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Madrid, 14-15 October 2008  
Provisional agenda item 11(b)

### **AFFILIATE MEMBERS**

#### **(b) Inclusion of tourism in the United Nations Global Compact**

#### **Note by the Secretary-General**

The Secretary-General presents to the Members of the Council a note on the application of the United Nations Global Compact initiative to the UNWTO, and a letter of support from the United Nations Secretary-General.

## **AFFILIATE MEMBERS**

### **(b) Inclusion of tourism in the United Nations Global Compact**

The UN Global Compact is a framework for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, the environment and anti-corruption. As the world's largest, global corporate citizenship initiative, the Global Compact is first and foremost concerned with exhibiting and building the social legitimacy of business and markets.

The Global Compact is a voluntary initiative with two objectives:

1. to mainstream the ten principles in business activities around the world
2. to catalyze actions in support of broader UN goals, such as the MDGs

To achieve these objectives, the Global Compact offers facilitation and engagement through several mechanisms: Policy Dialogues, Learning, Local Networks, and Partnership Projects.

Tourism is not merely a major economic sector; it is one of the mainstays of international trade, where it is also a dynamic catalyst for many other sectors. Its role in environmental protection, in preserving biodiversity, in conserving cultural heritage, in promoting mutual understanding among peoples and peace among nations, is highly significant. Moreover it is a massive job creator with a particularly important role in building infrastructure and market opportunities in local communities in poor and developing countries.

The World Community is facing continuously evolving challenges of balanced globalization, climate neutral sustainability and equitable socio-economic growth and Tourism can play a very positive role. UNWTO and the Global Compact Office have jointly agreed to create a special programme for the Tourism Sector that builds on the aligned principles of the Global Compact and the Global Code of Ethics.

TOURpact.GC is a voluntary initiative open to Companies, Associations of Companies and other Tourism Stakeholders who are Affiliate Members of UNWTO and who register their participation. It is complimentary to other corporate and public private partnership initiatives.

Participating entities will make four Commitments:

1. To embrace the Principles of the initiative, which will be drafted on the basis of the UN Global Compact principles and the UNWTO Global Code of Ethics
2. To promote their awareness and implementation with business partners, in their supply chain, with customers and staff
3. To use the logo and the collateral in their corporate social responsibility campaigns along the lines set up by the logo policy
4. To report annually on their plans and progress

TOURpact.GC will help to drive a responsible tourism business agenda. We are committed to assist Tourism Companies and their Associations to make a valuable contribution to the countries and cultures in which they operate, to their customers, their shareholders and future generations. To this end we will promote the sound framework of Global Compact engagement models and the UNWTO ST-EP and Davos Declaration Process.

TOURpact.GC is not about enforcement or assessment. It is rather designed to stimulate change, promote good corporate citizenship, encourage innovative solutions and add value to partnerships. It will call for transparent and public reports, using, as far as possible, the “Communications On Progress” methodology as developed by the UNGC on progressive improvement in order to identify best practices.

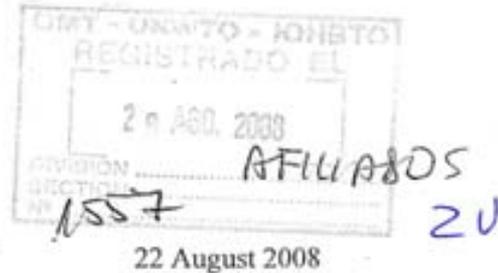
The complex interfaces within tourism markets and supply chains call for widespread coordination between institutions at local national and international levels, if quality products and services are to be delivered. This is even more challenging in poor countries, developing markets and small island states.

TOURpact.GC seeks to strengthen these links through partnerships in the spirit of the Millennium Development Goals.

TOURpact.GC will be administered by UNWTO in Madrid. It will put in place an Advisory Board formed by corporate leaders and other stakeholders in order to support the worldwide expansion of the initiative.



## ANNEX 1



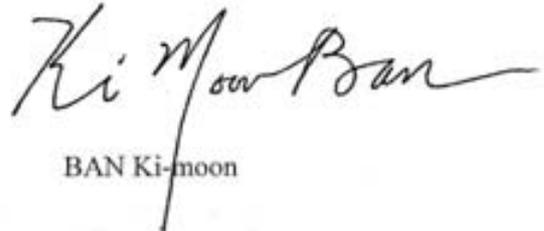
Dear Mr. Frangialli,

Thank you for your letter dated 26 May 2008, in which you share with me your concrete demonstration of support for the United Nations Global Compact.

I welcome the joint WTO-Global Compact initiative to launch the first Industry Sector Network. I trust this innovative approach in the area of tourism will prove to be a successful model capable of replication in other industry sectors.

I have asked Mr. Georg Kell of the Global Compact Office to contact your office about the Global Compact Inter-Agency Team.

Yours sincerely,



BAN Ki-moon

Mr. Francesco Frangialli  
Secretary-General  
World Tourism Organization  
Madrid