

Progress Report 2015

BACKGROUND INFORMATION

The 10YFP Sustainable Tourism Programme (10YFP STP) was launched on 5 November 2014 on the occasion of the World Responsible Day at the World Travel Market in London, United Kingdom. Its origins can be traced to the World Summit on Sustainable Development (WSSD) held in Johannesburg, South Africa, in 2002, which called on governments to develop a 10YFP and subsequently led to the establishment of the Marrakech Process in 2003, including an International Task Force on Sustainable Tourism Development (ITF-STD). In 2011, the Global Partnership for Sustainable Tourism (GPST) was launched as the institutional successor to the ITF-STD and completed its transition into core elements of the 10YFP STP in February 2015.

In 2015, 1.2 billion international tourists travelled the world generating USD 1.5 trillion in exports. Despite many challenges, 2015 marks the sixth consecutive year of above-average growth with international arrivals increasing by 4% or more every year since 2010. Currently, tourism accounts for 10% of GDP (direct, indirect and induced), 6% of the world's exports and 1 in 11 jobs and, according to the UNWTO, arrivals are forecast to reach 1.8 billion by 2030. With many opportunities deriving from tourism's exponential growth, decoupling economic growth from environmental degradation by placing a strong focus on the sustainable use of resources is as important as never before. Efforts at the international level are reflected in the Sustainable Development Goals (SDGs), which include three Goals -8, 12 and 14- explicitly mentioning tourism in relation to sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources, as well as in the ongoing implementation of the 10YFP STP.

PROGRAMME SUMMARY

The vision of the 10YFP STP is for a tourism sector that has globally adopted sustainable consumption and production practices resulting in enhanced environmental and social outcomes and improved economic performance. The mission of the 10YFP STP is to catalyse transformation for sustainability, through evidence-based decision making, efficiency, innovation, collaboration among stakeholders, monitoring and the adoption of a life cycle approach for continuous improvement.

The 10YFP STP has four Programme Work Areas:

1. Integrating SCP in tourism related policies and frameworks: to strengthen sustainable tourism policy making, implementation and monitoring.
2. Collaboration among stakeholders for the improvement of the tourism sector's SCP performance: to foster multi-stakeholder collaboration at all levels and strengthen technical competencies while promoting data sharing and establishing monitoring frameworks.
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: to promote research and the use of integrated tools both in destinations and enterprises while influencing consumers' travel behaviour.
4. Enhancing sustainable tourism investment and financing: to develop, promote and mainstream sustainable tourism investment and financing tools while enabling destinations and tourism enterprises to apply them.

PROGRAMME WORK AREA ACHIEVEMENTS 2015

During this first year of implementation, the 10YFP STP has successfully set the foundations for collective impact through the approval of its Operational ToR, the Action Plan for the Coordination Desk, a first set of Guidance Documents and the Portfolio of Activities. Constant communication between Lead, Co-Leads and the 10YFP Secretariat has taken place to ensure continuous progress and various MAC meetings have been organized.

The first MAC meeting was held in Madrid on 27 January 2015 with participation from Lead, two Co-Leads, the 10YFP Secretariat and 16 MAC members (12 in person and 4 on line). It allowed programme Actors to become familiar with each other in their respective areas of expertise and interests and to have a clear vision of the structure and way forward for the 10YFP STP. The second Meeting of the MAC took place on 30 April 2015 with participation from 15 MAC members (on line), Lead and two Co-Leads. It resulted in the approval of the Operational ToR of the 10YFP STP, which details the roles and responsibilities of all programme Actors as well as the operating mechanisms and principles, including the approval of the 10YFP STP Coordination Desk. On 29 September 2015, the 3rd meeting of the MAC took place with participation from 16 MAC members (on line), Lead, two Co-Leads and representatives from the 10YFP Secretariat. The meeting successfully advanced the development of tools for the programme - such as the Guidance Documents on the use of the 10YFP STP logo, the branding of events and the labelling of awards - to gain additional international visibility and trigger action on the ground.

In May 2015, the participatory design of the Portfolio was initiated. The 10YFP STP Portfolio has been conceived as a tool for programme Actors to include new and ongoing initiatives and activities under the umbrella of the programme, given their potential to contribute to its overall goal and specific objectives. The Portfolio aims to increase the visibility of initiatives and activities at the international level as well as to boost synergies and collective action among the programme Actors while advancing the implementation of the different Programme Work Areas. Overall, in 2015, 10YFP STP Lead, Co-Leads and MAC linked activities worth over USD 2 million to the Portfolio. Annex 1 presents the full Portfolio of Activities 2015. The main activities undertaken per Work Area are as follows:

1) Integrating SCP in tourism related policies and frameworks:

- Japan Ecodge Association carried out awareness raising to promote the inclusion of sustainability at the top of the public agenda;
- RETOSA enhanced governance by establishing the Southern Africa Sustainable Tourism Steering Committee;
- FEDETUR engaged in the development of regional sustainable tourism strategies in Chile;
- UNEP reviewed the policies of Bhutan and Morocco and shared recommendations related to SCP;
- Ecotourism Korea trained ASEAN tourism officials on forest-based ecotourism and SCP;
- The Ministry of Foreign Affairs and International Development of France created a Center of Excellence for ecotourism.

