10YFP STP PORTFOLIO 2015

Programme Work Area 1 (Outcome 1):	Integrating sustainable consumption and production (SCP) patterns in tourism related policies and frameworks	Programme Coordinators:	UNWTO/ Korea
Objective:	Sustainable tourism policy making is strengthened and relevant stakeholders enabled and encouraged to plan, manage and monitor tourism in close interaction and according to principles of SCP, social equity, good governance, transparency and openness.		
Outcome Indicators:	TBD		

Sub-Programmes (Outputs)	Key Activities	Portfolio 2015						Timeline								
								2015								2016
			Action	Output Indicators	10YFP STP Stakeholder Reporting	Other Stakeholders Participating (mark implementing agency if different from reporting entity)	Link	M	J	J	A	S	O	N	D	→
1.1. Promote the integration of SCP principles and objectives into tourism policies and legal frameworks	1.1.1. Undertake stocktaking exercises at the regional and national level on current status of sustainable tourism policies and legal frameworks	1.1.1.a.	Collection and review of available planning guidelines and a selection of Master Plans	-Repository of Master Plans reviewed -Planning guidelines documented	-UNWTO	-General inputs from Co-Leads and MAC members -UNEP	PWA 2.1.1.									
	1.1.2. Develop and promote guidelines for integrating SCP principles in tourism related policies, strategies, plans and legal frameworks	1.1.2.a.	Drafting of Guidelines for the development of Tourism Master Plans integrating SCP and the SDGs, following a participatory approach	-Initial draft of the Guidelines ready by December 2015 to initiate consultation with stakeholders in 2016	-UNWTO	-UNEP -General inputs from Co-Leads and MAC members	PWA 3.1.2.									
		1.1.2.b.	Develop and introduce some key principles and agenda on what sustainability means for tourism and why governments need to address it (Agenda putting sustainability at the top of the public agenda)	-Number of stakeholders (organizations and governments) identified to collaborate in 10YFP STP concept	-Japan Ecolodge Association	-Japan Tourism Agency (JTA - implementing agency)	PWA 2.2.									
	1.1.3. Develop and disseminate materials for awareness raising and multistakeholder engagement in sustainable policy-making and good governance	1.1.3.a.	Design, develop materials, launch and implement an awareness campaign globally and regional alliances through Governments, Corporations, and International Organizations as well as other stakeholders	-Campaign and alliances announced, materials and website developed and launched	-STI	-STI's corporate, destination, and trade association partners	1.2.2a, 1.3.3, 2.4.2, 2.4.5a, and 3.4 (impact monitoring system)									
		1.1.3.b.	Introduce the Sustainable Destination Toolkit to influence tourism development	-Royalty free license to utilize toolkit announced, number of destinations utilizing the toolkit	-STI	-STI's destination partners and trade association partners	1.2.1b, 2.2.1, 2.2.2, and 3.1.3b									
		1.1.3.c.	Establishment of the Southern Africa Sustainable Tourism Steering Committee	-Three year action plan approved before July 2015 with focal points appointed	-RETOSA	-ST forum: Member States										
		1.1.3.d.	Formulation of Regional Sustainable Tourism Strategies in Chile, including a road map for each and governance structures for subsequent implementation	-8 Regional Strategies successfully formulated by the end of 2016	-FEDETUR	-National Development Corporation (CORFO) in 8 Chilean regions (implementing agency) -Regional Committees including tourism authority, private sector and other public agencies										
	1.1.4. Provide technical assistance for knowledge building on SCP principles and objectives in tourism policies and legal frameworks	1.1.4.a.	Capacity building to pilot countries on the integration of SCP patterns in tourism policies and strategies	-Policies of Bhutan and Morocco reviewed and recommendations shared -Number of people who have attended SCP training	-UNEP											
		1.1.4.b.	Assistance to two regional tourism bodies and one intergovernmental organization to integrate SCP in tourism strategies and projects	-Training programme for ASEAN government officials completed with at least 20 trainees	-Ecotourism Korea	-AFoCO (Asia Forest Cooperation Organization)	PWA 3.1.									
1.2. Foster the implementation of tourism policies and plans that support the sustainable development of the sector	1.2.1. Provide technical advice to develop realistic, short and mid-term operational plans indicating measurable outcomes, responsibilities, resource input and timelines	1.2.1.a.	Drafting of a Plan for the promotion of ecotourism including SCP in France, which will lead to the implementation of 2-3 ecotourism projects	-White paper on 17 measures to make France an ecotourism destination	-France (Foreign Affairs)											
	1.2.2. Provide technical advice, as well as practical guidelines relevant to each type of stakeholder, towards an effective implementation of tourism policies and application of legal frameworks	1.2.2.a.	Campaigns to change perceptions of the public, communities, tourism product providers on the compatibility of reducing impacts on the local environment and improving quality of the product offer in line with new market trends	-Training Programme/Forum -10YFP magazine	-Korea	-UNWTO -UNEP	PWA 3									

