

**Global Partnership  
for Sustainable Tourism**

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Global Partnership  
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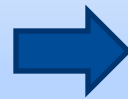


## Why do we need a Partnership?

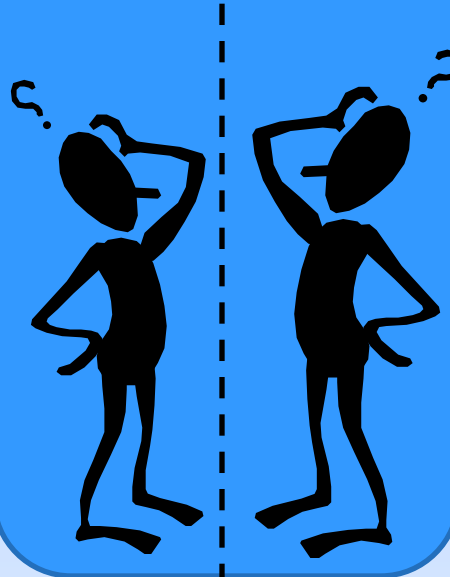
- ▶ To create synergies for all tourism partners

# Why do we need a Partnership?

- Many separate projects and initiatives
- Information overload



- Misunderstanding
- Limited results
- Money and time loss

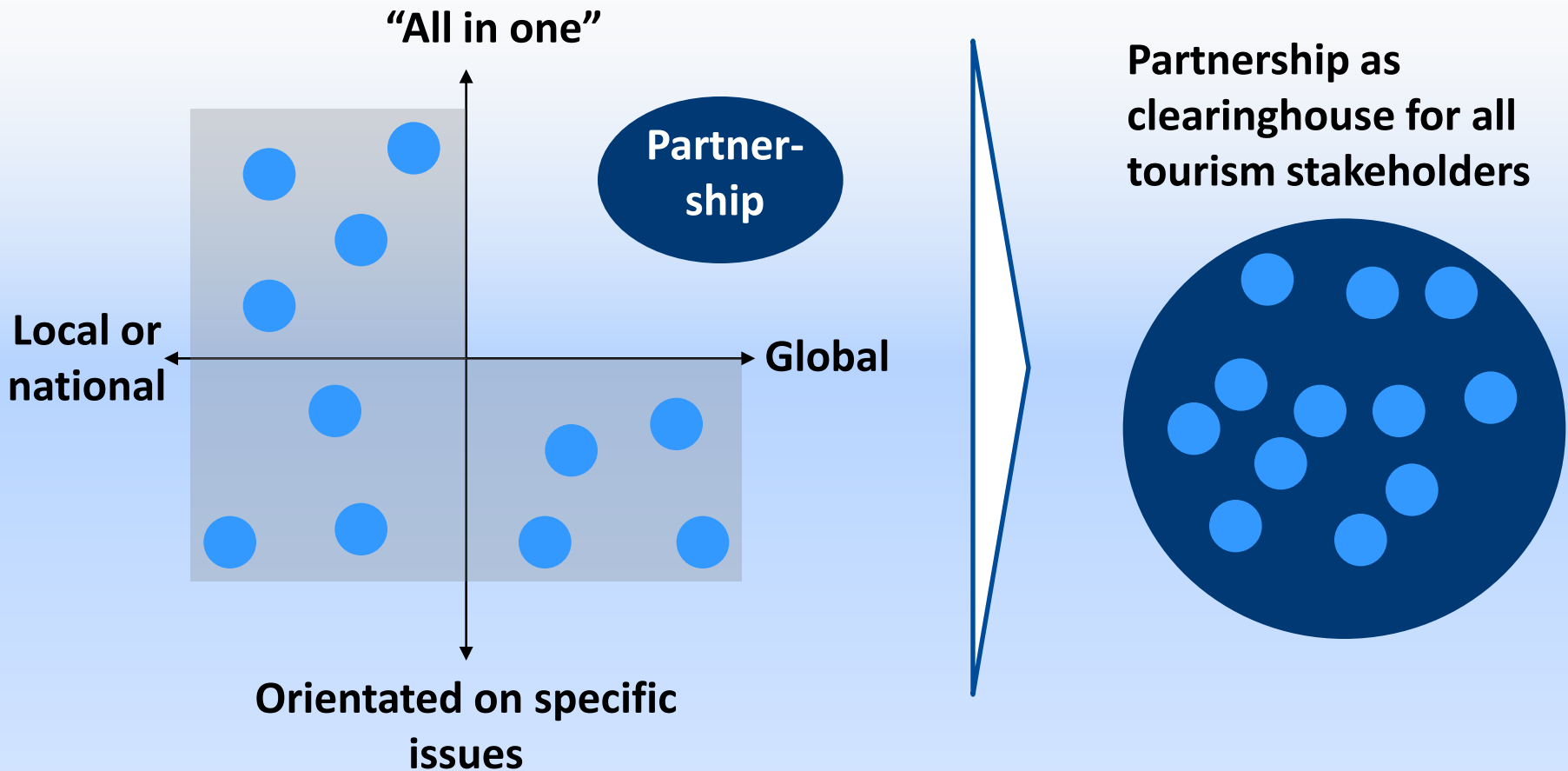


- More loss of time and money to reach a sustainable development
- Anger, frustration, loss of trust in development cooperation



## Why do we need a Partnership?

Bridging the gap to create synergies for all tourism partners



Global Partnership  
for Sustainable Tourism

**Vision, mission and key success factors**  
▶ **A Partnership to transform tourism worldwide**

## **Vision**

**To be the leading international tourism Partnership uniting the private sector, governments, academia, and NGOs to enhance sustainability within the tourism sector.**

## Mission

The Partnership aims to transform the way tourism is done worldwide, at all scales, through following seven thematic action lines:

