Mainstreaming Sustainable Consumption and Production in the Global Tourism Industry

A 3-Dimensional View of Sustainable Tourism: The Blue Print for Destinations

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Division of Technology, Industry & Economics - DTIE

Sustainable Consumption and Production (Paris)

Economics and Trade (Geneva)
- environmentally sound technologies
- new approaches and tools for industry
- mainstreaming of environment into economics
- behavioural change

The International Environmental Technology Centre (Osaka)

Chemicals (Geneva)

Energy (Paris and Nairobi)

DTIE Mission:
To decouple economic growth from environmental degradation
United Nations Environment Programme
Sustainable Consumption & Production Branch (SCP)
Key Programmes & Initiatives (organized by Units)

**Integrated Resource Management**
- International Resource Panel
- Life Cycle Management

**Goods and Services**
- 10 Year Framework of Programmes (10YFP)
- Mainstreaming SCP policies in development policies
- Sustainable Tourism Programme

**Business and Industry**
- Resource Efficiency and Cleaner Production (NCPCs)
- Safer and Responsible Production
- Business and CESR

**Responsible Consumption**
- Sustainable Public Procurement
- Eco-labeling/product information tools
- Sustainable Lifestyles
- Sustainable Agri-food supply chains

**Built Environment**
- Greening the UN (SUN Initiative)
- Sustainable Buildings & Climate Initiative
- Sustainable Cities
The 10 Year Framework of Programmes (10YFP) on SCP

- **A global framework of action:**
  - Enhancing international cooperation and innovation
  - Creating new market opportunities, jobs, alleviating poverty
  - Mainstreaming sustainable consumption and production (SCP) in policies, strategies, programmes

Marrakech Process Achievement 2003-2011

- Heads of States adopt 10YFP at RIO+20 – A concrete operational outcome!
- UNEP hosting 10YFP Secretariat; developing the Trust Fund
- Global Clearinghouse for: knowledge and information platform; networking, tracking progress of 10YFP
10 Year Framework of Programmes

- **Initial List of Programmes**
  - Sustainable Public Procurement
  - Sustainable Lifestyles and Education
  - Sustainable Buildings and Construction
  - Sustainable Tourism incl. Ecotourism
  - Consumer Information
UNEP’s Tourism Programme

Developing 10YFP
- Sustainable tourism programming for national implementation

Sustainable Tourism including Ecotourism

Green Passport Campaign
- Consumers and sustainable choices

Global Partnership for Sustainable Tourism
- Project design, implementation and monitoring Networking

Global Food Waste Campaign
- Avoiding food wastes from “farm-to-table”
**UNEP’s Approach to Sustainable Public Procurement (SPP)**

<table>
<thead>
<tr>
<th>Progress</th>
<th>1. Institutional study, project and governance set up</th>
<th>Training</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Status Assessment, Legal Review, Market Readiness, Prioritization Analysis</td>
<td>Training</td>
</tr>
<tr>
<td></td>
<td>3. SPP Policy Plan and Action Plan</td>
<td>Training</td>
</tr>
<tr>
<td></td>
<td>4. Implementation</td>
<td>Training</td>
</tr>
</tbody>
</table>
Sustainable Public Procurement (SPP)

Prioritized Good & Services
- Lighting (efficient light bulbs);
- Furniture
- Coffee (Colombia)
- Food and catering
- Cleaning services and products
- IT equipment
- Road construction and maintenance
- Medicines
- Buildings and building materials
- Vehicles
- Transport services
- Office supplies

Results and Outputs
- Study on the impact of SPP on Sustainable Development
- Capacity building in countries and regions
- Policy recommendations for SPP implementation
- Countries develop and adopt SPP policies and Action Plans
- SPP Guidelines and Implementation Methodology
- Training toolkit for decision-makers, suppliers and procurers (SPP Training Toolkit)
UNEP’s Sustainable Buildings and Climate Initiative (UNEP-SBCI)

Common Objectives:

- Increase uptake of sustainable building practices at national and local levels
- Embed sustainable buildings and construction in national policy-making
- Inform policy-makers of potential and co-benefits of sustainable buildings
- Capitalize on potential of building sector in climate strategies and sustainable development objectives
The global impact of buildings

