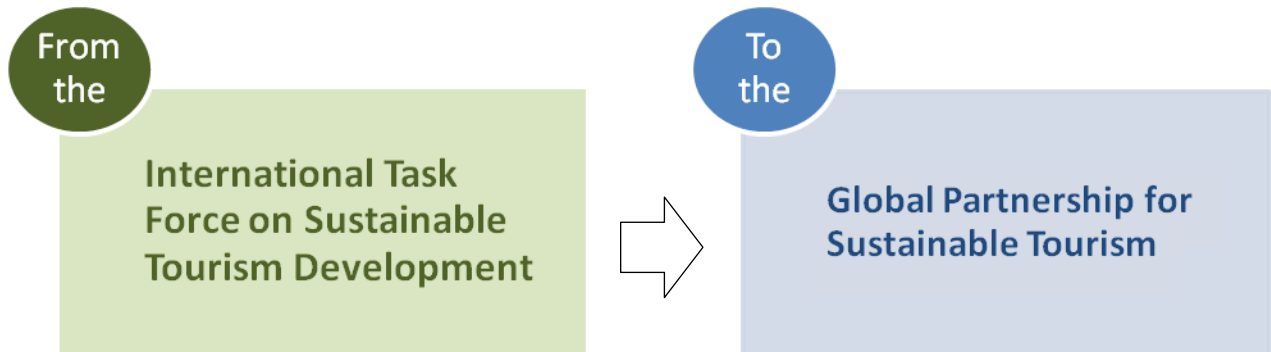


Sixth Meeting of the International Task Force on Sustainable Tourism Development

2-3 February 2010 ■ Chantilly, France



A crucial meeting in a time of opportunities



Nearly 70 participants from all continents came together from 2-3 February 2010 in Chantilly, France to open up the way for the transformation of the Task Force into a new Global Partnership for Sustainable Tourism.

Executive Summary: Main Accomplishments and Conclusions

- ▶ The Task Force members voiced unanimous consensus that the Task Force continue through the form of a UN Type II Commission on Sustainable Development (CSD) Partnership.
- ▶ UNEP will develop the Partnership value proposition presentation and executive summary to assist members in engaging their respective agencies in pledged contributions to the Partnership.
- ▶ UNEP will revise the Partnership concept note and project selection criteria based on the meeting discussions and disseminate the revised versions before the end of March 2010.
- ▶ In consideration of the schedule constraints imposed by the calendar, members will be have ten days to review and submit their comments on the revised elements.
- ▶ A side event will be organised at the next CSD session in May 2010 in New York that may include the launch of the Partnership if enough funds are found to make the Partnership viable.
- ▶ Members and interested parties will need to send their letters of commitment by 29 April 2010 to ensure the successful launch of the Partnership.

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Background and introduction

The sixth and final meeting of the International Task Force on Sustainable Tourism Development of the Marrakech Process gathered 69 participants including representatives from 14 countries, 11 international organisations, 7 nongovernmental organizations, and 3 private sector associations (*Annex I - Final Participant List*). The meeting provided the forum for Task Force members to discuss the transition of the Task Force into a UN Type II Partnership under the United Nations Commission on Sustainable Development (CSD), the selection criteria for project proposals, and the financing mechanisms for its continued operation.

The meeting was organized by the United Nations Environment Programme (UNEP) through financial support from the Norwegian Royal Ministry of Environment, French Ministry of Ecology, Energy, Sustainable Development and Sea (MEEDDM), French Environment and Energy Management Agency (ADEME), the French Ministry of Foreign and European Affairs, and the French Ministry for the Economy, Industry and Employment. The meeting was chaired by Mr. Christian Brodhag.

Day 1: Tuesday 2nd February 2010

► Official Opening; Etienne Coffin and Christian Brodhag

Mr. Etienne Coffin, French Ministry of Economy, Industry and Employment, in charge of tourism, opened the meeting with a brief overview of the Marrakech Process and the International Task Force for Sustainable Tourism Development. Mr. Coffin welcomed all the participants and speakers to the meeting and thanked everyone for their support to the Task Force. He honourably thanked Christian Brodhag for presiding over the meeting and for all the guidance he has provided to the Task Force. Mr. Coffin noted the importance of the sixth meeting as it will outline the transition of the Task Force into the more permanent entity of a UN Type II Partnership under the United Nations Commission on Sustainable Development (CSD). He recalled that during the fifth Task Force meeting in Morocco, members adopted the roadmap to a UN Type II Partnership and noted that the objective of the sixth meeting is for participants to shape the new form of the Partnership and discuss fundraising strategies to finance its operation.

Mr. Coffin thanked MEEDDM, ADEME, and the French Ministry of Foreign and European Affairs for hosting the final Task Force meeting at the beautiful venue of Les Fontaines. He wished all the participants the best for a productive and successful meeting. He then welcomed Christian Brodhag as the chairman and moderator of the meeting.



Mr. Christian Brodhag thanked Mr. Coffin for the introduction and all the participants for attending the meeting. He noted that he was pleased to return to the Task Force to preside over the final meeting. He introduced Gerard Ruiz of MEEDDM as his successor and noted that Mr. Ruiz will lead the Task Force through its transition into the UN Type II Partnership. He welcomed Korea and the United Kingdom to the meeting and noted that the sixth meeting was not widely opened to all interested parties as its primary purpose is to outline the steps required for a successful transition into a UN Type II Partnership and design the various facets and functions of the Partnership. Mr. Brodhag encouraged all participants to be forthcoming in the discussions and noted that he wanted all to leave feeling that their voice was heard.

► Welcome and Introduction by UNEP, UNWTO, UNESCO, and ADEME

UNEP

Mr. Arab Hoballah thanked the French delegation for hosting the Task Force meeting and all the stakeholders in their participation and for their contributions to the Tourism Task Force's success, as well as for their support in launching the Global Partnership on Sustainable Tourism. He noted that International Task Force for Sustainable Tourism Development is widely recognized as one of the most dynamic and successful of Task Forces within the Marrakech Process. He welcomed everyone to the new phase of the Task Force and highlighted the effectiveness of UN Type II CSD Partnerships and the enhanced visibility this platform provides. He noted that the transition to the UN Type II Partnership will allow the continuation of activities and build on the Task Force's remarkable progress.

Mr. Hoballah noted that the UN CSD is responsible for reviewing progress in the implementation of Agenda 21 and the Rio Declaration of Environment and Development, as well as providing policy guidance to follow up the Johannesburg Plan of Implementation at the local, national, regional and international levels. He explained that the UN CSD operates in biennial cycles and monitors the evolution of production and consumption. Within each cycle, thematic clusters of issues are evaluated in an integrated manner, taking into account economic, social and environmental dimensions of sustainable development. He indicated that in the 2012/2013 tourism is listed as a theme.

Mr. Hoballah emphasized that sustainable tourism can be a powerful partner for development and a driving force for local economies. He challenged Task Force members to ensure that the accomplishments achieved over the last three years become a cornerstone for all tourism operations and that together they leverage the Partnership to engage other stakeholders in the implementation of the principles of sustainable tourism. He noted that the Partnership has the potential to transform the way tourism is done worldwide and at all scales and to shift tourism policies. He noted that tourism is one of the largest sectors worldwide and that it has a decisive role in the green economy. He drew attention to the natural resources required to support such a large industry and highlighted the opportunities for the members to have a big impact through enhanced sustainability. He noted the need to continue the Task Force's activities through the Partnership and the need to mobilize the necessary resources to continue its success.



UNWTO

Ms. Sofia Gutierrez noted that she was pleased to be involved in the meeting proceedings and further emphasized the historical importance of the meeting as it marks the transition of the Task Force into the more permanent entity of a UN Type II CSD Partnership. She recounted several successful Task Force initiatives, stressing the importance of the policy recommendations that were adopted at the Marrakech meeting the previous year. She noted that these recommendations serve as an important guide to the global tourism community on the path to sustainable tourism development. Ms. Gutierrez noted that transitioning the Task Force into a UN Type II CSD Partnership will provide members with a unique platform to launch sustainable tourism projects worldwide. She encouraged members to take an active role in the coming days so that the thoughts and comments can be recorded and taken into account when finalizing the details of the soon-to-be-launched Partnership. She noted that she wanted all members to leave the meeting with a feeling of ownership in the coming Partnership phase.

