



European Commission DG Enterprise CIP



FAST-LAIN Project 2012

FAST LAIN DELIVERABLE

FASTLAIN Policy Paper II - Contribution to the EU 2012 Report to the UN-WSSD follow-up Process
– Mapping Tourism Sustainable Development in Europe

FIDANZA REPORT

20) Encourage joint promotional actions at major international events or large-scale tourism fairs and exhibitions.

Taking note of the above proposal, this paper follows the research to market approach of the overall FAST-LAIN project to assess policy coherence and implementation issues that arise when developing policy relevant research to market innovation processes. In this case it was monitoring the policy-based Rio+20 event in Brazil linked to the market based London Olympics 2012, which were held within 6 weeks of each other. The Agenda 21 policy line on Peace and Security was used to assess the policy coherent links that could be developed between the two via a green economy and peace through tourism initiative that enabled tourism stakeholders the opportunity to showcase their sustainable & responsible tourism offers during the Games.

At the end of the proposal you can find an update and conclusions to this action. Please note this second policy paper related to the

FASTLAIN Policy Paper I = Contribution to the EC 2011 Evaluation of an Agenda for a Competitive and Sustainable Tourism

<http://destinet.eu/resources/...-various-target-groups/fastlain-policy-paper-i-contribution-ec-2011-evaluation-agenda-competitive-and>

Document address

<http://destinet.eu/resources/...-various-target-groups/fastlain-policy-paper-ii-contribution-eu-2012-report-un-wssd-follow-process>



Taking Europe's Small Businesses to the Global Stage

– A Mosaic of the Global Green Economy *encompassing Sustainable Tourism*

Excellence in European Tourism - Leading by Example in

Responsible, Sustainable & Competitive Tourism

Proposal to the Secretariat General of the European Union via the Cabinet of Mr A Tajani,

Vice President of the European Union, and Tourism Unit of DG Enterprise, via Director Mr P Ortun.

From: Ecotrans – DestiNet Executive UN Type II Partnership

Prepared by: Gordon Sillence, Executive Director

5th October 2011

Summary

Thinking on the level of helping to shape the global economy to meet current world-wide challenges, and then planning to use large-scale events to mainstream peace, responsibility and sustainability messages, this paper presents a clear strategy to build a showcase *European Mosaic of Responsible, Sustainable and Competitive Tourism*. This mosaic would model a solutions-based approach to restructuring the global economy, using tourism sectors' cross-cutting socio-economic power as an instrument for sustainable development, as well as ensuring the sustainability and competitiveness of the European tourism offer on a global stage in an uncertain future. It calls for a European team to work together to shape an international sustainable tourism campaign around the European content of the *DestiNET Sustainable Tourism Portals' Atlas of Excellence*, including the Commission's own EDEN destinations, in preparation for the UN Agenda 21 Rio+20 event in June next year, followed by the London Olympics in July-August 2012.

Introduction: Policy Coherence Aligned to Market Opportunities

Helping to shape the next ten years of global policy-making at Rio+20, this proposal deals with a decade of policy and market developments in the field of sustainable tourism, providing a contribution to planning actions centred on Agenda 21/SDS follow through at Rio+20 and the London Olympics next June and July 2012. The UN has set the agenda of Rio +20 to focus on the two key themes – the *Green Economy* and *Institutional Change*. To face multiple challenges of economic and social instability, increasing levels of violence and civil wars, climate change, etc, the concept of a peace-based, knowledge-driven green global economy will be a strong feature of Rio+20, as will the value system of good governance. The EU has been a leading force in many respects on these issues, being founded on the concept of forging European peace, creating a global knowledge economy for its businesses and citizens, and heading the world in terms of certified green tourism businesses and protected area networking, within the framework of its own SDS good governance process.

This proposal to deliver a strategic action linking peace, responsibility and sustainability to the competitiveness of European tourism for next June (3rd - 6th) in Brazil is based on the authors' previous engagement in WSSD in Johannesburg in 2002 when working as a Commission staff member of DG Enterprise Tourism Unit alongside the EU team of 50 people listed to attend, and now acting as executive director of the DestiNet Sustainable Tourism Portal UN Type II Partnership. See www.destinet.eu.

As part of a synthesis of a decade of the Agenda 21/EU SDS implementation efforts of UN, EU, national, regional, local governments, global businesses, NGOs and other civil society groups - all working on sustainable development issues, this action is designed to meet the Commission's long

term policy coherence to follow through on European WSSD commitments, bringing coherence to the European approach towards international issues. At the same time it provides support for a number of existing Commission initiatives by creating synergy through their combination.

