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THE TOURISM WE WANT

**The Kasane Call to Action
on Sustainable Consumption
and Production in Tourism**



SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



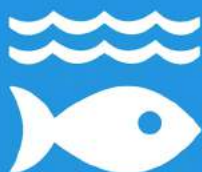
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



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16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS



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THE TOURISM WE WANT

The Kasane Call to Action on Sustainable Consumption and Production in Tourism

Our Call to Action

enhance the sustainable development impacts of the tourism sector by 2030, by developing, promoting and scaling up sustainable consumption and production practices that boost efficient use of natural resources while producing less waste and addressing the challenges of climate change and biodiversity.



LEAD

the creation of necessary conditions for SCP in tourism



INNOVATE

to accelerate the adoption of SCP practices in tourism



FINANCE

a shift towards SCP in tourism



EMPOWER

stakeholders to scale-up SCP practices in tourism

TO HELP
ACHIEVE:



WE COMMIT TO 'LIFE':



LEAD



INNOVATE



FINANCE



EMPOWER

AS GUARDIANS OF:



NATURE



CLIMATE



WATER



NO-WASTE



COMMUNITIES

WHO IS IT FOR?



Governmental agencies



Financial institutions & donors



Private sector



Communicators and media



International organizations



Non-governmental, grassroots & other civil society organizations



Academic institutions



Travellers

WHY TOURISM?

When responsibly planned and managed, tourism has demonstrated its capacity to support job creation, promote inclusive social integration, protect natural and cultural heritage, conserve biodiversity, generate sustainable livelihoods and improve human wellbeing.

As the sector is experiencing tremendous growth, collective efforts to ensure its long-term sustainability are now essential.

When responsibly planned and managed, tourism has demonstrated its capacity to support job creation, promote inclusive social integration, protect natural and cultural heritage, conserve biodiversity, generate sustainable livelihoods and improve human wellbeing.

This Call to Action aims to drive stakeholders in transforming the way tourism is developed and managed by providing guidance on critical issues and opportunities for the sector.

This Call to Action was developed within the scope of the Sustainable Tourism Programme (STP) of the One Planet network. The One Planet network formed to support the implementation of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns (10YFP). The STP is a network of tourism stakeholders from the public and private sectors, non-governmental organizations, UN agencies, international organizations and academic institutions. Partners share the common goal of "sustainable tourism" and collaborate internationally, regionally, nationally and locally in developed and developing countries to leverage tourism's potential as a tool for positive change¹.

¹ See Annex 2 for information on the Sustainable Tourism Programme of the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns.

² Source: Policy Statement - Tourism Policies for Sustainable and Inclusive Growth. OECD, Paris, 2017.



WHY TOURISM MATTERS

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Why do we need this Call to Action?

The tourism sector faces important challenges, including:

- (i) complexity in tourism policy development due to the cross-cutting, multi-level and fragmented nature of the sector, and competing policy priorities and budgetary constraints;
- (ii) the impact of external factors including macro-economic conditions, exchange rates, safety and security, and natural disasters;
- (iii) the global shift to a resource-efficient economy;
- (iv) the continued transformation of tourism services linked with emerging technologies and digitalisation of the economy²;
- (v) overpopulation and overcrowding at destinations; and
- (vi) climate change, among others.

OUR CALL TO ACTION³

The Sustainable Tourism Programme encourages all stakeholders to use this Call to Action as a reference to identify priorities, build coalitions and take action beyond the International Year of Sustainable Tourism for Development (2017).

What is the aim?

We need to transform the way we manage and plan tourism, to incorporate sustainable consumption and production practices that boost the efficiency of the sector. Our aim is to support policy makers and tourism practitioners to take responsible decisions in this regard, based on evidence and taking inspiration from innovative approaches and business models. These efforts are specifically designed to support the successful implementation of the Agenda 2030 through the integrated approach of Sustainable Development Goal 12.