### Policy Frameworks

- Promoting good policy frameworks for sustainable tourism development

### Climate Change

- Actions on, and increased awareness of, the links between tourism and climate change

### Poverty

- Tourism as a mechanism for poverty alleviation

### Heritage

- Facilitating the promotion of cultural and natural heritage through tourism, while strengthening living cultures and conserving biodiversity

### Private Sector

- Assisting the tourism private sector and its supply chain in becoming more sustainable (including water, energy, and social foot printing)

### Finance & Investment

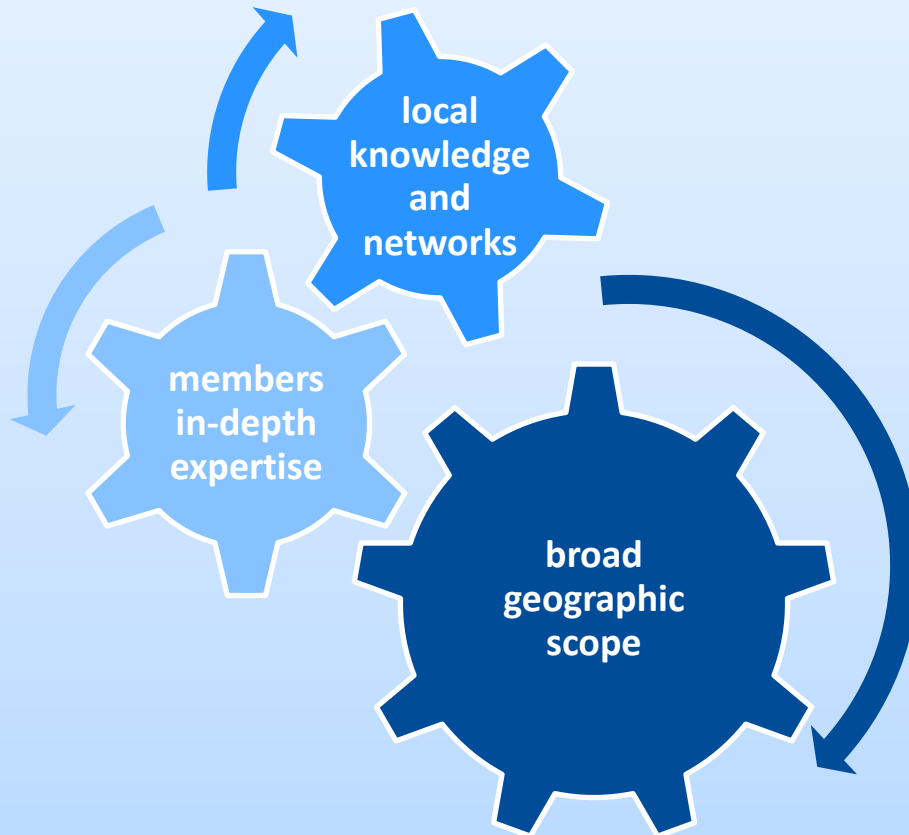
- Finance and investment in tourism linked to the Green Economy

### Environment, resource efficiency, and biodiversity

- Prevention initiatives, notably in protected and ecologically sensitive areas

## Key Success Factor 1 – the Partnership itself

Unique global platform unifying:



Partnership will enable to *launch, replicate, or scale-up* successful projects initiated by any partner.

