

WORLD TOURISM ORGANIZATION

**EXECUTIVE
COUNCIL**



CE/85/12(c)
Madrid, April 2009
Original: English

Eighty-fifth session
Bamako, Mali, 7 and 8 May 2009
Provisional agenda item 12(c)

AFFILIATE MEMBERS

(c) 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.

AFFILIATE MEMBERS

(c) Inclusion of tourism in the United Nations Global Compact

1. In recognition of the role that tourism can play in addressing the worldwide challenges of the Millennium Development Goals and balanced globalization, climate neutral sustainability and equitable socio-economic growth, UNWTO announced *TOURpact.GC*, a joint initiative with the Global Compact on World Tourism Day, 27 September 2008. The UN Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption¹. As a network of public-private partnerships, *TOURpact.GC* would advance Corporate Social Responsibility (CSR) within the tourism sector by bringing together tourism enterprises and associations committed to generating social, economic and environmental benefits for host communities and cultures, based on the aligned principles of the Global Compact and the UNWTO Global Code of Ethics.

2. The purpose of *TOURpact.GC* will be to help to drive a responsible tourism business agenda. It will assist tourism businesses and associations to make a valuable contribution to the countries and cultures in which they operate, for both the short and long term. It will promote the principals of the Global Compact engagement models and the UNWTO ST-EP Programme and Davos Declaration Process. It is designed to stimulate positive change, promote good corporate citizenship, encourage innovative solutions and add value to partnerships.

3. *TOURpact.GC* will engage membership by offering tourism businesses the opportunity to participate in a unique alliance comprising of United Nations agencies and leading international private sector enterprises. It will be a global initiative that is voluntary and open to all enterprises within the sector. It will assist members to develop the practical framework for strategically integrating CSR strategies into business protocol via the implementation of: codes of conduct; management instruments and accounting/reporting processes and standards.

4. Benefits for members will include the opportunity to: share best/innovative practices to advance practical solutions and strategies to common challenges; advance sustainability solutions in partnership with a range of stakeholders and receive access to UN intelligence and resources on sustainability and development issues.

5. Based on these principles, UNWTO has been developing a joint action plan for the initiative with Global Compact, following the last meeting of the Executive Council. 100 leading global players have been identified as potential *TOURpact.GC* partners, of whom a base group of approximately 30 have confirmed involvement. There are also 220 tourism businesses within the Global Compact network that potentially could be key partners in *TOURpact.GC*.

6. Moving forward, it is planned that a draft of the collaborative plan of activity will be discussed with Global Compact in May 2009. Based on the conclusions reached at this meeting, a project development strategy outlining the technicalities of how the initiative will be implemented, as well as UNWTO commitments and Member involvement will be finalised by September 2009.

¹ For more information, please consult the UNGC webpage: www.unglobalcompact.org