1.3. Monitor the progress in implementation of sustainable tourism policies and enforcement of legal frameworks	1.3.1. Identify, agree and apply indicators to measure the achievement of SCP objectives through the 10YFP STP															
	1.3.2. Support knowledge building and provide technical advice for the establishment and operation of national monitoring systems based on defined indicators to measure implementation impacts of sustainable tourism policies and legal frameworks and promote the communication of monitoring results	1.3.2.a.	Share the pilot experience of setting a Sustainability Monitoring System fine-tuned at local area (i.e. region of Marrakesh) before scaling it up nationally.	-A set of Sustainability Indicators (by Sustainability area) finalized before the end of 2016	-Morocco		PWA1									
	1.3.3. Develop and use performance indicators to assess long-term sustainability impacts of tourism policies and legal frameworks, including reporting on a regular basis	1.3.3.a.	Develop a set of environmental asessment indicators of major tourism development plans and projects	-Develop eco tourism indicators in Korea in 2015 -Review of Korea's case and recommendation	-Korea	-IUCN WCPA TAPAS Group -OECD										
		1.3.3.b.	Development and implementation of an impact monitoring system (IMS) and impact story capture mechanism	-IMS for destinations number of destinations utilizing the IMS, number of impact stories collected	-STI	-STI's corporate and destination partners	1.1.3, 1.2.2a, 1.3.3, 2.4.2, and 2.4.5a (impact monitoring system)									

Programme Work Area 2 (Outcome 2):	Collaboration among stakeholders for the improvement of the tourism sector's SCP performance	Programme Coordinators:	Morocco/ Korea
Objective:	Collaboration and partnership are promoted as essential tenets for implementation success, with determined leadership in place, strengthened cross-sector collaboration, including cooperation with the private sector and involvement of local communities, inter-linkages and synergies between tourism and other stakeholders, in order to facilitate the identification and support of complementary objectives, common interests, needs and opportunities for joint action.		
Outcome Indicators:	TBD		