UNESCO

Mr. Hervé Barré thanked the French delegation for chairing the International Task Force for Sustainable Tourism Development and for hosting the Sixth meeting. Mr. Barré thanked UNEP for overseeing the logistical elements and preparing the background documents to support the meeting proceedings. He noted that the objective of the current meeting is to outline the details necessary to transition the Task Force into a UN Type II CSD Partnership. He noted that UNESCO views this transition as being very strategic and will enable members to reach more stakeholders in the successful implementation of activities. Mr. Barré noted that while tourism is not one of the main mandates of UNESCO it is a de facto guest in several UNESCO projects.

Mr. Barré congratulated members for developing and approving the policy recommendations for sustainable tourism development and stressed the need to further continue to work with governments to ensure these recommendations are successfully integrated into legally binding mandates within governing frameworks. He cited the UNESCO Convention concerning the protection of the world cultural and natural heritage. He also cited the UNESCO Man and the Biosphere Program which was created in 1971 to provide a scientific basis for addressing human needs in harmony with nature. He noted that an important tool in this program has been the network of over 500 biosphere reserves in over 100 countries which serve to protect biodiversity.

Mr. Barré called attention to the linkages between culture, heritage and biodiversity and highlighted that the challenge is to identify and support tourism practices that operate in accordance with the UNESCO Convention on World Heritage. He referenced the statistic that cultural tourism represents up to 45 percent of tourism activities and noted that it is anticipated that this figure will increase by be three fold in the next three years. He also emphasized that ecotourism represents 10 percent of tourism activities and stressed that both figures are growing.



Mr. Barré called on all members to work together collaboratively in the implementation of projects that seek to protect cultural and natural heritage as well as biodiversity. He noted that tourism is a complex industry and stressed the importance of interdisciplinary, interagency and inter-ministerial collaboration in sustainable tourism initiatives to ensure the various components are taken into account and properly managed. He furthermore stressed that it is impossible for tourism to be sustainable if resources are not conserved and noted that UNESCO benchmarks can be used to estimate the impacts of tourism operations on natural and cultural resources. He thanked everyone for the opportunity to participate in this meeting and noted that he looks forward to the discussions.

Mr. Christian Brodhag thanked Mr. Hervé Barré for mentioning the conventions and encouraged all stakeholders to ensure that the shared objectives outlined in such conventions and international standards are anchored in project activities.

ADEME

Ms. Cecile Martin-Phipps thanked members of the French delegation and the members of the Task Force for their participation at the Sixth meeting. She noted that on behalf of ADEME she was pleased to host the dinner at Chantilly castle. Ms. Martin-Phipps briefly summarized ADEME's activities in the tourism sector, citing their project to enhance resource efficiency within hotels as a concrete example of their commitment to sustainable tourism initiatives. She further mentioned ADEME's capacity building activities for energy efficiency and the agency's provision of technical experts to support the accommodation sector in adopting best practices and new technologies. She noted that ADEME is pleased to continue in this role during the soon-to-be-launched Partnership.

► Opening Presentations

Mr. Christian Brodhag provided an overview of the agenda for the Sixth International Task Force for Sustainable Tourism Development (ITF-STD). He provided the historical overview of the Task Force recalling one of the key outcomes of the 'World Summit on Sustainable Development' (WSSD) in Johannesburg in 2002 was consensus that 'fundamental changes in the way societies produce and consume are indispensable for achieving global sustainable development.' He noted that the Marrakech Process was conceived the following year in Morocco to lead the global effort to encourage sustainable consumption and production and provide support in the development of a 10-Year Framework of Programmes on sustainable consumption and production (SCP). He recalled that the ITF-STD was later created as one of the Task Forces of the Marrakech Process and that the ITF-STD has been led by France.

Mr. Brodhag noted that the Task Force is currently comprised of 18 member countries and 25 organizations and that together, the Task Force has supported the implementation of over 40 projects in the past three years. He recalled that many important initiatives are the direct result of the network that the ITF-STD provided at the international meetings and noted that these meetings served as a forum for international experts and stakeholders to convene, share ideas and develop new initiatives. He



emphasized that the strength of the Task Force lies in facilitating synergies and strengthening cooperation between the global actors of sustainable development.

Mr. Brodhag cited the Policy Recommendations, as one of the main accomplishments of the Task Force. He noted following the Marrakech meeting, the policy recommendations were presented at the UNWTO general assembly, the partnership concept document was developed, potential donors have been identified to target in the coming fundraising efforts to finance the Global Partnership, and that Task Force members have further implemented and disseminated projects and put forward the policy recommendations.

Mr. Brodhag introduced the Partnership concept. He stated that the mission of the Partnership is to mainstream sustainability into all aspects of tourism policies, development, and operation. He stressed that the Partnership will connect people, ideas, and knowledge. He stated that the Partnership offers the following three unique aspects:

- It is global in scale and coverage;
- Membership includes global representation, a variety of UN agencies, NGOs, and members of the private sector; and
- The partnership is unique as few, if any, other entities in tourism will be able to quickly transfer experience into action.

Mr. Brodhag outlined the benefits the Partnership offers its members as the following:

- Partners will have access to new tools and the latest information;
- Partners will be provided with technical assistance in implementing policy recommendations;
- Partners will be able to learn about and implement successful activities from other parts of the world;
- Partners will be able to replicate their own projects in other regions; and Partners will be able to raise funds jointly with other organizations and institutions for new and ongoing projects.

Mr. Brodhag called on members to provide their support in the Task Force's transition period and assistance in disseminating and implementing policy recommendations, up scaling and replication of successful projects in other regions, and in the development of new tools. He then opened the floor for discussion.

Mr. Etienne Coffin recalled the statistics cited by UNESCO and noted that the figures for ecotourism will more than double in the coming years. He stressed France's commitment to sustainable tourism and noted the determination of the French delegation to mobilize the engagement of all stakeholders in the launching of the Partnership and implementation of its objectives.

Ms. Gina Guillen Grillo, representative of Costa Rica, thanked the French government for hosting the meeting and for their continued leadership in guiding the Task Force forward. She noted the use of the word 'ecotourism' and mentioned that this term usually refers to niche tourism limited to nature-based tourism. She proposed the use of the term 'sustainable tourism' which more accurately reflects the diverse aspects of tourism overseen by the Task Force.



Ms. Patricia Barnett, of Tourism Concern, thanked the French delegation for hosting the meeting and for the extraordinary vision presented in under the Partnership. She noted the need for wider stakeholder engagement and challenged members to strive to make the Partnership a more inclusive group which includes the participation of 'grass roots' initiatives.

Mr. Arab Hoballah, UNEP, recalled attention to the content of Christian Brodhag's presentation and noted the challenge for members at this time is to join together to ensure the successful launch of the Partnership and collaborate collectively on the implementation of the Partnership's objectives. He stressed that it is difficult to achieve an ambitious agenda such as what is set forth in the Partnership and noted that this will require the unified efforts of all members. He called on all members to use their skills and mobilize their networks to implement the program of work as defined in the Partnership document.

Ms. Alessandra Vellucci, UNCTAD, thanked the French delegation for hosting the meeting and introduced herself and UNCTAD's tourism activities. She noted that she would like special attention to be provided in the Partnership document to the least developed countries and that concrete activities to be outlined for their engagement.

Mr. Alain Dupeyras, OECD, thanked the French delegation for hosting the meeting and leading the initiative. Mr. Dupeyras noted the importance of the Task Force and stated that during the meeting the OECD will be looking to identify activities which they can provide support in the transitional period and in launching the Partnership.

