



ITB
BERLIN

4 March 2020
16.00-17.30
Palais am Funkturm

Sustainable Destination Awards & Tourism2030

ITB 2020 cancelled, but

Part 1: Tourism2030 Going Green ONLINE
16:00 – 17:00 hrs CET



SDGs 2030: The *Travel Green Planet* cluster formation meeting

with contributions from:



Gordon Sillence, Tourism2030 Program, ECOTRANS



Herbert Hamele, President, ECOTRANS



Randy Durband, CEO, Global Sustainable Tourism Council



Oliver Hillel, Program Officer, CBD Secretariat



Martina von Münchhausen, Tourism Program, WWF Germany

Moderator



Peter Debrine, Senior Project Officer, UNESCO



Kirsi Hyvaerinen, Board member, GEN



Prof. Geoffrey Lipman, Co-Founder, The SUNx Program



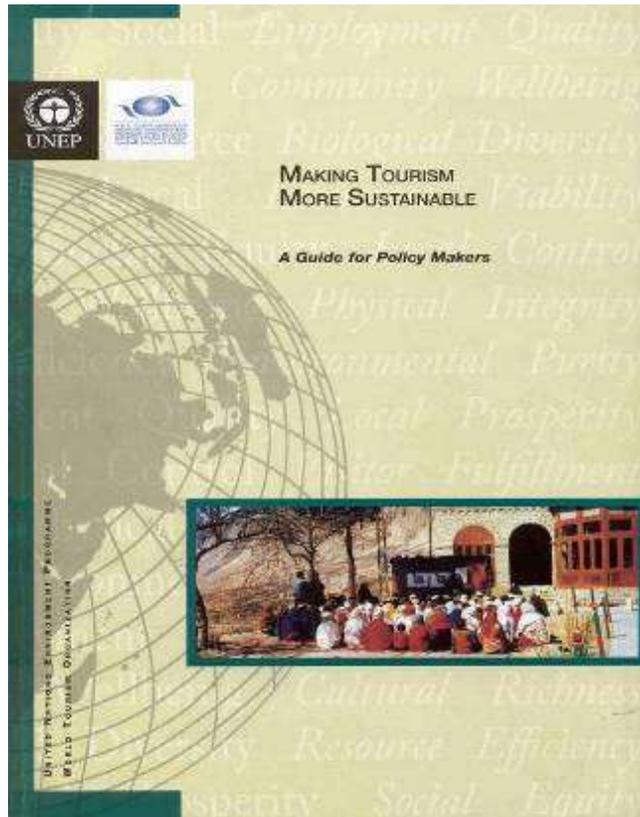
Albert Salman, President, Green Destinations



Richard Denman, Director, The Tourism Company



Richard Denman, Director,
The Tourism Company



► [Download: Making Tourism More Sustainable \(pdf\)](#)

12 Aims for Sustainable Tourism

5 Instruments

Measurement

Command and control

Economic

Voluntary – *certification*

Supporting – *info/marketing*

2005 – 2020: What has changed?

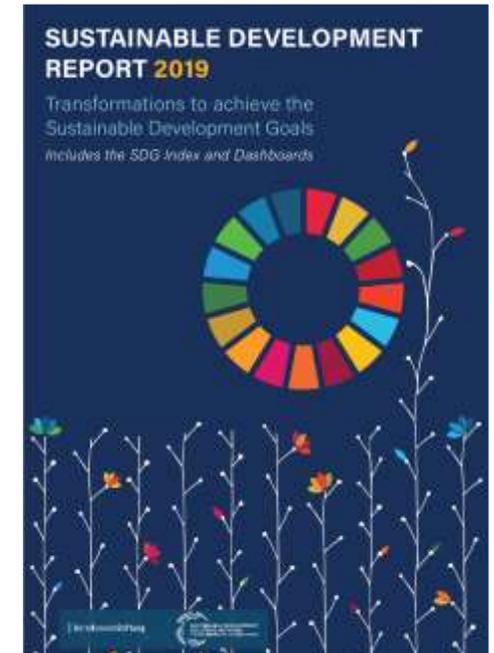


Gordon Silence, Tourism2030, ECOTRANS

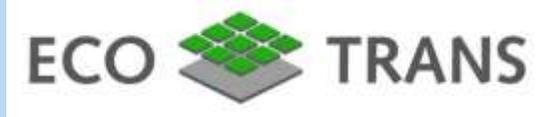
Sustainable Development Report 2019

- High-level political commitment to the SDGs is falling short of historic promises
- **Trends on climate and biodiversity are alarming**
- The SDGs can be operationalized through six SDG Transformations

