The 10YFP Sustainable Tourism Programme:

Policies to Implementation, Partnerships and Results

Helena Rey de Assis
Tourism & Environment Programme Officer

Expert Group Meeting on Sustainable Tourism:
Ecotourism, Poverty Reduction and Environmental Protection

United Nations Secretariat, New York
29-30 October 2013
Sustainable Consumption and Production

Promote increasing resource efficiency and sustainable lifestyles

Understanding drivers for consumption

Identifying obstacles & opportunities

Influencing and advancing sustainable consumption and production patterns

Improving process, products and services
  ➔ business

Enabling infrastructure and policy framework
  ➔ governments

Creating awareness, dialogues and reflection
  ➔ consumer groups
UNEP Tourism Programme - Activities

10YFP Secretariat

“Sustainable tourism including ecotourism” Programmes

Project design, implementation and monitoring; Uniting stakeholders

Consumers and sustainable choices

Green Passport Campaign

Sustainable Tourism

Minimizing food wastes; Responsible purchasing

Global Food Waste Campaign

Global Partnership for Sustainable Tourism
The Global Partnership for Sustainable Tourism

MISSION

To transform the way tourism is done worldwide, by promoting sustainability through clear policies, successful projects and the sharing of knowledge and experience.

Adding Value Through....

- **Convening Power**
  Bringing together tourism stakeholders: public & private sectors, NGOs, UN agencies, donors, etc.

- **Results-based Project Implementation**
  Monitoring and evaluating projects, endorsing the most innovative and transformative for seed and donor funding

- **Knowledge to Solutions**
  training and access to the best available knowledge, solutions
Global Partners

Network of 90 Partners Worldwide...

Categories:
- Not-for-Profit Organizations: 27%
- Government/Local Authorities: 40%
- Private Sector: 23%
- Honorary: 10%

Composition:

Global Action for Sustainable Consumption and Production

UNEP

BMZ

Federal Ministry for Economic Cooperation and Development

Ministry of Environment

MINISTRY OF ENVIRONMENT

UNIDO

OECD

theTravel Foundation

calling for places we love to visit

WORLD TRAVEL & TOURISM COUNCIL

UNCTAD

Rainforest Alliance

Fair Trade in Tourism

South Africa

RETOISA

Associação brasileira das operadoras de turismo

The International Ecotourism Society

Secretariat
The Global Partnership for Sustainable Tourism
What We Do

Projects
- Development
- Screening
- Monitoring

Tech Assistance
- Workshops
- Advice & Advocacy
- Fundraising

Networking
- Annual Conference
- Regional Website

Coffee Break
16:00 – 16:30
What is the 10-Year Framework of Programmes (10YFP)?

It is a **global framework** of action to enhance international cooperation to **accelerate the shift** towards Sustainable Consumption (**SCP**) and Production in both developed and developing countries.
Tourism as bridge between consumption and production
10YFP Organisational Structure

ECOSOC
Interim reporting body

Board

Secretariat (UNEP)

National & Stakeholders Focal Points

UN interagency coordination group

PROGRAMMES
- Multi stakeholder
- Supporting implementation of regional and national SCP initiatives / projects
  - Consumer information
  - Sustainable lifestyles and education
  - Sustainable public procurement
  - Sustainable buildings and construction
  - Sustainable tourism, including ecotourism
  - Future approved programmes

Trust Fund
administered by UNEP

1) Providing general support to the 10YFP, and
2) supporting national and regional SCP activities and implementation

SCP dialogues, initiatives & roundtables at all levels
- International
- Regional / Sub-regional
  e.g. Switch Asia
- National
  Sub-national and local

Information and knowledge platform: Global SCP Clearinghouse, outreach & communications (web, newsletter), research, etc.
Inter-Agency Coordination Group established (May 2013)

Ensuring UN cooperation in the implementation of the 10YFP

19 Agencies:

- UNDP
- UNU-IAS
- UNEP
- UNCTAD
- UNESCO
- FAO
- UNOPS
- UNICEF
- UN-Habitat
- World Food Programme
- ESCWA
- UN Women
- UNIDO
- UN Women
- UNCTAD
- UNWTO
- ILO
108 countries have nominated their national focal points