Sub-Programmes (Outputs)	Key Activities	Portfolio 2015						Timeline								
			Action	Output Indicators	10YFP STP Stakeholder Reporting	Other Stakeholders Participating (mark implementing agency if different from reporting entity)	Link	2015								2016
								M	J	J	A	S	O	N	D	→
2.1. Promote data sharing and exchange of information	2.1.1. Establish and manage a repository for policies, projects and research on sustainable tourism (including the assessment and potential use of existing approaches)	2.1.1.a.	Online repository of best practice guidelines and manuals related to sustainable tourism in protected areas (https://iucn.oscar.ncsu.edu/mediawiki/index.php/Online_Repository)	-Online repository operational by October 2015	-IUCN WCPA TAPAS Group	-UNDP (with database)										
	2.1.2. Research and disseminate good practices for establishing multi-stakeholder partnership structures and for monitoring the tourism sector's SCP performance	2.1.2.a	Research into expanding and improving SCP in Southern African tourism trade	-Annual awareness surveys on responsible tourism (mainly applicable to SAA destinations) until mid-2017 -Review, consultations and adaptation of new criteria in the Fair Trade Tourism criteria for volunteer tourism products (specificially on biodiversity conservation and human rights) - by mid 2016	-FTT											
		2.1.2.b.	Piloting SCP implementation under the FTT standard and rolling out mutually recognized, transborder SCP holiday packaging across SADC countries	-Piloting of SCP tourism product roll out and itinerary development in up to 11 SADC countries (BOT, LES, MAD, MOZ, NAM, RSA, SEY, SWA, TAN, ZAM, ZIM) until mid-2017	-FTT											
		2.1.2.c.	IUCN WCPA TAPAS Working Group development on communities looking at benefit-sharing from and community engagement in tourism and protected areas will be establishing and disseminating good practices	-Group membership list and work plan ready by the end of July 2015	-IUCN WCPA TAPAS Group											
		2.1.2.d.	International Seminar on Sustainable Tourism in Protected Areas	-Number of tourism industry executives and protected area officials attending the Seminar held in Chile	-FEDETUR	-Undersecretary of State for Tourism (implementing agency) -National Forestry Corporation -UNWTO	2.2.1.b 2.4.2.b 3.1.2.d									
2.2. Foster joint action and tourism stake-holder collaboration at all levels	2.2.1. Promote realistic models for inter-ministerial and for national/ local authorities coordination and cooperation	2.2.1.a.	Sharing experience of regional concertations held at the national level in Morocco	-A guideline document (e.g. Whitepaper) outlining key learning of the regional concertations and the governance scheme to steer & monitor sustainability within the destination	-Morocco	-Minister of Tourism, President of the Region, Governor and the Regional Council of Tourism (representing the Private Sector)	PWA1 1.1.1.									
	2.2.2. Promote workable participatory approaches for public, private and civil society cooperation and joint action on tourism at national and local level	2.2.2.a.	Conduct Mainstreaming Sustainable Tourism Workshop for Moroccan Stakeholders (including SCP)	-1 workshop in June 2015 destined for national tourism operators	-Morocco	-UNEP & UNWTO	PWA 3									
		2.2.2.b.	Organize Mainstreaming Sustainable Tourism Fora (including SCP)	-At least one forum conducted before the end of 2015 with 150 participants and one or two held in 2016	-Japan Ecolodge Association	-Ecotourism Japan (implementing agency) -Japan Tourism Agency -Meijo University	PWA 2.4.1.									
		2.2.2.c.	Conduct workshops on women in tourism and youth in tourism	-Action plans defined and focal persons appointed	-RETOSA	-Member States										

2.3. Strengthen technical competencies of (future) tourism stakeholders	2.3.1. Promote best practices and formal and informal education structures on sustainable tourism and effective delivery mechanisms	2.3.1.a.	TAPAS specific webinars related to tourism and protected areas	-Between 8 and 10 webinars hosted and online before the end of 2016	-IUCN WCPA TAPAS Group											
		2.3.1.b.	Identifying best practices in education curriculum development and promotion of ST pedagogy materials containing: 1) Sustainable Tourism modules (for Tourism Schools trainees) – in French 2) Pedagogical guide blueprint for teachers – in French	-6 thematic modules on Sustainable Tourism + 1 practical module for trainess -1 Pedogogical guide for teachers (100-200 hours credits) both in French.	-Morocco	-IUCN WCPA TAPAS Group	PWA1 2.3.3.									
		2.3.1.c.	Develop and disseminate materials for protected area managers	-IUCN Best Practice Guidelines compiled by the TAPAS Group (2015)	-IUCN WCPA TAPAS Group											
	2.3.2. Promote and scale-up existing capacity building tools developed for sustainable tourism planning, design and operations															
	2.3.3. Integrate (existing) key performance indicators (KPIs) on sustainable development into capacity building programmes and formal education															
2.4. Establish monitoring frameworks and systems to measure the sector´s progress towards sustainability	2.4.1. Promote the application of quality and sustainability standards at destinations (using existing tools such as ETIS, GSTC etc.)	2.4.1.a.	Apply a tool for destinations to measure sustainability with objective data	-Tool ready before the end of 2015 -Application in Komodo, Indonesia, intended for 2016	-GSTC	-WWF, Green Destinations, Bookdifferent.com, etc										
	2.4.2. Provide a common framework and process for country level sustainable tourism monitoring and reporting	2.4.2.a.	Advocating for strengthening monitoring of tourism visitation in protected areas and quantifying the economic contribution	-27 participants at international workshop on the economic impacts of Pas in Wilhemshaven, September 2015	-IUCN WCPA TAPAS Group	-BfN/ Universitat Wurzburg (implementing agency)										
	2.4.3. Provide technical advice, knowledge building and incentives to collect, analyze and report on sustainability data and to use data for improved management															
	2.4.4. Integrate the environmental dimension into TSA initiative															
	2.4.5. Establish a monitoring framework based on a set of common sustainable tourism indicators for national and/or destination level monitoring															

