



DELEGATES BRIEFING PAPERS



WORLD TOURISM ORGANIZATION
ORGANISATION MONDIALE DU TOURISME
ORGANIZACION MUNDIAL DEL TURISMO
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ
مؤسسة السياحة العالمية

ETC–UNWTO Symposium

Tourism & Travel in the Green Economy

A Contribution to the Davos Process on Climate Change and Tourism

14-15 SEPTEMBER 2009 – GOTHENBURG, SWEDEN

In collaboration with

Visit 
Sweden



se2009.eu



With the participation of the
European Commission

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Please note that further background information, presentations and papers can be found in the ETC`S Climate Change and Sustainable Tourism Learning Area on the DestiNet Sustainable Tourism Information Portal

<http://destinet.ew.eea.europa.eu/topics/climate-change>

Symposium Hosts - Visit Sweden

"VisitSweden is proud to host the Gothenburg Symposium raising climate change as a globally vital question among a unique range of stakeholders. For Sweden, as well as for other countries, climate change is definitely a key issue for future sustainable economic growth of the Tourism Industry. By collaborating together, the European National Tourism Organizations can promote a more sustainable travel behaviour among potential visitors and become an inspiration for other industries. This symposium is a perfect starting point."

VisitSweden have chosen a location that is certified by Svanenmärkt, and are doing their best to make the event climate neutral and as sustainable as possible. They will present their climate-neutral operational plan they have implemented in the NTO action discussion panel, and encourage participants to offset their own travel emissions through one of the UN recommended carbon offsetting sites.

Participants are invited to offset their own travel cost by using the conference carbon offsetting process (Respect <http://www.respect.nu/>) or other approved offset schemes

(see http://destinet.ew.eea.europa.eu/policies_resources/foI954381/foI593450/carbon-offset-schemes)

TOURISM AND TRAVEL IN THE GREEN ECONOMY -BACKGROUND TO THE SYMPOSIUM

The United Nations have been driving the Sustainable Development agenda ever since the Stockholm Conference on the Environment in 1972¹. In the last four decades, a global multi-stakeholder process has been crystallizing around more equitable, environmentally friendly, and socially beneficial sustainable business practice. Never in human history have we needed this more, with global pressures building up at every level of our economies, environments and personal lives. This has been evidenced internationally in the difficulty of implementing the Millennium Development Goals and the World Summit on Sustainable Development programme, and locally in thousands of villages, towns and cities needing to change their patterns of consumption and production to survive in the new world order.

Every UN action requires a multi-stakeholder response for implementation. By following policy guidance from the UN and the European Union, the European Travel Commission (ETC) has entered this challenging process with the aim of supporting its 39 European member countries in their response to globalization, climate change and sustainable tourism development.

The Gothenburg Symposium process was initiated by the European Travel Commission (ETC) in 2008, after a survey commissioned to find out the ETC membership's interest, understanding and commitment to sustainable tourism and climate change. VisitSweden executed the survey and presented it to the ETC members at the October 2008 San Marino Conference.



A process was launched from San Marino to address the needs of NTOs, leading to the creation of a knowledge networking process that would inform NTOs of ongoing policy lines and best practice at the global and European levels, whilst looking at national ways of working that promote green tourism solutions. Using its affiliation to the UNWTO and the experience of the European Environment Agency's (EEA) DestiNet UN Type II Partnership, a structured knowledge networking process has been taking place that has drawn in UNWTO, UNEP, WTTC and the European Commission's DG Enterprise alongside the Swedish government and other national and sectoral tourism high level stakeholders. They will present their points of view in Gothenburg on how travel and tourism fit into the green economy.

Rob Franklin OBE, ETC Executive Director, is making sure that National Tourism Organisations (NTOs) are fully informed of the prevailing problems and opportunities:
"Climate change is a driver of sustainable development, and NTOs need to pay attention to global and European-level policies and programmes that will help them maintain and improve their market share."

¹ <http://www.unep.org/Documents.Multilingual/Default.asp?DocumentID=97&ArticleID=1503>

Aims of the Symposium:

The Gothenburg Symposium has a pivotal role to play as an event where tourism & travel stakeholders can learn about green economy issues and then react to them in time for Copenhagen. Outcomes of the seminar will include:

A Symposium Statement about Copenhagen and Tourism

Participants should be able to use this conference to both learn about and contribute to the Copenhagen debate on how to deal with climate change. A statement will be distributed to the participants, providing a scenario of the tourism sector's working reality in anticipation of the new Copenhagen Climate Change Agreement and the deriving commitments for countries and sectors. The Symposium's outcomes will build on the *Davos Process* on climate change and tourism, led by UNWTO in partnership with several other organizations and tourism stakeholders. The messages of the Davos Declaration: Adapt, Mitigate, Improve Technology are more relevant than ever for the tourism industry. It is also expected that the Symposium conclusions will offer ideas and lines of actions on how tourism can better integrate into the green economy and benefit from stimulus packages and other global and national initiatives supporting the green economy (*see the Symposium statement*)

The NTO knowledge networking process

The NTO knowledge networking process is a key outcome of the Symposium, and it is clear that the panelists will contribute greatly to an NTO's understanding of sustainable tourism, climate change and the green economy. The compilation of the conference will be structured using the DestiNet Sustainable Tourism Portal, which will allow stakeholder access to the conference proceedings. This will constitute the basis of the Learning Area on Climate Change and Sustainable Tourism for NTOs (*See section on the NTO Climate Change and Sustainable Tourism Learning Area*)

Linking Tourism and Environment Administrative Bodies to Develop the Green Economy

By using the UN's Type II Partnership approach to the implementation of sustainable development, the EEA addressed the need to overcome the institutional governance gap that exists between the administration of the tourism sector and the administration of the environment. This gap exists at all governance levels, i.e. global, sub-global, national, regional and local. A green economy requires integrated territorial governance, so these horizontal administrative files have to be linked across department and up and down the governance chain of command. Good governance is central to the development the green economy, but administrators themselves need ever improving decision support and communications systems to do their jobs at this speed and size of global changes.

