



Progress Report 2017

BACKGROUND INFORMATION

In 2017, sustained growth of tourism in many destinations was achieved and a recuperation in those that suffered decreases in tourism in the previous years was registered. According to UNWTO, international tourist arrivals increased by a remarkable 7% in 2017 to reach a total of 1,322 million. This trend is forecasted to continue in 2018 at a rate of 4-5%, representing the strongest results in seven years. The sustained and consistent growth in the tourism sector reflects the potential of tourism as a key driver of sustainable development.

In this regard, the Sustainable Development Goals (SDGs) include three Goals -8, 12 and 14- explicitly mentioning tourism in relation to sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, and the International Year of Sustainable Tourism for Development was celebrated in 2017.

PROGRAMME SUMMARY

The 10YFP STP is a collaborative platform to bring together existing initiatives and partnerships and facilitate new projects and activities to accelerate the shift to SCP in tourism.

As an implementation mechanism for SDG12, with potential to advance other SDGs as well (among them SDG8 focusing on decent work and economic growth, SDG13 addressing climate change or SDGs14 and SDG15 on marine and terrestrial resources), the vision of the 10YFP STP is for a tourism sector that has globally adopted SCP resulting in enhanced environmental and social outcomes and improved economic performance.

The 10YFP STP focusses on four areas of work: 1) Integrating SCP in tourism related policies and frameworks; 2) Promoting collaboration among stakeholders for the improvement of the tourism sector's SCP performance - including the application of monitoring frameworks; 3) Fostering the application of guidelines, tools and technical solutions to mainstream SCP for destinations, enterprises and tourists; and 4) Enhancing sustainable tourism investment and financing

PROGRAMME ACHIEVEMENTS 2015-2017¹

Since its launch in November 2014, the STP has grown continuously in membership and currently involves 150 organizations committed to accelerating sustainable consumption and production patterns in the tourism sector. Business sector members represent the group which has grown the most and become the largest (33%) followed by NGOs (30%), governments and academia (11% each), technical centres (8%) and networks (4%), with the latter acting as multipliers to reach out to their own members, i.e. an additional 400 organizations.

¹ Annual reporting takes place for all 10YFP programmes simultaneously. As the year 2017 coincides with the mid-term of the overall framework 10YFP (adopted in 2012 at Rio+20), the section on Programme Achievements presents a cumulative review of progress since the launch of the Sustainable Tourism Programme in November 2014.

The Lead and Co-leads (World Tourism Organization – UNWTO; France -Ministry for the Ecological and Inclusive Transition-; Morocco (Department of Tourism of the Ministry of Tourism, Air Transport, Handicrafts and Social Economy); and the Republic of Korea -Ministry of Culture, Tourism and Sports-) convene regular meetings to discuss progress and guide the activities of the Coordination Desk. A total of 7 meetings of the Multistakeholder Advisory Committee (MAC) have also taken place providing recommendations for the definition of internal processes and tools, the identification of performance indicators, the renewal and acceptance of new members, etc.

Additionally, the STP offers its full membership the opportunity to meet in person once a year, through the organization the International Symposium and Annual Conference, which was hosted by Botswana Tourism Organization in Kasane, in December 2017 under the theme [“Empowering tourism destinations’ sustainability through innovation”](#); and by the Ministry of Tourism of Morocco in Marrakech, in November 2016, in parallel to UNFCCC COP 22 meetings under the theme [“Advancing sustainable tourism in a changing climate”](#). In February 2015, the gathering took place in the form of a Session within the framework of the last Conference of the Global Partnership on Sustainable Tourism held in Windhoek, Namibia.

During its 3 years of operation the STP has progressively translated its thematic priorities (as defined in the STP’s concept note: SCP into policies; Generating evidence on SCP; Mainstreaming SCP practice; and Enhancing SCP finance) into streamlined core activities to generate added value for its members through:

- a) Advocacy materials that raise the visibility of the efforts of network members such as the [Annual Magazine](#), published by UNWTO and the Republic of Korea already on two occasions: the second edition in 2016 with the title “Advancing towards a clear North” and the first edition in 2015 with the title “Setting the foundations for collective impact”; or the promotion of the 2017 Calendar of Events featuring the celebrations of network members during the International Year of Sustainable Tourism for Development through [Twitter](#), [Facebook](#), [LinkedIn](#) and [Instagram](#).
- b) Knowledge sharing opportunities through the participation of members in [public fora](#) such as the World Circular Economy Forum (June 2017, Helsinki, Finland), the IUCN World Conservation Congress (September 2016, Hawaii, USA) or FITUR tourism fair (January 2015, Madrid, Spain) to name a few; and the organization of 11 [webinars](#) on topics such as climate change, SMEs or tourism planning in partnership with UN Environment and the French Government with attendance of over 660 participants and subsequent dissemination via You Tube.
- c) Technical support for the organization of events and the implementation of projects, such as the forums on sustainable and responsible tourism held in Busan (Republic of Korea) and Zagreb (Croatia) in June 2017 or the Sustainable Development and Circular Economy Workshop held in Papeete (French Polynesia) in November 2017 and the 3 tourism projects funded by the 10YFP Trust Fund in Fiji and Samoa (by Sustainable Travel International and the South Pacific Tourism Organization), South Africa (Africa Ignite) and Peru (Grupo GEA); or the continuous dissemination of calls for proposals from major financing institutions.

The positioning of STP as an implementation mechanism of SDG12 by the tourism sector with potential to advance other connected SDGs such as SDG8 on decent work, SDG13 on climate change and SDGs 14 and 15 on terrestrial and marine resources, is also among the milestones of the programme which since



2015 pioneered the development of a “Portfolio of work” as a tool for network members to be able to aggregate their efforts towards a shared goal: decoupling tourism growth from the use of natural resources.

The engagement of network members with the Portfolio has increased progressively and currently a total of over 90 actors representing 65% of the total members (from 16 actors in 2015) have linked over 390 activities implemented in 2015, 2016 and 2017 to the programme resulting in a Portfolio value of over USD 25 million. Notably, in 2017, 176 activities were reported by 81 actors. As in previous years, in 2017 the main focus of activities reported has been outreach and communication (33%), followed by training (20%) and the production of knowledge and technical tools and the implementation of projects (14% each). The programme has also started receiving some reports related to the outcome level of the Indicators of Success such as monitoring and reporting instruments (6%) or high-level commitments (5%).

Examples of the above are the Conference on Sustainable Tourism in SIDS held in the Seychelles ([SSTE](#)); trainings on sustainable practices by [GSTC](#) and [PATA](#) involving Asian countries and businesses; publications such as the Handbook “Destination: a circular tourism economy” for South Baltic countries ([CRT](#)); and tools like the Business Optimizer targeting French SMEs ([CCI](#)); projects such as My Green Butler piloting in United Arab Emirates among other destinations ([ICRT](#)) or [Tourism Tracer](#) in Australia ([University of Tasmania](#)); monitoring instruments such as the Indicators of the Sustainable Tourism Zone of the Greater Caribbean ([ACS](#)) or commitments like the [ITP](#) Goals for the hotel industry.

From an impact level perspective, the majority of the STP Portfolio activities have a focus on Biodiversity protection (21%), followed by GHG emissions reduction and energy efficiency (17% each) and waste reduction (15%).

For further information on the Portfolio please access the [Portfolio Data for 2017](#).

ACTIVITY HIGHLIGHTS

Following the adoption of the Kasane Call to Action during the 2017 International Symposium and Annual Conference, the programme is committed to lead, innovate, finance and empower (LIFE). One example for each lever of action is described here below. The highlighted activities also contain cross-cutting elements to other 10YFP programmes such as the Sustainable Buildings Programme, Consumer Information or Sustainable Food Systems.

1. The Kasane Call to Action on Sustainable Tourism: "The Tourism We Want" (LEAD)

The Kasane Call to Action represents the contribution of the 10YFP Sustainable Tourism Programme to the legacy of the International Year of Sustainable Tourism for Development. The Call aims to drive stakeholders in transforming the way tourism is developed and managed by providing guidance on critical issues and opportunities for the sector to accelerate sustainable consumption and production patterns.

It was developed by the Coordination Desk with support from the Rainforest Alliance and UN Environment and followed a participatory approach which consisted of a survey of network members, desk research and consultations during breakout sessions held at the 2017 International Symposium and Annual Conference in Botswana, where the Call was adopted after the successful discussions on the use of data for tourism and conservation planning, circularity in tourism value chains and the Paris Agreement,

financing of innovation and sustainability marketing.