The transformations respect strong interdependencies across the SDGs and can be operationalized by well-defined parts of governments in **collaboration** with civil society, business, and other stakeholders.



<https://sdgindex.org/reports/sustainable-development-report-2019/>



Gordon Silence, Tourism2030, ECOTRANS

ECOTRANS mission (since 1993): Transparency on Sustainable Tourism

The *Tourism2030.eu* knowledge networking portal for sustainable and responsible tourism is hosting the global Knowledge Base, Courses & Green Mapping tools for making tourism more sustainable - a result of the European TRIANGLE project.



[▶ Tourism2030.eu](https://www.tourism2030.eu)



Gordon Silence, Tourism2030, ECOTRANS

Travel Green Planet 2030

Collaboration initiative 2020 - 2030 to make sustainable tourism a driver for achieving the SDGs

Registered **SDG17 Partnership on the “One Planet Network”** for **SDG12** (UNEP – UNWTO)



“Travel Green Planet 2030 aims to ensure all tourism activities in destinations with protected areas and cultural heritage sites are sustainably certified by 2030 as part of SCP12.

The SDG17 partnership will commonly use and share the Green Travel Maps on Tourism2030 for collaboration synergies and annual reporting in the next decade 2021 -2030.”

[▶ “Travel Green Planet 2030” on One Planet Network](#)



Gordon Silence, Tourism2030, ECOTRANS

Going Green from local to global level





Herbert Hamele, President, ECOTRANS

Sustainability Certification to give credibility to the better choice





Herbert Hamele, President, ECOTRANS

Green Travel Maps for transparency and global visibility

Certification Quickfinder:

Access to and transparency on all 200+ environmental and sustainable tourism certificates

[▶ Certification Quickfinder](#)

Green Travel Maps:

March 2020: 40 leading certification programmes provide global visibility to their 15,000 certified businesses and destinations

[▶ Green Travel Maps](#)

Coming soon: GSTC filter





Herbert Hamele, President, ECOTRANS

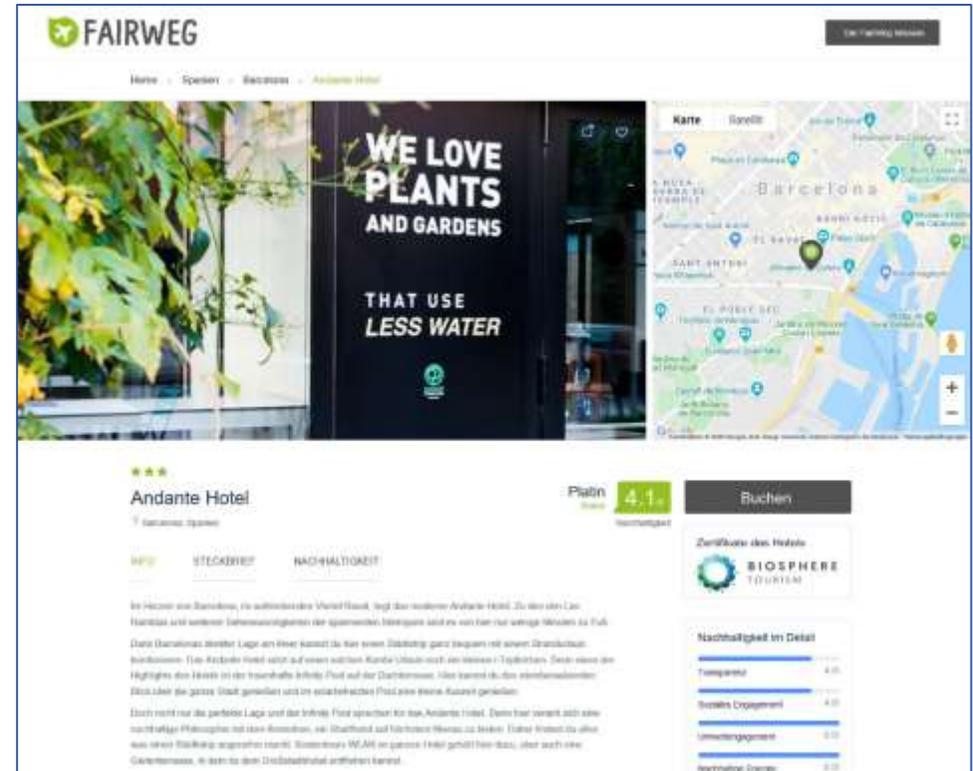
Using the Green Travel Maps for supporting market access