With the UNWTO joining the UNEP initiative of the Green Economy on behalf of the tourism sector, other international entities and national administrative bodies should be encouraged to develop greater coherence between economic and environmental departments. NTOs need to be supported by their national departmental counterparts who deal with the implementation of Sustainable Consumption and Production (SCP) in general, and in turn can support tourism sector environmental and economic initiatives where appropriate. Therefore it is recommended that the conference results reach those national level stakeholders that would be interested in developing this collaborative approach, and seeing how the post-Symposium networking processes manage to do that.

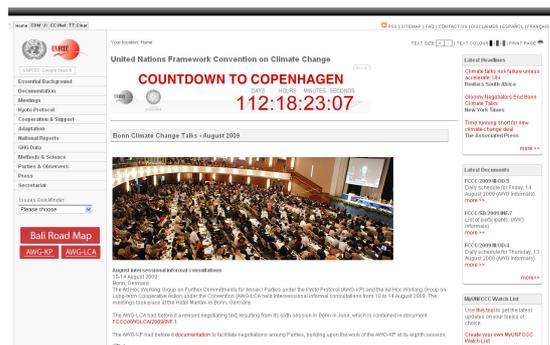
TOWARDS A GREEN ECONOMY – SUSTAINABILITY AND THE TOURISM SECTOR IN THE RUN-UP TO THE COPENHAGEN AGREEMENT

Opening day ministerial-level presentations providing policy and programme information on global crisis management, climate change and sustainable tourism development:

<http://en.cop15.dk/news/view+news?newsid=876>

The Copenhagen Agreement process

In December this year a UN meeting in Copenhagen called Cop 15 will take place, an important high-level international UN member-state meeting platform on climate change that will decide policy on what is technically a replacement for the failed and expired Kyoto protocol, which was adopted in December 1997 but only entered into force in February 2005. The policy decisions will be called the Copenhagen Agreement, signed up to by UN-member national governments.



Yvo de Boer, executive secretary of the United Nations Framework Convention on Climate Change (UNFCCC), gives an idea of what they are talking about in Copenhagen by listing 4 outcomes he would like to see:

'The UN climate conference in Copenhagen in December this year may not yield a new global climate treaty with every minor detail in place. But hopefully it will close with agreements on four political essentials, thereby creating clarity the world – not least the financially struck business world – needs.'



1. How much are the industrialized countries willing to reduce their emissions of greenhouse gases?
2. How much are major developing countries such as China and India willing to do to limit the growth of their emissions?
3. How is the help needed by developing countries to engage in reducing their emissions and adapting to the impacts of climate change going to be financed?
4. How is that money going to be managed?`

<http://en.cop15.dk/>

Actions on Tourism

The fourth question is key for tourism sector development. UNEP launched the excellent *Green Economic Initiative* (March 2009) on how to deliver solutions covering all things associated with the tourism economy, i.e. transport, energy, land use etc... the report acts as a starting point for tourism stakeholders to fit into the Copenhagen Agreement's Green Solutions. <http://www.unep.org/greeneconomy>

Tourism is a sectorally transversal, thematically crosscutting, and economic, environmental and social activity that it's easy to spend money on and see results. So now the work has to be done to see how the green global economic solutions and tourism sector sustainable development can be meshed together as a set of coherent policies and programmes in the framework of the Copenhagen process. UNWTO and UNEP are cooperating in a series of administrative processes:



- The *Tourism Resilience Committee* monitors short-term market trends and best practice public and private sector response.
- “The *Roadmap for Recovery*” is being developed to assist the sector in its engagement in *Stimulus and the Green Economy*, including: the *Global Green New Deal*, the *Seal the Deal* Campaign and the Green Economic Initiative
- “The Davos Declaration Process” continues more than 5 years of analysis of the interaction of Climate of Climate Change and Tourism and encouraging collaborative response.

Together the UNWTO and UNEP are likely to produce a full tourism sector report for a chapter in the New Green Deal that will outline how the sector can play its part in the Green Economic Initiative.

THE EUROPEAN UNION – SCP AND THE ROADMAP TO COPENHAGEN

The European Union has also been active on these issues, and you can follow their policy lines on an innovative site called Road to Copenhagen. Interestingly, Margo Wallstrom, a prominent figure in 2002 at the World Summit on Sustainable Development, who spearheaded the EU’s international sustainable development line in Johannesburg - now acting as vice president of the European Union - is leading the EU communications on this issue once again. http://www.road-to-copenhagen.eu/roadmap_to_copenhagen.htm

The EU provides a vast amount of information that leads to ‘how to’ knowledge and financial opportunities to create a green economy through the implementation of sustainable consumption and production. Certain departments in the European Union have rigorously worked on the sustainable consumption and production (SCP) files that came out of the 2002 World Summit and are now labelled Copenhagen 2009. Their 2008 Sustainable Consumption and Production Plan offers multiple ways to take the Green Economy forward for the tourism sector.



The EU gateway to SCP information.

