



WORLD TOURISM ORGANIZATION  
ORGANISATION MONDIALE DU TOURISME  
ORGANIZACION MUNDIAL DEL TURISMO  
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ  
مؤسسة السياحة العالمية

ETC–UNWTO Symposium

# Tourism & Travel in the Green Economy

A Contribution to the Davos Process on Climate Change and Tourism

14-15 SEPTEMBER 2009 – GOTHENBURG, SWEDEN

In collaboration with



se2009.eu



With the participation of the  
European Commission

**14<sup>th</sup> September:**  
**Residenset-The Residence of the Governor**  
**Södra Hamngatan 1**  
**40340 Gothenburg – Sweden**  
**Tel.: +46 31 60 50 00**

**15<sup>th</sup> September:**  
**Storan Conference Centre**  
**Kungsparken**  
**41136 Gothenburg – Sweden**  
**Tel.: +46 31 60 45 00**

**Convened by:** World Tourism Organization (UNWTO), European Travel Commission (ETC) and VisitSweden, each represented by their Executive Leaders

### **Description of Symposium Objectives:**

At the end of this year global leaders will meet in *Copenhagen* to decide on a replacement for the Kyoto protocol, within a new economic and environmental framework for doing business in a fast-changing international economy. The *Gothenburg* symposium has been convened as part of the *Davos* process to address the issue of how climate change is shaping sustainable consumption and production in the run-up to the *Copenhagen Agreement*, and what it means for the tourism sector.

Participants will be informed of the opportunities that are emerging when the twin issues of tourism and the environment are integrated in the effort to make the necessary changes imposed by the climate change agenda and by the global economic crisis. The symposium aims to:

- a) provide clear information to tourism stakeholders on how the follow-up to the Kyoto Protocol will affect the sector
- b) show what solutions to the problems imposed by climate change exist at the destination level and in the tourism supply chain
- c) define the roles required by different stakeholders, especially with regard to NTOs
- d) assess how to integrate a climate change response strategy within the global new green deal

The UNWTO will outline its position on climate change and the development of a green global tourism economy.

The symposium will launch the ETC's own climate change and sustainable tourism networking strategy for NTOs.

### **Programme:**

The Interactive discussion panels include:

- **Tourism Going Climate Neutral** - *what the tourism sector is doing to minimize environmental impacts - initiatives developed at the UN and EU levels and business stakeholders' contributions from the transport and accommodation sectors.*
- **The Travel Industry, Innovation and New Technologies** - *how innovation and new technologies can be used to achieve climate neutral actions in travelling.*
- **Destinations: a Sustainable Approach** - *how tourism destinations are managing climate change - global perspective on moves to harmonize sustainable tourism criteria - a national level approach to implementing Sustainable Consumption and Production (SCP) policy for the tourism sector.*
- **Towards a Green Economy - NTO Challenges and Opportunities** - *the scope and actions that an NTO can undertake in order to deal with climate change - a model of NTO sustainable tourism and climate change knowledge networking.*

### **Register Now!**

It is important to register early for this event in order to guarantee your accommodation at the special rate. Please see the attached symposium registration form and hotel booking information.

**For further information, please contact the Conference Secretariat - European Travel Commission ([info@visiteurope.com](mailto:info@visiteurope.com) or by phone +32 2 548 90 00)**

## AGENDA

14 September 2009

Residenset-The Residence of the Governor of Västra Götaland  
Södra Hamngatan 1  
40340 Gothenburg – Sweden  
Tel.: +46 31 60 50 00

### Climate Change, the Green Economy & the Tourism Sector

*This opening Symposium session will set the scene for a high-level presentation and discussion of the logic and methods for developing more sustainable tourism processes in times of complexity, change and uncertainty. The session will present to participants a draft symposium statement as a contribution to the Copenhagen Process, outlining the needs of the sector as well as the role of the sector in a post-Kyoto emissions-regulated economy experiencing much greater economic, environmental and social changes. It will highlight the development of the green economy as a means to ensuring the sustainability of the tourism sector, and show how the implementation of both UN/EU good governance processes and the global and European knowledge economy can be used to catalyse the tourism sector as a driver of sustainable consumption and production in the global as well as national and regional economies. Finally it will introduce Day Two as an interactive forum in which key stakeholders sit together to identify and create sustainable tourism processes that can be applied to real-time economic environmental and social challenges.*