Thus, knowledge acquired in Africa could be applied in Latin America, Asia, Europe, or North America, or vice versa.

## Key Success Factor 2 – the successful history

The Partnership will build upon the three-year success story of the International Task Force on Sustainable Tourism Development:



### Membership

- Membership of 18 countries and 25 organizations, chaired by France

### Cooperation

- 5 UN agencies and other IGOs such as OECD, EC, cooperating

### Policy

- Developed policy recommendations for tourism stakeholders

### Projects

- Helped support nearly 40 projects

## Key Success Factor 3 – The Partnership's **uniqueness**



Global in scale and coverage



Membership covers breadth of countries, UN organizations, organizations, and private sector



Few, if any, other entities in tourism will so quickly be able to transfer experience and put it into action.



## Membership services platform and possible accomplishments

- ▶ **Advocacy, projects, new tools, networks and marketing for YOU**

## Four main activities



**Implementing  
policy  
recommen-  
dations**



**Scaling up and  
replicating  
successful  
projects in  
other regions**



**Developing  
new tools**



**Building  
networks and  
partnerships**



## Membership services platform\*



**Drive debate on sustainability in tourism policies**

- Advocacy for the implementation of the **policy recommendations** for sustainable tourism development
- **Promotion of sustainability in tourism** in political agendas thus impacting decision making



**Project support**

**Improve your results-delivery**

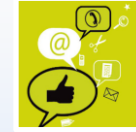
- **Technical and project guidance**
- **Identification of funding opportunities**
- **Development of new tools**
- **Information and knowledge generation** through the Partnership website



**Networking & events**

**Connect with partners worldwide**

- **Project directory** summarizing project, contact details, networking interests, and key success factors
- **Members directory**
- **General Annual Assembly**
- **Workshops, trainings, events**
- **Joint fundraising opportunities**



**Communication tools**

**Promote your interests**

- **Use of Logo** for Partnership projects
- **Market place** for your products and activities through the Partnership website
- **Communication kit** for all members to promote membership and the Partnership

## Benefits for Project Managers

You have a project in sustainable tourism ? Being a member of the Partnership will enable you, amongst others, to:

- Meet your new partners
- Create project opportunities
- Acquire knowledge and improve your results-delivery
- Identify funding opportunities
- Promote your interests and make an impact on policy decision making

## Benefits for investors

You want to invest in sustainable tourism? Being a member of the Partnership will enable you, amongst others, to:

- Meet projects holders
- Identify innovative and high-impact projects
- Support project development by assessing and monitoring the projects sustainability aspects

## What the Partnership could accomplish

Transform the way tourism is done worldwide, at all scales, by consumers, by enterprises, and by the governments that plan and regulate destinations.

### Transfer

Quickly implement in one part of the world an idea that was conceived in another.

### Capacity

Develop new methods, policies, networks, and capacity-building activities.

### Innovation

Implement and monitor innovative management practices and technologies.

### Mainstream

Spread throughout the world the many successful, but little-known projects that already undertake sustainable consumption and production in tourism.

## One possible key accomplishment:



- Single, isolated projects  
- Limited impact

→ Cooperative, scaled-up project  
→ High impact



## Budget and organizational structure

- ▶ **A UN CSD Partnership uniting all tourism sector stakeholders**

**Financial structure for financing the  
membership 'platform' project**  
*Transition phase: March-December 2010*

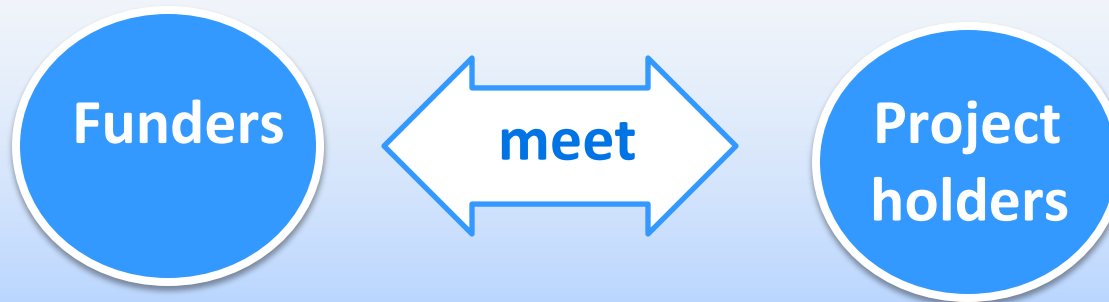
<b>TOTAL</b>	<b>430,000 USD</b>
UNEP in-kind contribution	130,000 USD
Project funding for membership 'platform' project*	300,000 USD