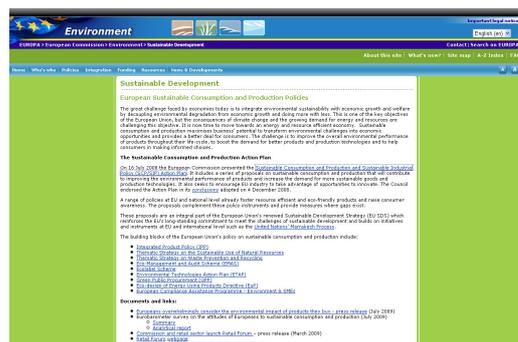
http://ec.europa.eu/environment/eussd/escp_en.htm

DG Enterprise – SME Sustainability and Knowledge Networking

Franco Ianniello from DG Enterprise is giving a keynote lunchtime speech at the Gothenburg Symposium on European Tourism Policy in relation to the Green Economy. Since it is DG Environment who deal with Climate Change and Sustainable Consumption and Production, Mr Ianniello will outline EU tourism sustainability policy by highlighting the work of the DG Enterprises Tourism Sustainability Group, SME innovation and knowledge networking since the EU Communication on An Agenda for a Competitive and Sustainable European Tourism COM)



Franco Ianniello will be there to provide a clear picture of how the EU policy machinery has been geared to the tourism sector sustainability.



The European Environment Agency and the DestiNet Sustainable Tourism Information Portal

When it comes to the application of innovation and new technologies, DG Enterprise also developed the Tourism Learning Areas approach to meet exactly this situation of complexity of evolving a knowledge economy in Europe in line with its overarching Sustainable Development Strategy (SDS). The European Environmental Agency has taken the Learning Area approach on board and come up with the DestiNet Portal on Sustainable Tourism, linking vertically to UNEP and the UNWTO to integrate sector and thematic knowledge flowing between the global and European level. It demonstrates its flexibility for managing both tourism and climate change information by linking tourism stakeholders to the EEA's own climate change web pages. <http://www.eea.europa.eu/themes/climate> See also the Section on the DestiNet Portal on Sustainable Tourism NTO learning Area.

The opening session in Gothenburg will hear from Maud Olofsson, Swedish Deputy Prime Minister and Minister for Enterprise and Tourism on Sweden's Role in the Green Economy. Arthur Oberascher, President, European Travel Commission (ETC) will introduce the symposium topics. Taleb Rifai, Secretary-General a.i., UNWTO will talk on the subject of Crises and Opportunities in Tourism. Geoffrey Lipman, Assistant Secretary-General, UNWTO will introduce the seal the deal campaign, and Gordon Sillence, Executive Director, DestiNet Partnership will show how the Knowledge Economy can be made to work for European sustainable tourism development.

PANEL 1. TOURISM GOING CLIMATE NEUTRAL

Panel One takes on the issue of what the tourism sector is doing to minimize negative impacts on the environment. It outlines the initiatives at the global and national levels, and provides a business stakeholders viewpoint on how business & industry can positively contribute to this process.

The relationship between climate change issues and the tourism sector can best be understood in terms of:

- How the tourism sector will be affected by climate change
- How the tourism sector contributes to climate change
- How to mitigate and adapt to climate change by making tourism more sustainable

Luigi Cabrini, Director Sustainable Development, UNWTO will present the current stage of work on the Davos Declaration process in the build up to Copenhagen. The Davos process already contains the necessary mitigation and adaptation strategies that can be undertaken to minimize the negative aspects of climate change and move towards a carbon neutral economy. The Davos process asks tourism stakeholders to:

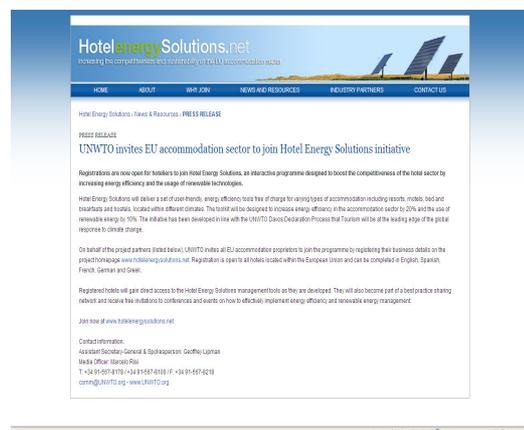
- Mitigate its Greenhouse Gas GHG emissions, derived especially from transport and accommodation activities;
- Adapt tourism businesses and destinations to changing climate conditions;
- Apply existing and new technology to improve energy efficiency; and
- Secure financial resources to help poor regions and countries.

LINK: <http://www.unwto.org/climate/index.php?op=0>

UNEP presents its Green Economy Initiative in this section, <http://www.unep.org/greeneconomy/> with the focus on developing a tourism sector report for the Global Green New Deal. UNEP and the UNWTO also work closely together on the UN International Task Force on Sustainable Tourism

<http://esa.un.org/marrakechprocess/tfustourism.shtml> - which recently produced a declaration in Marrakech this April on moving the sector towards sustainable consumption and production.

The discussion framework is formulated so that a business viewpoint can be heard, as delivered by the president of the WTTC who will refer to the industry's own report '*Leading the Challenge on Climate Change*' http://www.wttc.org/bin/pdf/original_pdf_file/climate_change_final.pdf



PANEL 2: THE TRAVEL INDUSTRY, INNOVATION AND NEW TECHNOLOGIES

Panel two addresses the subject of how new technologies can be used to achieve climate neutral actions in travelling. Key industry leaders will show the response from air and rail transport links of the tourism supply chain.

Key industry leaders show the response from air and rail transport and hotel accommodation links of the tourism supply chain. This discussion looks at the type of tourism supply chain that is needed in the global green economy, focusing on air and rail travel, and the hotel sector. Background information for this discussion should include a look at the recently made two minute clip of global air travel (http://www.travelmole.tv/watch_vdo.php?id=15114) to see how big the tourism sector global footprint looks from space.... It is clear to see that the tourism sector cannot be ignored in climate change discussions.

UNEP have covered the transport element of tourism travel through their GEI policy brief: <http://www.unep.org/greeneconomy/> (see extract below) looking at a more sustainable transport system that favours the train for journeys under 750 kilometres, and several legislative and fiscal policies to regulate transport in the green economy.

