Progress Report 2016

BACKGROUND INFORMATION

In 2016, 1.2 billion international tourists travelled the world generating USD 1.5 trillion in exports. Despite many challenges, 2016 marks the seventh consecutive year of above-average growth with international arrivals increasing by 4% or more every year since 2010. Currently, tourism accounts for 10% of GDP (direct, indirect and induced), 6% of the world's exports and 1 in 11 jobs and, according to the UNWTO, arrivals are forecast to reach 1.8 billion by 2030. With many opportunities deriving from tourism's exponential growth, decoupling economic growth from environmental degradation by placing a strong focus on the sustainable use of resources is as important as never before. Efforts at the international level are reflected in the Sustainable Development Goals (SDGs), which include three Goals -8, 12 and 14- explicitly mentioning tourism in relation to sustainable economic growth, sustainable consumption and production and the sustainable use of oceans and marine resources, as well as in the declaration by the United Nations General Assembly of 2017 as the International Year of Sustainable Tourism for Development and the ongoing implementation of the 10YFP Sustainable Tourism Programme (STP).

PROGRAMME SUMMARY

The vision of the 10YFP STP is for a tourism sector that has globally adopted sustainable consumption and production practices resulting in enhanced environmental and social outcomes and improved economic performance. The mission of the 10YFP STP is to catalyse transformation for sustainability, through evidence-based decision making, efficiency, innovation, collaboration among stakeholders, monitoring and the adoption of a life cycle approach for continuous improvement.

The 10YFP STP has four Programme Work Areas:
1. Integrating SCP in tourism related policies and frameworks: to strengthen sustainable tourism policy making, implementation and monitoring.
2. Collaboration among stakeholders for the improvement of the tourism sector´s SCP performance: to foster multi-stakeholder collaboration at all levels and strengthen technical competencies while promoting data sharing and establishing monitoring frameworks.
3. Fostering the application of guidelines, tools and technical solutions to improve, mitigate and prevent tourism impacts and to mainstream SCP patterns among tourism stakeholders: to promote research and the use of integrated tools both in destinations and enterprises while influencing consumers´ travel behaviour.
4. Enhancing sustainable tourism investment and financing: to develop, promote and mainstream sustainable tourism investment and financing tools while enabling destinations and tourism enterprises to apply them.

PROGRAMME WORK AREA ACHIEVEMENTS 2016

During its second year of operation, the 10YFP STP has continued serving as a collaborative platform to bring together existing initiatives and partnerships and facilitate new projects and activities to accelerate the shift to sustainable consumption and production patterns (SCP) in the tourism sector.

In addition to the monthly Lead and Co-leads meetings, the members of the Multi-stakeholder Advisory Committee (MAC) convened twice, on 4 April and 29 September 2016, to finalize the selection of Trust Fund projects and endorsement of flagship project proposals, launch the Annual Magazine and disseminate the branding guidelines, as well as advance the development of the monitoring and evaluation framework, the renewal process of the MAC and the organization of the Annual Conference and International Symposium of the programme which took place in November 2016.

The 10YFP STP, as an implementation mechanism for SDG12 with potential to advance other SDGs (among them SDG8 focusing on decent work and economic growth, SDG13 addressing climate change or SDGs14 and SDG15 on marine and terrestrial resources), is contributing through its Portfolio of Work to the Sustainable Development Agenda 2030 and the Paris Agreement. The 10YFP STP Portfolio is a tool for programme Actors (Lead, Co-leads, MAC and Partners) to include new and ongoing initiatives and activities under the umbrella of the programme, given their potential to advance sustainable consumption and production (SCP) in the tourism sector, with a view to aggregating the results and creating collective impact towards shared objectives on SCP. A total of 47 actors linked more than 135 initiatives and activities to the Portfolio which, overall, are worth over USD 12 million. A selection of one activity per actor contributing to the Portfolio is presented below according to the corresponding Programme Work Area (full details of the Portfolio can be found in the M&E Excel):