Programme Work Area 3 (Outcome 3):	Fostering the application of guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders	Programme Coordinators:	France / Morocco
Objective:	Research and exchange best practices and experiences to identify existing and effective sustainability tools and the requirements to overcome bottlenecks for further and more effective application. A whole-of-industry approach will ensure the consideration of destination specific priority areas and a shift among consumers from acknowledgement to action. Destinations and the private sector are actively pursuing the potential of introducing key green technologies to enhance competitiveness.		
Outcome Indicators:	TBD		

Sub-Programmes (Outputs)	Key Activities	Portfolio 2015						Timeline								
		Action		Output Indicators	10YFP STP Stakeholder Reporting	Other Stakeholders Participating (mark implementing agency if different from reporting entity)	Link	2015								2016
								M	J	J	A	S	O	N	D	→
3.1. Use integrated tools for accelerating the shift to SCP in destinations	3.1.1. Undertake stocktaking exercises on existing destination management tools at global, regional and national level and identify gaps to be filled	3.1.1.a.	Sharing knowledge through the portal on sustainable tourism and advertise SCP patterns by bringing visibility to smart solutions which are addressing tourism and environmental issues	-Portal online and being updated regularly	-MoT Croatia	-Partners in the portal creation (www.odrzivi.turizam.hr) listed under "tko je tko" (who is who)	PWA 2.1.1.									
	3.1.2. Promote application of sustainable destination planning instruments, best practices, models, and procedures with an integrated approach	3.1.2.a	Promote development of tools for the UNITAR training	-Use of tools developed with UNITAR based on the training leading to increased knowledge and understanding on sustainable tourism that will be monitored by an evaluation, and number of participants	-UNEP	-UNITAR										
		3.1.2.b	Collaborate with and advise on implementation of ongoing initiatives for guideline development on SADC level (and possible other global regions)	-Information exchange and where appropriate collaboration on activities relevant for sustainable tourism in SADC to be coordinated by the newly established (RETOSA, May 2015) Sustainable Tourism Forum	-FTT	-Secretariat: RETOSA -Chair: FTT -Steering Committee includes IUCN WCPA TAPAS Group	PWA 4.3.2.a									
		3.1.2.c.	Promote dissemination of best practice guidelines on tourism and visitation in protected areas	-900 hard copies printed and posted to recipients from October 2015	-IUCN WCPA TAPAS Group											
		3.1.2.d.	Provide training to destination managers and key stakeholders on sustainability principles based on the GSTC Destination Criteria	-Training programme (3 to 5 days) completed in at least 6 locations in 2015 and 20-40 in 2016 (target 300 people)	-GSTC											
		3.1.2.e.	Identify and promote sustainable tourism practices and capacity building models for community-based tourism which are successful in the SADC region	-Study on the development of CBT in SADC region to be completed (draft) by end 2015	-RETOSA											
		3.1.2.f.	Legal support to implement a regulatory framework for natural resources management (fish agreement) in Limoncocha Biological Reserve, Ecuador, to ensure the food security for local communities	-1 framework approved and accepted by the stakeholders by August 2015	-Rainforest Alliance	-Ministry of Environment of Ecuador -Limoncocha local Government	3.1.3.									
		3.1.2.g.	Develop and implement a destination management plan in the National System of Protected areas of Ecuador	-The system of protected areas has a technical tool to plan and develop tourism activities within protected areas	-Rainforest Alliance	-Ministry of Environment of Ecuador and tour operators										
		3.1.2.h.	Develop and implement a visitors management plans in 10 protected areas of Ecuador	-More than one million hectares are managed under technical approach to ensure the conservation of the biodiversity and satisfaction of the visitors.	-Rainforest Alliance	-MoE Ecuador: Cuyabeno, Yasuní, Limoncocha, Cotacachi Cayapas, Pululahua, Cotopaxi, Chimborazo, Machalilla, Santa Elena and Manglares Churute										
		3.1.2.i.	Develop and implement an operation manual for sustainable tourism in Cuyabeno, Limoncocha and Yasuní Protected Areas.	-More than one million hectares are managed under technical approach to ensure sustainable tourism in protected areas.	-Rainforest Alliance	-MoE Ecuador: Cuyabeno, Yasuní, Limoncocha, tour operators, local communities	3.1.3.									