Thea Chiesa from the World Economic Forum (WEF) will highlight the work that the Forum has done towards the development of a low carbon travel & tourism Sector. Margrethe Sagevik, from the International Union of Railways (IUR) looks at Sustainable Travel and Railways in a Green Global Economy. Zoritsa Urosevic (UNWTO) elaborates on how the European Accommodation sector has been invited participate in their Hotel Energy Solutions project.

http://www.hotelenergysolutions.net/news/news_det.php

Finally the use of ICT is important in understanding how new technologies are being applied to create sustainable tourism information and communications processes. The European Environment Agency has created alongside the DestiNet Sustainable Tourism Information Portal an Environmental Technologies Atlas http://technologies.ew.eea.europa.eu/atlas_map which allows tourism stakeholders to get in touch with over 40,000 suppliers of environmentally friendly technologies throughout Europe.

The Green Economic Initiative section on Sustainable Transport says ...

'An increase in energy efficiency and a shift away from energy-intensive modes in both passenger and freight movement are required in order to achieve the necessary reductions from transport greenhouse gas emissions within the next 50 years.

Together with integrated transport planning and demand management, low carbon fuels and greater electrification of transportation is needed to meet short- and long-term economic and sustainability targets. Greater demand for renewable energy in the transport sector through the increased electrification of road transport (from plug-in hybrids to full electric vehicles) can be linked to a growth in renewable power generation.

These complementary sectors could absorb skilled labour from other transport subsectors, including the automotive industry. One way of moving in a more sustainable transport direction through targeted investment is to include

“green” conditionalities to large-scale bail out plans provided to automobile manufacturers to significantly improve automotive fuel economy and redirect research to more affordable on-board energy storage.

International financial institutions can also catalyze a modal and efficiency shift by targeting investment for well-planned, greener transport infrastructure that meets the needs of all users – both motorized and non-motorized. The planning of urban and peri-urban centres according to mixed-use and smart growth design principles must be part of a sustainable transport future. Urban development along these principles will serve to lower dependence on personal vehicles and support the increased use of public transport systems and non-motorized transport for short distances and daily commutes.

Rail currently accounts for only three percent of transport energy use and greenhouse gas emissions: increasing the market share of rail would greatly improve overall transport resource and energy efficiency – particularly in developing countries and for freight transport. While the efficiency gains depend on the mix between diesel and electric traction for freight trains and the fuel used to generate electric power, according to the International Transport Forum rail can move goods long distances with significantly lower CO₂ emissions than road haulage, on condition that the rail operation itself is efficient. Some governments have successfully provided grants to shift freight from road to rail to reduce CO₂ emissions at reasonable cost with careful targeting. The International Energy Agency in its 2008 energy report estimates that shifting 25 percent of all air travel in 2050 under 750 km to high-speed rail travel would result in savings of around 0.5 Gt of CO₂/year. In addition, if 25 percent of all road freight journeys over 500 km were shifted to rail,

0.4 Gt of CO₂ more could be saved per year. The increase in rail infrastructure investment worldwide would lead to long-term job creation and absorb labour from other less efficient sectors. In International Energy Agency “business as usual” scenarios, CO₂ emissions from the transport sector are expected to grow by 120 percent by 2050 compared to 2000 levels. Emissions from light-duty vehicles grow more slowly, but are still 90 percent higher in 2050 than in 2000.

While there are significant finance and policy challenges to be overcome, the transport sector – and in particular road transport – offers enormous opportunities for efficiency gains, in addition to employment and economic stimulus through the movement of people and goods. Fiscal measures aimed at converting economies from fossil fuel-based, inefficient, private transportation to renewables-based, efficient, public transportation is already visible in a number of countries – but widespread use and promotion is needed to meet sustainability and economic objectives.’

PANEL 3: DESTINATIONS: A SUSTAINABLE APPROACH

Panel three looks at how tourism destinations are managing climate change, offering a global perspective on moves to harmonize sustainable tourism criteria, a national level approach to implementing a Sustainable Consumption & Production (SCP) policy for the tourism sector, and what the accommodation sector can do to move towards climate neutral activity. The panel provides an insight into how the tourism sector fits into the wider moves towards sustainable consumption and production. It also underlines the important link between biodiversity conservation and the development of tourism.

The framework for discussion shifts from a focus on the global tourism supply chain activities to the way destination stakeholders are developing their local and regional tourism supply chains. In terms of policy implementation, the EU has a critical view of the overall moves towards sustainable consumption and production:

‘Overall, voluntary and regulatory instruments are not sufficiently connected and potential synergies between the different instruments are not exploited. Implementation is not sufficiently dynamic and forward-looking to drive the performance of products upwards. Divergent national and regional approaches send conflicting signals to producers, and as a result the full potential of the Internal Market is not realized.’ See COM(2008) 397 final <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52008DC0397:EN:NOT>

Many stakeholders in the tourism sector see this as an opportunity for the sector to gain a green reputation, and the sector’s global moves to implement a coherent common ground in sustainable tourism has resulted in the development of the *Global Sustainable Tourism Criteria*. The GSTC allows for local, regional and national certification schemes to be independently verified to reduce any green washing going on in the moves to a global green economy. <http://www.sustainabletourismcriteria.org/>

In the rush to the Green Economy and Copenhagen, stakeholders should not forget the UNWTO’s Sustainable Tourism Destination Indicators programme, which provides a solid technical support process for destinations wishing to go green.