Programme Area of Work 1: Integrating SCP in tourism related policies and frameworks
- Institut de la Francopohonie pour le Développement Durable (IFDD) developed with participation of 20 representatives (12 men/ 8 women) from Small Island Developing States (SIDS) a 3-day workshop on the methodology of implementation of national strategies for sustainable tourism.
- Ministry of Tourism of Bahamas started in 2016 a project to assess carbon emissions of transportation and accommodation industries in order to raise awareness and develop mitigation and adaptation plans.
- Ministry of Tourism of Morocco elaborated the "Moroccan Sustainable Tourism Charter" and was the initiator of the elaboration of the "African Charter for Responsible and Sustainable Tourism" adopted by 25 African countries.
- Organization for Economic Co-operation and Development (OECD) has dedicated a section in the report "Tourism Trends and Policies 2016" to highlight the key reforms in tourism organisation and governance, and analyses a range of tourism policy issues, providing a global perspective with the inclusion of 50 OECD countries and partner economies.
- Rural Tourism Network (RTN) from Kenya led training sessions of total 18 days for over 40 tourism stakeholders and county officials to impart knowledge on SCP concepts, significance and advancements to enable informed policy making in county governments.
- Society for Sustainable Tourism & Development Inc. implemented a 12-days training with 35 participants (20men/ 15 women) to support destinations in the Philippines to develop sustainable tourism action plans.

Programme Area of Work 2: Promoting collaboration among stakeholders for the improvement of the tourism sector´s SCP performance – including the application of monitoring frameworks
- African Union of Conservationists (AUC) organised awareness raising activities to strengthen Collaborative Forest Management including sustainable tourism in Central Uganda with 286 participants (268 men/18 women).

- European Alliance for Responsible Tourism and Hospitality (EARTH) through its member, the Italian Association of Responsible Tourism (AITR) conducted a 3-days workshop in Italy for 17 participants (4men/ 13 women) to raise the awareness towards gender equality, food waste reduction and responsible tourism.
- Federal Ministry for Economic Affairs and Energy of Germany (BMWi) is currently developing a nation-wide labelling and certification system on barrier-free tourism.
- Federation of Community based Tourism Organizations (FECTO) organized a workshop to create linkages between 60 community-based tourism operators and tour operators from Kenya and Germany.
- Global Sustainable Tourism Council (GSTC) trained 60 tourism professionals through 3-days intensive and interactive classes in different locations (Greece, Republic of Korea, South Africa, Thailand, USA) in order to improve sustainability practices according to GSTC criteria.
- Japan Ecolodge Association organized its 3rd Sustainable Tourism Forum under the theme "100 years from now" in Japan, with participation of 80 attendees and a focus on local governments.
- Korea Ecotourism Society organized a workshop in Republic of Korea, to discuss main challenges of ecotourism development and to share success stories, with participation of 100 attendees from Australia, Indonesia, Japan, Myanmar, Republic of Korea and Thailand.
- Jlag took part in the project of the Italian Government aiming at promoting sustainable development and management of coastal tourism in Italy, Jordan and Tunisia through PPP which includes a component on linking tourism to environmental monitoring.
- Ministry of Tourism of Croatia continued raising awareness of Croatian tourism stakeholders through the sustainable tourism online portal which includes information on projects, good practices, awards and certification schemes.
- National Counsel of Sustainable Development of Honduras organized the congress on "Competitiveness and Sustainability" in collaboration with the tourism chamber and authorities where over 1000 students and entrepreneurs had the opportunity to exchange.
- Regional Tourism Organization of Southern Africa (RETOSA) organised in Mozambique a 14-days training on tourism quality standards and SCP with 23 participants (14men/ 9women) from the Southern African Region as well as Ethiopia.
- Sustainable Travel International (STI) worked on the implementation of a programme on standards for ecotourism in Panama in collaboration with the Ministry of Environment and the tourism authority, taking into account a value chains approach.
- The Tourism Company started implementing a trans-boundary project in Georgia, Armenia and Azerbaijan with the aim of preparation of regional standards for sustainable tourism in and around protected areas of the Caucasus, with associated support and capacity building.
- The Travel Foundation developed in Turkey the label "Taste of Fethiye" to help hotels to verify locally and responsibly produced fruits and vegetables and supported 40 farming families to improve their agricultural practices and create links to the tourism supply chain.
- Tourisk Inc., in collaboration with Chinese tourism authorities, contributed to the implementation of training for integrated planning of destinations as UNWTO Observatories of sustainable tourism with particular emphasis on indicators and monitoring systems.
- UN Environment, with financial support from Ministry of the Environment, Energy and Marine Affairs France, is in the process of developing a Guideline on Key Environmental Indicators for the Tourism Private Sector after consultations with life cycle approach and sustainable tourism experts.

