

# International Task Force on Sustainable Tourism Development

## Sixth International Meeting

2-3 February 2010

Les Fontaines, Route de Chantilly, 60270 Gouvieux, France

### Background

The sixth and concluding meeting of the International Task Force on Sustainable Tourism Development (ITF-STD) is intended to outline the roadmap for the transition of the Task Force into the Global Partnership for Sustainable Tourism. It is held under the auspices of the French government and the United Nations Environment Programme (UNEP).

It is envisaged that the Partnership will support the dissemination of new and existing tools in pilot projects, adaptation and replication of successful projects in other regions, and the integration of the policy recommendations into national tourism development plans and practices.

### Objectives

- **Approval of the partnership document**
  - Review the proposed objectives, structure, and financial requirements of the Global Partnership for Sustainable Tourism
  - Decisions on the structure of the Steering Committee and its role
  - Decisions on the scope of the Secretariat
  - Decisions on the financial structure of the Partnership
- **Review of the Partnership programme of work, projects, and project selection criteria for the Partnership, including ongoing and new projects**
  - Review of the programme of work, portfolio of activities, and proposed projects for the Global Partnership
  - Recommend criteria for the selection of projects to be supported by the Partnership
  - Recommend projects that could be fundraised and implemented by the Secretariat
  - Discuss potential projects to be recommended for implementation by the partners

### Outputs

- Final Partnership Concept
- Meeting report summarizing discussions and recommendations



# International Task Force on Sustainable Tourism Development

## Participants

All ITF-STD members from UN agencies, programs, national governments, and social, environmental, and business organizations (approximately 60 people);

## Methodology

Because the meeting must cover many issues within strict time constraints, specific guidance will be suggested by the facilitator for each agenda item. The meeting will be chaired by Mr Christian Brodhag.

The meeting will be structured in two sessions:

■ **Session 1: Proposal for the conversion of the ITF-STD into a Global Partnership for Sustainable Tourism (Day 1).**

The session will be introduced by a presentation of the overall proposal for the Partnership, including objectives and conceptual framework, as well as a presentation of the proposed structure and financial requirements of the Partnership. Following each presentation, participants will have the opportunity to intervene. Discussions will be held throughout the afternoon on the structure of the Steering Committee and its role, the scope of the Secretariat, programme of work, and the financial structure of the Partnership. The session will conclude with a summary of the day's conclusions and recommendations by the chairman.

■ **Session 2: Discussion of proposed programme of work and Partnership project selection criteria (Day 2).**

The second session will be largely interactive, starting with a plenary session describing the reasoning behind project selection and presentation of the activities and projects that have been suggested. Criteria for project selection will be recommended. The activities and the projects to be implemented by the Secretariat or the partners will be presented by the participants during parallel break-out group discussions. The groups will report back to the plenary where decisions on the criteria and activities to be implemented within the Partnership will be taken.

## Background documents

To prepare the participants for the discussion, UNEP will circulate the documents below to all the invitees. Participants will be invited to share in advance their questions for each session (these will be made available to the facilitator).

- [“A three-year journey for Sustainable Tourism”](#) (a history of the ITF-STD, including final policy recommendations)
- Project Concept of the Global Partnership for Sustainable Tourism
- Fact sheet of the Global Partnership for Sustainable Tourism



<b>Opening</b>	
<b>08:45 - 09:05</b>	<b>Official opening by the Government of France</b>
<b>09:05 - 09:35</b>	<b>Welcome, introduction, and agenda outline – UNEP, UNWTO, UNESCO, and ADEME</b>
<b>Session 1: Proposal for the conversion of the ITF-STD into a Global Partnership for Sustainable Tourism</b>	

**Session overview:** This session will provide an overview of the Partnership proposal, as well as its proposed structure and financial set-up and management. It will also showcase the key success factors and opportunities for a Global Partnership on Sustainable Tourism and clarify questions on the Partnership through extensive discussions.

