

## Annex: Update on the 10YFP Sustainable Tourism Programme (10YFP STP)

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### Meeting Agenda

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#### Update on the 10YFP Sustainable Tourism Programme

Venue: Windhoek Country Club & Resort – Room: Oryx 1

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| 14:00 – 14:15 | 1. State of the affairs of the 10YFP Sustainable Tourism Programme (STP)  | Dr. Dirk Glaesser, Director, Sustainable Development of Tourism Programme, UNWTO  |
| 14:15 – 14:30 | 2. Integrating Sustainable Consumption and Production into Tourism Policies and Strategies: The Experience of Morocco   | Ms. Nada Roudies, Secretary – General, Ministry of Tourism, Kingdom of Morocco  |
| 14:30 – 14:45 | Questions & Answers   |   |
| 14:45 – 16:15 | <p>3.a. Break-out Working Group sessions: Brainstorming on 10 YFP STP Project Priorities and Monitoring &amp; Evaluation</p> <ul style="list-style-type: none"> <li>• Group 1: 10YFP STP Flagship Projects - Thematic Priorities and Potential Partnerships</li> <li>• Group 2: 10YFP STP Smaller Scale Catalytic Projects – Thematic Priorities and Screening Criteria</li> <li>• Group 3: 10YFP STP Monitoring &amp; Evaluation – Key Indicators and Methodologies</li> </ul> | <p>Facilitator: Virginia F. Trapa, Sustainable Development of Tourism, UNWTO</p> <ul style="list-style-type: none"> <li>• Group 1: Moderator: Ms. Jennifer Seif, Executive Director, Fair Trade Tourism</li> <li>• Group 2: Moderator: Ms. Deirdre Shurland, Coordinator, Global Partnership for Sustainable Tourism</li> <li>• Group 3: Moderator: Mr. Ronald Sanabria, Vice President Sustainable Tourism, Rainforest Alliance</li> </ul> |
| 16:15 – 17:00 | 3.b. Presentation and discussion of recommendations from the different working groups   | Facilitator: Virginia F. Trapa, Sustainable Development of Tourism, UNWTO   |

## 1. State of the affairs of the 10YFP Sustainable Tourism Programme (STP)

Building on the remarks on the transition to the 10YFP provided by C. Arden-Clarke, Acting Head of the 10YFP Secretariat, in the morning of 24 February 2015, Dr. Dirk Glaesser, Director of the Sustainable Development of Tourism Programme of UNWTO, presented the state of the affairs of the 10YFP Sustainable Tourism Programme (STP) to the Partners of GPST in his capacity of Focal Point of the Lead of the 10YFP STP.

In his introductory words, Dr. Dirk Glaesser acknowledged that ensuring the continuity of the experience, knowledge and partnerships generated by the GPST was as a priority for the 10YFP STP. He also presented the mission of the 10YFP STP and highlighted the potential of the one billion international tourists travelling the world each year to accelerate the shift towards Sustainable Consumption and Production (SCP).

*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 initial steps which led to the launch of the 10YFP STP on 5 November 2014 at World Travel Market were recalled and the GPST Partners were informed that constant communication is ongoing between the Lead and the Co-Lead organizations, which are the Ministry of Tourism of the Kingdom of Morocco, the Ministry of Ecology, Sustainable Development and Energy of France and the Ministry of Culture, Tourism and Sports of the Republic of Korea.

Further information was provided on preliminary activities ongoing as well as on the Governance of the Programme. The members of the Multistakeholder Advisory Committee were listed and the role of the 10YFP STP Partners was presented in detail as they can play an essential role by:

- Supporting 10YFP STP activities offering their time and expertise
- Attend workshops and partner meetings and use 10YFP STP tools
- Propose new activities, bring ongoing activities and scale-up activities
- Fulfill requirements to receiving support from the 10YFP Trust Fund for the implementation of catalytic projects, provided that the specific eligibility criteria of the Trust Fund are met and that the project proposal is selected
- Participate in the formulation and implementation of flagship projects
- Receive information on calls for proposals
- Share experiences and knowledge with the 10YFP STP community
- Advocate for 10YFP STP and gain international visibility

Organizations interested in becoming 10YFP STP Partners were invited to contact the 10YFP STP Coordination Desk ([stp10yfp@unwto.org](mailto:stp10yfp@unwto.org)).