Mr. Gordon Silence, ECOTRANS, thanked the French delegation for hosting the meeting and providing the opportunity to discuss the transitional steps towards the launching of the Partnership. He further highlighted the challenges tourism faces citing the 30 percent loss of species and the challenges coastal tourism destinations face under the two degree climate change scenario. He encouraged members to identify ways the Partnership's agenda could address these challenges.

► **Presentation of Partnership Structure, Governance, and Programme of Work (Annex III)**
by Ms. Sofia Gutierrez, Programme Officer, UNWTO and Mr. Arab Hoballah, Chief, UNEP SCP Branch

Ms. Sofia Gutierrez initiated the session by encouraging members to provide support during the transition phase to the following four main activities:

- Implementation of the ITF-STD policy recommendations;
- Scaling up and replication of successful projects in other regions;
- Development of new tools; and
- Building networks and partnerships.

Ms. Gutierrez then introduced the proposed organizational structure of the Partnership.



She noted that the management and coordination arrangements for the Partnership are crucial for its success in mainstreaming the implementation of sustainable consumption and production patterns in the tourism sector. She noted that the Partnership will be able to manage and coordinate the multiple initiatives and projects if it has a robust structure for coordinating the different functions and activities of its diverse membership: those involve both governance and technical issues and will require a Advisory Committee, a Steering Committee, and a Secretariat, as well as an Annual General Assembly to bring together the full membership. Ms. Gutierrez further outlined these entities as follows: (1) Partnership **Annual General Assembly** and (2) **Steering Committee**.

General comments

Ms. Gutierrez opened the floor for comments on the proposed organizational structure of the Partnership.

Ms. Vanessa Perez Cirera, WWF, noted the scope is very heavy and would like to see the Partnership concept outline activities to achieve inroads to poverty and promote the conservation of biodiversity.

Ms. Alessandra Vellucci, UNCTAD, noted that she would like to see the Partnership concept better define how the projects implemented by the members will fit into the overall structure. She noted that she would like the concept to clearly identify how synergies between the various member initiatives would be promoted.

Mr. Earlston Mcphee, Bahamas, recommended that the Advisory Committee's membership be comprised of both UN representatives and subject experts.

Mr. Francesco Iannello, EC, thanked the French delegation for hosting the meeting and UNEP for providing the background documents to support the event. He noted that he did not see the EC listed on the Partnership concept diagram which outlines the organizational structure and would like to see their inclusion. He noted that while he could not make a financial commitment at this time he pledged support in terms of sharing project experience and welcomed the opportunity for collaborative engagement.

Mr. Christian Brodhag thanked the EC for their participation and noted that a goal of the Partnership is for it to be highly participatory. Mr. Brodhag also noted that France wishes to continue to play a large role in the Partnership but noted that as the initiative evolves it is natural and healthy for turn-over and shared leadership responsibilities. He welcomed Mr. Mcphee's proposal for joint UN and subject expert membership on the Advisory Committee but he stressed the importance of involving UN agencies for the Committee to successfully meet the proposed objectives.

Ms. Mercedes Melendes de Mena, SICA, thanked France for chairing the Task Force and for their continued support in the transitional phase. She noted that the Secretariat's coordination of such a large number of actors will be challenging. She put forth the proposal of electing regional representatives in the Steering Committee instead of government representation.

Ms. Gina Guillen Grillo, representative of Costa Rica, seconded this SICA's proposal and noted that she had made the recommendation in the last meeting to have regional chapters.

Ms. Blanka Belosevic, representative of Croatia, agreed with the proposal for regional representation but noted this can be a difficult concept to implement. She drew from her professional experience and noted that these initiatives sometimes fail because the representative supports the best interest of their country of origin. She noted that while she supports the idea of regional representation, a mechanism should be established to support its successful implementation.

Ms. Sofia Gutierrez then introduced membership categories as being 1) UN agencies, 2) governments, 3) IGOs, and 4) major groups (business associations, environmental and social organizations, NGOs).

General Assembly

Ms. Sofia Gutierrez then returned to the General Assembly noting that the decision-making process for the partnership will be based on the resolutions of the Annual General Assembly of all partners which will determine policy, budget and projects to be implemented by the Secretariat. She noted additional roles being oversight and management of the Partnership and election of Steering Committee members. She then reopened the floor for comments.

Ms. Vanessa Perez Cirera, WWF, asked if a size had been determined for the General Assembly as this will have implications for functionality. Mr. Arab Hoballah noted that the size of the General Assembly has not been defined but concluded this number will likely be fewer than 100.

Ms. Pilar Murillo Fuentes, UNIDO, thanked France for hosting the meeting and noted UNIDO's commitment to the transitional phase and launching of the Partnership. She requested clarification on the documents reference to members and partners and asked if there was a difference in this terminology (cited specifically page 14 of the Partnership Concept note).

Mr. Arab Hoballah responded that there is no difference and these terms are equivalent.

Ms. Gina Guillen Grillo, representative of Costa Rica, requested clarification on which body will be responsible for the approval of new members.

Mr. Arab Hoballah responded that based on concept paper the Steering Committee will provide membership recommendations to the General Assembly and the final decision will be made by the General Assembly.

Monica Borobia, Roteiros de Charme Hotel Association, raised concerns regarding the policies set annually by the General Assembly and if these policies will be broad enough to address the pressing needs of the industry.

Mr. Hervé Barré, UNESCO, stated that it was his position that project coordination under the Partnership be provided in a decentralized manner and that this information be presented to the General Assembly. He noted that there is autonomy between the themes and that the project implementation will be through the various stakeholders. He noted that he would like culture to be included with every reference of the words environment and social in discussions and within the Partnership concept note.

Mr. Ronald Sanabria, Rainforest Alliance, noted that one of the key aspects of the Partnership is coordination between members. He identified the need to separate the organizational structure from the functional structure. He encouraged members to look at mechanisms that will ensure coordination between projects and put forward the proposal of having a coordination committee. He seconded SICA and Costa Rica's stance on regional representation as he does not see the need to limit representation to countries.

Ms. Mercedes Melendes de Mena, SICA, noted that the General Assembly should provide direction to the Partnership and that one important element that is missing is their approval of a five-year strategic work plan. She noted that the General Assembly should also approve the annual programme of work. She noted that she did not think that the General Assembly should approve projects to be implemented and noted that this responsibility should be moved under the Steering Committee.

Ms. Claudia Schatan, CEPAL, raised concerns that the Partnership may become too bureaucratic to quickly transform policy into action citing the urgency for a collaborative response to climate change. She stated that she would like to see a mechanism that ensures the governing structure does not slow the implementation of projects.

Steering Committee

Mr. Arab Hoballah took the floor and outlined the proposed structure and function of the Steering Committee.

He set forth the proposal for the steering committee structure as highlighted in the concept paper.

He further highlighted that the Steering Committee will serve to ensure the coherence of work being implemented through the Partnership and will oversee the activities and projects implemented by the Secretariat. He noted that the Steering Committee will be responsible for approving new members, drafting proposals to the General Assembly, and proposing emerging activities and projects in the interim between convening of the Assembly. He stressed the importance of the Steering Committee's role in overseeing emerging initiatives.

Mr. Arab Hoballah opened the floor for discussion asking members if the seven voting members is an appropriate size for Steering Committee and asked if there were comments on how the chair and vice-chair would be selected and the length of their term.

Ms. Patricia Barnett, Tourism Concern, put forward the proposal to remove the specification outlining that the Steering Committee chair will be from a developed country. She asked for clarification on the requirements for becoming a member and put forward the proposal that all members sign agreement confirming their commitment to sustainable tourism. She also noted that she would like to see more than two seats under the tourism stakeholders group.

Ms. Blanka Belosevic, representative of Croatia, put forward the proposal that the specification of north and south for the chair and the associate chair, respectively, should be removed. She motioned that it be simply stated that if the chair is from one the associate chair will be from another. She noted that the vice-chair should exchange roles with the chair at predetermined periods to ensure the chair alternates between north and south chairs. She also recommended that the composition of the Steering Committee be revisited.