Examples:

- National Tourist Organisation
- **Booking system for travelers**
- Booking system for Travel Agencies
- Green Mapping for Destinations
- Travel Green Europe App

Fair Weg





Herbert Hamele, President, ECOTRANS

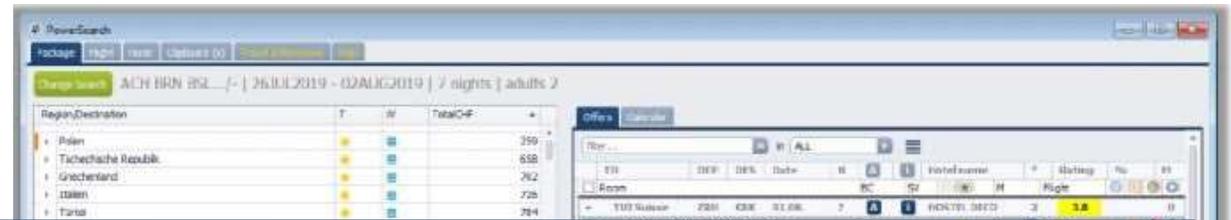
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Examples:

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- **Booking system for Travel Agencies**
- Green Mapping for Destinations
- Travel Green Europe App

Travelport



Travelport

- ✓ shows all certified services of all integrated labels
- ✓ Search of tour operator offers through the green map



Herbert Hamele, President, ECOTRANS

Using the Green Travel Maps for supporting market access



Examples:

- National Tourist Organisation
- Booking system for travelers
- Booking system for Travel Agencies
- **Green Mapping for Destinations**
- Travel Green Europe App

Bliesgau – Saarpfalz-Touristik

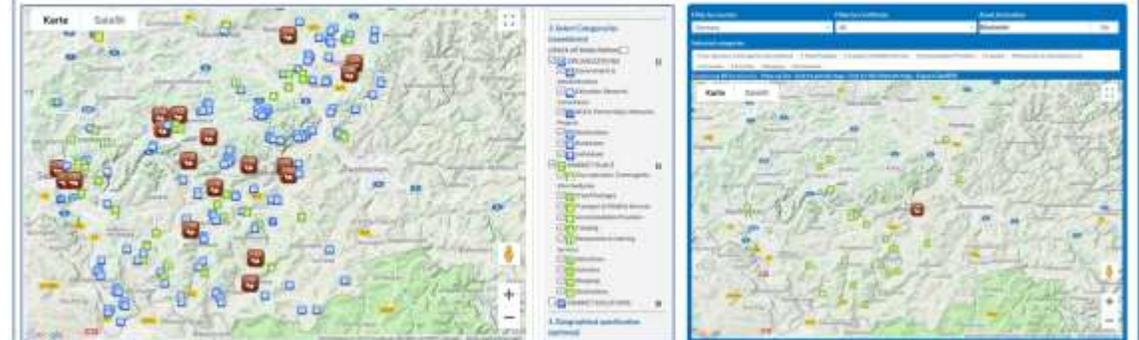


Green Travel Map Bliesgau

Biosphärenreservat Bliesgau

The destination management organisation of Saarpfalz-Kreis in partnership with the Biosphere Reserve Bliesgau administration uses the *Green Travel Map Bliesgau* to assess and monitor the tourism businesses and services with green proofs, including regional certificates like the "Partnerbetriebe Biosphärenreservat Bliesgau". The *Bliesgau Going Green Toolkit* is supporting their planning and decision making on the development, greening and marketing of sustainable tourism; from research to market place.