Taking Europe's Small Businesses to the Global Stage – Showcasing the European Knowledge Base

The frameworks of both the green economy and institutional change discussions taking place in the run up to Rio+20 will both be better informed through the action Taking Europe's Small Businesses to the Global Stage – A Mosaic of the Global Green Economy. Using tourism activity as a motor for the green economy and institutional change, the aim would be to develop a European mosaic of responsible, sustainable and competitive tourism as part of the European Contribution to Rio+20 and the London Olympics.

Guided by SDS I & II implementation policy lines, the European Environment Agency followed through on the WSSD by creating a UN Type II Partnership with the UN WTO, UNEP and the Ecotrans Network for Sustainable Tourism Development, with the aim of building a portal for sustainable tourism knowledge networking to achieve the WSSD plan of implementation. In 2005, the Portal was further specified in DG Enterprises' innovation in tourism process as a knowledge networking tool to develop learning areas and regional clusters in the field of tourism-based sustainable consumption and production. Now the Portal has been through an 8 year development cycle, is operating at a global scale, and is host to the Commissions' latest efforts in the field of sustainability and competitiveness to develop a European-level virtual tourism observatory concept and on-the-ground, working regional tourism innovation clusters in Europe.

In March 2011 the DestiNet Portal team demonstrated a complete supply chain mosaic of sustainable tourism at Berlins ITB¹. Currently the Portal houses a growing list of 387 European examples of certified and awarded sustainable tourism products and services in its *Best Practice Atlas of Excellence* (the worldwide database contains over 500 examples). Included in this are 70 EDEN award winners - shortly to be updated to list all 98 current winners. This forms the world's leading best practice knowledge base to showcase how Europe is contributing to sustainable development in the field of sustainable tourism.

Promoting the Mosaic of Europe's Hidden Treasures of Excellence

¹ <http://destinet.eu/tools/foI703514/foI588962/travelmoledestinet-sustainable-tourism-awards/vestas-itb-2011-presentation>

Under the heading '*Taking Europe's Small Businesses to the Global Stage – A Mosaic of the Global Green Economy*', a map of Europe's best certified and awarded tourism destinations, products and services can be developed and then showcased at Rio+20 and the London Olympics. The European offering of peaceful, green, diverse tourism destinations of excellence can be broadcast by taking the EDEN Brand to the international market place at these two events alongside other certified and awarded European tourism products and services, such as the EU Flower and its application in the accommodation sector. DestiNet, EDEN, Rio+20 and the Olympics bring the theme of Excellence together, and the temporal coincidence of the two globally significant events next year offers great potential.

In order to realize this action, the following promotional ideas can be implemented:

- 1) This knowledge can be attractively displayed as a stand with promotional paper-based and audio-visual material, and delivered at the Rio+20 event.
- 2) A series of short commercial style video adverts for EDEN destinations can be made, linking destinations of excellence to relevant Olympic athletes and prominent politicians supporting tourism, culture, peace and sporting initiatives (cf Hungarian president, Lord Sebastian Coe).
- 3) A workshop at Rio+20 can be held on the theme of sustainable and competitive business development based on tourism, showcasing European examples of excellence throughout the overall tourism supply chain and in destination good governance.
- 4) A short video on the role of tourism in creating peace can be made, showing Europe as having benefitted from 50 years of peace, and calling for a peaceful global world in which all nations and their citizens can benefit from better tourism business the world over.
- 5) A partnership strategy can be used to broadcast the materials in Rio and then in London. Partners would include media, tourism business stakeholders, NTOs, NGOs and global institutes.

SDS International Dimension - Planning to Mainstream Sustainable Tourism at the London 2012 Olympics – Prosperity through Peace for People in Need

The key messages of Johannesburg were based on the slogan 'People, Prosperity and Planet', moving the narrower initial focus of sustainable development on environment to include broader socio-economic and cultural sustainability. Ten years on, we have identified that a peace-based global economy can deliver 2 trillion dollars a year to the global economy with a 25% reduction in conflict². It is this money that could be used to construct a framework of sustainable tourism

² <http://www.visionofhumanity.org/info-center/global-peace-index-2011/>

development that would then be fleshed out with agricultural, industrial, energy and transport sustainability innovations around the global to local tourism supply chain and destination management infrastructure.