The commitment:



LEAD the creation of necessary conditions for SCP in tourism

We must take the **LEAD** by joining forces with all stakeholder groups to create the necessary conditions for tourism private sector⁴ and destinations⁵

to advance sustainable consumption and production practices. Strong commitment from policy makers and business leaders is needed in order to demonstrate the tourism sector's potential contribution to achieving sustainable consumption and production. We must **LEAD** by establishing measurable commitments, creating coalitions to achieve them, developing participatory plans, supporting implementation of policies on the ground, evaluating concrete actions and publicly reporting on progress. We must further the integration of sustainable consumption and production into tourism planning and management through improved governance and partnerships. We must **LEAD** by becoming active stewards of sustainable consumption and production practices as Nature, Climate, Water, no Waste and Community Guardians (see recommended actions on page 12).



LEAD AS GUARDIANS OF:



³ See Annex 3 for background information on the development of this Call to Action.

⁴ Given the cross-sectorial characteristics of the tourism sector, references to the 'private sector' in this Call to Action cover a broad spectrum of businesses including transportation to and from tourist destinations, tour operators, travel agencies, accommodation providers and hotel chains, cruise lines, conferences and events, food and beverage, and all economic activities that generate resources, products and services in the tourism value chain.

⁵ The term "destinations" throughout this Call to Action refers to sub-national, urban, suburban and rural tourist destinations. National destinations are referred to as "countries".

OUR CALL TO ACTION



INNOVATE

to accelerate the adoption of SCP practices in tourism

Current economic models present serious challenges for our planet and the availability of resources. We cannot continue doing business as usual. The speed of change has to increase, thus we must test innovations that can boost the sustainable development of tourism. We must **INNOVATE** when we plan, embracing the toolbox of tourism planning and management that geospatial technologies and big data offer. Placing spatial information at the heart of planning, creating and analysing data layers, and using visualization techniques to support participatory decision making, are means that can redefine traditional planning. We must **INNOVATE** when we operate, using state-of-the-art techniques, technological solutions, and new tourism approaches such as the circular economy thinking – whose main aim is to minimize waste, emissions and energy leakage by optimizing product design. We must **INNOVATE** when we measure and monitor the impacts of policy implementation and tourism operations, to capture the right evidence on the contribution of tourism to sustainable consumption and production and increase the visibility of the sector as an agent of change (see recommended actions on page 15).



FINANCE

a shift towards SCP in tourism

The support of the funding and aid community is crucial if we are to move forward in sustainable consumption and production in tourism. A tourism sector that leads and innovates will be able to enhance its strategic positioning vis-à-vis financial institutions, which shall in turn become more inclined to support transformative actions and green investments. We need to mobilize greater **FINANCE** mechanisms and resources. We need to innovate, develop, promote and facilitate access to sustainable tourism investment and to financial tools that empower destinations and businesses, especially micro, small and medium-sized enterprises (see recommended actions on page 15).



EMPOWER

travellers, entrepreneurs, host communities and governments to scale-up SCP practices in tourism

International tourist arrivals in 2017 reached a total of 1,323 million worldwide, an increase of 84 million over 2016. For the year 2030, it is expected that the number of international tourist arrivals will increase to 1.8 billion⁶. To ensure that this expected growth is built upon solid sustainability principles, we must **EMPOWER** and inspire travellers, entrepreneurs, host communities and governments. Through the dissemination of best practices, training, better information and the creation of synergies, stakeholders shall be able to embark on continuous improvement of sustainable consumption and production practices in tourism (see recommended actions on page 16).

THE TOURISM WE WANT.

⁶ UNWTO Tourism Highlights - 2017 Edition. Madrid, 2017.

SPECIFICALLY, WE STRONGLY CALL UPON:



GOVERNMENTAL AGENCIES AND INTERNATIONAL ORGANIZATIONS

to create and improve the necessary conditions (including policy, technical assistance, incentives, financial instruments and measurement) to support sustainable consumption and production in tourism.



NON-GOVERNMENTAL, GRASSROOTS AND OTHER CIVIL SOCIETY ORGANIZATIONS

to support government agencies and the private sector to accelerate sustainable consumption and production in tourism.



COMMUNICATORS AND THE MEDIA

to help educate travellers of the importance of ensuring that the tourism services they consume are sustainable



THE PRIVATE SECTOR

to implement and demand sustainable production practices in their operations and value chains, to measure and report impacts, to improve performance by using innovative technology and data to better inform decisions on tourism, and to prioritize low-carbon choices.