		3.1.2.j.	Develop a Tourism regulatory plan for the Tambopata National Reserve in Peru	-Around 25% of the total area of the Tambopata National Reserve is managed under a regulatory framework for preserving the biodiversity	-Rainforest Alliance	-Tambopata National Reserve, tourism services providers, National Service of Natural Protected Areas of the Ministry of Environment of Peru	3.1.3.									
		3.1.2.k.	Identifying critical indicators - Limits of acceptable change (biodiversity, tourist satisfaction, public infrastructure, local economy and administrative management) in the main tourist sites of the Tambopata National Reserve, Peru	-Two technical elaborated for developing and monitoring indicators for tourism activities within the Tambopata National Reserve´s main tourism sites: Sandoval lake, Chuncho y Colorado clay licks.	-Rainforest Alliance	-Tambopata National Reserve, tourism services providers -AIDER, National Service of Protected Areas of the Ministry of Environment of Peru	3.1.3.									
		3.1.2.l.	Develop a tourism strategy for Palma Real native community - Tambopata - Madre de Dios, Peru	-A native community has elaborated a participatory strategic plan for a trail system for tourism activities.	-Rainforest Alliance	-Tourism Committee of the Native Community, AIDER and Condor Travel, Dircetur	3.1.3.									
		3.1.2.m.	Integrate SCP into the programme for upcoming Ecotourism and Sustainable Toustainable Tourism Conferences	-TIES will conduct field experiences to demonstrate SCP in the ESTC location and destination; 250 participants overall, with 40-50 per session	-TIES											
		3.1.2.n.	Identify key catalysing elements to foster the shift towards more SCP patterns based on examples from Germany.	-Publication ready in the beginning of 2016	-UNWTO	-German tourism stakeholders										
	3.1.3. Promote application of (existing) tools for protection of biodiversity and cultural heritage	3.1.3.a.	Promote and implement Integrated Sustainability Toolkit for destinations	-Number of toolkits implemented	-STI	-STIs destination partners and trade association partners	1.2.1b, 1.4.1d, 2.2.1, and 2.2.2									
	3.1.4. Integrate climate change adaptation and climate change mitigation into tourism planning of vulnerable tourist zones	3.1.4.a.	Organize climate change side event at COP 21 on the linkages of sustainable tourism and climate change	-One paper and one article to be presented at COP21	-France	-UNEP -PARIS REGION -EVEA Tourisme										
		3.1.4.b.	Maldives: Stimulating joint actions by tourism operators and associated island communities in climate resilient water, waste, energy and infrastructure management [Increasing Climate Change Resilience of Maldives through Adaptation in the Tourism Sector project]	- Number of tourism-related policies, strategies and action plans supporting adaptation interventions -Number of tourism operators and tourism-associated communities who reduced vulnerability through investing in adaptation measures	-UNDP Maldives	-National Partners										
		3.1.4.c.	Samoa: Small tourism businesses and local destinations are adapting to climate change through policy support and public-private partnerships. [Enhancing the resilience of tourism reliant communities to Climate Change risks project]	- Management plans integrating climate risks are developed and adaptation measures implemented in 6 Tourism Development Areas (local destinations) - Climate early warning system tailored to the tourism sector	-UNDP Samoa	-National Partners										
	3.1.5. Foster risk management analysis and disaster prevention strategies in those countries which are most vulnerable to climate change	3.1.5.a	Coastal Adaptation Strategy to promote climate and disaster risk resilient tourism [Climate Change Adaptation Programme in the Coastal Zone of Mauritius]	- Number of sites applying coastal protection measures - Early Warning System for Storm Surges implemented -Regulations revised for	-UNDP Mauritius	-National Partners										
3.2. Use integrated tools to accelerate the shift towards SCP in tourism enterprises	3.2.1. Undertake stocktaking exercises on existing sustainability tools and standards for different size of tourism enterprises															
	3.2.2. Promote use of existing sustainability tools and standards in large companies as well as SMEs and encourage the development of new tools	3.2.2.a.	Launch Rainforest Alliance University.org (online training platform on sustainable tourism for RA certified hotels and operators).	-Platform launched	-Rainforest Alliance		3.1.3.									