<http://pub.world-tourism.org:81/epages/Store.sf/?ObjectPath=/Shops/Infoshop/Products/1369/SubProducts/1369-1>

Neither should the UN’s internationally orchestrated Local Agenda 21 process be abandoned, as it produces the multi-stakeholder activity and local focus that underlies sustainable development. <http://www.iclei-europe.org/>

In this panel Juergen Ringbeck of Booz & Co Consulting presents an excellent destination governance model that enables tourism stakeholders to plan how their destination can develop as part of the global green economy. Other contributors to this session will show further sustainable destination development examples, promoting conservation and the development of tourism, and taking a territorial approach, including the worlds largest investment in sustainable tourism destination development taking place in Playa de Palma - to show how best to create regional green economies in coastal, mountain urban and protected areas.

This link to the other side of the global scale – the local/regional approach – is also necessary. The case of UK's South-West Tourism (<http://www.swtourism.org.uk/our-strategic-work/sustainability-work/>) should be seen as a leading example of how regional sustainable tourism can be fostered to go greener.

Denmark, in the build up to Copenhagen, has made serious efforts to place itself as a leading innovator in the development of the global green economy. It hosted this years` Climate Change conference in Aarhus, where more than 1.000 prominent representatives from science, industry, policy and NGO's met to discuss Climate Change and Sustainable Consumption and Production. Seven statements on climate change were produced, and the conference outcomes can be used in an innovative site called EnergyMap LINK: <http://www.energymap.dk/>.



PANEL 4: TOWARDS A GREEN ECONOMY - NTO CHALLENGES AND OPPORTUNITIES

This panel describes the scope and actions that an NTO can undertake in order to deal with climate change and sustainable tourism development. It will consider the requisites needed to build a model of NTO organization at the international, national and regional levels which can be used to develop the NTO contribution to a green economy using an NTO good practice model in response to policy lines. The Learning Area on Climate Change and Sustainable Tourism for NTOs will be highlighted in this section.

Not all NTOs have the same capacity to respond to the challenges and opportunities created in the climate change and sustainable tourism processes. The ETC questionnaire on Climate Change and Sustainable tourism in 2008 showed that many NTOs already see the importance of the issue, and would like to work together gain better knowledge of the issues without unnecessary costs or resource use. The fact remains that several NTOs have limited staff resources and budget, and have a strong marketing brief that is difficult to link to tourism development actions. However, a marketing organization can and needs to ensure that its product is moving towards sustainability, not only just to ensure long term viability but also to improve marketing potential. Some NTOs have taken a lead on this, and their experiences point to a model of how NTOs across Europe can coherently respond to policy initiatives in this field.

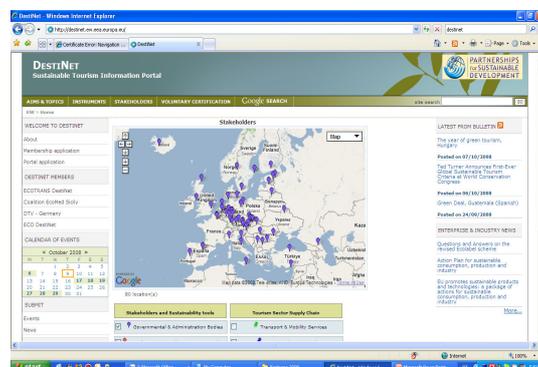


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WHAT CAN NTOs DO? – SEVEN ACTION POINTS FOR SUSTAINABLE TOURISM

The following approach can be used by all NTOs to build their capacity to tackle this area of work, and can be built into the following good practice model of an NTO dealing with climate change and sustainable tourism:

1. Respond to UN, EU and National Climate Change and Sustainable Development policy
2. Join in or establish a network of organizations that can provide knowledge on the subject
3. Formulate a vision and mission statement of how your NTO can contribute to the climate change and sustainable development processes
4. Develop a programme of actions that are tailored to your stakeholders and your capacities, aimed to develop more sustainable tourism
5. Choose certification as a practical tool to promote sustainable tourism, using the GSTC as guidance for the development of certification systems and sustainable tourism goods and services in your country's tourism supply chain
6. Assist in knowledge networking and sustainable tourism good practice dissemination, using leading global and European agencies to support your work
7. Ensure you undertake an in-house operational sustainable development path that includes a carbon management programme.



Such a model enables all NTOs to assess where they stand at the moment, as well as providing guidance for NTOs to develop effective climate change and sustainable tourism strategies.

Dimitrij Piciga, CEO, Slovenian Tourist Board, and Vice-President, ETC looks at the needs and opportunities facing NTOs when marketing sustainable tourism products and services in the green economy. Jenny McGee, Head of England Strategy & Engagement, VisitEngland will show how they are engaging stakeholders in sustainable tourism. Carla Aguirre, Head of Research, VisitSweden will recount how VisitSweden has implemented the first NTO climate neutral operations strategy. Mary Mulvey, CEO, Greenbox, provides a practical guidance on using certification & standards as a branding tool for Irelands Ecotourism sector.



<http://www.greenbox.ie/>

THE DESTINET PORTAL FOR SUSTAINABLE TOURISM – MANAGING A CLIMATE CHANGE AND SUSTAINABLE TOURISM LEARNING AREA FOR NTOs

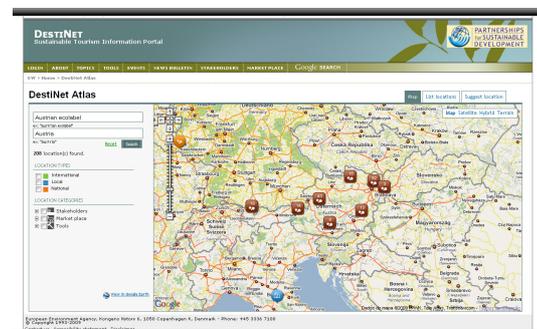
The ETC is using the Symposium to launch its climate change and sustainable tourism learning area, hosted on the DestiNet sustainable Tourism Information Portal. This article explains how DestiNet can be used as a knowledge networking tool to develop sustainable tourism and also map the development of the global green economy from a local to global level.