#### 17:00 Opening Ceremony

**Thomas Bruhl**, CEO, VisitSweden  
*Welcome Remarks*

**17:10 Maud Olofsson**, Swedish Deputy Prime Minister and Minister for Enterprise and Tourism  
*Sweden's Role in the Green Economy*

**17:30 Arthur Oberascher**, President, European Travel Commission (ETC)  
*Introduction*

**17:45 Taleb Rifai**, Secretary-General a.i., UNWTO  
*Tourism Between Crises and Opportunities*

**18:00 Gordon Sillence**, Executive Director, DestiNet Partnership  
*Making the Knowledge Economy Work for European Sustainable Tourism*

**18:15 Geoffrey Lipman**, Assistant Secretary-General, UNWTO

**18:30 Cocktail Reception** at the Residence of the Governor of Västra Götaland, Mr. Lars Bäckström

**19:30 Dinner** at the Residence of the Governor of Västra Götaland, Mr. Lars Bäckström

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*The moderators will introduce the themes of the day and lead the speakers in a conversational format to identify and create sustainable tourism processes that can be applied to current economic, environmental and social challenges. The opportunities of the green economy and its development through sustainable production and consumption programmes will be the focus that speakers will be asked to address, sharing their experience and perceptions with the symposium participants. Each of the panels focuses on one the following themes*

1. *Tourism Going Climate Neutral*
2. *The Travel Industry, Innovation and New Technologies*
3. *Destinations: a Sustainable Approach*
4. *NTO Challenges and Opportunities towards a Green Economy*

**09:00 Introduction to the day by the Moderators: Luigi Cabrini and Gordon Sillence**

**09:20 Panel One – Tourism going Climate Neutral**

*This panel will address the issue of what the tourism sector is doing to minimize negative impacts on the environment. It will outline the initiatives at the global and national levels, and provide a business stakeholders viewpoint on how business & industry can positively contribute to this process.*

**Moderator: Geoffrey Lipman**

**Luigi Cabrini**, Director Sustainable Development, UNWTO  
*The Davos Declaration Process*

**The Hon. Predrag Nenezic**, Minister of Tourism, Montenegro  
*Government and the Tourism Industry Working Together*

**Nicolas Bertrand**, Division of Technology, Industry & Economics, UNEP  
*The Green Economy Initiative UNEP*

**Jean-Claude Baumgarten**, President WTTC  
*A Business Leader's Viewpoint on the Tourism and the Copenhagen Agreement*

*Each panelist to speak for 10 minutes, followed by Q&A*

**11:00 Tea and Coffee & Networking Break**, in Cristal Hall

**11:30 Panel Two – The Tourism and Travel Industry, Innovation and New Technologies**

*Panel two addresses the subject of how new technologies can be used to achieve climate neutral actions in travelling. Key industry leaders will show the response from air and rail transport links of the tourism supply chain.*

**Moderator: Luigi Cabrini**

**Thea Chiesa**, Head of Aviation, Travel and Tourism Industry, World Economic Forum (WEF)  
*Towards a Low Carbon Travel & Tourism Sector*

**Philippe Fonta**, Head of Sustainable Development, Airbus Industries (Central Entity)  
*Climate Change, Sustainability and Aviation – Problems and Solutions*

**Margrethe Sagevik**, Senior Advisor Sustainable Dev., International Union of Railways (IUR)  
*Sustainable Travel after the Copenhagen Agreement – Tourism and Railways in a Green Global Economy*

**Zoritsa Urosevic**, Executive Secretary, UNWTO Business Council  
*Accommodation Sector Action in a Green Economy – The Hotel Energy Solutions Project*

*Each panelist to speak for 10 minutes, followed by Q&A*

**13:00 Lunch**

**Lunchtime Speaker:**

**Franco Ianniello**, Head of Tourism Unit, DG Enterprise & Industry, European Commission  
*European Tourism Sustainability and Knowledge Networking*

**14:30 Panel Three – Destinations: a Sustainable Approach**

*This session outlines how tourism destinations are managing climate change, offering a global perspective on moves to harmonize sustainable tourism criteria, a national level approach to implementing a Sustainable Consumption & Production (SCP) policy for the tourism sector, and what the accommodation sector can do to move towards climate neutral activity. The panel provides an insight into how the tourism sector fits into the wider moves towards sustainable consumption and production. It will demonstrate the important link between conservation and the development of tourism, taking a territorial approach to show how best to create regional green economies in coastal, mountain urban and protected areas.*