### Challenges / what is at stake?

The International Task Force on Sustainable Tourism Development (ITF-STD), chaired by France, helped support nearly 40 projects during its recently completed three-year programme (2006-9) and has a membership of 18 countries and 25 organizations. However it is an impermanent structure, and it has recommended establishing a broader institutional and financial base, to continue and expand its work and build on the momentum that has been achieved, in the form of the conversion to a Partnership. Few, if any, other entities in tourism will so quickly be able to transfer experience and put it into action as the Partnership by transforming local projects into global ones. However, key questions are: How can the Partnership most effectively be established? How will the Partnership be organized and operate? How will it be financed and the financial structure managed? How will the start-up capital be obtained and how will the Partnership’s financial management evolve?

<b>09:35 - 10:15</b>	<b>Presentation of the overall proposal for the Partnership, including objectives and conceptual framework</b> <i>Christian BRODHAG, France</i>	<ul style="list-style-type: none"> <li>➔ <b>Objective:</b> <ul style="list-style-type: none"> <li>- Give an overview of the Partnership and its unique contribution to making tourism more sustainable</li> </ul> </li> <li>➔ <b>What we expect from the partners</b> <ul style="list-style-type: none"> <li>- What can the Partnership accomplish that no other entity is able to?</li> </ul> </li> </ul>
<i>10:15 – 10:35</i>	<i>Coffee/ Tea break</i>	
<b>10:35 – 12:30</b>	<b>Presentation of Partnership structure , governance, and programme of work</b> <i>Luigi CABRINI, UNWTO &amp; Arab HOBALLAH, UNEP</i>	<ul style="list-style-type: none"> <li>➔ <b>Objective:</b> <ul style="list-style-type: none"> <li>- Present the structure of the Partnership, and how its activities will operate</li> <li>- Recommend membership criteria</li> </ul> </li> <li>➔ <b>What we expect from the partners</b> <ul style="list-style-type: none"> <li>- Discuss the strategic areas of work for the Partnership as a whole and the role of the membership.</li> <li>- Discuss the Steering Committee’s structure and role.</li> <li>- Discuss the priority areas of work for the Secretariat.</li> <li>- Discuss the structure and role of the Advisory Committee.</li> <li>- Agree on the membership criteria</li> </ul> </li> </ul>

# International Task Force on Sustainable Tourism Development

12:30 – 14:00	Lunch	
14:00 – 16:00	Discussion on the financial structure, financial requirements, and fundraising strategy of the Partnership <i>Arab HOBALLAH, UNEP</i>	<p>➔ <b>Objective:</b></p> <ul style="list-style-type: none"> <li>- Propose a viable and sustainable financial structure for the Partnership</li> </ul> <p>➔ <b>What we expect from the partners</b></p> <ul style="list-style-type: none"> <li>- Contribute ideas on ensuring the financial viability of the Partnership.</li> <li>- Present ideas on the fundraising strategy.</li> <li>- Suggest funding mechanisms and sources.</li> </ul>
16:00 – 16:30	Coffee/ Tea break	
16:30 – 17:40	Commitment and expectations of all partners <i>Etienne COFFIN, France</i>	<p>➔ <b>Objective:</b></p> <ul style="list-style-type: none"> <li>- Discuss the way in which each partner can contribute.</li> <li>- Discuss the commitment expected from new members.</li> </ul> <p>➔ <b>What we expect from the partners</b></p> <ul style="list-style-type: none"> <li>- How can the Partnership strengthen your own activities in making tourism more sustainable?</li> <li>- What can you contribute to this process? Identify activities within your programme of work that could create synergies to the operation and management of the Partnership.</li> </ul>
17:40-18:00	Chairman's summary of the day's conclusions and recommendations – <i>Christian BRODHAG</i>	
19:00 –	DINNER AT CHATEAU DE CHANTILLY, SPONSORED BY ADEME	