2) Collaboration among stakeholders for the improvement of the tourism sector's SCP performance:

- Fair Trade Tourism started piloting transborder SCP holiday packaging across SADC countries and conducting research on expanding and improving SCP in tourism in the region;

- The Ministry of Tourism of Morocco conducted a workshop on mainstreaming sustainable tourism for Moroccan stakeholders and produced a whitepaper outlining the key lessons learned;
- The Tourism and Protected Areas Specialist (TAPAS) Group of IUCN developed and disseminated materials for protected area managers including reference to community engagement;
- The Global Sustainable Tourism Council (GSTC) started applying a tool for destinations to measure sustainability with objective data.

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:

- The Ministry of Tourism of Croatia started sharing knowledge on smart SCP solutions through the portal on sustainable tourism;
- Rainforest Alliance supported protected areas in Ecuador and Peru to develop destination management plans including visitor management systems and regulatory frameworks;
- Sustainable Travel International launched a global campaign on sustainable policy-making and promoted the application of the Sustainable Destination Toolkit;
- UNDP supported governments, tourism businesses and local communities in the Maldives, Mauritius and Samoa to adapt to climate change;
- TUI Group promoted the implementation of a variety of projects involving local communities and government representatives.

4) Enhancing sustainable tourism investment and financing:

- UNWTO started a compilation of sources of funding for sustainable tourism.

CROSS-CUTTING ACTIVITIES UNDERTAKEN IN 2015

Flagship projects:

The 10YFP STP is actively participating in the process of formulating flagship projects. A team from the programme integrated by representatives from France, Morocco and UNWTO and six representatives from MAC and Partner organizations already involved in the development of flagship projects attended the Flagship Projects Workshop held in Paris on 15-16 July 2015. The STP team presented five concept notes at the workshop and carried out their evaluation following the criteria and guidance from the 10YFP Secretariat, which led to a shortlist of three concept notes being preselected for the first wave. In the second half of 2015, the three concept notes shortlisted were improved by the various project consortia and submitted in their revised draft form to the 10YFP Secretariat with a view to gathering inputs from 10YFP National Focal Points.

Catalytic projects:

On 18 August 2015, the first call for proposals to the 10YFP Trust Fund for the 10YFP STP was launched earmarking USD 500,000 to fund between 2 and 3 projects. The call for proposals was closed on 16 October 2015 and received over 300 proposals out of which 120 were eligible. Representatives from the Lead, Co-Lead and non-recused MAC members subsequently started the technical evaluation. The final selection of 3 project proposals is expected to be ready by April 2016 after its approval by the 10YFP Board.

Outreach:

An Open Meeting of the MAC titled “Towards Sustainable Consumption and Production in the Tourism Sector” was held on 28 January 2015 within the framework of FITUR GREEN 2015 in Madrid, Spain, where MAC members shared success stories, initiatives and projects relating SCP and tourism with an audience of over 200 tourism professionals. A Session on 10YFP STP was organized within the framework of the 5th Conference of GPST held in Windhoek, Namibia on 25 February 2015, where the state of affairs was presented to the 10YFP STP Actors, especially to Partners transitioning from the GPST to the 10YFP STP. The 10YFP STP was also presented at the First Global Meeting of the 10YFP, organized by the 10YFP Secretariat at the UN Headquarters in New York, USA on 14-15 May 2015, with the objective of promoting the 10YFP as an implementation mechanism of the SDGs. Additionally, 10YFP STP Actors have presented the programme in a variety of events they attended, such as ITB (Berlin, Germany) in March 2015; INDABA (Durban, South Africa) in June 2015; the workshop “Measuring for Impact: Convening Thought Leaders in Tourism” organized by the World Bank in June 2015 (Washington D.C, USA); UNWTO’s General Assembly in September 2015 (Medellin, Colombia), etc.