Programme Area of Work 3: Fostering the application of guidelines, tools and technical solutions to mainstream SCP among tourism stakeholders (destinations, enterprises and tourists)

- Amigos de Sian Ka'an launched a promotion campaign through social networks with over 5,000 followers highlighting nature-based tourism activities in Maya Ka'an (Quintana Roo, Mexico) as well as information on the local communities that integrate the destination.
- Betterfly Tourism, in collaboration with the Ministry of Tourism of Morocco, assessed the environmental and economic performance of 10 accommodation establishments, including training for managers and experts on the methodology.
- Brazilian Tour Operators Association (BRAZTOA) developed a series of lectures on success cases of development of sustainable tourism in Brazil attended by 67 participants (34men/ 33women) and subsequently disseminated though communication channels.
- China Lab. for Architecture and Urban Studies of the University of Pavia, Italy, developed an exhibition at the 3rd International Conference on Documentation, conservation and Restoration of the Architectural Heritage and Landscape protection.
- DEFISMED co-organized several conferences in Morocco and France engaging over 2,000 participants, for sharing leading experiences on sustainable tourism development around the Mediterranean.
- Dutch Association of Tour Operators (ANVR), in collaboration with the Breda University of Applied Sciences (NHTV), developed and launched a carbon calculator to allow tour operators to integrate carbon management in their daily practice.
- Fair Trade Tourism (FTT), together with Fairtrade Label South Africa, works to promote SCP in South African agricultural value chains with objectives such as institutional strengthening and educating public and private consumers about sustainable agricultural practices.
- Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety of Germany (BMUB) started implementing the Sustainable Destinations Award on the basis of 40 relevant indicators.
- gutundgut gmbh organized "Switzerland Tourism Camp 2016" for developing sustainable and innovative business ideas and projects with 50 participants from Germany and Switzerland.
- International Centre for Responsible Tourism (ICRT) – Australia published 3 tourism related research papers on resource saving in tourist accommodations, climate change and behavioural change.
- IUCN WCPA Tourism And Protected Areas Specialist Group (TAPAS Group) started updating in 2016 the "Best Practice Guidelines for Tourism in Protected Areas" to offer the best procedures for managing tourism in protected areas.
- Les Villages Nature Val d'Europe S.A.S. released its annual report, where 10 key sustainability targets are tracked according to the One Planet Action Plan endorsed by Bioregional.
- LightBlue's team implemented a food waste prevention program in hospitality industry in Maldives, including capacity building, monitoring system implementation, auditing and consulting.
- NATH, Inc led a 4-month workshop on for Myanmar local communities on skills needed by jobs in hotel industry.
- Rainforest Alliance led the "Increasing Competitiveness of Tourism Enterprises" project which provided training on sustainable tourism to over 100 small tourism companies, and staff from over 40 tourism MSMEs, reaching a minimum of 250 employees in Costa Rica.
- Spenceley Tourism and Development cc, South Africa (STAND cc) developed "The Responsible

Tourist" handbook to offer guidance to tourists on choosing and booking sustainable holidays, using mainly online resources.

- Sustainable Tourism Foundation Pakistan (STFP) developed guidelines and educational materials to increase trekkers' awareness on sustainable use of natural resources and best practices of eco-friendly trekking in the mountains of Pakistan.

- Tesouros de Galicia implemented the "We water Experience" project together with Inditex to raise awareness about water scarcity and modify habits and behaviours accordingly among youth in China.

- The International Ecotourism Society (TIES) developed an online graduate course in sustainable tourism and ecotourism and protected area management. The program is implemented and will be online for the next three years.

- TUI Group continued the "Drinking Water in the Maldives" project to address the strain on water in Maldives by providing desalination expertise to Robinson Club and producing drinking water using in-house infrastructure which has reduced the number of plastic bottles purchased per year in 400,000.