Contact: Nina Burgey-Wack, touristik@saarpfalz-kreis.de





Herbert Hamele, President, ECOTRANS

Using the Green Travel Maps for supporting market access



Examples:

- National Tourist Organisation
- Booking system for travelers
- Booking system for Travel Agencies
- Green Mapping for Destinations
- Travel Green Europe App

Germany Travel





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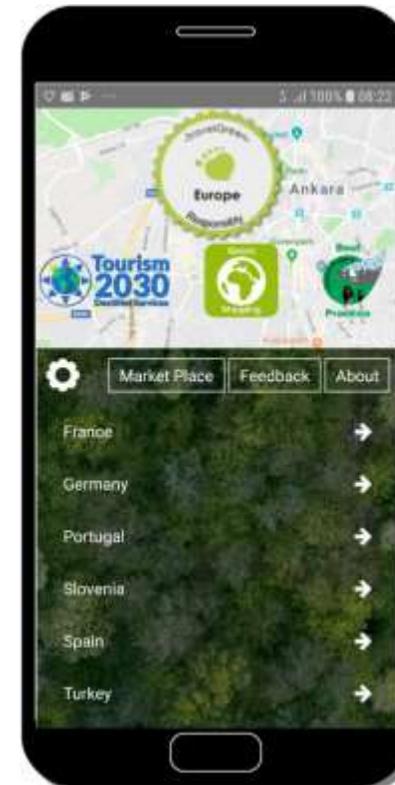
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Travel Green Europe App





3 Topics for Speakers

- Top Priorities to boost sustainable tourism as a driver for SDGs2030
- Value to mainstream credibly certified tourism in the destinations until 2030
- Support through commonly shared Green Travel Maps on the Tourism2030 platform



Randy Durband, CEO, Global Sustainable Tourism Council

• Top Priorities to boost sustainable tourism as a driver for SDGs2030

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Jonathan Tourtellot, co-chair, GSTC Destination Stewardship WG

Encourage development of stronger internal capacity at destinations to manage inclusively and holistically

- Knowledgeable staff that remain in place for many years
- Application of the GSTC Destination Criteria
- Inclusive management:
 - Whole-government approach
 - Public participation
 - Private sector engagement



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Successful outcomes deliver:

- ✓ Economic benefits widely shared
- ✓ Community buy-in
- ✓ Cultural and natural assets protected
- ✓ Communities are good global citizens

WTTC "Tourism for Tomorrow" Awards for Destination Stewardship





Randy Durband, CEO, Global Sustainable Tourism Council

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Jonathan Tourtellot, co-chair, GSTC Destination Stewardship WG



Promote use of the GSTC Destination Criteria by policy-makers

Encourage use of the GSTC Industry Criteria to guide the private sector:

- Awareness and training
- Awards and certification to incentivize improvement
- Rewards to star performers
- Promotion
- Guidance on why and how to get certified....and by whom!



Oliver Hillel, Program Officer, CBD Secretariat

• Top Priorities to boost sustainable tourism as a driver for SDGs2030



- Value to mainstream credibly certified tourism in the destinations until 2030



- Support through commonly shared Green Travel Maps on the Tourism2030 platform

- reduce solid waste and plastics in particular



- nature-based carbon offset systems for new protected areas
- sustainable food systems



Oliver Hillel, Program Officer, CBD Secretariat

- Top Priorities to boost sustainable tourism as a driver for SDGs2030



- **Value to mainstream credibly certified tourism in the destinations until 2030**



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- Certification needs to be a core part of the Convention on Biological Diversity's mainstreaming plans post-2020



Oliver Hillel, Program Officer, CBD Secretariat

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- **Support through commonly shared Green Travel Maps on the Tourism2030 platform**

Maps of certified providers and destinations could be connected



- to relevant agencies information Web pages (UN, international) and
- to traveler choice portals and destination marketing organizations' campaigns.