Based on the results of the San Marino process, the ETC networking strategy on climate change and sustainable tourism will be launched at the UNWTO-ETC Symposium to be held in Gothenburg on September 14th -15th. It has been divided into a 10 Step process that will act as guidance for each NTO to make use of expert and best practice knowledge being transferred at the global and European level.

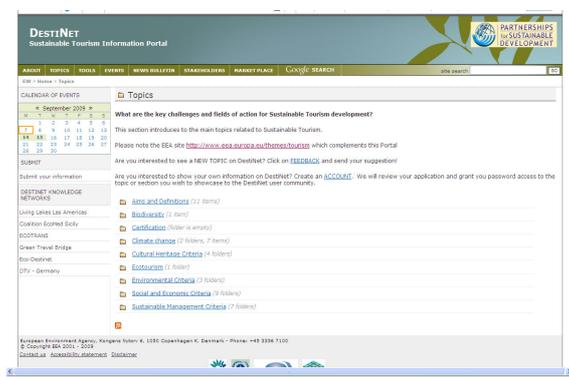
In this approach, NTOs and other tourism stakeholders are asked to learn first of all the value system of what it means to be sustainable in their work practices. A change in personal value systems will be mapped using sustainable consumption and production processes. The DestiNet Sustainable Tourism Information Portal offers stakeholders guidance for learning both the value system of sustainable tourism development, as well as policy examples, tools and best practices. DestiNet has become the home of the European Travel Commission's Climate Change and mapped on DestiNet and linked to visiteurope.com, and this will enable NTOs to create easy to find showcases for their green products and services.

10 Step post-Gothenburg Networking Process for NTOs to link into the development of the Global Green Economy

1. Joining in the Global & European Information and Networking Processes
 - UNWTO
 - UNEP
 - European Commission
 - EEA
2. Forming/Joining a Global & European-level Partnership/network to Establish a Tourism and Climate Change Learning Area:
 - Understanding Climate Change – Being Part of a Stakeholder Knowledge Network of Information
 - Mapping the Green Economy with Tourism in Mind - a Journey Towards Sustainable Production and Consumption
3. Forming/Joining a National level Partnership/network to Establish a Tourism and Climate Change Learning Area at country level
 - Contributing to the global picture with national maps
 - Establishing/Joining in a National Networking Process
 - Key stakeholders:
 - Ministry of Environment
 - Ministry of Tourism (Economy)
 - Academic Body (ies)
 - Tourism Businesses & Associations
 - Consumer Groups
 - NGOs
4. Establishing an information exchange system
 - Mapping the Partnership with the DestiNet Sustainable Tourism Portal
 - Establishing Information Exchange Protocols
5. Establishing Supply Chain Information Distribution Channels
 - Associations of:
 - Accommodation & Restaurant Owners
 - Tour Operators
 - Travel Agents
 - Transport operators

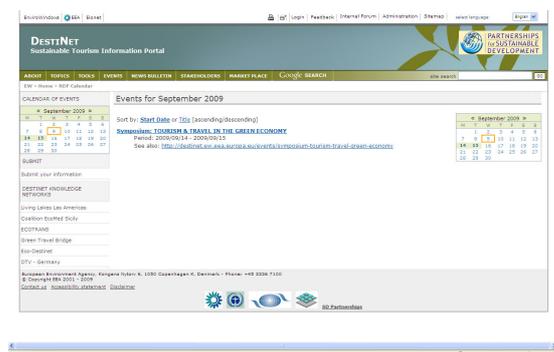


NTO knowledge networking to learn and share good practice



The Tourism and Climate change Learning area workspace

- Tourism Activities
 - Other Tourism Supply Chain Product/Service Providers
6. Establishing Territorial (regional & local) Climate Change and Tourism Information Networks
 - Working with Destinations to Establish Destination-level Networking of Information through:
 - Accommodation & Restaurant Owners
 - Travel Agents
 - Transport operators
 - Tourism Activities
 - Other Tourism Supply Chain Product/Service Providers
 7. Definition of Structure and Content of Climate Change and Sustainable Tourism Portal Topics
 - Stakeholders
 - Projects
 - Events
 - News
 - Publications
 - Research
 8. Induction Process for National Tourism Organisations
 - How to use the information system
 - Model plan of action at the national level
 9. Time-Tabling
 - Linking into other processes:
 - Copenhagen Process
 - UNWTO Sustainable Tourism Development – Davos Process, Seal the Deal, Climate Change Information Network and Hotel Energy Solutions processes
 - UNEP Climate Change and Tourism Green Economy Initiative Passport Programme
 - UN Sustainable Tourism Task Force – Global Observatory on Sustainable Tourism (GOST)
 - European Union DG Enterprise and DG Environment SCP processes
 - European Environment Agency climate change and sustainable tourism information services
 10. Resourcing the Strategy
 - Linking in to SCP business and funding opportunities



A Common Events calendar for planning and accessing current events

See ETC report - Climate Change & Sustainable Tourism - Understanding the Role of European National Tourism Organizations European Travel Commission 2009 available on

<http://destinet.ew.eea.europa.eu/topics/climate-change/etcunwto-Symposium-tourism-travel-green-economy>

A Handbook: Innovation in tourism: How to create a Tourism Learning Area details the methodology of how to set up thematic knowledge networks that is being applied in the ETC. (Available from DG Enterprise http://ec.europa.eu/enterprise/services/tourism/studies_and_publications.htm)

GOTHENBURG STATEMENT (DRAFT)

The Tourism and Travel in the Green Economy Symposium, held in Gothenburg, Sweden on September 14th -15th 2009 has been organized by the United Nations World Tourism Organisation (UNWTO), the European Travel Commission (ETC) and Visit Sweden, and supported by United Nations Environment Programme (UNEP) and the Swedish government as the head of the EU Presidency. The partners invite Symposium participants to support the following draft that will be forwarded to the UN Copenhagen CoP 15 process to be held in December 2009.