The different areas of the programme of work of the 10YFP STP were explained detailing their rationale, objective and sub-programmes. There are four programme work areas (PWA):

- PWA1 - Integrating sustainable consumption and production (SCP) patterns in tourism related policies and frameworks

- PWA2 - Collaboration among stakeholders for the improvement of the tourism sector's SCP performance
- PWA3 - Fostering the application of guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders
- PWA4 - Enhancing sustainable tourism investment and financing for SCP

Lastly, the two different types of projects that the 10YFP STP intends to implement were defined and the importance of identifying key indicators to measure the impact of the 10YFP STP within the framework of the SDGs was highlighted.

The two different types of projects were tentatively defined as:

- Flagship projects: Multistakeholder joint effort for the formulation and fundraising in collaboration with the 10YFP Secretariat and the 10YFP STP with the following characteristics: Large scale; Regional geographic approach and wide impacts; Subject priorities to be identified; Involving partners and/or MAC; To be endorsed by the MAC.
- Catalytic projects: Projects to be mainly funded by the Trust Fund (target to launch the first call for proposals before the summer of 2015 for a total amount of USD 500,000) with the following characteristics: Small scale; Hands on and innovative, with potential to tackle critical issues in a short time and replicable (approx. 18 months); Subject priorities to be defined; Involving partners and/or MAC.

The latest information on the 10YFP STP is being tweeted @10YFP\_STP and can also be consulted here: <http://sdt.unwto.org/content/10yfp-sustainable-tourism-programme>. A Facebook page 10YFP Sustainable Tourism Programme is under construction.

## **2. Integrating Sustainable Consumption and Production into Tourism Policies and Strategies: The Experience of Morocco**

In her capacity of Focal Point of the 10YFP STP Co-Lead Ministry of Tourism of Morocco, Ms. Nada Roudies, Secretary General, shared the experience of Morocco with regards to integrating SCP into Tourism Policies and Strategies.

After a brief introduction which presented the importance of tourism in Morocco in terms of arrivals and economic impacts, Ms. Roudies reflected on sustainable tourism as a challenge and opportunity for the sector since tourism has the potential to act as a driving force for the mutual enhancement of the economic, social, cultural and environmental aspects of sustainability. She stressed the need for a holistic and systematic approach to sustainable tourism where sustainability is present at all levels of the life cycle of the tourism product.

The involvement of the Ministry of Tourism of Morocco as a proactive player in international processes related to sustainable tourism was emphasized and the various milestones recalled: Marrakech process in 2003; International Task Force on Sustainable Tourism in 2008; GPST in 2011; Transition from GPST to 10YFP STP in 2015.

The achievements of the GPST were highlighted, especially in relation to the support design and implementation of strategies in destinations addressing environmental, economic and social aspects of tourism, and with regards to the development of the sustainable tourism project screening criteria to embed sustainability aspects into project design and implementation. As the GPST was founded with the aim to transform the way tourism is done worldwide by promoting sustainability through clear policies, successful projects and the sharing of knowledge and experience, it provides an important foundation for the 10YFP STP.

With the objective to illustrate the different areas of the 10YFP STP with a practical tangible example on the ground, Ms. Roudies explained the work carried out for developing the Moroccan tourism strategy Vision 2020:

- Regarding 10YFP STP PWA1: The integrated strategy is based on rigorous and integrated analysis and has led to operational schemes and plans. Sustainability is at the heart of the strategy and elements related to SCP are integrated, e.g. the conservation of natural resources; responding to tourist's evolving social and environmental sensitivities; diagnosing the level of density of tourism; diagnosing environmental constraints per site; etc.
- PWA2: The strategy is a nationwide plan which involves 11 ministries, the private sector and civil society. It was conducted in a spirit of cooperation with the various stakeholders. The regional concertation exercises resulted in enhanced governance, the approval of specific road maps and action plans for each region and the creation (in progress) of the High-Commission of Tourism (with a dedicated Sustainable Development Commission) that will have as a mission to guide, monitor the overall strategy and ensure coordination.
- PWA3: A series of professional training programmes have been organized, which aim to (1) raise tourism businesses and operators' awareness on the importance of embracing sustainability and (2) build up their capacity for its implementation in their day-to-day activities.
- PWA4: Work is in progress to mainstream sustainability into tourism development investments and financing by bringing together a community of financing stakeholders (private sector companies, private investors and banks); designing appropriate incentives to foster sustainable tourism investment; easing access and tools and incentives for tourism SMEs through an appropriate set of financing packages.