**Moderator: Gordon Sillence**

**Dolores Ordóñez**, Vice-President, Fundación COINT, Playa de Palma Consortium  
*Converting Existing Tourism Infra-structure to create a Green Economy Resort – the Case of Playa de Palma*

**Jürgen Ringbeck**, Senior Partner Booz & Co. Management Consultant  
*Strategic Information to Create a Green Tourism Economy – Implications for Tourism & Environment Organisations*

**Erika Harms**, Executive Director for Sustainable Development, UN Foundation  
*Credibility in the Green Market-Place-Applying the Global Sustainable Tourism Criteria at the Destination Level*

**Karmen Mentil**, Chief Executive Officer, Alpine Pearls  
*Vacations with Soft Mobility in Alpine Destinations*

*Each panelist to speak for 10 minutes, followed by Q&A*

**15:45 Tea & Coffee Break**, in Cristal Hall

**16:00 Panel Four – NTO Challenges and Opportunities towards a Green Economy**

*This panel describes the scope and actions that an NTO can undertake in order to deal with climate change and sustainable tourism development. It will consider the requisites needed to build a model of NTO organization at the international, national and regional levels which can be used to develop the NTO contribution to a green economy using an NTO good practice model in response to policy lines. The Learning Area on Climate Change and Sustainable Tourism for NTOs will be highlighted in this section.*

**Moderator: Robert Franklin**

**Dimitrij Piciga**, CEO, Slovenian Tourist Board, and Vice-President, ETC  
*Marketing Sustainable Tourism Products and Services in the Green Economy- Needs and Opportunities*

**Jenny McGee**, Head of England Strategy & Engagement, VisitEngland  
*The Contribution of NTOs to the Creation of a Green Economy*

**Carla Aguirre**, Head of Research, VisitSweden  
*Visit Sweden – Achieving a Climate Neutral Operations Programme*

**Mary Mulvey**, CEO, The Green Box  
*Ireland's Greenbox Programme – Using Certification & Standards as a Branding Tool in Eco-tourism Product Development.*

*Each panelist to speak for 10 minutes, followed by Q&A*

**17:15 Gordon Sillence**, Executive Director, DestiNet Partnership  
*Summary of the ETC NTO Climate Change Networking Strategy*

**17:30 Conclusions – Davos, Copenhagen, and Beyond**  
**Luigi Cabrini**, Director Sustainable Development, UNWTO  
**Gordon Sillence**, Executive Director, DestiNet Partnership

**17:45 Reception** in the Cristal Hall, in the Storan Conference Centre

## **Seminar Outcomes**

### **a) The Symposium Statement**

Participants should be able to use this conference to both learn about and contribute to the Copenhagen debate on how to deal with climate change. A draft statement will be distributed to the participants, providing a scenario of the tourism sector's working reality in anticipation of the new Copenhagen Climate Change Agreement and the deriving commitments for countries and sectors. The symposium's outcomes will build on the Davos Process on climate change and tourism, led by UNWTO in partnership with several other organizations and tourism stakeholders. The messages of the Davos Declaration: Adapt, Mitigate, Improve Technology are more relevant than ever for the tourism industry. It is also expected that the Symposium conclusions will offer ideas and lines of actions on how tourism can better integrate into the green economy and benefit from stimulus packages and other global and national initiatives supporting the green economy.

### **b) The NTO knowledge networking process**

The NTO knowledge networking process is a key outcome of the Symposium, and it is clear that the panelists will contribute greatly to an NTO's understanding of sustainable tourism, climate change and the green economy. The compilation of the conference will be structured using the DestiNet Sustainable Tourism Portal, which will allow stakeholder access to the conference proceedings. This will constitute the basis of the Learning Area on Climate Change and Sustainable Tourism for NTOs.

### **c) Greater coherence between environment and tourism administrations at the national level**

With the UNWTO joining the UNEP initiative of the Green Economy on behalf of the tourism sector, other international entities and national administrative bodies should be encouraged to develop greater coherence between economic and environmental departments. NTOs need to be supported by their national departmental counterparts who deal with the implementation of SCP in general, and in turn can support tourism sector environmental and economic initiatives where appropriate. Therefore it is recommended that the conference invitations reach those national level stakeholders that would be interested in developing this collaborative approach, and seeing how this symposium offers the tools to do that.