- Udyama organized three 5-day workshops for over 150 tourism professionals in India on energy efficiency and inclusive economy.

- UNWTO completed research on "Innovative Catalysts boosting sustainability in the tourism sector: based on cases and initiatives from Germany" with support from BMUB and identified several essential elements of successful initiatives on tourism and SCP.

- Vietnam Cleaner Production Centre (VNCPC) developed a guideline on eliminating the effects on environment and provided training for over 100 participants from tourism SMEs on resource efficiency and cleaner production.

- Waponi/Tropic Ecuador, in coordination with the Adventure Travel Trade Association, organized a communication event in Mexico titled "Investing in the Future: Long Term Community Tourism" in which 50 participants took part to share experiences.

- World Travel & Tourism Council (WTTC) organized the "Tourism for Tomorrow Awards" to showcase the best in class examples of Travel & Tourism sustainability around the world in the categories of Community, Destination, Environment, Innovation and People.

Programme Area of Work 4: Enhancing sustainable tourism investment and financing
- Lead and Co-leads of the 10YFP STP organised during the UNFCCC COP22 in Morocco, Marrakech, a networking event between financing institutions (ADB, GIZ, LADB, ADEME) and 10YFP STP partners to discuss potential areas of cooperation.

- Lead, Co-leads and several MAC members organised bilateral meetings with financing institutions (such as the World Bank) to promote the 10YFP STP and its expertise.

- The United Nations Development Programme (UNDP), through its "Seychelles Protected Area Finance" project, undertook a study to estimate the willingness to pay for entrance to Seychelles protected areas and evaluated the fee collection and reporting system.

HIGHLIGHTS ON PROGRAMME INDICATORS AND SUB-INDICATORS

During the pilot implementation of the "10YFP Indicators of success framework", a stronger focus has been placed on the indicators at the output level. The Portfolio exercise has been linked to the monitoring framework to allow aggregating the efforts of network members towards the shared objectives on SCP. An analysis of the main outputs is presented below:

Output level

Indicator 1.1. SCP projects - #of project supporting the shift to SCP

- A total of 28 projects on SCP and tourism were linked to the Portfolio of the 10YFP STP. 71% (20) are under implementation and 29% (8) were completed in 2016. The focus of the Portfolio projects is mainly National (43%) followed by Regional (supra-national – 21%), International (14%), Local (14%) and Global (7%). Overall, more than 33 countries benefitted from their implementation. In general, projects combine capacity building and awareness raising as part of their implementation methodology (89%). Some projects also focus on policy frameworks and tools (61%) and research (39%) while comparatively fewer projects utilized financial instruments and investments (21%). Additionally, all projects addressed more than one SCP theme with the following being the most present: energy, climate change, waste, water use and biodiversity (these SCP thematic areas were addressed in 64% of the projects).

Indicator 1.2. Financing the shift to SCP – Amount of financial resources made available in support to the shift to SCP

- A total of 47 actors of the 10YFP STP linked more than 135 initiatives to the Portfolio which, overall, are worth over USD 12 million. The majority of actors reported using own funds to implement the reported initiatives (42%), followed by multilateral funding (26%) and bilateral funding (22%).

- Additionally, to support the operations of the 10YFP STP, the Lead and Co-leads made available 4 full time staff for the Coordination Desk and USD 195,000 (time invested by focal points of Lead and Co-leads is not being accounted; the figure reflects real expenditures). These funds allowed organizing the Annual Conference and International Symposium, to produce the Annual Magazine, to recruit additional staff to carry out the evaluation of Trust Fund proposals, as well as to support other activities, cover for translation costs of documents or travel expenses of 10YFP meetings.

Indicator 1.3. Training for SCP - # of person-days of training on SCP

- A total of 32 training courses were implemented by 10YFP STP actors in 2016 involving 3,510 people (1,950 men and 1,560 women) and 137 days of training, with most of the courses having an average duration of 4 days. These resulted in 10,112 person-days of training in 2016. Most of these training courses have either national (38%) or local (31%) scope, and a majority of the projects address the following SCP themes - climate change (72%), energy (69%), material use (63%), waste (63%),and water use (59%).