Mr. Etienne Coffin, French ministry in charge of tourism, noted that the proposed composition of the Steering Committee was developed based on the aspects of representativeness and effectiveness. He noted the need for representation of both north and south countries as both face different challenges. He noted that France will likely adopt some form of a turn-over clause to ensure equal representation. He noted that in terms of effectiveness, the Steering Committee should be limited in membership as it is a decision making body.

Mr. Arab Hoballah stressed that members of the Steering Committee should be active and motivated and should be representative. He noted that criteria will be developed for the selection process and that input from the members will be taken into account in drafting the criteria.

Mr. Hervé Barré, UNESCO, noted that the membership criteria of the Steering Committee should ensure that the body is effective and credible. He noted the need to elect those that have demonstrated their commitment and engagement in previous initiatives. He noted the need for rotation but also the need to ensure the body retains institutional memory.

Mr. Arab Hoballah and Mr. Christian Brodhag agreed with this point and further noted that the elected officials should have a high profile among tourism stakeholders.

Throughout the session, several members raised questions concerning the diagram of the governing body provided in the Partnership concept note and presentations. They indicated lack of clarity in the interactions between the various bodies. It was agreed that the diagram would be revised to better indicate the direct hierarchical relationships between the different bodies.

Secretariat

Mr. Arab Hoballah took the floor and outlined the proposed function of the Secretariat. He noted that the Secretariat's first priority will be to support the Partnership. He further states that it will coordinate general activities of the Partnership and support the implementation and scaling up of projects as well as identifying new projects for implementation. Additional activities of the Secretariat include disseminating projects implemented by the partners and making recommendations for the Steering Committee (including the development of bylaws, approval of new members, and selection of new projects). He emphasized that the Secretariat will need to establish a mid and long-term strategy to provide oversight of projects and fundraise for new initiatives. He also stressed the important role the Secretariat will play in dissemination and outreach. He provided the budget to operate the Secretariat noting that it would include a Programme Officer and the part-time assistance of a consultant.

Ms. Mercedes Melendes de Mena, SICA, raised concerns regarding the many roles of the Secretariat citing its leading the fundraising strategy, implementing projects as well as monitoring and evaluating project results. She felt that there were not enough human resources provided in the budget to successfully accomplish the objectives.

A number of members seconded these concerns, noting that for the fundraising effort to be successful, financial resources should be allocated to hire a senior level Programme Officer as the Coordinator (UN P-4 or P-5 level instead of a P-3) with a fundraising background involved. They further noted the need to increase the assistant's time from part-time to full-time and use interns. Members felt that the primary functions of the Secretariat would be to improve the services and the coordination of projects implemented by the partners (by establishing synergies, through dissemination). They also mentioned the important role the Secretariat plays in monitoring the implementation and results of projects.

Ms. Vanessa Perez Cirera, WWF, proposed that perhaps the fundraising strategy could be housed as a core function of the Steering Committee.

Mr. Arab Hoballah noted that it is UNEP's experience that this strategy is not successful as members of the Steering Committee are often voluntary members.

Advisory Committee

Mr. Arab Hoballah outlined the proposed structure and function of the Advisory Committee. He recalled France's original proposal to have this committee comprised on representatives from competent international organizations who are experts in the thematic areas and the United States recommendation to have the committee comprised of experts that would be nominated and approved by the General Assembly to serve for a period of three years. He noted that it is useful to have subject experts that provide connections to the global business realities. He opened the floor for comments from the members engaging their feedback on the two structures proposed and if a combination would be considered the best approach.

There was general consensus from the members that the hybrid system may prove to be the ideal approach. All supporting the advantage of the UN's convening power. Concerns were raised regarding the cost implications involved in mobilizing subject experts. UNESCO noted that as the Task Force is transitioning to a UN Type II Partnership there is a need for multilateralism in pursuing the objectives of the Partnership. It was noted that several thematic working groups could be established. It was also noted that the roles between the Advisory Committee and Secretariat should be clarified.

Regional Networks and Resource Centres

Mr. Arab Hoballah introduced the proposed regional networks to engage and other networks to be approached specifically citing the Association of Caribbean States, the Association of Southeast Asian Nations, Central American Integration System, Mediterranean Action Plan, Pacific Asia Travel Association, and South American MERCOSUR. He opened the floor and engaged member comments on the most effective role for the regional networks and if they should be involved in the initial launch of the project or are phased in as the Partnership develops.

Ms. Alessandra Vellucci, UNCTAD, put forth the proposal to include African networks. Mr. Modibo Cissé, representative of Mali, seconded this proposal citing the West African Economic Community specifically as a regional initiative to be incorporated. Mr. Christian Brodhag noted that he would like to see the engagement of the francophone countries and ensure that the tools developed in this Partnership are available to francophone African countries.

Ms. Gina Guillen Grillo, representative of Costa Rica, drew attention to the general consensus on the importance of regional representation and put forward the proposal that this aspect be included in all governing bodies of the Partnership. She noted that regional chapters could be initiated at the beginning of the Partnership and each region could be represented on a steering committee.

Ms. Pilar Murillo Fuentes, UNIDO, noted that the UNEP UNIDO National Cleaner Production Centres could be used for project implementation noting that ten of these centres are active in sustainable tourism. Mr. Arab Hoballah thanked all the members for their comments and noted that these will be taken into account when revising the Partnership concept note.

► **Discussion on the financial structure, financial requirements, and fundraising strategy of the Partnership (Annex IV)**

by Mr. Arab Hoballah, Chief, UNEP SCP Branch

Mr. Arab Hoballah initiated the session with a review of the morning presentations (Partnership main activities, governing structure, and the activities of the Secretariat). He then introduced the following funding phases for the Partnership:

- 2010: Transition phase (set-up and launch; consolidation of past activities)
- 2010: Start-up (initiate project activities)
- 2012: Operating Partnership

He noted that in the Operating Partnership phase, the anticipated cost of member activities, which was calculated from the project proposals submitted prior to this meeting by the members, is \$7,792,205. He noted that the cost of operating the Secretariat will be \$181,250 in 2010 and \$273,695/year, thereafter. This includes staffing, office space, and in-kind support from UNEP. In addition, it is expected that there will be approximately \$350-365,000 in direct Partnership activities and projects implemented by the Secretariat. He noted that funds will need to be raised for the Secretariat activities in the transition phase.

He further noted that the estimate provided is the minimum required to operate the Secretariat. He noted that under the Partnership we will need to identify a mechanism to share funds and noted that it is anticipated that funds will be provided by countries in the form of hosting meetings and implementing projects. He set forth the proposed financial management noting that the financial structure will be managed through an allocated budget line and operate in conformance with the UN rules and regulations). He noted that decisions on the overall budget and activities financed will be approved at the Annual General Meetings and that the Secretariat under the supervision of the Steering Committee will oversee the implementation of projects.

Mr. Arab Hoballah called upon members to identify fundraising strategies to ensure the continued operations of the Partnership. He opened the floor and encouraged members to provide their feedback on fundraising strategies, how members can jointly identify financial resources, and for their pledged contributions.

Mr. Etienne Coffin, French ministry in charge of tourism, recalled that the ITF-STD has been financed almost entirely by the French government. He noted that France would like to see a more diversified financial scheme under the Partnership to better ensure the initiative's long-term sustainability. He stated that the cost of operating the Secretariat should be shared and while France recognizes the distinction between developed, developing and least developed countries even limited contributions are welcomed. He stressed that the Partnership will not be able to function without financial security, the commitment of members, and a strong fundraising strategy.

Ms. Gina Guillen Grillo, representative of Costa Rica, noted that the projects selected for implementation under the Partnership should demonstrate linkages to the objectives of the Partnership. She noted that there are projects that have been submitted by non-members. Mr. Arab Hoballah noted that the criteria for selecting projects would be discussed among members during the project parallel

break-out sessions. He stressed the importance of members demonstrating their interest and commitment to the Partnership and its continued operation.