## SOCIAL PROGRAMME

As this is a Symposium on sustainable tourism, VisitSweden is monitoring all services to ensure a climate neutral event. This means that services have been carefully chosen to be as environmentally friendly as possible in order to minimize the CO2 footprint of the event.

In this connection, we invite you to use the regular airport shuttles to and from the airport for which VisitSweden will provide Gothenburg passes to pick up at the Information Desk in the airports.

The airport shuttle from Göteborg Landvetter Airport (GOT) to the city centre departs every 15 minutes during daytime and every 30 minutes in the evening. The last shuttle is at 00:30 every day.

### Directions to the hotels from Landvetter:

- Elite Park Avenue Hotel: get off at the stop 'Park Avenue' - 22 min
- Avalon Hotel: get off at the stop 'Kungssportsplatsen' - 26 min
- Elite Plaza Hotel: the best way is to get off at the stop 'Kungssportsplatsen' (Avalon Hotel) and walk to the Elite Plaza Hotel. The walk takes about 5 minutes.

For more information on timetables, visit: <http://www.flygbussarna.se/Default.aspx?lang=EN>

The airport shuttle from Göteborg City Airport (GSE) to the city centre (Nils Ericson Terminal, Central Station) takes approximately 30 minutes and there are regular shuttles that coincide with the arrival times of all scheduled flights.

### Directions to the hotels from Central Station:

- Elite Park Avenue Hotel: Tram 3 (direction 'Marklandsgatan') or Tram 7 (direction Opalorget - Tynnered), get off at the stop 'Valand' (4 minutes). Then walk to the hotel (approx. 3 minutes)
- Avalon Hotel: 10 minutes walk OR Tram 3 or 7 (see above) and get off at the stop 'Kungssportsplatsen'
- Elite Plaza Hotel: 10 minutes walk OR Tram 1 (direction Opalorget - Tynnered) or Tram 11 (direction Saltholmen), get off at the stop 'Domkyrkan' (3 minutes)

### We would like to thank our sponsors / collaborating partners:

- **The County Administrative Board of Västra Götaland**
- **West Sweden Tourist Board**
- **Landvetter Airport**

### 14 September 2009

**09:45** **Bus leaving the Elite Park Avenue Hotel** for those who want to join the sightseeing. Please meet in the lobby of the hotel at 09:35

**10:00** **Bus leaving the Elite Plaza Hotel** for those who want to join the sightseeing  
Delegates staying at the **Avalon Hotel** who want to join the sightseeing should meet in the lobby of the **Elite Plaza Hotel** at 09:50

**10:00** **Optional 2 hour sightseeing** of Gothenburg

**12:00** Sightseeing ends

**16:30** **Bus transfer** from the **Elite Park Avenue Hotel** to Opening Ceremony

**16:35** **Bus transfer** from the **Avalon Hotel** to the Opening Ceremony

**16:40** **Departure** (on foot) from the **Elite Plaza Hotel** to the Opening Ceremony (5 min walk). Please meet in the lobby of the hotel at 16:30

**17:00 Opening Ceremony**, at the venue – **Dress Code:** Formal (jacket & tie for gentlemen)

**18:30 Reception**, at the venue – **Dress Code:** Formal (jacket & tie for gentlemen)

**19:30 Dinner**, at the venue – **Dress Code:** Formal (jacket & tie for gentlemen)

**22:30 Transfers** back to the hotels (**Elite Park Avenue Hotel** and **Avalon Hotel**)

### 15 September 2009

**08:40 Departure** (on foot) from the **Elite Park Avenue Hotel** and the **Elite Plaza Hotel** to the Storan Conference Centre (both 8 min walk). Please meet in the lobby of the hotel at 08:30

**08:45 Departure** (on foot) from the **Avalon Hotel** to the Storan Conference Centre (3 min walk). Please meet in the lobby of the hotel at 08:35

**09:00 Symposium starts**, at the venue

**17:45 Closing cocktail**, at the venue

Please find below a map of where all the places are located, hotels and venues.



1. The Residence of the Governor of Västra Götaland, Södra Hamngatan 1
2. Elite Plaza Hotel, Västra Hamngatan 3
3. Avalon Hotel, Kungstorget 9
4. Storan Conference Centre, Kungsparken
5. Elite Park Avenue Hotel, Kungsporsavenyn 36-38
6. Central Station, Drottningtorget