ENVIRONMENT

⅓ of global GHG emissions is from the building sector – the single largest contributor of emissions

40% of global energy use
25% of global water usage
40% of global resources
60% of world’s electricity consumed in residential and commercial buildings

- Energy used for heating, cooling, ventilation lighting, plug loads, water production, etc.
- Growth regions: Africa, Asia, Middle East, and Latin America
UNEP-SBCI Policy Review

Policy tools in 4 groups

- Control & regulatory
  - Standards, procurement, EE obligations, DSM, certification…

- Economic and market-based
  - Energy performance contracting, EE certificate schemes, CDM…

- Fiscal instruments
  - Taxation, tax cuts, subsidies, loans…

- Information and voluntary
  - Voluntary agreements, education campaigns, detailed billing…
About the Global Partnership

MISSION

To transform the way tourism is done worldwide, by promoting sustainability through clear policies, successful projects and the sharing of knowledge and experience.

Adding Value Through....

• **Convening Power**
  Bringing together tourism stakeholders: public & private sectors, NGOs, UN agencies, donors, etc.

• **Results-based Project Implementation**
  monitoring and evaluating projects, endorsing the most innovative and transformative for seed funding and donor funding

• **From Knowledge to Solutions**
  training and access to the best available knowledge, solutions
Global Partners

Network of 90 Partners Worldwide...

Composition

- Not-for-Profit Organizations: 40%
- Government/Local Authorities: 27%
- Private Sector: 23%
- Honorary: 10%
7 Priority and Global Themes

- Cultural & Natural Heritage
- Sustainable Finance & Investment
- Private Sector
- Climate Change
- Poverty Alleviation
- Biodiversity/Environment

PROMOTING

- Innovative project design
- Destination priorities & issues
- Indicators of performance and success
- Balance of the 3 pillars of sustainability
### Project Screening Criteria: “Climate Change”

<table>
<thead>
<tr>
<th>GLOBAL PARTNERSHIP THEME: “CLIMATE CHANGE ADAPTATION &amp; MITIGATION”</th>
<th>IMPORTANCE WEIGHTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 The project contributes to <strong>low carbon development</strong> and climate adaptation plans</td>
<td>3</td>
</tr>
<tr>
<td>2.2 The project promotes <strong>institutional and sectoral cooperation</strong> at the inter-ministerial level and/or between governments, NGOs and communities on climate change-related actions</td>
<td>1</td>
</tr>
<tr>
<td>2.3 The project promotes actions for avoidance, reduction and/or offset at <strong>national and local levels</strong></td>
<td>3</td>
</tr>
<tr>
<td>2.4 The project includes actions for <strong>quantifying and offsetting of greenhouse gas emissions</strong>, including those associated with travel</td>
<td>3</td>
</tr>
<tr>
<td>2.5 The project uses or promotes use of new or existing technologies for resource efficient and <strong>renewable energy</strong></td>
<td>1</td>
</tr>
<tr>
<td>2.6 The project <strong>transfers knowledge and learning</strong> of climate change-impacts and mitigation &amp;/or adaptation measures</td>
<td>3</td>
</tr>
<tr>
<td>2.7 The project proposes <strong>new strategies, techniques or technologies</strong> for adaptation to climate change</td>
<td>3</td>
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</tbody>
</table>
### Project Screening Criteria: Private Sector

<table>
<thead>
<tr>
<th>Global Partnership Theme: “Adoption of Sustainable Management Practices by the Private Sector”</th>
<th>Importance Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1 The project <strong>aligns</strong> its sustainable tourism actions with the <strong>national sustainable development framework</strong></td>
<td>1</td>
</tr>
<tr>
<td>6.2 The project complies with <strong>internationally recognized &amp;/or accredited sustainable tourism standards</strong></td>
<td>3</td>
</tr>
<tr>
<td>6.3 The project prioritizes actions that <strong>integrate</strong> best environmental, social, cultural, and labor practices</td>
<td>3</td>
</tr>
<tr>
<td>6.4 The project prioritizes <strong>green procurement practices and the involvement of SMEs</strong> in the supply chain</td>
<td>2</td>
</tr>
<tr>
<td>6.5 The project respects <strong>indigenous and local rights</strong>, cultures and communities</td>
<td>1</td>
</tr>
<tr>
<td>6.6 The project does <strong>not deplete or exhaust resources</strong> of critical importance for local communities</td>
<td>1</td>
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### Project Screening Criteria for: Private Sector cont’d