Indicator 2.1. SCP network – # of governments and other organisations engaged in the 10YFP and its programmes

- The 10YFP STP network currently includes 127 actors (101 Partners, 22 MAC members and 4 Lead/Co-leads) and comprise the following categories: Non-governmental Organizations (37%), Private Sector –business oriented/ for-profit- (22%), Governments (12%), Academia (9%), Experts -technical centres and service providers (8%), Private Sector –industry association, business organizations/ not-for-profit) (7%), International Organizations (4%) and Media (1%); and have the following geographical distribution: Western European and other (43%), Latin America and the Caribbean (26%), Asia-Pacific (14%), Africa (11%), Eastern Europe (5%) and

International (1%); and the following geographical scope of activities: National (48%), Global (24%), Regional (21%) and local (7%).

Indicator 2.2. Outreach and communication for SCP - # of outreach and communication activities having for main focus SCP issues and # of recipients

- A total of 43 outreach and communication activities implemented by 10YFP STP actors took place in 2016 reaching over 700,000 people. 29% of the activities had a global scope, and the rest consisted mainly of International (24%), national (21%) and regional (19%) activities. Nearly 52% of these activities are some form of communication event, such as a conferences, webinars, etc. A considerable number of activities also belonged to communication campaigns (31%), social media activity (24%), and development of communication materials (21%). The outreach and communication activities mainly addressed the SCP themes climate change (69%), employment (57%), biodiversity (57%), and land use (48%).

Indicator 2.3. Production of knowledge and technical tools - # SCP knowledge resources and technical tools produced

- A total of 32 SCP knowledge and technical tools were developed by 10YFP STP actors in 2016. The scope of the resources was primarily global (34%) in nature. However, there were a number of regional (231%) and national (16%) resources. The resources mainly consisted of guidelines (25%), tools/apps (19%), reports (9%) and journal articles (9%), and focused on the SCP themes, biodiversity (69%), waste (69%), energy (66%), water use (59%), climate change (56%) and land use (53%).

Outcome level

In addition to reporting on the output indicators, a few outcome indicators have also been tested. For the time being the information obtained is very limited and therefore shall be used as an indication of potential progress. During the next Portfolio exercise, it is expected that additional information for the outcome level would be obtained. The brief information collected for outcomes is presented below:

Indicator 3.1. Policy instruments for SCP - # of governments and other organisations developing, adopting, or implementing (or in process of) policy instruments supporting the shift to SCP

- Countries that have already integrated sustainability principles and actions in their tourism strategies and highlighted in the OECD Tourism Trends and Policies 2016 include: Bulgaria, Costa Rica, Croatia, Egypt, Estonia, Finland, Japan, Latvia, Lithuania, Malta, Morocco, Norway, Portugal, Romania, Spain, Switzerland and United States; but it remains difficult to assess to what extent some of these policies are actually implemented. The most significant actions underlined by countries include community-based tourism (Brazil, Israel), eco-tourism programmes (Chile, Costa Rica), quality and environmental certification and standards (Colombia, Iceland, Israel, Korea, Luxembourg, New Zealand, Norway, Spain), self-assessment tools for the industry (Canada), sustainable destination initiatives (Finland, Spain, Sweden), social responsibility, measurement and monitoring (Morocco, Slovenia, Switzerland), alternative forms of tourism (France, Greece) and prioritisation of low carbon forms of tourism (Finland).

Indicator 3.2. SCP monitoring and reporting - # of governments and other organisations officially establishing or making progress on improving monitoring and reporting on SCP

- Many GSTC members are in the process of developing and supporting the shift to SCP in tourism, such as Botswana Tourism Organization, Innovation Norway, Cayman Islands Department of Tourism, Mount Huangshan (China) Scenic Area Administrative Committee (HSAC), to name a few. New developments are: 1) Chile's Lakes District signed a MOU with the GSTC in order to utilize the GSTC Criteria for training, guiding, and promoting the sustainable management of tourism activities, pursuant to Chile's nation-wide priority for tourism sustainability; 2) SERNATUR (Servicio Nacional de Turismo - National Tourism Service Chile) is working to have its standard "Sello S" become GSTC approved; 3) The State of Guanajuato, Mexico, has joined as the GSTC as an active member to promote sustainable tourism in Guanajuato; 4) The Sustainable City Tourism Destination Standard for The Republic of Korea is designed to apply the GSTC Criteria into the context of cities in South Korea; 5) The Sustainable Tourism Destination Standard for Indonesia is based on the GSTC Criteria and will be piloted in 20 destinations; 6) Royal Caribbean Cruise Lines (RCL) announced their endorsement of GSTC as part their strategy for improving the sustainability of the supply chain; 7) since the GSTC criteria are public , GSTC does not have full records of its use, but there is reference of their widespread application in the private sector, academia and destinations.