Ms. Gina Guillen Grillo, representative of Costa Rica, noted that as a country representative she will need to make a formal recommendation to her national authorities before formalizing Costa Rica's commitment but felt confident that Costa Rica would provide its support to the Partnership. She noted the need to develop a marketing strategy for the Partnership which involves both the media and private sector. She stated several countries that may be interested in joining the Partnership are currently not aware of its activities. She noted the need to provide marketing materials like the Green Passport to sell the idea as it is often difficult for countries to mobilize financial resources to support the bodies like the Secretariat.

Mr. Christian Brodhag thanked Costa Rica for voicing its support for the Partnership. He noted that as the Task Force will be transitioning to a UN Type II Partnership membership fees will not be instated, but that donations are encouraged and the contribution amounts will be at the country's or members' discretion. He noted that voices raised in the meeting will not be held as formal commitment and encouraged members to speak on behalf of their support.

Ms. Alessandra Vellucci, UNCTAD, stated that she views the Partnership as being very important and noted that while she was not at liberty to confirm financial contributions she committed to providing in-kind contributions in the form of expertise. She raised the need for the fundraising strategy to be clearly defined in order to avoid the scenario where members were competing against each other for financial resources.

Mr. Christian Brodhag thanked UNCTAD for their pledged in-kind support but stressed the issue that the coordination activities of the Secretariat must be financed and strongly encouraged members to confirm their financial commitments.

Mr. Francesco Iannelo, EC, noted that while he is not at liberty to make a formal financial commitment he stated that they would be available to participate in a number of ways and will be discussing this internally prior to submitting the formal proposal. He noted that the EC is currently supporting a number of complementary projects include one on sustainable tourism indicators. He noted that the EC is ready to cooperate and share knowledge and would like to engage in discussions on how they can be integrated into the governing structure of the Partnership.

Mr. Allan Milhomens, representative of Brazil, noted that while he could not provide a formal contribution he noted that Brazil has a good potential to contribute to the Partnership.

Ms. Patricia Barnett, Tourism Concern, noted that she represents a small NGO and stated that all members at the table are familiar with the challenges of financing initiatives. She put forward the proposal of requiring a baseline Membership fee citing the statistic that it costs the United Kingdom £250,000 per year for UNWTO membership fees. She also put forward the policy mechanism of raising financial resources noting that members could charge an entrance/exit fee to tourists.

Ms. Gina Guillen Grillo, representative of Costa Rica, noted that countries often support projects and stated that a number of project proposals submitted are from developed countries. She noted the need for countries to seriously evaluate their budget and their ability to contribute. She raised concerns over the budget allocations to projects, stating that some of these seem inflated for the activities outlined. She stressed the need to identify which projects are critical noting the need to prioritize projects that alleviate poverty.

Ms. Aline Kuster Menager, MEEDDM, noted that France has chaired the ITF-STD throughout its duration and indicated France's commitment to continued support. She noted the French are calling on others to share the financial responsibilities with other countries benefiting from the products and visibility offered by the Task Force. She highlighted that one of the primary strengths of the Task Force resides in its network of people. She noted the importance of members to confirm their support before the launching of the Partnership as the French delegation will receive pressure from their respective agencies regarding the financial sustainability of the Task Force.

Ms. Claudia Schatan, CEPAL, stressed the importance and opportunity in linking the Partnership with climate change as this will provide more funding options. She noted that there are Canadian and American foundations that are looking to finance initiatives and noted that she would provide the contact information for these potential donors.

Mr. Christian Brodhag encouraged members to identify ways Partnership activities could be linked and marketed at regional level.

Mr. Ronald Sanabria, Rainforest Alliance, noted that he found the discussion fascinating and drew attention to the various interests and organizations at the table, he implored members to work collaboratively to provide countries with the tools and message necessary for them to present the Partnership and its advantages to their constituents. He raised the proposal of developing recommended donation amounts for membership (noted a symbolic donation of \$500 for NGOs). He challenged members to coordinate in the development of a value proposition that will convince country members of the Partnership's added value. He also stated that he would be willing to share the contact information of potential donors.

Ms. Nada Roudies, representative of Morocco, reaffirmed Morocco's commitment to the Task Force and soon-to-be-launched Partnership. She noted that while she could not confirm a direct contribution to the Partnership at this time she called upon all members to provide resources. She seconded Costa Rica and Rainforest Alliance's proposals. She stressed the importance of developing a value proposition that members around the table could sell to their constituents. She raised the proposal that all Partnership members should be required to pledge some type of support (in-kind or monetary). She noted the need to clearly define the advantages and investment returns offered from the Partnership. She also raised concerns regarding the list of projects provided in the programme of work noting that Morocco did not have time to submit a proposal and did not want to be excluded.

Mr. Arab Hoballah, UNEP, committed to including in the list of activities to be undertaken by the Secretariat, the development of a PowerPoint presentation in French and English that clearly defines the benefits of the Partnership and the added value of membership. Mr. Hoballah noted that the Partnership will need to receive letters of commitment from members and interested parties by 29 April 2010.

Ms. Mercedes Melendes de Mena, SICA, requested that an executive summary be included in the development of the PowerPoint presentation so that this can be shared with governments and organizations. She noted that a number of projects outlined in the programme of work already have funding secured and proposed that these projects be prioritized in order to strengthen the fundraising strategy. She called upon members to provide the contact information of potential donors. She also stressed the importance of profiling regional projects to demonstrate the Partnership's global operations.



Ms. Vanessa Perez Cirera, WWF, stressed the importance of clearly outlining the process for disseminating information on member initiatives and lessons learned to avoid competition between projects. She raised the proposal that the General Assembly serve as a forum for disseminating lessons learned to reduce competition between member projects for financing.

Ms. Claudia Schatan, CEPAL, noted that there are other activities that should be included in Partnership that do not require a substantial amount of financial resources to coordinate. She drew upon her experience in Mexico, stressing the value of learning platforms, south-south cooperative initiatives, and the development of best practices for regional dissemination.

Ms. Blanka Belosevic, representative of Croatia, noted the benefit of clearly defining the expectations of the partners and members. She further stated that it is natural that all members seek funding for the projects that are important to them. She raised the idea of including a five percent operations fee within project proposals.

Peter Prokosh, UNEP-GRID/ARENDAL, raised the need to target other financial institutions such as banks. He noted the need to highlight the security sustainable projects often lend.

Monica Borobia, Roteiros de Charme Hotel Association, noted that due to the financial crisis it is challenging to engage financial support and commitment from the private sector. She raised the proposal that a separate communication package be developed that targets the Partnership message towards the private sector. She referenced the positive business message of initiatives such as the green economy.

Mr. Arab Hoballah thanked all the members for their comments and noted that they will be taken into account when the communications package is developed by the Secretariat. He reminded members that we will need to receive their commitments by the end of April, prior to the launching of the Partnership in May 2010 at the CSD.

► Plenary session – presentation on the Programme of Work and description of the reasoning behind project selection criteria (Annex V)

by Mr. Amos Bien, UNEP, Senior Consultant

Mr. Amos Bien recalled members' attention to the objective of the Task Force and Partnership. He noted that the Task Force has been successful and among other Marrakech Task Forces it is cited as being one of the most productive. He noted that the Partnership has the ability to transform the way tourism is done worldwide, at all scales, by consumers, by enterprises, and by the governments that plan and regulate destinations. He noted that the Partnership offers the potential to quickly implement in one part of the world an idea that was conceived in another. He cited examples such as the global sustainable tourism criteria (GSTC) that are being used by the IDB, and numerous other initiatives operating under the auspices of the Partnership.

Mr. Bien called attention to the unanimous consensus that the Task Force continue through the form of a UN Type II CSD Partnership. He noted that it is important to continue the Task Force as it has achieved so much and has gathered tremendous momentum and that there is a need to continue to mobilize global stakeholders to fulfil its objectives. He cited the value added as being able to transfer and replicate projects. He also called upon members to look around the room and recall the accomplishments they have achieved through the Task Force and highlighted its value in enabling

members to find partners to implement projects. He noted that many around the table have been stimulated to do things differently. He drew attention to the Sustainable Investment and Finance in Tourism Network noting that it has the potential to shift tourism investments to finance only those projects that are sustainable.