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<tr>
<td>6.7 The project uses the <strong>best available technologies</strong> and practices for resource efficiency</td>
<td>2</td>
</tr>
<tr>
<td>6.8 The project addresses <strong>sustainable transportation</strong> issues to and from tourist destinations</td>
<td>1</td>
</tr>
<tr>
<td>6.9 The project facilitates <strong>market access to sustainable products</strong> and services for consumers</td>
<td>2</td>
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</table>
Starting Point – Defining Sustainable Tourism

3 key balanced principles

Environmental  Socio-Cultural  Economic
UNEP’s Sustainable Tourism Programme: 3-Dimensional Life Cycle Approach
Working with Destinations

Destination Reconnaissance

Sustainability Balance

Collaboration & Consultation

Meetings, workshops, technical assistance

Situation Analysis of the Tourism Landscape

Main Actors

Policy, Strategy, Plans

Public Sector

Private Sector, NGOs, etc.

Tools, Guidance, Training

Stakeholders: public & private sector; NGOs, tourism supply chain, communities, SMMEs etc.
Addressing Needs & Priorities

Assessment Phase
- Identification of Priorities (Situation Analysis)

Development Phase
- Inception Workshop (Concept Note)
- Detailed Project Design (Project Proposal)

Implementation Phase
- Funded Project (Deliverables & Outcomes)

Impact Areas
- Tourism Policy & Development
- Enterprise Operations
- Visitor Behaviour and Consumption

Consultations
- Capacity Building, esp. small enterprises and communities
- Sustainability indicators and monitoring
- Investment in appropriate infrastructure
Global Partnership’s Core Business Activities

- Promoting **sustainability in projects** – screening criteria, replicating, and scaling-up successful projects, monitoring and evaluation
- **Capacity building, knowledge sharing** and dissemination of best practices

- Networking and cooperation among partners and international agencies
- **Advocating** sustainable tourism policies

Single, isolated projects
- Limited impact

Cooperative, scaled-up project
- High impact
Main Barriers to Sustainable Tourism in the Caribbean, Asia-Pacific and Africa

- Lack of understanding of the concept of “sustainability”
- Low levels of integration of tourism with other sectors
- Small businesses and communities that remain marginalized from the tourism value chain
- Many organizations doing work that is not necessarily meeting country priorities
- Lack of measured outcomes at destinations
- An over-reliance on nature-based assets
### Regional Tourism Industry Priorities

<table>
<thead>
<tr>
<th>Policy support</th>
<th>Africa</th>
<th>Asia and the Pacific</th>
<th>Caribbean</th>
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<tbody>
<tr>
<td>Clearly stated sustainable tourism policies stressing transparency and participation</td>
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<td></td>
<td>Achieving critical mass in resource &amp; consumption efficiency</td>
</tr>
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<td></td>
<td>Clearly stated sustainable tourism policies stressing transparency and participation</td>
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<td>Supply chain management</td>
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<th>Tourism linkages</th>
<th>Africa</th>
<th>Asia and the Pacific</th>
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<tr>
<td>Poverty Alleviation</td>
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<td>Climate Change</td>
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<td>Biodiversity Conservation</td>
<td></td>
<td></td>
<td>Disaster Resilience</td>
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<tr>
<td>Private Sector practices</td>
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<td></td>
<td>Biodiversity Conservation</td>
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<th>Workforce &amp; Capacity</th>
<th>Africa</th>
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<td>Management &amp; planning for sustainable tourism</td>
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Priorities to be Addressed at Destinations

I. Targeting the Imbalances: Developing a sustainable tourism policy support program

II. Methodical Implementation: Techniques for effective integration of sustainability

Africa
- Making the business case for sustainable tourism: resource & consumption efficiency
- Mainstreaming sustainability in the tourism value chain
- Use of sustainability tools: project implementation & monitoring, certification, Green Passport, green meetings etc.
- Linking tourism & SMMEs; protected areas

Asia-Pacific
- Disaster resilience: ICZM, resource & consumption efficiency
- Building networks and partnerships
- Making the business case for sustainable tourism: resource & consumption efficiency
- Promoting sustainability tools: project implementation & monitoring, certification, Green Passport, green meetings etc.