To conclude, Ms. Roudies reiterated the commitment of Morocco to act together towards a shared collective goal, i.e. making tourism more sustainable. It is their endeavor to share their experience in contributing to the development of sustainable tourism; to mobilize technical expertise for the implementation of the 10YFP STP; and to disseminate good practices in the development of sustainable tourism and SCP patterns.

### 3. Working Group Sessions and Presentation and Discussion of the Recommendations

As an introduction, Ms. Trapa from the Sustainable Development of Tourism Programme of UNWTO and member of the 10YFP STP Coordination Desk, recalled how the implementation of projects had been highlighted in the morning by the French delegation as a key element of the GPST. She indicated how it is expected that the 10YFP STP can provide an optimal framework to continue this task, as project implementation has been identified as an operating mechanism of the 10YFP STP in addition to the implementation of the programme of work.

During the previous sessions the attendees had had the opportunity to learn about the structure and objectives of the 10YFP STP as well as its intended areas of work; the concepts of SCP had been reflected upon in a tangible manner during the presentation on the Moroccan experience; and the Caribbean flagship project had been presented. They were therefore invited to keep the elements above in mind in order to brainstorm about potential priorities for the development of projects within the framework of the 10YFP STP.

The attendees were split in three sub-groups focusing on 1) Flagship projects; 2) Catalytic projects; and 3) Monitoring and Evaluation. The groups were moderated respectively by Ms. Jennifer Seif, Executive Director, Fair Trade Tourism; Ms. Deirdre Shurland, Coordinator of the GPST; and Mr. Ronald Sanabria, Vice President Sustainable Tourism from Rainforest Alliance.

A panel discussion was subsequently organized to present the results to the audience involving the moderators and facilitator as well as Ms. Rachel McCaffrey, Head of Sustainable Tourism of the INTASAVE partnership and Mr. Charles Arden-Clarke, Acting Head of the 10YFP Secretariat.

The main conclusions/ recommendations are as follows:

1. Participants agree that flagship projects can bring added value to the 10YFP STP. However, further guidance on how to undertake these collaborative efforts is very much needed.
2. Flagship projects could cover an array of "traditional" sustainable tourism thematic areas such as planning, biodiversity conservation, cultural heritage, poverty alleviation, climate change, etc. Nevertheless, it would be crucial for these projects to integrate SCP which is at the core of the 10YFP STP with a view to accelerating the shift towards enhanced sustainability.
3. Catalytic projects although smaller in scale must have the potential for global reach or upscaling, the organizations implementing them shall be in a position to prove that they have experience to deliver and the projects must be able to produce measurable benefits.
4. Potential thematic areas which could be taken into account by the Catalytic projects are: research and awareness; turning policy into practical implementation; and marketing and communications.

5. Although the application of the GPST project screening criteria was not discussed in detail by the groups, there was a common agreement on the importance to continue using this tool within the framework of the 10YFP STP.
6. Defining measurements of success for the 10YFP STP (outcome level) is crucial as the programme will report to the ECOSOC via the 10YFP Secretariat. The existing expertise of the partner organizations could be very useful in this exercise to identify monitoring approaches which have proved successful on the ground.
7. As the Sustainable Development Goals (SDGs) are being defined, the 10YFP STP presents a good opportunity for the tourism sector to report (impact level) not only on the 3 SDG targets which are directly related to tourism (i.e. 8.9; 12.b; 14.7) but also cross cutting to both tourism and SCP.

Lastly, GPST partners were informed that their contributions to the 10YFP STP programme of work would be requested in due course as the draft has to first include the inputs from Lead, Co-Leads and MAC members.

To conclude, the Coordination Desk expressed its will to work jointly with all the participants in the coming years and reiterated its availability to receive enquiries from partners anytime at the following address [stp10yfp@unwto.org](mailto:stp10yfp@unwto.org)

## 4. Closing Remarks

Closing remarks were provided jointly by the representatives from the Government of Namibia, GPST, the 10YFP Secretariat and the 10YFP STP.



From left to right: Mr. Arden-Clarke, 10YFP Secretariat; Ms. Mihee Kang, Representing the Government of the Republic of Korea as Co-Lead of the 10YFP STP; Dr. Dirk Glaesser, Representing UNWTO as Lead of the 10YFP; Ms. Nada Roudies, Representing the Government of Morocco as Co-Lead of the 10YFP STP and former Chair of the GPST; Mr. Etienne Coffin, Representing the Government of France as Co-Lead of the 10YFP STP and former Vice Chair of the GPST.