The Call is shaped around 4 levers of action (i.e. 'LIFE'): LEAD the creation of the necessary conditions for sustainable consumption and production in tourism; INNOVATE to accelerate the adoption of sustainable consumption and production practices in tourism; FINANCE a shift towards sustainable consumption and production practices in tourism; EMPOWER travellers, entrepreneurs, host communities and governments to scale-up sustainable consumption and production practices in tourism.

2. Zero Carbon Resorts for Sustainable Tourism project in the Philippines and Thailand (INNOVATE)

Led by the Center for Appropriate Technology from Austria (GrAT) with funding from the European Union SWITCH-Asia programme, [the project](#) has supported over 800 tourism establishments since 2014 to advance towards carbon neutral operations through the adoption of innovative practices and technology for resource efficiency and the use of renewable resources. Interventions range from simple measures with low or no investment such as the identification and elimination of energy and resource wastage and a smart realization of energy services to efficient high-end technologies like alternative ways to achieve thermal comfort, among others.

Through the application of the 3R methodology (Reduce – Replace – Redesign), the project has challenged the conventional practices of how tourism establishments operate their buildings and facilities in the Philippines and Thailand leading to a reduction of up to 63% of costs for energy and water and avoided the emission of over 11 million kg CO₂, thus building the case that making any business more sustainable is not only a good economic choice but can also significantly reduce the carbon footprint of tourism and enhance the resilience of its operations.

In collaboration with the Department of Tourism of the Philippines, the project has contributed to the development of the “ANAHAW – Philippine Sustainable Tourism Certification” which was launched in January 2018. The certification is in accordance with the objectives of the National Tourism Development Plan 2016 – 2022 and focuses on enabling innovation initiatives that help reduce operational costs and carbon emissions through smart methods, processes and technologies.

3. Tailor-made Financing Programme for Sustainable Tourism Micro and SMEs in Costa Rica (FINANCE)

Led by Fundecooperación para el Desarrollo Sostenible, a private foundation, [the financing programme](#) offers innovative and accessible credit conditions for micro and SMEs which otherwise would have limited possibilities to receive support in traditional financing systems. The programme focuses on innovative products or services that promote entrepreneurship related to environmental and social practices and trigger productive linkages, social management and equal gender participation.

With a USD 12 million investment, more than 280 projects have been financed since 2006, mainly in the agricultural and tourism sectors. Overall, 83% of the projects are carried out in places with lower social development indexes; 60% of the projects financed were developed by the family unit; 35% of the total financed projects corresponded to the development of new business ideas; and 33% of the projects were led by women. In average, credits have a timeline of 10 years and in 2017 it was possible to increase the repayment rates to 93% (from 80% in 2016).

Many of the tourism projects financed were related environmental education during tours (e.g. by boat, kayak or horse-back riding) or through the improvement of trails and to the implementation of adaptation measures such as water harvesting, clean energies, aquaculture and wastewater treatment.

4. The Long Run –Tourism Operations with a Holistic Balance (EMPOWER)

The Long Run gathers a community of 33 like-minded destinations from around the world that showcase how business goes hand in hand with healthy ecosystems and prosperous communities. To date, its members protect directly over 5 million acres of nature and over 30,000 species – including more than 200 endangered or threatened species and business operations and member programmes and activities benefit over 500,000 people.

Guided by the 4 key principles of being fair, honest, positive and creative and the “4Cs”, i.e. Conservation – Community – Culture – Commerce, The Long Run members integrate sustainability into all its business decisions following the highest standards of sustainability – 25% of its members are certified with the Global Ecosphere Retreats Standard.

As part of the [2017 strategy](#) to support and connect nature-based tourism businesses around the world, inspire additional businesses and investors, encourage local communities to become champions of wildlife conservation and secure the legacy of its members, the creation of an online Knowledge Centre is one of the key elements for scaling up technical assistance in line with the goal to protect by 2020 a total of 20 million acres and touch the lives of 2 million people.