Statement for participants as a contribution to the Copenhagen Process

The Gothenburg Symposium on Tourism and Travel in the Green Economy² has taken place against a complex global backdrop of multiple socio-economic and environmental crises that are having immediate devastating effects on the lives of millions of the poorest on the planet and are starting to impact the functionality of richer economic nations³. The timing of the Symposium allows tourism stakeholders to send a common message to the UN Copenhagen Agreement on Climate Change process (CoP 15) taking place in December 2009⁴. The Copenhagen Agreement will establish an emissions-regulated worldwide framework for energy production and consumption that will directly affect tourism stakeholders, and offers an opportunity to address these crises on a large scale.

Recalling the UN *Millennium Goals* and the *World Summit on Sustainable Development's Plan of Implementation*⁵, and particularly the 10 year framework of programmes on sustainable consumption and production, as well as the European Sustainable Development Strategy⁶ which expresses these global processes at the European level, stakeholders are reminded of the overarching Agenda 21 global responses to both climate change and the social transformation problematic.

With the backing of its specialized agencies, the UN has updated these policies and programmes to create the concept of a *global green economy* as part of the application of the post-Copenhagen budget allocations to resolve the financial crisis, poverty, climate change and environmental degradation. To this end the United Nations *Davos Declaration* process⁷ and "*The Roadmap for Recovery*"⁸ is being developed to assist the sector in its engagement in the green economy, including: the *Global Green New Deal*⁹, the *Seal the Deal Campaign*¹⁰ (Cool Planet 2009 in Europe¹¹) and the *Green Economic Initiative*¹². As part of the GEI a chapter and related background papers on tourism will be developed by UNWTO and UNEP for the Green Economy Report.

² <http://www.etc-corporate.org/modules.php?name=Content&pa=showpage&pid=218&ac=12>

³ Global Green New Deal: Policy brief p1

⁴ <http://en.cop15.dk/>

⁵ <http://www.un.org/events/wssd/>

⁶ http://ec.europa.eu/sustainable/sds2006/index_en.htm

⁷ <http://www.unwto.org/pdf/pr071046.pdf>

⁸ <http://climate-l.org/2009/08/06/event-announcement-2009-ministers%E2%80%99-summit-roadmap-for-recovery-%E2%80%93-sustainable-tourism-in-challenging-times/>

⁹ <http://www.unep.org/greeneconomy/>

¹⁰ <http://www.sealthedeal2009.org/>

¹¹ <http://www.coolplanet2009.org/>

¹² See #9

These processes provide the leading policy lines and guidance for dealing with climate change and sustainable tourism development, and therefore this statement endorses and reiterates the *Davos* message, asking tourism stakeholders to:

- **mitigate** its greenhouse gas emissions, derived especially from transport and accommodation activities;
- **adapt** tourism businesses and destinations to changing climate conditions;
- apply existing and new **technology** to improve energy efficiency; and
- secure **financial resources** to help poor regions and countries.

With climate change and social transformation as the driver of sustainable development, this statement reminds stakeholders in the sector to immediately undertake steps to realise these four key points within the broader sustainable development agenda.

To this end the International *Task Force on Sustainable Tourism*¹³ is also recognised as playing a leading role in developing tourism sector sustainable consumption and production (SCP) at the global level, which can be linked to sub-global and national and regional levels through the work of national sustainable development agencies, who should ensure that the tourism sector is taken fully into account in the development of sustainable consumption and production plans.

With regard to European tourism stakeholders, it has been recognised that the European Union and its member states are developing sustainable consumption and production programmes, and there are many national and regional examples of green economic development that - - when added to UN initiatives - already can provide part of a global-to-local tapestry of the green global economy.

The Symposium further welcomes the travel and tourism business stakeholders' steps towards a low carbon economy through the mitigation and adaptation of carbon emissions and other GHG gases as conveyed in the WTTC report *Leading the Challenge on Climate Change*¹⁴. The report identifies an aspired target of 50% reduction in carbon emissions by 2035 over 2005 levels, with an interim target of 30% by 2020 - assuming there is an international agreement - or 25% by the same year in the absence of such an agreement. The Symposium supports these targets as minimum requirements for progress on effective emissions reductions, whilst recognising that fully carbon neutral development should be developed by all tourism stakeholders with appropriate regulatory, voluntary and support measures in place.

The UNWTO, UNEP and ETC encourage all of their members to learn more about these policy developments and implementation processes, then find ways of contributing positively at the national and regional levels by following best practice guidance assimilated at the global level and European levels.

The Gothenburg statement supports the view that if there is going to be large-scale government spending and taxation on resolving these crises, then the tourism sector should be involved in the strategic thinking and allocation plans for application of recovery funds. The Symposium asks for the Copenhagen negotiators to develop a

¹³ <http://esa.un.org/marrakechprocess/tfsustourism.shtml>

¹⁴ http://www.wttc.org/bin/pdf/original_pdf_file/climate_change_final.pdf

comprehensive climate change agreement that protects the economic, environmental and social base of the tourism sector.

As well as stimulating the tourism sector sustainable growth directly, the opportunity to use the sector as part of a wider package of sustainable development solutions should also be made clear. In both cases the development of a global green economy provides a common vision for all stakeholders from all sectors to collectively view the problems we face and then contribute with appropriate actions that will work in harmony and synergy with other stakeholder problem-solving initiatives.

The global green economy can be viewed as a means to ensuring the sustainability of all sectors, and it is clear that no single sector solution will lead to sustainability. In such sustainable consumption and production processes, the tourism sector can play a positive catalytic cross-sectoral role to improve sustainability of the agricultural, industrial energy and transport sectors, as well contributing to its own sustainable sectoral development.