Communications:

Information on the 10YFP STP is available on the 10YFP Secretariat’s (<http://www.scpclearinghouse.org/c/7-sustainable-tourism.html>) Clearinghouse website, UNWTO’s website (<http://sdt.unwto.org/sustainable-tourism-10yfp>) and UNEP website (<http://goo.gl/cjQNNt>). These three platforms are regularly updated in a consistent manner. In addition to the websites, in September 2015, the 10YFP STP launched its Twitter (@10YFP_STP) and Facebook (10YFP Sustainable Tourism Programme) social media platforms which currently register over 100 and over 300 followers respectively. News on events related to the programme, funding opportunities beyond the 10YFP Trust Fund, upcoming workshops and other topics of interest are regularly disseminated. Since July 2015, the 10YFP STP has its own logo building on the main logo of 10YFP and including the programme’s motto “Committed to drive the change”. In December 2015, the programme embarked on the design of its Annual Magazine which showcases the main achievements of the year using blurbs, quotes and interviews with 10YFP STP Actors. The Annual Magazine is expected to be ready in May 2016.

PROGRAMME NETWORK UPDATE

During the 3rd MAC meeting, the applications of 12 new partner organizations were revised and approved bringing the total number of partners from 65 to 77, which in addition to the 22 members of the MAC and the 4 Lead and Co-Leads bring the total number of 10YFP STP Actors to 103. The 10YFP STP Actors comprise the following categories: Governments (18%), International Organizations (10%), Non-governmental Organizations (32%), Academia (9%), Private Sector –business oriented/ for-profit- (17%), Private Sector –industry association, business organizations/ not-for-profit) (7%) and Experts -technical centers and service providers- (8%); and have the following geographical distribution: International (11%), Africa (14%), Asia-Pacific (15%), Eastern Europe (5%), Latin America and the Caribbean (22%), Western European and other (34%). Annex 2 presents the full list of 10YFP STP Actors.

CHALLENGES

The 10YFP STP Actors are very active organizations in the field of tourism with strong commitment to 10YFP STP’s vision and objectives. In various occasions, 10YFP STP Actors expressed their interest in gaining visibility through the 10YFP STP or getting endorsement for their ongoing activities by the programme. With a view to responding to the needs of 10YFP Actors, the programme engaged in the

development of the Portfolio and produced Guidance Documents aiming to operationalise the vision of the 10YFP Secretariat vis à vis the use of the 10YFP STP logo, the branding of events and the labelling of awards. Further streamlining these procedures would be of utmost importance to ensure that the programme runs with the speed required by its Actors. Moreover, the definition of clear measurable targets and their corresponding indicators for each of the Programme Work Areas would allow compiling information on the progress achieved by the activities included in the Portfolio in a consistent and scalable manner.

The dissemination of information on the existence of the 10YFP Trust Fund raised expectations of 10YFP STP Actors in terms of receiving financial support through the programme. As expected, the number of projects received through the call for proposals for the 10YFP STP (launched in August 2015) greatly exceeded the amount of funds available which only suffice to support 2,5% of the eligible project proposals. Additionally, the evaluation process required investing a considerable amount of efforts resulting in delays of over three months (the final selection of approved projects is expected to be approved by the 10YFP Board in April 2016). Refining the evaluation process would be beneficial for future occasions so that efforts can be better targeted; for instance on fundraising beyond the Trust Fund so that opportunities for the non-selected project proposals could be implemented. Timely and effective communication with the public on the selection process and the approved proposals will contribute to enhancing the visibility of the Trust Fund as a transparent mechanism.

The initiation of the flagship projects process also contributed greatly to raising the expectations of 10YFP STP Actors in terms of receiving funding. After the Flagship Projects Workshop, the three project consortia selected for wave 1 engaged in the improvement of their concept notes following the 10YFP Secretariat's recommendations. Additionally, a fourth project consortia was formed and initiated the development of a proposal for wave 2. The three project concept notes for wave 1 were presented by the consortia leaders to the MAC during its 3rd meeting. MAC members shared comments and concerns related to the lack of clarity of the flagship project process. In November 2015, the 10YFP Secretariat circulated a document titled "Roadmap for development of flagship projects for the 10YFP" only to the consortia leaders. Further guidance from the 10YFP Secretariat on the steps required to build flagship projects, the roles of each of the 10YFP STP Actors in the exercise (e.g. if endorsement from the MAC is required) and an update on the status of wave 1 concept notes are needed.

OUTLOOK 2016

- Defining clear targets and indicators for the Programme Work Areas that would allow consistent and scalable reporting, within the framework of the 10YFP and the SDGs
- Updating the Portfolio opening the 2016 exercise to all 10YFP STP Actors (i.e. Lead, Co-Lead, MAC and Partners) for the inclusion of new and ongoing initiatives and activities
- Identifying priority areas and defining a strategy to attract donor interest for 10YFP STP programme activities, in alignment with the overall 10YFP fundraising strategy
- Streamlining procedures to enhance visibility of the programme and to maximize activities on the ground by applying the Guidance Documents in an efficient manner
- Further dynamising social media platforms and dissemination of networking opportunities