Martina von Münchhausen,
Tourism Program,
WWF Germany



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- Increase livelihood opportunities and food security for communities while preserving biodiversity, habitats and species in protected areas
- Stop plastic leakage into nature and oceans
- Better business and destination practices with sustainability requirements and standards
- Partnerships with leading companies and organizations



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Münchhausen,
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WWF Germany



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Value of Sustainable Tourism in Protected Areas: WWF's small scaled tourism programmes – Nature's Pearls

- Caribe Maya in Guatemala and Honduras
- Maya Ka'an in Mexico
- Dzanga Sangha in the Congo Bassin
- KAZA: Kavango Zambezi Transfrontier Conservation Area
- Caucasus: Borjomi-Kharagauli-Nationalpark
- Sea Med: Mediterranean Marine Protected Areas in Turkey, Tunesia, Croatia...
- Galapagos: Galapagos Marine Reserve
- Thailand: Kuri Buri Nationalpark



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The Tourism2030 platform as a tool for market access for sustainable tourism businesses



- **Focus on conservation and poverty alleviation:** Community-Based Tourism, Ecotourism, Nature Based Tourism in protected areas
- **Need for market access:** Shift from tourism to sustainable tourism and increasing numbers of responsible tourists!





Martina von
Münchhausen,
Tourism Program,
WWF Germany



WWF statement for the Green Travel Maps on Tourism2030

“WWF is fostering sustainable tourism, community based tourism, ecotourism and nature based tourism in protected areas worldwide to provide livelihood and food security, while preserving the habitats and species. Successful sustainable business cases are in implemented i.e. in the Kavango Zambezi Transfrontier Conservation Area (KAZA), in Guatemala and Honduras with the Caribe Maya model, in the Borjomi-Kharagauli-Nationalpark, Caucasus or in Dzanga Sangha in the Congo Bassin to demonstrate the value of biodiversity and habitat conservation for tourism.

But there’s still a lack of visibility for the small scale but high value initiatives and better market access is strongly needed.

The Green Travel Maps initiative can help to inform and promote that kind of WWF sustainable tourism products to the tourists and the tourism business to realize the shift to more sustainable tourism practices and offer guidance for responsible tourists in protected areas.”



Peter Debrine, Senior Project Officer, UNESCO

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The tourism sector values World Heritage and **engages** in its preservation while ensuring that its activities based at World Heritage properties are responsible, and support social and economic development;

All destinations with World Heritage Sites and Biosphere Reserves should participate in Sustainable Tourism certification processes



Peter Debrine, Senior Project Officer, UNESCO

• Top Priorities to boost sustainable tourism as a driver for SDGs2030



• **Value to mainstream credibly certified tourism in the destinations until 2030**



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Provide World Heritage stakeholders with the capacity and the tools to manage tourism efficiently, responsibly and sustainably based on the local context and needs.





Peter Debrine, Senior Project Officer, UNESCO

- Top Priorities to boost sustainable tourism as a driver for SDGs2030



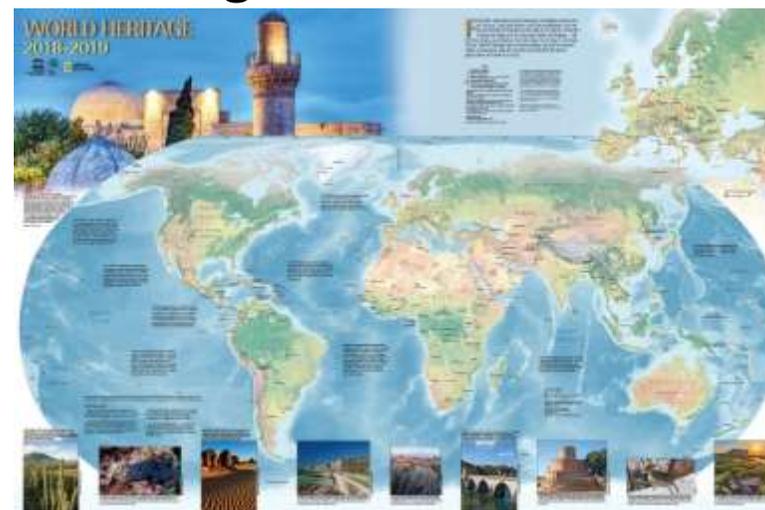
- Value to mainstream credibly certified tourism in the destinations until 2030