Indicator 3.5. SCP commitments - # of high level commitments covering SCP

- In 2016, both the Beijing Declaration of Sustainable Tourism as a Driver for Development and Peace (19 May 2016) and the Petra Declaration on Investing in Tourism for an Inclusive Future (27 October 2016), which made explicit reference to the need to accelerate the shift to SCP patterns in the tourism sector, were adopted by representatives from governments, private sector and civil society as the outcome documents of the First World Conference on Tourism for Development organized by UNWTO and the Government of the People's Republic of China in Beijing, and the) Regional Conference on Investing in Tourism for an Inclusive Future organized by UNWTO the Ministry of Tourism and Antiquities of Jordan and the European Bank for Reconstruction and Development in Petra,.

- The African Charter for Sustainable and Responsible Tourism is an opportunity for consensual framework of consented efforts by all African stakeholders that aims at: 1) Creating general principles to reinforce sustainable tourism in Africa; 2) Setting up guidelines for public authorities; 3) Sharing good practices of sustainability to be respected by tour operators and responsible tourists; 4) Materializing the engagement of signatories by the signing of the charter for a sustainable and responsible tourism (adopted by 25 signatories as follows: Angola, Benin, Burundi, Cabo Verde, Central African Republic, Chad, Republic of Congo, Côte d'Ivoire, Ethiopia, Gabon, Gambia, Republic of Guinea-Bissau, Mali, Mauritania, Morocco, Niger, Nigeria, Senegal, Seychelles, Sudan, Tunisia, Uganda, Zimbabwe and UNWTO.

Indicator 3.6. Coordination on SCP - # of inter-sectoral or multi-stakeholder mechanisms for coordination on SCP and # of participating governments and other organisations

- The Southern Africa Sustainable Tourism Development Forum has continued operating in the region as a means of coordination for RETOSA members.

CROSS-CUTTING ACTIVITIES UNDERTAKEN IN 2016

Programme coordination and operational management

The MAC of the Sustainable Tourism Programme comprises of 22 members and the 2-year term of existing MAC ended on 5th November 2016. 2 voting lines for the re-election of the MAC were circulated electronically to fill in the 5 seats that need to be renewed: a) among Partners willing to upgrade their membership to MAC member and; b) among MAC willing to continue serving for the term 2017/2018. 17 MAC members renewed their term and 5 Partners were elected new MAC members.

The current composition of the MAC for the term 2017-2018 is: Fair Trade Tourism (FTT), Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) of Germany, Federation of Tourism Enterprises of Chile (FEDETUR), Global Sustainable Tourism Council (GSTC), IUCN WCPA Tourism and Protected Areas Specialist Group , Japan Ecolodge Association, Ministry of Tourism of Bahamas, Ministry of Foreign Affairs of France, Ministry of Tourism of Croatia, Organisation for Economic Co-operation and Development (OECD), Rainforest Alliance (RA), Regional Tourism Organization of Southern Africa (RETOSA), Rural Tourism Network (RTN), South Pacific Tourism Organisation (SPTO), Sustainable Travel International (STI), Subsecretaría de Turismo de Chile, The International Ecotourism Society (TIES), The Long Run, TUI Group, United Nations Development Programme (UNDP), United Nations Environment Programme (UNEP), World Travel and Tourism Council (WTTC).

Network building

The Coordination Desk acts as a hub connecting all actors and is committed to create added value for them by supporting their participation in the portfolio of work; disseminating information on, for example, webinars, best practices, funding opportunities (SWITCH, EU LIFE etc.) across the network; creating working groups (e.g. sub-group of 10YFP Monitoring & Evaluation indicators); and conducting selection processes of active actors to represent the programme in international events (e.g. Energy Efficiency workshop, World Circular Economy forum, IUCN WCPA congress), among others.