The Symposium discussions have looked at the type of tourism supply chain that is needed in the global green economy that would meet policy aims and targets, focusing on air and rail travel, and the hotel sector. Transport sub-sectoral initiatives to reduce the environmental impacts of air mileage and improve the contribution of rail networks have been launched to improve the environmental footprint of the sub-sectors. Similarly, the UNWTO's *Hotel Energy Solutions*¹⁵ represents a further sub-sector move towards sustainability from accommodation stakeholders. The overall greening of the tourism supply chain activities is described by UNEP's Green Economy Initiative, and the Symposium statement welcomes further elaboration of these initiatives in the forthcoming UNWTO/UNEP report on the tourism sector in the green economy, as well as DG Enterprise's development of a series of environmental impact indicators for the sector.

Symposium discussions have also taken in the subject of sustainable development of tourism destinations. Four major building blocks of an environmentally sustainable tourism destination were identified - carbon emissions, waste management, water supply and bio-diversity conservation. Integrated territorial land-use management is essential to the planning and implementation of actions to improve the sustainability of these fundamental destination characteristics. The Symposium has stated that it is not enough to fix some smaller issues or attempt to greenwash business-as-usual. In each destination a key green strategic programme for these four characteristics needs to be defined under the leadership of a local, regional or national public authority.

Greening should not be viewed as a marketing campaign but a serious effort to become a truly environmentally and socially sustainable destination. The Symposium endorses the efforts to develop the *Global Sustainable Tourism Criteria*¹⁶ and the creation of a Tourism Sustainability Council and recommends that tourism stakeholders support this move towards a global harmonization of sustainability criteria for the tourism sector. This is particularly true when bringing regional and national certified products and services to the global green marketplace.

With the UNWTO joining the UNEP initiative of the Green Economy on behalf of the tourism sector, other international entities and national administrative bodies should be encouraged to develop greater coherence

¹⁵ <http://www.hotelenergysolutions.net/>

¹⁶ <http://www.sustainabletourismcriteria.org/>

between economic and environmental departments. NTOs need to be supported by their national departmental counterparts who deal with the implementation of SCP in general and environment in particular, and in turn can support tourism sector environmental and economic initiatives where appropriate. Therefore it is recommended that the Symposium statement reaches those national level stakeholders that would be interested in developing this collaborative approach.

The good governance of the sector cannot be omitted from any sustainable development strategies and corporate and government administrators should be encouraged to learn about and adopt the value systems of sustainable development as expressed in the UNWTO Global Code of Ethics¹⁷ and the EU *Better Regulation*¹⁸ and *Impact Assessment*¹⁹ procedures. Above all, both consumer and corporate social and environmental responsibility must be encouraged throughout the tourism supply chain through both voluntary and regulatory means.

The use of Information and Communications Technologies (ICT) has become critical to the day-to-day operation of the sector. ICT security and development is essential to the sustainability of the sector, yet appears fragile in times of natural or human crises. Global investment in ICT infrastructure, especially for developing countries and rural areas, is a prerequisite of modern sustainable development. This infrastructure should provide an equitable technological platform for knowledge networking global tourism stakeholders, especially with consideration of the poorest tourism stakeholders and Millennium Goals in mind.

The creation of a global green economy is intimately tied to the creation of the global knowledge economy. In order to realise all of the above policies and programmes, all tourism stakeholders should have ICT access to life-long learning processes that continuously improve their personal education and skills, with particular reference to knowledge about green consumption and production. NTOs and NTAs should invest in retraining and reorienting staff through basic and practical sustainable tourism evidence-based good practice learning experiences.

Networking sustainable development knowledge has been made possible via the European Environment Agency's *DestiNet Sustainable Tourism Information and Communications Portal*²⁰, which further offers tourism stakeholders a global, quality-assessed green market place that can map the development of the global green economy.

The values of sustainable development, levels of knowledge, depth of integration, and degree of coherence are key indicators of the implementation processes that create the sustainable tourism and travel components of a green global economy. This statement encourages all stakeholders to use existing collaboration processes to work even more closely together to forge a common vision of the global green economy based on this statement and within the Copenhagen Agreement & its follow-up programme. In cooperation with others, tourism stakeholders can then cast their own time-tabled plans and programmes for tourism sector sustainable development.

In conclusion it is hoped that European NTOs will feel encouraged to support the above policies and programmes that contribute towards the global green economy. By putting people, the planet and prosperity into the just, humanitarian and global perspective of sustainable development thinking, we can overcome the current problems of

¹⁷ http://www.world-tourism.org/code_ethics/eng.html

¹⁸ http://ec.europa.eu/governance/better_regulation/index_en.htm

¹⁹ http://ec.europa.eu/governance/impact/index_en.htm

²⁰ <http://destinet.ew.eea.europa.eu/>

globalisation and realise the true long-term paradise that destination earth can offer to all citizens through its enriching tourism sector activities.

This Gothenburg Symposium statement will be presented to the Copenhagen process and also to the European Union's Road to Copenhagen forum. Lastly, the statement encourages all tourism stakeholders to use any opportunity available in the next three months to add input to the Copenhagen talks directly through the Seal the Deal petition and to the EU via the site²¹ in order that the sector has more prominence in the December talks.

Key Points

1. From Agenda 21 to Copenhagen - The Davos Declaration and the Seal the Deal campaign
2. Sustainable tourism and travel supply chain activities in the global Green Economy
3. Sustainable destinations in a globally certified green market place
4. Make the best use of life-long learning, knowledge networking and ICT
5. NTO follow up on global and European policy lines, programmes and networking processes

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*UNWTO-ETC-VisitSweden Symposium
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²¹ <http://www.road-to-copenhagen.eu>