For further information on activities affiliated to the Sustainable Tourism Programme, please visit [SCP Clearinghouse](#)

PROGRAMME CONTRIBUTION TO THE IMPLEMENTATION OF SDG 12

In line with SDG targets 12.1 and 12.b which link SCP with national policies, UNWTO and UN Environment have conducted research on the integration of SCP into tourism policies involving 100 countries. While every tourism policy reviewed includes reference to sustainability, notably as part of the overall objectives or vision, references to environmental concepts such as resource efficiency –which is the main underlying idea behind SDG 12 - are present in 69% of the policies. Moreover, 67% of the tourism policies reviewed refer to the existence of action plans to facilitate their implementation and 54% mention monitoring instruments specifically related to sustainability issues. However, there is limited evidence on the implementation of the action plans and the practical use of sustainability indicators, leading to the conclusion of the need to promote better access to the information available on the sustainable development impacts of the tourism sector – an ongoing endeavour within the framework of the UNWTO International Network of Sustainable Tourism Observatories ([INSTO](#)), among other initiatives.

The cross cutting nature of sustainable consumption and production is well reflected by the connection between SDG 12.2. on the efficient use of natural resources and SDGs 6, 7 and 13 focusing on the efficient use of water and energy and climate change respectively. STP partners such as [FEDETUR](#) are leading projects aiming at reducing energy consumption and CO2 emissions of tourism businesses in Chile. The [Tourism Institute of Bogotá](#), Colombia, is promoting soft mobility solutions and other actors have developed carbon calculators for tour operators and travel companies ([ANVR](#)) as well as embarked



on educational programmes raising awareness of the importance to conserve water in Mexico ([Amigos de Sian Kaan](#)).

As the tourism sector accounts for a significant proportion of global food purchasing, the sector can also promote changes in food management and consumption and play an important role in raising awareness of the value of food which in turn can contribute to the reduction of food waste. In connection to SDG target 12.3., STP actors are working in the development of manuals (Sustainable Food Tools – Ways to Communicate with Guests by [MODUL University](#)), trainings (Food waste prevention programmes by [Lightblue Environmental Consulting](#)), campaigns (“Your business is food, don’t throw it away” by [WRAP](#)) and projects (Taste of Fethiye by [Travel Foundation](#)) among others. The Coordination Desk also organized [two webinars](#) in English and French to disseminate examples of methodologies for the sustainable management of food and beverage value chains in tourism, discuss the benefits of waste prevention and present approaches to integrating small, local producers into large value chains.

Reducing the generation of waste in the tourism value chain is also an essential element to advance sustainable tourism. In connection with SDG target 12.5., STP actors are making efforts to diminish waste through prevention, reduction, recycling and reuse in line with SDG target 12.5. In support of a “Zero Waste to Landfill” policy, an operations and materials management plan for Hotel Verde in Cape Town, South Africa, has been developed and implemented ([JG Afrika](#)), and the project Circular Economy Tools to Support Innovation in Green and Blue Tourism SMEs ([CIRTOINNO](#)) which aims to improve the competitiveness of SMEs with better resource efficiency and waste management in the South Baltic Sea area, is underway (Agencja Rozwoju Pomorza S.A.).

In line with the overall trend, sustainability reporting in the tourism sector is progressively increasing. The recently published report on Sustainability Reporting in Travel and Tourism ([WTTC](#)) presents a detailed review of the situation bearing in mind the implementation of SDG 12.6. Some STP partners represent large companies that are leading by example, such as [TUI Group](#) which publishes the Better Holidays Better World report annually describing the progress of the implementation of its corporate strategy to 2020, or [Villages Nature Paris](#), a joint venture between Euro Disney and Pierre & Vacances, which follows Bioregional’s 10 principles of One Planet Living. Yet there is room for many more tourism companies to embrace these efforts and as the sector has the unique nature to encompass business of all sizes – not only can large operators influence the rest of businesses in the extensive tourism value chain but also smaller companies can have a global reach like in no other sector-, the opportunities to enhance the sustainability of destinations by further disclosing information through reporting is enormous.

Several activities of STP actors are also connected to SDG target 12.8. as they play an important role in raising the awareness of the ongoing sustainability efforts of a destination or business and enabling consumers to make informed choices – for instance Fair Trade Tourism Certification ([FTT](#)) in SADC region. Moreover, sustainability labeling initiatives have been developed in Morocco for a selection of hotels and small accommodation businesses to communicate their ecological footprint ([Consulting Elementerre](#)) as well as in France on a national scale ([Betterfly Tourism](#)). [NATIVE Accessible Hotels](#) also developed an accessible information system for hotels and tourism operators encompassing a multi-language web platform, a booking engine and several high-end safety gears for persons with disabilities.