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Promote quality tourism products and services that encourage responsible behaviour among all stakeholders and foster understanding and appreciation of the concept of Outstanding Universal Value and protection of World Heritage.





Kirsi Hyvaerinen, Board Member
Global Ecotourism Network

• **Top Priorities to boost sustainable tourism as a driver for SDGs2030**



- Value to mainstream credibly certified tourism in the destinations until 2030



- Support through commonly shared Green Travel Maps on the Tourism2030 platform



Our Mission is

to bring the world's regional and national ecotourism associations, networks and destinations, together with indigenous and rural peoples, global operators, professionals and academics, to grow the industry, provide advocacy, encourage thought leadership and innovation, and add greater authenticity to **ecotourism**.

Represented in

99 countries and 6 global regions, which are setting up their own networks, linking into GEN as their non-profit umbrella.



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We join this by

- disseminating **ecotourism trends, innovations, applied research and case studies** with local-to-national leaders and tourism entrepreneurs
- providing thought leadership through **education and market demand influence** towards all consumers
- exemplifying newer, **creative socio-environmental interpretation** skills; promoting youth-to-elders **community involvement**; and stewarding **conservancy** expansion
- providing an easily-accessible **platform and voice** for **indigenous peoples** and **rural communities** developing ecotourism
- encouraging greater **social entrepreneurship** through empowerment, skills transfer and capacity building
- **advocating conservation**: protecting bio-diverse lands, rivers, lakes and oceans
- utilizing the unparalleled experience of our **institutional and professional members**, including researchers, designers, developers, marketers, managers, and ecotourism practitioners
- being **the think-tank** to assist and interpret sustainable tourism development.



Kirsi Hyvaerinen, Board Member
Global Ecotourism Network

- Top Priorities to boost sustainable tourism as a driver for SDGs2030



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We join this by

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www.globalecotourismnetwork.org

- **Learn – CONNECT – Protect**
 - in this section we can cross-link with the Green Travel Maps,
 - in Calendar, share events
- **In our FB group**, share news and moderate conversations (3,565 members, growing)
- Support **monitoring & research**
- At **events**, present the SDG 17 work of this cluster



Kirsi Hyvaerinen, Board Member
Global Ecotourism Network

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Prof. Geoffrey Lipman,
Co-Founder, The SUNx
Program



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Advance Climate Friendly Travel ~
measured: green: 2050 proof





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Our 2050 Climate Neutral Ambitions Registry (linked to UNFCCC Registry and co-delivered with WTTC) will encourage certificated Ambition Plans





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- **Support through commonly shared Green Travel Maps on the Tourism2030 platform**

We will happily have a clear cross link with the *Green Travel Maps* and *Tourism2030* under our SDG 17 Partnership.



Plan For Our Kids



Albert Salman,
President,
Green Destinations



• Top Priorities to boost sustainable tourism as a driver for SDGs2030



- Value to mainstream credibly certified tourism in the destinations until 2030



- Support through commonly shared Green Travel Maps on the Tourism2030 platform



- Promote Green Destinations Standard (GSTC-Recognised)
- All destinations with protected areas and WH Sites adopt the GD Standard until 2030
- 30% of them reached GD certification (GSTC-Accredited)



Albert Salman,
President,
Green Destinations



- Top Priorities to boost sustainable tourism as a driver for SDGs2030

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- Support through commonly shared Green Travel Maps on the Tourism2030 platform



- ‘Green’ destinations need true green travel offer...
- ... more green travel offer
- Ecolabel businesses need a sustainable destination



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President,
Green Destinations



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- **Support through commonly shared Green Travel Maps on the Tourism2030 platform**



- Focus on improved market visibility in cooperation with Fair Voyage and bookdifferent.com:

- Good Travel Guide: we help all Top100-destinations in creating 'good travel' info & maps

This cooperation will provide great synergies for all.