Role:

• Promote 10YFP vision, objectives and goals
• Share and disseminate best practices
• Enhance inter-ministerial and multi-stakeholder coordination
• Support national 10YFP programme implementation (i.e. national rdt, projects, research, etc).
• Feedback on reports and requests to & from the 10YFP Board & Secretariat
• Prepare &/or submit national proposals to the Trust Fund
• Enhance national coordination & cooperation

• Ensure cooperation with focal points, secretariat, tourism stakeholder to develop national and regional sustainable tourism programmes
## Roadmap: Developing the Sustainable Tourism Programme

**STEP 1**  
**Stock Taking & Consultations**  
<table>
<thead>
<tr>
<th>Event Description</th>
<th>By When?</th>
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</thead>
<tbody>
<tr>
<td>Regional Consultation in Southern Africa</td>
<td>August 15th 2013</td>
</tr>
<tr>
<td>Establishment of Sustainable Tourism Advisory Group</td>
<td>November 2013</td>
</tr>
<tr>
<td>Fundraising for consultations and programme concept</td>
<td>Sept - Nov 2013</td>
</tr>
<tr>
<td>Regional Consultation in Asia Pacific</td>
<td>Jan 2014</td>
</tr>
<tr>
<td>10YFP Global Consultation Process Survey</td>
<td>July – November 2013</td>
</tr>
</tbody>
</table>

**STEP 2**  
**Advisory Group develops programme proposal**  
<table>
<thead>
<tr>
<th>Event Description</th>
<th>By When?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review of programme proposal by a group of experts</td>
<td>Jan 2014</td>
</tr>
</tbody>
</table>

**STEP 3**  
**Submission of template for on-line final comments**  
<table>
<thead>
<tr>
<th>Event Description</th>
<th>By When?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission of template to partners and public review</td>
<td>Feb 2014</td>
</tr>
</tbody>
</table>

**STEP 4**  
**Secretariat validates and Board takes note**  
<table>
<thead>
<tr>
<th>Event Description</th>
<th>By When?</th>
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</thead>
<tbody>
<tr>
<td>Secretariat revises proposal and final version is presented to the 10YFP Board to take note before launch</td>
<td>Mar 2014</td>
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</tbody>
</table>

**STEP 5**  
**Launching & implementation**  
<table>
<thead>
<tr>
<th>Event Description</th>
<th>By When?</th>
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</thead>
<tbody>
<tr>
<td>Fundraising strategy for implementation</td>
<td>January 2014</td>
</tr>
<tr>
<td>Launching of the Programme [TBD]</td>
<td>June 2014</td>
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<tr>
<td>Distribution Network</td>
<td>Reach</td>
</tr>
<tr>
<td>-------------------------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>UNEP-DTIE: Tourism &amp; Environment Programme (including the network of the Global Partnership for Sustainable Tourism)</td>
<td>266</td>
</tr>
<tr>
<td>10YFP Secretariat (UNEP) to 10YFP national focal points</td>
<td>68</td>
</tr>
<tr>
<td>UNWTO: member states</td>
<td>162</td>
</tr>
<tr>
<td>: Affiliate members</td>
<td>400</td>
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<tr>
<td>Secretaría de Integración Turística Centroamericana (SITCA) - Redes Centroamericana de Comunicación Turística Gobierno-Sector Privado (GBN) &amp; Central American Tourism Business Network (RETCA)</td>
<td>1,200</td>
</tr>
<tr>
<td>Fair Trade Tourism (South Africa)</td>
<td>26</td>
</tr>
<tr>
<td>Regional Tourism Organization for Southern Africa (RETOSA) – member states</td>
<td>15</td>
</tr>
<tr>
<td>Rainforest Alliance network</td>
<td>2,306</td>
</tr>
<tr>
<td>Caribbean Tourism Organization (member states)</td>
<td>32</td>
</tr>
<tr>
<td><strong>TOTAL REACH</strong></td>
<td><strong>4,475</strong></td>
</tr>
<tr>
<td><strong>380 Responses Received</strong></td>
<td><strong>8.5%</strong></td>
</tr>
</tbody>
</table>
2013 Global Sustainable Tourism Survey
Respondents By Organization Type

- Government
- Business
- NGOs or Not-for-Profit
- No response
- Academia
- National Cleaner Production Centers
- United Nations
- Ministries - Tourism, Environment etc.