	and standards as necessary	3.2.2.b.	Online training on best management practices and basic business skills in Costa Rica	-100 trained entrepreneurs on best practices -10% increase in level of knowledge	-Rainforest Alliance	-Costa Rican Chamber of Ecotourism and Sustainable Tourism; Costa Rican Chamber of Rural Community-based tourism; Citi Bank volunteers; others.	3.1.3.									
		3.2.2.c.	Direct and technical assistance to a sample of SMEs in Costa Rica	-40 SMEs assisted -10-20% increased savings as per implementation of best practices	-Rainforest Alliance	-Costa Rican Chamber of Ecotourism and Sustainable Tourism; Costa Rican Chamber of Rural Community-based tourism; Citi Bank volunteers; others.	3.1.3.									
		3.2.2.d.	Sustainability diagnostics and direct assistance in Oaxaca, Mexico	-100 trained entrepreneurs on best practices -30 SMEs assisted	-Rainforest Alliance	-CDI, Mujeres Generando Cambio y Bienestar, SEMARNAT, SECTUR	3.1.3.									
		3.2.2.e.	Promote the implementation of a variety of projects involving local communities and government representatives	-Projects ongoing focusing on the development of new excursions to encourage local spending (Jamaica and Cape Verde); training for local women in hotel schools (Tunisia); and the production of good quality vegetables (Turkey)	-TUI Group											
	3.2.3. Develop pilot projects to showcase the benefits/ business case in implementing SCP monitoring and measurement															
3.3. Promote research and action on priority issues for SCP within the tourism value chain	3.3.1. Research on the tourism value chain to identify biodiversity, climate change, cultural heritage, social and environmental issues most urgently requiring the shift to SCP															
	3.3.2. Promote and share knowledge on innovative, low carbon, resource efficient, and inclusive tourism consumption and production patterns and business models															
	3.3.3. Support destinations, tour operators and other travel companies to develop low carbon/soft mobility packages															
3.4. Influence consumers towards sustainable buying decisions and travel behaviours	3.4.1. Develop sustainable tourism campaigns addressed to tourists and citizens															
	3.4.2. Raise consumer awareness of sustainability measures being taken in a destination or company at point of experience	3.4.2.a.	Continue with Follow the Frog campaign in partnership with The Guardian	-Number of page views; page views distribution per country; engagement rate; social media fans/followers and email increase	-Rainforest Alliance	-The Guardian and partnet companies										
		3.4.2.b.	Include content on sustainable tourism in Rainforest Alliance's social networks, publications and website	-Number of page views; page views distribution per country; engagement rate; social media fans/followers and email increase	-Rainforest Alliance											
	3.4.3. Support the development of systems which incentivise consumers to take on more sustainable behaviour															

