priorities; and identifying potential donors.
- b) Project number 3 on tourism and conservation in Southern Africa: As consultations had already started within the framework of the Global Partnership for Sustainable Tourism (GPST) and RETOSA has recently created the Sustainable Tourism Forum which could contribute substantially to the success of the project. – Attention should be paid to further defining the impact targets and addressing SCP and national strategies; Reinforcing M&E (via the potential integration of elements from project 5 on protected area visitor monitoring); and identifying potential donors.
- c) Project number 4 on mainstreaming SCP in tourism in Viet Nam: As it intends to use innovative methodologies; involves a cleaner production center; and it is perfectly suited to apply to SWITCH Asia next call for proposals. – Attention should be paid to exploring a potential geographical expansion to become a regional project; addressing SCP and national strategies to be reflected on; and integrating an M&E methodology.
- d) It was agreed that the initial wave would cover a trio of one thematic project with a global approach, one project with regional approach and one project with a national approach with a view to increasing the chances to succeed in fundraising. Additionally, participants concurred that all the concept notes deserve to move forward and project number 2 Juntos por el Cambio will enter wave 2. Additional discussions within the project team for project 5 on visitor monitoring were required specially to assess the feasibility of a potential merger of some components with project number 3 that could lead to kick start the project by piloting actions in one of the regions. Project 5 with a global approach could be considered for wave 2.
- e) It was highlighted that additional stakeholders from the 10YFP STP had flagged their interest to engage in the development of flagship projects. – Project leads were requested to explore potential involvement of these organizations which could result in added value. The organizations and contact details are as follows:

| Organization  | Country                           | Role       | Contact              | Email                                     |
|---|-----------------------------------|------------|----------------------|---|
| South Pacific Tourism Organization                      | Involves 18 govt. from the region | MAC member | Kelera Cavuilati     | kcavuilati@spto.org                       |
| ANVR  | Netherlands                       | Partner    | Gerben Hardeman      | ghardeman@anvr.nl                         |
| Asociación Civil Generación Par                         | Argentina                         | Partner    | Juan José Galeano    | juan@generacionpar.org.ar                 |
| Cinnamon Hotels   | Maldives                          | Partner    | Kavinga Karunasekara | kavinga@cinnamonhotels.com                |
| Ecotrans  | Germany                           | Partner    | Herbert Hamele       | herbert.hamele@ecotrans.de                |
| Embassy of Suriname in Paris                            | Suriname                          | Partner    | Nesseley Louisville  | nesseley.louisville@foreignaffairs.gov.sr |
| ICRT Australia  | Australia                         | Partner    | Christopher Warren   | info@icrtourism.com.au                    |
| Lebanese Cleaner Production Center                      | Lebanon                           | Partner    | Ali Yaacoub          | ali.yaacoub@lebanese-cpc.net              |
| Lightblue Consulting                                    | France                            | Partner    | Benjamin Lephilbert  | contact@lightblueconsulting.com           |
| Lithuania Centre for Sustainable Industrial Development | Lithuania                         | Partner    | Jurgis Kazimieras    | jurgis.staniskis@ktu.lt                   |
| Rural Tourism Network                                   | Kenya                             | Partner    | Nicholas Ayimba      | rtnkenya@gmail.com                        |
| Tesouros de Galicia                                     | Spain                             | Partner    | Javier Losada        | javier.losada@tesourosdegalicia.com       |
| Udyama  | India                             | Partner    | Pradeep Mohapatra    | udyama.pradeep@gmail.com                  |

- **Discussions with other programmes and potential linkages identified:**

- A number of potential links were identified between the Sustainable Food Sustainable Tourism project and the Sustainable Food Systems programme. Whilst this programme is still in its infancy, there were clear opportunities for knowledge transfer particularly with regard to sharing existing research around the food value chains in destinations and levels of government awareness and willingness to address food as a priority. Additional potential linkages were also envisioned with the CIP and SPP however time restraints limited further discussion.

| <b>NEXT STEPS</b><br>(Please note that this timeline is to be confirmed by checking the Official Synthesis Report from 10YFP Secretariat) |   |
|---|---|
| 1 <sup>st</sup> week of August  | 10YFP Secretariat to circulate an improved version of the template. 2 <sup>nd</sup> draft of the concept notes should be of max. 10 pages   |
| Mid - August  | Wave 1 projects to confirm to the 10YFP STP Coordination Desk their commitment to remain part of wave 1 and follow all the steps to polish the proposals  |
| By 4 <sup>th</sup> September  | 10YFP Secretariat expecting a second draft of the concept notes for wave 1  |
| Throughout September  | Regional webinars with NFPs to be organized by the 10YFP Secretariat  |
| 29 <sup>th</sup> or 30 <sup>th</sup> September  | 3 <sup>rd</sup> meeting of 10YFP STP MAC to revise the concept notes (all 5 concept notes in their current shape to also start preparing for wave 2) – documents are to be shared 15 days in advance of the meeting |
| End October   | 3 <sup>rd</sup> draft of wave 1 projects ready to be presented to donors  |