Companies

Ministries - Tourism, Environment etc.
2013 Global Sustainable Tourism Survey

Respondents by Geographic Scope of Operations

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>25%</td>
</tr>
<tr>
<td>Africa</td>
<td>21%</td>
</tr>
<tr>
<td>Latin America &amp; the Caribbean</td>
<td>20%</td>
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<tr>
<td>Asia Pacific</td>
<td>18%</td>
</tr>
<tr>
<td>All Regions</td>
<td>16%</td>
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</tbody>
</table>
Main Barriers to Sustainable Tourism
(Cited as “Underlying Causes”)

All Regions
(Europe, Africa, Latin America/Caribbean, Asia-Pacific)

- Low levels of understanding of "sustainable tourism" & the business case
- Lack of an integrated approach to tourism planning & investment
- SMEs have limited access & marketing capacity
- Sustainable products and services are not promoted at the destination
- Lack of capacity in public sector
- Lack of M&E policy/mandate for evaluating tourism impacts
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(Cited as “Underlying Causes” by Region)

- Low levels of understanding of "sustainable tourism" & the business case
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- Lack of M&E policy/mandate for evaluating tourism impacts

Regions: Europe, Africa, Latin Amer/Car, Asia-Pacific
Priorities for Key Working Areas
(All Regions)
# Priority Work Areas

*(Source: 2013 Global 10YFP Sustainable Tourism Survey)*

## PRIORITY WORKING AREAS

<table>
<thead>
<tr>
<th>Area</th>
<th>Europe</th>
<th>Africa</th>
<th>LAC</th>
<th>Asia-Pacific</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TOURISM/DESTINATION PLANNING</strong></td>
<td></td>
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<tr>
<td>Developing and implementing pilot or demonstration projects</td>
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<tr>
<td>Strengthening inter-sectorial linkages (e.g. between tourism and agriculture, transport, infrastructure etc.)</td>
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<tr>
<td>Integrating key themes (e.g. poverty alleviation, biodiversity, ICZM, resource efficiency etc.) into tourism destination planning and management</td>
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<tr>
<td>Developing or updating sustainable tourism policies, strategies and plans</td>
<td>■</td>
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<tr>
<td><strong>TOURISM INVESTMENT</strong></td>
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<tr>
<td>Promoting Sustainability in Tourism Investment, Incentive &amp; Due Diligence</td>
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<tr>
<td>Improving access for local SMEs to financial investments and resources</td>
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<tr>
<td>Use of sustainability or environmental tools for investment decision-making (e.g. standards, certification)</td>
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<tr>
<td><strong>TOURISM MONITORING &amp; EVALUATION</strong></td>
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<tr>
<td>Baseline indicators (i.e. environmental and socio-economic indicators for measuring impacts)</td>
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<tr>
<td>Institutional requirements for monitoring and evaluation (e.g. responsibility, authority)</td>
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<tr>
<td>Consumer awareness raising campaigns (e.g. “Green Passport”, waste management etc.)</td>
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<td>Stakeholder management and engagement</td>
<td>■</td>
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<tr>
<td><strong>TOURISM OPERATIONS &amp; MANAGEMENT</strong></td>
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<tr>
<td>Maximizing opportunities in tourism value chains, developing sustainable products &amp; services</td>
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<td>Making the business case for sustainable tourism</td>
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Thank you!

For more information, visit our website:

http://unep.org/10yfp

And the Global SCP Clearinghouse:

http://www.scpclearinghouse.org/

For more information, contact the 10YFP Secretariat:

10yfp@unep.org