### Session 2: Discussion of proposed programme of work and Partnership project selection criteria

**Session overview:** This session will discuss the programme of work, recommend criteria for selecting projects for the Partnership, and discuss new and ongoing Task Force projects. There are four proposed activities in the programme of work:

- a) Implementation of the Policy Recommendations in all major stakeholder sectors
- b) Scaling up and replicating successful projects, publications, training materials, and tools in other regions.
- c) Developing new projects and tools that foster the implementation and monitoring of innovative management practises and technologies.
- d) Building networks and partnerships

Projects are categorized in following three streams:

- 1) Projects to be executed with the core funds of the Partnership under the supervision of the Secretariat. Funds will need to be raised for these high-visibility projects.
- 2) Projects to be financed and executed directly by the partners, but to be disseminated by the Partnership, which will look for additional partners and financing to adapt and replicate in other regions or to scale-up to global implementation.
- 3) Projects with a long-term (2-10 year) scope that should be transformational in mainstreaming sustainability, but may have lower visibility than the other two streams.

#### Challenges / what is at stake?

Some projects and activities will be implemented by the Secretariat of the Partnership according to the available budget, but the great majority will be directly executed by the partners, who will use the Partnership to disseminate and replicate their successful initiatives. These activities and projects will not enter into the budget or the supervision of the Secretariat, but would be presented to the membership, whose collaboration and support would be invited. Key questions include: Which projects are priorities to be implemented by the Secretariat? How will projects be selected to receive financial support from the Secretariat?

08:45 – 09:15

**Plenary session – presentation of the Programme of Work and description of the reasoning behind project selection criteria**

*Amos BIEN, UNEP*

➔ **Objective:**

- Present the Programme of Work
- Propose project selection criteria

➔ **What we expect from the partners**

- Commitment on the Partnership activities

09:15 - 10:30

**Two parallel break-out groups discussing Programme of Work: activities, selection criteria, and projects**

*Ronald SANABRIA, Rainforest Alliance & Blanka BELOŠEVIĆ, Croatia*

*Reporting by private sector representatives, OECD, or ADEME (to be confirmed)*

➔ **Objectives:**

- To agree on the Partnership's activities
- Recommend selection criteria for projects

➔ **What we expect from the partners**

- Discuss proposed activities
- Recommend project selection criteria

# International Task Force on Sustainable Tourism Development

- Propose projects (stream 1) that could be financed and implemented by the Partnership, as well as (stream 2) projects to be financed and implemented by the partners and disseminated by the Partnership

10:30 – 10:45

10:30 – 10:45 Coffee/ Tea break

10:45 - 11:15

Parallel break-out groups (continued)

11:15 - 12:30

Plenary session

- Report from each working group to the plenary
- Discussion of project selection criteria
- Suggestions for long-term, transformational projects (stream 3) to be considered in the future

*Charles ARDEN-CLARKE, UNEP*

➔ **Objectives:**

- Discuss and agree on final project selection criteria
- Present potential projects under streams 1-2
- Identify potential projects of stream 3

➔ **What we expect from the partners**

- Present and discuss results of break-out groups to the plenary
- Think about long-term projects that could be implemented through the Partnership (stream 3)

12:30-13:30

Lunch

13:30 - 14:45

Adoption of the participants' recommendations for the Global Partnership

*Christian BRODHAG*

➔ **Objective:**

- Discuss and agree on Partnership's programme of work
- Adopt recommendations for establishing the Partnership

➔ **What we expect from the partners**

- Agree on recommendations and adopt them

Closing

14:45 - 15:00

Wrap up of the meeting – *Christian BRODHAG*

15:00 - 15:10

Closing remarks – *UNWTO & UNEP*

15:10 - 15:15

Official closing by the Government of France

15:15

Cocktail

17:00

*Transportation by shuttle bus from Les Fontaines to Charles De Gaulle Airport (CDG) and Paris*