Caribbean
- Disaster resilience: ICZM, resource & consumption efficiency
- Promoting sustainability tools: project implementation & monitoring, certification, Green Passport, green meetings etc.
- Integrating tourism with other sectors
- Promoting community and SME involvement in tourism value chain
Key Steps for Mainstreaming Sustainable Tourism

1. Policy Frameworks
   - Clarity of Vision
   - Balanced Approaches

2. Stakeholder Management
   - Partnership & Planning
   - Shared risks, rewards
   - Mitigating Risks
   - Sustainability Tools and Actions

3. Supply Chain Management

People & Organizations:
Vision
- Short Term Perspective
- Long term Perspective

Approaches
- Single vs. Multiple
- Certification, ecotourism, ICZM, SCP, CDM, RECP, Green Economy etc.

Relevant to the destination
- Development Status i.e. needs & priorities
- Capacity to perform & absorb

Realistic
- Time-bound with realistic milestones & deadlines
- Adequate skills & resources

1. Policy Frameworks
- Clarity of Vision
- Balanced Approaches
Management:
- People management skills
- Negotiation
- Communication
- Partnership
- Planning for a specified goal & objective
- Sharing risks and rewards
- Acknowledging successes

2. Stakeholder Management
- Partnership & Planning
- Shared risks, rewards
Infrastructure for transformation:

- Horizontal & vertical structures
- Multiplier effect
- Potential Impact

3. Supply Chain Management

- Mitigating Risks
- Sustainability Tools and Actions
Key Steps for Mainstreaming Sustainable Tourism

Achieving Success:

4. Program & Project Portfolios
   - Coherent Agency Mandates
   - Relevant to national vision, goal

5. Measuring Outcomes
   - Indicators of Success
   - Progress & Performance

6. Transformative Learning
   - Best practices prevailing
   - Continuous Improvement
Organized for Success?

“Singing from the same songsheet”

Stakeholder Collaboration

Complement, supplement activities

Organization mandates serve national goals and objectives

4. Program & Project Portfolios

• Coherent Agency Mandates
• Relevant to national vision, goal
• Indicators of Success

Diverse: Approaches Teams

Measures: Performance, Outcomes, Resilience

Consumers: Behaviour Choices

5. Measuring Outcomes

• Indicators of Success
• Progress & Performance
- Best practices prevailing
- Continuous Improvement

6. Transformative Learning

Customer Value Added
Best Practices
Product & Process Innovation
Best Cases
Operating Culture
In Summary:

**Private Sector**
- Innovate
- Perform
- Train
- Reduce

**Governments**
- Transform
- Regulate
- Promote
- Incentivize

**NGOs, etc.**
- Campaign
- Verify
- Monitor
- Collaborate

Lead
Navigate
Manage
Examples of Projects Around the WORLD

- Linking Tourism & Conservation in Protected Areas
- Mainstreaming Sustainable Tourism Workshops
- Greening - Meetings, Incentives, Conferences and Events (MICE)
- Green Passport
Green Passport

OBJECTIVES AND GOALS

Enhancing the sustainable tourism offer in specific destinations by:

- Encouraging the development of sustainable tourism products and services by revealing the demand for such products.
- Making the existing sustainable products offer more visible and accessible to tourists and citizens.
- Raising tourists' awareness of their potential to contribute to sustainable development by making responsible holiday choices.
- Influence the demand for more sustainable tourism-related products offer in the destination.

APPLICATION

- Provide Capacity Building & assistance for Tourism service and product providers
- Awareness Raising (Smartphone Application)

ADRESSED TO

Consumers (Tourists)
Governments
Tourism-related businesses
The United Nations international initiative dedicated to promoting sustainable tourism practices around the world

www.Globa1SustainableTourism.com

Global Partnership for Sustainable Tourism Coordinating Office
Office@GlobalsuStainableTourism.com