He also called upon members to look at what the Partnership will do and accomplish. He noted that the Partnership and the members are proposing to do more and to do it better. He reviewed the thematic and policy areas that are presented in the Partnership concept paper and noted that what the members are looking to accomplish is to unite thematic areas, policy areas and the real world. He recalls the concerns members raised throughout the day regarding the programme of work 'Will these projects matter to those who need it the most?' 'Will the projects benefit more than one partner?' 'How will the projects benefit others and should we prioritize those that provide dual benefits?' Mr. Bien noted the Partnership's role to avoid the duplication of efforts and the platform it provides to disseminate lessons learned from project implementation.

He recalled members' discussions on the fundraising strategy. He noted the initial reluctance to pledge contributions and to offer support but recalled that one by one, members came forward. He noted that members cannot be expected to be enthusiastic about fundraising if they don't know what needs to be done.

Mr. Bien introduced the proposed criteria to be used in the project selection process as provided in Section 4 of the Partnership concept note.

He then introduced the programme of work and encouraged members to review the projects and identify whether they fulfil programmatic needs. He further encouraged members to cross evaluate the proposals with the selection criteria and noted that the projects should contribute to at least one criterion in the list. He then opened the floor for member comments.

Mr. Etienne Coffin, French ministry in charge of tourism, raised the proposal to conduct feasibility studies to identify those projects that are important to ensure the financial resources are mobilized for the best projects.

Mr. Pierre Icard, Plan Bleu, noted that in the Mediterranean region his agency looks at all of the elements of sustainable tourism and noted that this holistic project approach could be used as a model for Partnership projects.

Peter Prokosh, UNEP-GRID/ARENDAL, complimented Amos Bien on his excellent presentation. He identified the need to focus tomorrow's discussions on the value proposition of the Partnership and outline how it can best be 'sold' to the various stakeholders. Noted the need to clearly illustrate the way members can work collectively in moving the Partnership forward.

Mr. Gordon Sillence, ECOTRANS, requested clarification on how the Partnership will relate to various other tourism initiatives citing the Tourism Sustainability Council (TSC) specifically.

Mr. Bien noted that he has been involved in the TSC from its origins under the GSTC and STSC and noted that both initiatives and the TSC have been proud to be under the umbrella of the Task Force.

Ms. Alessandra Vellucci, UNCTAD, requested clarification on how this initiative will compliment UNWTO's activities (citing UN Tourism Exchange Network [UNTEN] specifically).

Ms. Sofia Gutierrez, UNWTO, noted that she would return to the members on this question.

Mr. Etienne Coffin, French ministry in charge of tourism, noted that the generation of project proposals differs from voluntary submittals following requests for tender. He noted that it is important to identify the beneficiaries of the project to clearly identify its theme.

Mr. Gordon Sillence, ECOTRANS, recalled his point on TSC and noted the similarities and linkages between the initiatives he requested clarification on how the fundraising strategies will differ. Mr. Bien noted that fundraising challenges are common to nearly all activities, of all sorts. He noted organizations are successful in fundraising when they have both skills and a good idea. He said that while there are similarities between the organizations the TSC is a subset of the Partnership, and that their target audiences and memberships differ.

Ms. Martina Kohl, WWF, noted the importance of results based proposals in successful fundraising initiatives. She noted that the criteria should include monitoring and evaluation of project results.

► **Summary of discussions**

by Mr. Christian Brodhag Task Force Chairman

Mr. Brodhag thanked the members for their active contribution to the discussions and highlighted key elements from the day's discussions. He specifically outlined the following elements:

Session 1 – Welcome

- Mr. Hervé Barré, UNESCO, requested that culture be included with every reference of the words environment and social in member discussions and within the Partnership concept note.

Session 2 – Governance Structure

- Revise the governance structure diagram to better indicate the direct hierarchical relationships between the different bodies.
- Annual General Assembly
 - o Should approve 5 year strategic plan and annual programme of work
 - o Should not approve projects to be implemented; this should be done by Steering Committee
- Steering committee:
 - o Do not specify that chair is from developed and vice-chair is from developing country. Rather, if the chair is from one, the vice-chair from the other.
 - o Vice-chair should become next chair.
 - o Alternate developing and developed countries in chair.
 - o Fundraising should be a function of the steering committee.
- Secretariat:
 - o Fundraising should be a primary function of the secretariat, supporting the steering committee.
 - o Improve services and coordination for projects implemented by Partners, e.g. synergies, fundraising, dissemination, etc.
 - o Monitor the implementation and results of projects, including partners' projects

- More personnel will be required than proposed. Increase assistant from half-time to full-time and use interns.
- Coordinator should be higher ranking (UN level P-4 or P-5 instead of P-3) if finances will allow.
- Advisory committee:
 - Could establish several thematic working groups
 - Could establish mix of experts and international organizations if costs do not become excessive
 - Could establish ad hoc expert groups, depending on the need of secretariat and members
 - Clarify that the Advisory Committee should support the Secretariat and not vice versa.
- Regional structures:
 - implement from the beginning or after the Partnership is consolidated? Or begin to coordinate from the start. Is it viable to have regional chapters from the beginning?
 - have each region represented on steering committee; member should represent their regions, not just their organizations The question remains on the agreement of countries to represent a region. The partnership needs to set the first the group of members that will be represented by a regional chapter.
 - add African regional organizations, e.g. West African Economic Community and others as priority partners
 - add cleaner production centres from Latin America; 10 out of 12 have already identified tourism as an area of work

Session 3 - Finances

- We would expect members to indicate to the secretariat their type of contribution by 29 April 2010.
- We also welcome the offer from members to share their donor contacts with the secretariat.
- UNEP will prepare a background package for members to present the Partnership to senior functionaries.

Day 2: Wednesday 3rd February 2010

► **Welcome and agenda**

by Mr. Christian Brodhag Task Force Chairman

Mr. Christian Brodhag welcomed participants and introduced the revised agenda. He noted that the objective of morning session is for the members to reach general consensus on the project selection criteria. He noted that the outcomes of the group discussions would be presented. He further noted that there will be a discussion on the membership criteria for the Partnership. He stressed the importance of these activities in establishing the foundation and working steps towards the Partnership.

► **Three parallel working group session**

to discuss the Programme of Work: activities, selection criteria, and projects

Groups moderated by Ronald Sanabria, Blanka Belosevic, and Etienne Coffin

Notes from the working sessions are provided in Annex VI. Elected reporters summarized group discussions to all members.

► **Partnership Membership Criteria (Annex VII)**

by Mr. Etienne Coffin, French ministry in charge of tourism

Mr. Etienne Coffin introduced the proposed membership criteria as presented in Annex VII.

Some members requested clarification on whether new members should comply with all criteria, highlighting that some criteria are more important than others. It was also mentioned that compliance with all criteria would exclude many valuable members. There was a consensus that demonstrated commitment to sustainable tourism should be the first criterion to be considered and the only obligatory one.

It was requested to delete the word “innovation” from the criteria as it is too vague a term. There was consensus that innovation applies to projects more than to membership and should be deleted from the criteria.

It was also requested by members to change the area of “geographic diversity” to “geographic influence”. The recommendation was to use common sense criteria: including one member from a region does not signify excluding others from the same region, and that compliance with this criterion should ensure that activities can be implemented in all regions.

Some participants mentioned that the criterion “ability to contribute to the objectives, thematic areas, or policy recommendations of the Partnership” was not in the concept document and that the following criterion had been omitted: “work in sustainable tourism in any of the membership groups (governments at all levels, private sector, multilateral or intergovernmental organizations, non-

governmental organizations, etc.)". Amos Bien clarified that the intention of including the first criterion instead of the omitted one was to express the same idea in clearer language, but agreed that the omitted criterion could be reinstated.