Communication & outreach activities

The Programme Lead and Co-leads with support of the Coordination desk contributed to increase the international visibility of Programme members' activities through:

- the launch of the Annual Magazine, with support from the Republic of Korea and UNWTO;

The programme also provided opportunities for its members to participate in public fora to address the integration of SCP in the tourism sector such as:

- the Conference and Symposium on "Accelerating the Shift towards SCP in Africa" held back to back with the 58th Meeting of the UNWTO Commission for Africa on 20 - 21 April 2016 in Abidjan which was hosted by Côte d'Ivoire; and,
- the International Symposium and Annual Conference on "Advancing Sustainable Tourism in a Changing Climate" which was hosted by Morocco (and co-organised by Governments of France, Korea, UNWTO and UN Environment)on the occasion of the UNFCCC COP22 (22nd Session of the Conference of the Parties of the United Nations Framework Convention on Climate Change) on 11-12 November 2016.

The Programme disseminated and promoted the exchange of knowledge across its members through:

- The participation in the Task Force to develop the Indicators for Success of the 10YFP which involved IUCN TAPAS, the Ministry of Tourism of Croatia, UNWTO and WTTC.
- An organisation of a cycle of five climate-related webinars developed by UN Environment with support from France and Morocco with the participation of over 180 participants and subsequent hundreds of views via YouTube: http://sdt.unwto.org/webinars-10yfp-stp

The programme developed communication materials and tools to promote the programme and work of its actors:

- 10YFP STP brochure was translated into six different languages (Arabic, English, French, Korean, Russian and Spanish);
- 10YFP STP social media channels are registering more followers: over 400 followers on Twitter and over 1,400 likes on Facebook and more than 1,400 members on LinkedIn. The CD has shared news such as calls for proposals, events, new-partner announcements as well as best practices and sustainable tourism initiatives and projects from programme actors.;
- The CD encouraged STP actors to contribute to the Clearing house website by uploading their tools and publications;
- Two official websites (i.e. the 10YFP Secretariat's Clearinghouse website, and UNWTO's website with all the documents of the 10YFP STP were regularly updated.

10YFP Trust Fund Projects

The STP Coordination Desk and selected members of the MAC supported three selected trust fund projects with development of implementation plans and regular backstopping:

- Inca Alliance for Sustainable Tourism by Grupo GEA (Peru): Public-private partnership model for innovative and sustainable eco-tourism in historical-cultural and nature destinations;
- Regional Sustainable Enterprise Programme for the South Pacific by the South Pacific Tourism Organization (SPTO) and Sustainable Travel International in member countries of SPTO;
- Creating a sustainable community tourism model for South Africa by Africa!Ignite (South Africa).

Collaboration with other 10YFP Programmes

A Marrakech COP22 Green Passport map was developed to raise awareness of delegates and tourists on the green travel choices in Marrakech during the UNFCCC Conference of the Parties (COP 22). Designed in collaboration with UN Environment (MAC members from 10YFP Sustainable Lifestyles Programme and 10YFP STP), the Moroccan Ministry of Tourism, Michelin and the Moroccan non-profit Association Mawarid, the map marks out hotels with environmental label, green restaurants, spas and hammams that use natural local products and traditional craft shops.

CHALLENGES

The programme members have high expectation from the 10YFP Trust Fund, but for the time being no information on the upcoming call for proposals has been released. None of three STP flagship projects succeeded in their fundraising efforts and there is a high risk of disengagement of flagship Consortia members. The resource mobilisation strategy of the 10YFP Secretariat continues to be unclear for the programmes and lacks a joint vision.

As the 10YFP STP has not received seed funding for the direct implementation of activities, the progress reported relies on the Portfolio which is proving to be a successful mechanism to aggregate the efforts of network members. Reporting on the outcome level when relying on the Portfolio becomes challenging as the Coordination Desk lacks the human resources to validate all the information obtained from network members.

OUTLOOK 2017

The Year 2017 was declared by UN as Year on sustainable tourism for development. Within this frame the Coordination Desk of the programme will support its members with organisation of international events aiming at showcasing their expertise and existing solutions.