	3.4.4. Engage tourism providers (especially online travel agencies and web platforms) to promote and to transition towards sustainable tourism	3.4.4.a.	Establish alliances with online booking engines and others to highlight Rainforest Alliance Certified™ hotels and operators in Latin America.	-At least 3 partnerships established -Online traffic generated to Rainforest Alliance CertifiedTM businesses through those online partners (targets to be defined in 2016)	-Rainforest Alliance	-Targeted online partners										
	3.4.5.Improve consumer´s access to information about sustainable destinations and businesses	3.4.5.a.	Launch profiles of Rainforest Alliance CertifiedTM hotels and operators in an interactive global map available on the main Rainforest Alliance website	-Global maps with profiles of Rainforest Alliance CertifiedTM tourism operations launched -Online traffic generated to Rainforest Alliance CertifiedTM businesses through the map (targets to be defined in 2016)	-Rainforest Alliance	-Rainforest Alliance Certified™ businesses										
		3.4.5.b.	Collaboration agreement with TRIVAGO portal to measure impact of sustainability certidication scheme in certified hotels in Chile	-Agreement with TRIVAGO signed in 2016 leading to the measurement of impacts of certification in hotels	-FEDETUR	-TRIVAGO	3.4.5.b.									

Programme Work Area 4 (Outcome 4):	Enhancing sustainable tourism investment and financing	Programme Coordinators:	TBD
Objective:	Raise awareness of political actors, private investors, developers and operators on the need to establish sustainable financing schemes, including through the development and adoption of (preferably mandatory) guidelines for sustainable investments in tourism (based on existing mechanisms such as the Principles for Responsible Investment –PRI) and an investment-friendly macro-economic policy framework (e.g. subsidies, tax incentives) with policies and regulations which promote more resource efficient and sustainable tourism operation and performance. Sensitize donors on the importance of securing Other Official Flows (OOF, in addition to Official Development Assistance-ODA) for investing in sustainable tourism.		
Outcome Indicators:	TBD		

Sub-Programmes (Outputs)	Key Activities	Portfolio 2015						Timeline								
		Action		Output Indicators	10YFP STP Stakeholder Reporting	Other Stakeholders Participating (mark implementing agency if different from reporting entity)	Link	2015								2016
								M	J	J	A	S	O	N	D	→
4.1. Develop and promote sustainable tourism investment and financing tools	4.1.1. Undertake stocktaking exercises of existing tools and guidelines to promote sustainable tourism investment and financing	4.1.1.a.	Stocktaking and review of sources of funding for sustainable tourism and accelerating SCP	-Overview report completed before end 2015	-UNWTO	-10YFP Secretariat										
	4.1.2. Undertake research to quantify the return of investment of sustainable tourism investments															
4.2. Enable destinations and tourism enterprises to apply sustainable tourism investment and financing tools	4.2.1. Analyze the investment environment for tourism investment and financing															
	4.2.2. Capacity building for sustainable investment and finance in tourism (Explore synergies with SIFT)															
	4.2.3. Facilitate linkages with local value chains and investment in related businesses															
4.3. Mainstream sustainable tourism investment and financing tools	4.3.1. Identify the drivers and triggers for investors and donors to support sustainable tourism investment and finance															
	4.3.2. Develop guidelines for sustainable tourism investment and finance															
	4.3.3. Encourage governments to use appropriate mechanisms (e.g. incentives, taxes) to stimulate sustainable tourism investment and financing															
	4.3.4. Encourage greater sustainability in tourism investments by public, private and multilateral investors															