There was general agreement with the proposed membership criteria, as follows:

- demonstrated commitment to sustainable tourism (obligatory);
- ability to contribute to the objectives, thematic areas, or policy recommendations of the Partnership;
- the demonstrated ability to implement projects in the thematic areas;
- willingness to provide financial or counterpart support for projects or general operating costs;
- area of geographic influence, especially with respect to the ability to offer successful projects for replication or to replicate projects from other regions;
- ability to reach under-served beneficiaries;
- work in sustainable tourism in any of the membership groups (governments at all levels, private sector, multilateral or intergovernmental organizations, non-governmental organizations, etc.).

► Plenary Session, Summary and Comments

by Mr. Charles Arden-Clarke, UNEP, Head of the Goods and Services Unit

Mr. Charles Arden-Clarke initiated the session by noting that while the various groups took different approaches to the exercise there were a number of unifying themes. He highlighted the most prevalent themes as the following:

- Urgency in launching fundraising activities.
- Need to develop outreach strategy to increase membership.
- The Partnership project proposals and evaluation criteria should include a means to monitor and evaluate the results of projects.
- The project proposals should demonstrate economic sustainability of the project and the criteria should evaluate this aspect.
- The project proposals should build on existing initiatives and not duplicate projects.
- The project proposals should demonstrate the linkages between the project activities and the millennium development goals.
- The project selection criteria should take into account the social and economic aspects of the project.
- The project proposals should include information on the level of implementation and criteria should take into account the replicability of projects.

Mr. Arden-Clarke highlighted the following recommended changes in the programme of work.

- Develop the value proposition of the Partnership to assist in fundraising and recruitment activities.
- Develop synergies and know-how before launching the project.

Mr. Arden-Clarke opened the floor for discussions on the programme of work and how it could be further improved and revised.



Mr. Gordon Sillence, ECOTRANS, noted the need of the Partnership to build on and create clear linkages to existing successful initiatives such as the World Summit on Sustainable Development, Agenda 21, and the millennium development goals.

Ms. Maureen Nowak, representative of the United Kingdom, noted the need to clarify the Partnership objectives and how it will be presented prior to the launch to engage others and be successful.

Ms. Alessandra Vellucci, UNCTAD, requested that the Partnership concept note be revised based on the meeting discussions and disseminated to members along with other documents to support the launch for member review and comment.

Mr. Clarke noted that the documents will be provided to the members for comments but stressed the importance of timely feedback as this will need to be received and coordinated prior to the launch in May.

Mr. Michel Lemay, TOI, noted that he would like to see more representation from the private sector in the Partnership and put forward the proposal that this be included in the terms of reference for membership.

Ms. Gina Guillen Grillo, representative of Costa Rica, made the recommendation that a business forum side-event be included in the Partnership launch agenda.

Mr. Francesco Iannello, EC, noted that he will wait for the tangible outcomes of the meeting to identify the best avenue for collaboration.

Mr. Clarke called for discussions on the project selection criteria

Ms. Maureen Nowak, representative of the United Kingdom, noted the need for the criteria to be clear and transparent for successful fundraising initiatives. She recommended that as a core requirement, project proposals should identify other sources of funding that were evaluated in the development of the proposal.

Ms. Blanka Belosevic, representative of Croatia, requested clarification on the project selection criteria asking if there will be two sets of criteria. The first set being core criteria which are mandatory and the second being optional criteria which would further support project submittals.

Mr. Arden-Clarke called a vote on this proposal. Members approved the establishment of two sets of project selection criteria by a majority vote.

Mr. Arden-Clarke noted that the Secretariat will send participants a revised annex on the project selection criteria. He then moved the discussion to long-term projects.



Ms. Catalina Etcheverry, UNF, recommended that the GSTC be used to evaluate project proposal's commitment to sustainability.

Ms. Blanka Belosevic, representative of Croatia, requested clarification on the role the Secretariat plays in project supervision and what this signifies.

Mr. Arden-Clarke noted that it is anticipated this role will include project management support, a means of quality control but that these activities will be limited by the size of the Secretariat.

Ms. Gina Guillen Grillo, representative of Costa Rica, noted the need to clearly define this role in the Partnership concept note as the term 'supervision' carries different connotations for different countries and cited the example that some countries will expect the Secretariat will travel to audit project activities. She noted that perhaps this term could be changed to better describe the role.

Ms. Alessandra Vellucci, UNCTAD, seconded Costa Rica's proposal as proper supervision would require the development and approval of monitoring and evaluation criteria. She noted that these criteria could be developed by an advisory committee.

Mr. Etienne Coffin, French ministry in charge of tourism, stressed the importance of a fundraising strategy and noted that the labelling or branding of the Partnership would serve to support the fundraising efforts. He also noted that if Secretariat is required to supervise projects, subject specialists may need to be hired to assist with complex project activities which would require additional financial resources.

Ms. Mercedes Melendes de Mena, SICA, recommended the term 'supervise' be changed to 'follow-up' to better describe the activities of the Secretariat which will likely include collecting key deliverables and lessons learned and disseminating these to other members and regions.

Peter Prokosh, UNEP-GRID/ARENDAL, noted that the Secretariat should provide members with a clear understanding of the project portfolio and progress. This will build on one of the Partnership's fundamental strengths, connecting people. He also agreed with TOI noting that there should be more involvement from the private sector. He noted that concrete incentives should be outlined for tour operators and asked if they could be folded under the UN label

Ms. Blanka Belosevic, representative of Croatia, noted that the private sector can be members of the UNWTO. She also raised the proposal of electing temporary advisory and steering committees.

Ms. Helena Rey, UNEP, noted that the Task Force is looking to establish interim committees by the end of March. She proposed that members would be engaged in electing members of these committees by e-mail ballots.

Ms. Patricia Barnett, Tourism Concern, agreed that interim committees should be formed but stressed the need for terms of reference to be drafted for the interim committees.

Mr. Christian Brodhag noted that he understands the urgency but noted that this is a transitional phase that should be formalized in a transparent and democratic manner. He highlighted the need to coordinate the appointment of members and ensure the body is operational in a timely manner. He thanked the members for their active participation in the session and adjourned the meeting for lunch.

► Transition Phase of the Partnership

by Mr. Christian Brodhag Task Force Chairman (Annex VIII)

Mr. Christian Brodhag welcomes members back to the discussions and outlined the objectives of the session noting that he will be presenting the working structure of the Partnership's transitional phase. He established the transitional working pillars as the Secretariat, the *Tourism Vision Platform*, and existing Taskforce projects implemented by the partners. He noted that the Secretariat will be overseeing both the Platform and the implementation of projects.

He highlighted the Partnership goals as knowledge transfer, capacity building, innovation, and mainstreaming. He outlined the activities of the Tourism Vision Platform as the following:

- Manage knowledge sharing
- Dissemination of tools and lessons learned
- Policy support and advocacy
- Capacity building
- Fundraising
- Marketing, communication, and outreach
- Meeting organization (launch, annual general meetings and thematic meetings)

He noted that a suggested donation of developed countries to join the Partnership could be 50,000 Euros but that the donation would be commensurate to the size and population. He noted that as the Partnership will be a Type II CSD Partnership there will be no formal membership dues.

Mr. Christian Brodhag presented the revised governance structure with the arrows better indicating the direct hierarchical relationships between the different bodies. He noted that ad-hoc experts will be mobilized to contribute to projects as needed.

Mr. Christian Brodhag outlined the changes to the General Assembly. He noted that the decision-making process for the Partnership will be based on the resolutions of the Annual General Assembly and will include the following:

- A five-year strategic plan and annual Programme of Work;
- Budget will be approved by the Annual General Assembly and administered by the Secretariat;



- Oversee the Partnership management; and
- Elect the members of the Steering Committee.