Herbert Hamele, President, ECOTRANS

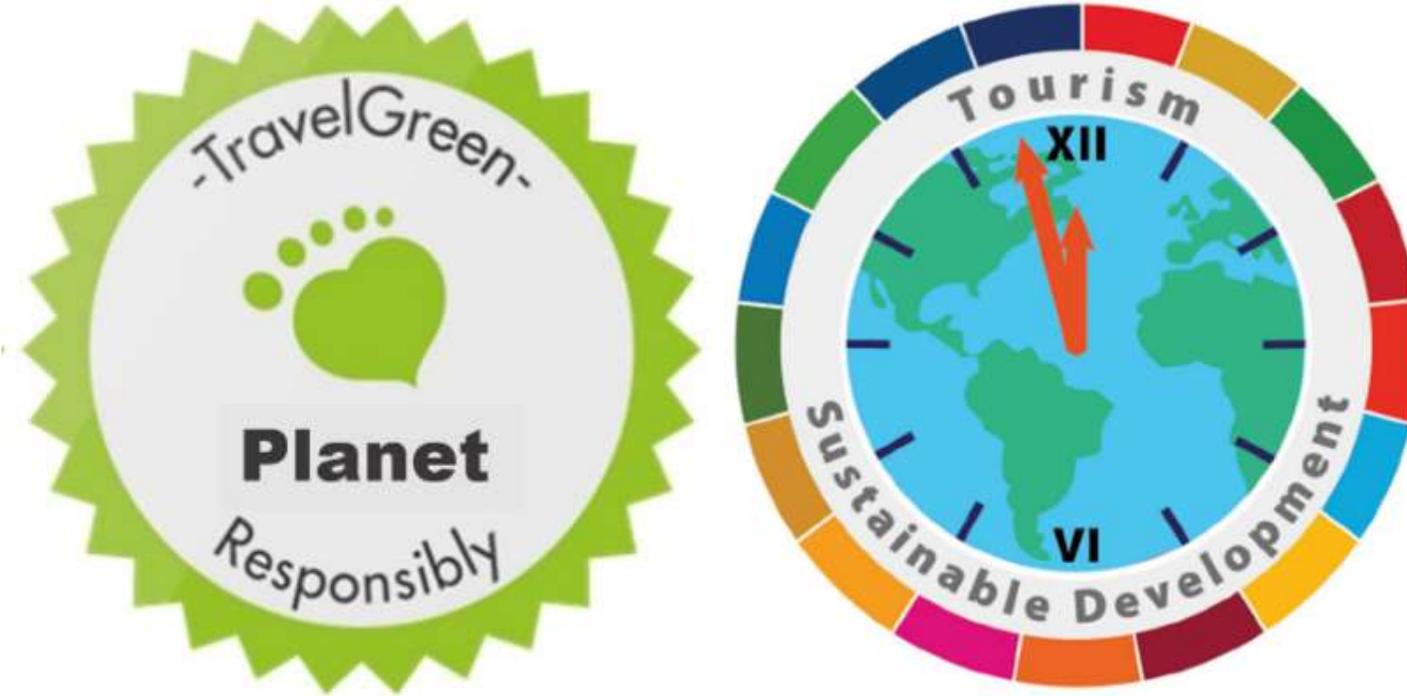
Let's finally raise the demand for the better choice!

The multiple use of the Green Travel Maps - fed by and in agreement with the certification programmes as partners - shall finally raise both the interest in certification and the necessary visibility and market access of sustainable tourism as the better choice for tour operators, travel agencies, booking systems and travellers in the next decade 2021-2030.

Collaboration is key!



Tourism2030 Going Green: Progress Report at ITB 2021



Thank you for your attention and contact us at:

▶ Tourism2030.eu

Herbert.Hamele@ecotrans.de

Gordon.Sillence@ecotrans.de