The process to achieve this this would involve helping make the London Olympics a time of global peace – using those 16 days of peace during the Olympic competition as a contribution to realize the Millennium goals, and to celebrate the best of human nature whilst creating a unique European-based business opportunity for global responsible/sustainable tourism in participating countries. If linked to Rio+20, the London 2012 Games will open the floodgates of cultural understanding and exchange in the spirit of the Millennium Declaration. A tourism bonanza can be created during the Olympic media coverage of each country, to put responsible and sustainable tourism businesses and destinations from Africa, Asia, Latin America and elsewhere on the international consumer map³. Since the majority of the Worlds tourists come from Europe, this action would benefit both European citizens as visitors and host countries as global destinations. In the spirit of making the European contribution to tourism activity and development more responsible, sustainable and competitive, each participating country can profile its responsible/sustainable tourism offers in an Olympic showcase of the best that country has to offer on a safe and welcoming global tourism trail. This second map (alongside the map of European Destinations of Excellence) will be created for the Rio+20 event and as preparation for the Olympics, aiming to show how the Agenda 21/WSSD sustainable tourism process is developing globally, and then take it to mainstream markets.

Two specific actions to achieve this would be:

- Support for a Responsible & Sustainable Tourism Business & Destination Support Travel Initiative - showcasing community-based responsible and sustainable tourism best practice offers next to a country's Olympic icons. Responsible tourism can be targeted at the poorest nations of Earth to give a boost for local communities to benefit from global tourism opportunities for economic, cultural and environmental recovery.
- Support for the VISTAS Peace through Tourism Award⁴ – an international award to highlight those countries which works most towards to Peace, with the aim of developing the peace-based green global economy.

³ <http://destinet.eu/topics/sustainable-consumption-and-production/peace-through-tourism/london-2012-olympic-peace-campaign-peace-through-tourism>

⁴ <http://destinet.eu/tools/foI703514/foI588962/travelmoledestinet-sustainable-tourism-awards/>

- Use the Global Peace Index⁵ as the basis for monitoring the Olympic peace after Rio+20, as a practical outcome of Rio +20.

Next Steps

As the UN Type II DestiNET partnership executive body, ECOTRANS as partnership executive directors are asking the Commission to consider this proposal and support the development of the initiative within the competence of the Sec Gen's overview of: the Rio+20 preparation process; the EUs international role and obligations to the UN and other international groups; the EC SME competitiveness and innovation policy (including the continued development of the EDEN network); the further development of coherence between sports, culture, tourism, environment and technology; and the synthesization of current EU policy-programme-implementation processes.

Conclusion and Update - Post Rio +20 Follow-up developments

In conclusion to this paper, it is clear that in the build up, during Rio and in post Rio dialogues that tourism was not high on the sustainable development agenda of national governments at the international level, and did not receive much attention from the business or NGO communities either. That the proposed actions in this paper did not get the necessary support revealed a broader lack of policy follow up on the SDS II issues within the Commission as a whole. Furthermore, the weak UN outcome of Rio + 20 and the swing away from toward governmental capacity to implement the Millennium Development Goals 2015 targets towards business and civil society CS&ER partnership and networking implementation processes requires reflection as to how to European tourism stakeholders will be impacted by -or can find opportunities in - the post Rio+20 follow up actions and socio-economic environment, and what role do European stakeholders have to play, now that peace and security will be placed on the global Agenda from 2015 alongside economic, environmental and socio-cultural concerns.

A more positive outcome of the FAST-LAIN Rio+20 process is that the post-Rio follow messages was one that in view of the above discussion, government administrations should take on a more enabling role for civil society and business efforts. This has opened the door to the need for multi-stakeholder dialogue to determine how administrations need to interact with all stakeholders. The EEA played a positive role at Rio +20, and as original founders of the UN Type II partnership were able to see how the FAST-LAIN action has improved the Portal's capacity to act as a European-level knowledge networking platform. This alone would place the DestiNet Portal in a strong position to

⁵ <http://www.visionofhumanity.org/info-center/global-peace-index-2011/>

manage the multi-stakeholder dialogue on the subject of sustainable & responsible tourism over the next decade for the EEA stakeholders interested in tourism..

In relation to this CS &ER theme and as part of the project networking outcomes, a [DestiNet Innovation Group](#) has been established, joining four major European civil society tourism and conservation networks together - Ecotrans, the EDEN Association, Marine & Coastal Conservation EUC and Alpine Pearls. This group strengthens the overall DestiNet based European Tourism Knowledge & Innovation Community, which, importantly links to the FAST-LAIN international project supporters ie the EEA, ETC UNEP & UNWTO. As such the Innovation Group will undertake the Tourism KIC (Knowledge & Innovation Community) process operating on a European wide basis, with the four networks covering all member states.

Please contact Gordon Sillence or Herbert Hamele to discuss this report further.
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