**The budget for the start-up phase in 2011 will be prepared for the first Annual General Meeting which will decide upon it.**

*\*please see slide 14 for details on all membership services*

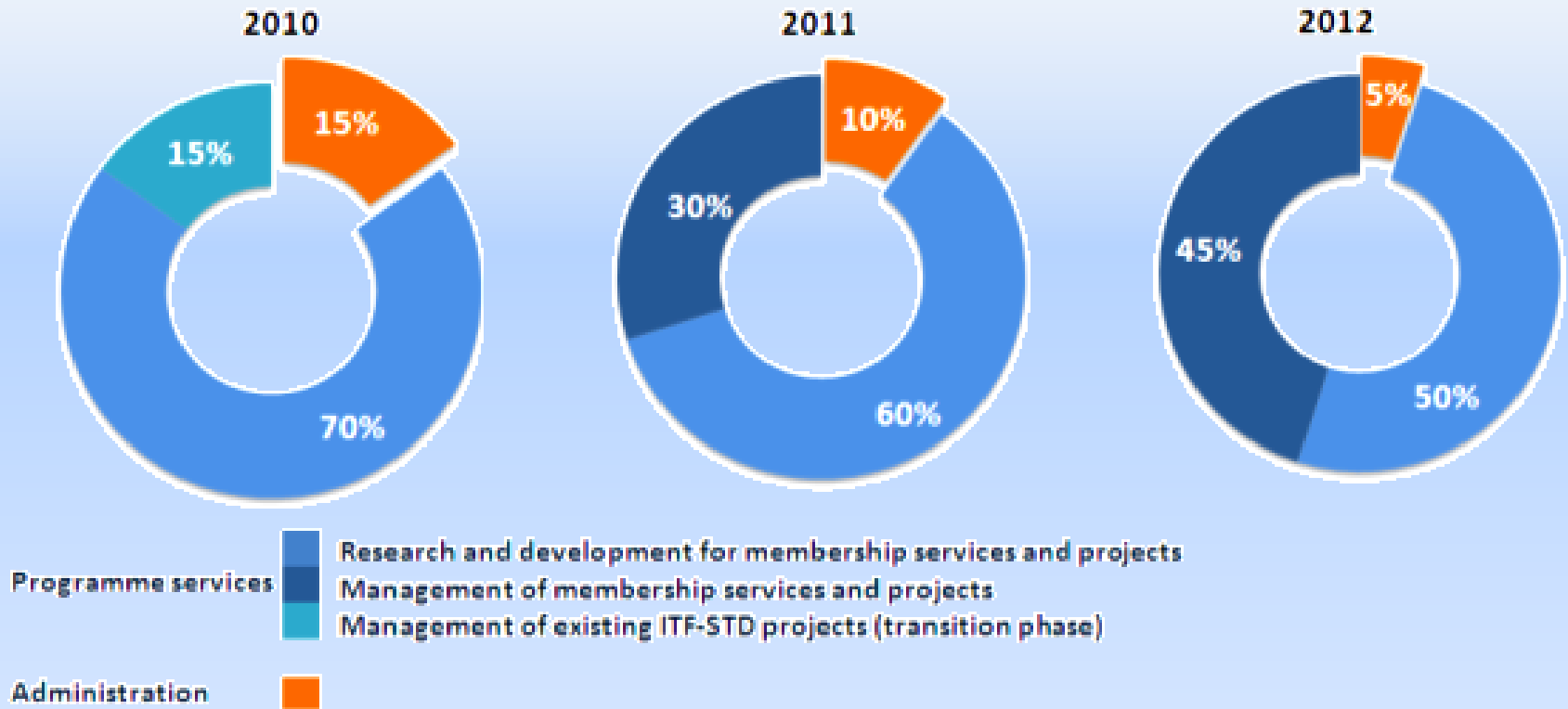
## Project financing

- Primary objective of the Partnership:

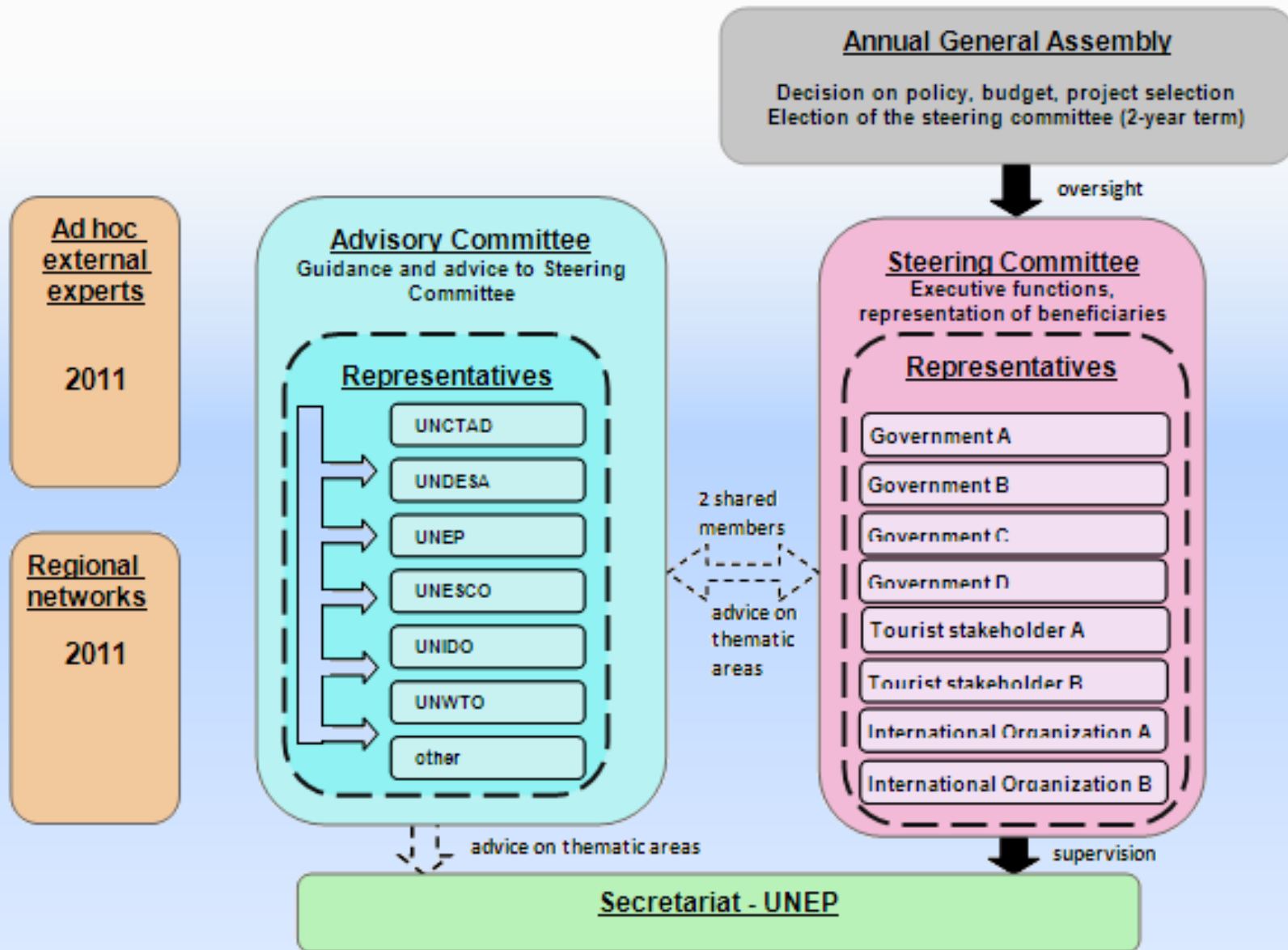


- Most of the Partnership projects will be funded directly by the different partners.
- However, the Partnership will facilitate fundraising by supporting members to get access to finance opportunities through the membership services platform.

## Overview approximate expenses planned by function 2010-2012



## Governance structure



# **The Partnership to transform tourism worldwide !**

**Do you have questions, or want to join the Partnership?  
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