Mr. Christian Brodhag outlined the functions of the Steering Committee. He noted that this Committee would be charged with the following:

- Ensuring the coherence of work
- Overseeing the activities and projects implemented by the Secretariat
- Approving new members
- Approving projects to be managed by the Secretariat
- Proposing emerging activities and projects in the interim period between Assemblies
- Fundraising with support from the Secretariat

Mr. Christian Brodhag outlined the functions of the Secretariat. He noted that it would be charged with the following:

- Prepare programme of work for the Partnership and fundraising strategy
- Coordinate the activities of the Partnership
- Implement projects according to the available budget
- Promote and disseminate projects implemented by the Partners
- Make recommendations to the Steering Committee
- Report activities to the Steering Committee at least twice a year
- Implement the Tourism Platform
- Monitor project implementation and results, for both Partnership and partners' projects

Mr. Christian Brodhag outlined the functions of the Advisory Committee. He noted that it would be charged with the following:

- Ensure that projects are aligned with the thematic areas of the Partnership as well as with international agreements
- Offer advice to the Secretariat on specific issues related to the implementation of projects
- Provide oversight for thematic areas
- Meet in person prior to each Annual General Assembly as well as by teleconference semi-annually
- The Advisory Committee will receive support from the Secretariat
- Evaluate the costs and number of additional experts

Mr. Christian Brodhag then opened the floor for member discussion.

Mr. Earlston Mcphee, Bahamas, requested clarification on if the Secretariat will only be responsible for developing the fundraising strategy, but not actual fundraising. Mr. Christian Brodhag clarified that the Secretariat will also support the development of proposals and the implementation of the fundraising strategy.

Ms. Nada Roudies, representative of Morocco, raised the suggestion that the project selection process be moved under the responsibilities of the General Assembly.

Ms. Gina Guillen Grillo, representative of Costa Rica, noted the need to further develop the marketing strategy as it is often difficult for countries to mobilize financial resources to support the bodies like the Secretariat.

Ms. Maureen Nowak, representative of the United Kingdom, noted that she felt that the individuals residing on the decision-making body should be selected based on clearly defined terms of reference to ensure the elected members have the expertise required to perform their duties. She further noted that the fundraising strategy and communication elements be moved under the responsibilities of the Steering Committee noting that the approval of new members should be a responsibility of the Secretariat.

Mr. Charles Arden-Clarke noted that the fundraising and communication strategies will be developed through the coordination of the Steering Committee and Secretariat. He noted that the Steering Committee will approve the projects.

Ms. Maureen Nowak, representative of the United Kingdom, stressed the importance of transparency in the way projects are financed with Partnership funds. She noted that any project financed under the financial resources of the Partnership should be evaluated and selected according to the approved project selection criteria.

Mr. Christian Brodhag confirmed that all projects financed through Partnership funds will be evaluated with the approved project selection criteria.

Throughout the session there was a general misunderstanding of the term 'platform' in the Tourism Vision Platform. In particular, Mr Gordon Sillence, of Ecotrans, expressed concern that the "platform" would be a web platform that would duplicate the activities of the Destinet Platform, which is a Task Force project. It was clarified that the word "platform" in this case had a much broader meaning, and did not signify a web platform, but rather nearly all the operations of the Secretariat, repackaged as a project. The general consensus was to replace this word with something that better describes the multi-functionality and non-internet based components of this pillar.

► **Wrap up and closing statements**

by Mr. Christian Brodhag Task Force Chairman

Mr. Christian Brodhag thanked participants for taking part in the meeting and in this important process. He stressed the time constraints and urgency to work collaboratively to support the launching of the Partnership. He noted that it has been a pleasure serving as the Chairman of the Task Force throughout the three year process. He introduced Mr. Gerard Ruiz of MEEDDM as his replacement. Mr. Ruiz noted that he is pleased to assuming this role and committed to leading the initiative.

Ms. Aline Kuster Menager, MEEDDM, thanked all the members and participants for the active debate and for their valuable contributions to developing the Partnership structure. She noted that the comments will be used to revise the Partnership documents. She thanked all the organizers for their support in convening this meeting with special thanks to Mathilde Isler of MEEDDM and the entire UNEP team.

Mr. Charles Arden-Clarke, UNEP, thanked the members and participants for their valuable contributions to the collective vision. He noted that UNEP will revise the documents based on the meeting discussions and resubmit the Partnership concept note before the end of February 2010. He noted that given the compressed timeframe leading up to the launch, partners will be allotted a ten day period to provide comments.

Mr. Arab Hoballah, UNEP, concluded the meeting by thanking all the members for the effort they have put into the Task Force and the creation of the Partnership. He called on all members to work resolutely together in the launching and implementation of the Partnership.

Information on the sustainable meeting venue and the cultural activities

A SUSTAINABLE MEETING

The sixth Meeting of the International Task Force on Sustainable Tourism Development was hosted in the sustainable conference venue *Les Fontaines* which has been awarded the European Eco-label certification. Also all catering services and outside dinners integrated environmental aspects and profited the local population. Furthermore, environmental-friendly transport possibilities were provided to participants.

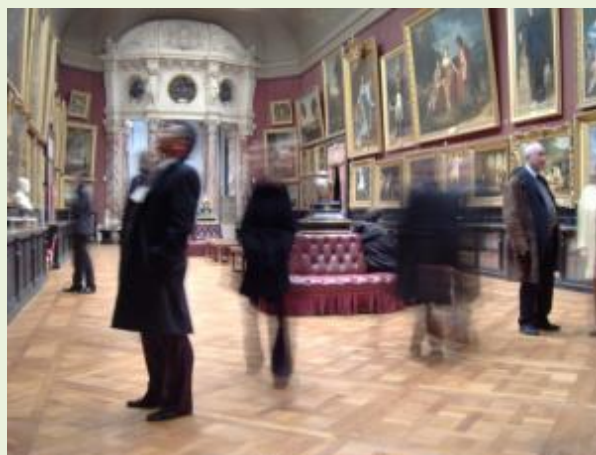
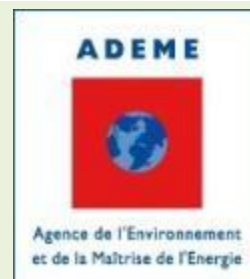
CULTURAL ACTIVITIES

All meeting participants had the opportunity to experience French ‘cuisine’ and culture during the lunches and the evening events. The meeting opened with an elegant welcome dinner under the auspice of the French Environment Ministry in the castle *Les Fontaines*. Participants were served selected seasonal products from the region of Picardie. At the following evening, the famous castle of Chantilly opened its doors exclusively for the meeting participants. Whilst there, participants could admire the castle architecture, art collection and library. Following, the participants savoured a ‘royal’ dinner in the walls of the castle.

An elegant sustainable welcome dinner opens a forward looking meeting offered by the French Environment Ministry (MEEDDM)



A cultural-rich tourism excursion in the Chantilly Castle offered by the French Environment and Energy Management Agency





We thank the French Ministry of Foreign and European Affairs, and the Norwegian Royal Ministry of Environment for sponsoring travel participants.



ANNEXES – PRESENTATIONS AND SUPPORTING MATERIALS

- ANNEX I** **Final Participant List**
- ANNEX II** **Meeting Agenda by Christian Brodhag**
- ANNEX III** **Partnership Structure, Governance, and Programme of Work by Ms. Sofia Gutierrez and Mr. Arab Hoballah**
- ANNEX IV** **Discussion on the financial structure, financial requirements, and fundraising strategy of the Partnership by Mr. Arab Hoballah**
- ANNEX V** **Plenary session – presentation on the Programme of Work and description of the reasoning behind project selection criteria by Mr. Amos Bien**
- ANNEX VI** **Three parallel working group session to discuss the Programme of Work: activities, selection criteria, and projects. Groups moderated by Ronald Sanabria, Blanka Belosevic, and Etienne Coffin. Group summary discussions provided.**
- ANNEX VII** **Partnership Membership Criteria by Mr. Etienne Coffin**
- ANNEX VIII** **Transition Phase of the Partnership by Mr. Christian Brodhag**