

Executive Council

Eighty-eighth session
Puerto Iguazú, Argentina, 6-8 June 2010
Provisional agenda item 6(b)

CE/88/6(b)
Madrid, April 2010
Original: English

UNITED NATIONS SYSTEM ACTIVITIES

(b) New Institutional and Corporate Relations Programme and the inclusion of tourism in the United Nations Global Compact (UNCG)

1. In the broader scope of relations and activities with the UN System as well as with other international and regional organizations, UNWTO is seeking to strengthen those existing linkages and, in turn, utilize them to both improve and increase its current resource base. UNWTO has introduced a new Programme for Institutional and Corporate Relations (ICR) to support this endeavour. The objectives of the Programme are to (i) develop strategic partnerships with the private sector and civil society; (ii) build alliances with other organizations on the global and regional levels; (iii) position UNWTO as an attractive partner; (iv) strengthen the coordination ties within the UN system; (v) support the development of innovative funding mechanisms for Member States and (vi) boost the financial resources available for the implementation of the programme of work of the Organization so as to strengthen UNWTO's capacity to deliver meaningful programmes promoting the economic importance of tourism as a means for stimulating development, investment, jobs creation, growth generation, and ultimately helping to achieving the MDGs.

2. TOURpact.GC is a UNWTO and UN Global Compact (UNGC) joint pioneer initiative responding to the MDG8: Partnerships for Development; encouraging successful partnerships that lead to good Corporate Citizenship. The objective is to build a network of business leaders and tourism stakeholders for advancing Public-Private Partnerships (PPP's) that lead to Corporate and Social Responsibility (CSR) and sustainability in tourism. It will demonstrate the leadership of key global tourism players and the industry's capacity to create jobs, wealth and sustainable local economies' growth, while helping to achieve the Millennium Development Goals (MDGs).

3. UNWTO is engaged with the UNGC in developing jointly with all UN Agencies and Programmes a UN Business website, aimed at mobilising resources from the corporate world. UNWTO has the competitive advantage of being an attractive UN partner for partnering with corporations. UNWTO plans to participate in the Bi-Annual Global Compact Summit in June 2010 in New York.