FINANCIAL INSTITUTIONS

to provide the necessary resources to support, accelerate and scale up the shift to sustainable consumption and production in tourism.



THE UN SYSTEM

to continue supporting these actions towards achieving sustainable consumption and production in tourism, taking a leadership role in promoting sustainable tourism.



HOST COMMUNITIES

to innovate, adapt and develop businesses opportunities that integrate sustainable consumption and production practices.



ACADEMIC AND RESEARCH INSTITUTIONS

to innovate and technically support sustainable consumption and production practices in tourism



TRAVELLERS

to exercise their right as consumers to have information needed to travel responsibly and to demand sustainable production practices in destinations (see recommended actions for travellers on page 16).



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TOGETHER WE CAN
DEVELOP AND ENJOY
#THETOURISMWEWANT

ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE



LEAD BY:



Governmental agencies



Financial institutions & donors



Private sector



Communicators and media



International organizations



Non-governmental, grassroots & other civil society organizations



Academic institutions

COMMITTING TO:

Redefining the 'success' of tourism destinations in terms of both 'arrivals' and the economic and social benefits that stay in the destination, with minimal negative environmental or social impacts



Using promotion and distribution channels to emphasize sustainability as a primary option of tourism development and to influence consumer choice



Establishing bold, measurable commitments covering sustainable consumption and production (SCP) in tourism development



Supporting destination and country-wide efforts to meet sustainability and climate change commitments



JOINING FORCES:

Engaging and actively participating in the One Planet network's Sustainable Tourism Programme



Identifying the roles of key public and private sector stakeholders and bringing them together in an effective manner



Adopt a whole-of-government approach to tourism development to ensure that all needs and implications of tourism are taken into account



Ensuring collaboration in destination governance between public authorities, local communities, non-governmental organizations (NGOs), civil society and the private sector



Establishing or strengthening networks to foster joint action supporting a shift to SCP in tourism



Engaging youth, women and indigenous communities to support the necessary changes



ADVANCING PLANS AND POLICIES:

Implementing destination plans rooted in SCP and backed up with specific action plans



Developing, integrating, adopting, effectively implementing and monitoring policy instruments to support the shift to SCP in tourism



Ensuring that policies and strategies include action plans that are clear, time-bound and measurable to ensure implementation



Ensuring participatory approaches for policy development and implementation, including the needs of host communities and travellers



Complementing related policy areas including: transport; environment; culture; security; education; agriculture; micro, small and medium-sized enterprises; new technologies; and digital transformation, along with wider economic policy



Recognising the value of continuous dialogue between government, industry and civil society (including social partners and academic institutions) in the development, implementation and monitoring of policies



ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE

MOVING BEYOND PLANNING TO:

							
Designing and implementing projects supporting the shift to SCP practices in tourism	●	●	●		●	●	●
Facilitating, supporting and implementing changes for SCP in business practices as an integral part of quality and competitiveness			●			●	
Developing and providing better incentives for companies to increase their sustainability performance	●						
Placing greater emphasis on local community inclusion in the tourism economy	●	●	●		●	●	
Providing an environment to encourage the creation and growth of micro, small and medium-sized tourism businesses and integrating them into global value chains	●	●	●		●	●	
Developing and applying guidelines, certification and other technical tools at destinations, in tourism businesses and in value chains to mitigate negative impacts and mainstream SCP practices	●		●		●	●	
Advancing sustainability practices in value chains by certifying suppliers that are independently verified to operate sustainably			●				
Advancing efforts to ensure tourism accessibility	●		●		●	●	
Developing and implementing solutions for managing visitor numbers in hotspot locations and in crowded urban destinations	●		●				

EVALUATING AND REPORTING:

Using credible scientific methods, data, and tools encompassing economic, environmental and social approaches for sustainable development in tourism planning, which can help stakeholders understand their environmental and socio-cultural impacts	●		●				
Formally establishing comparable measurement tools, and evaluating, monitoring and regularly reporting on SCP practices using fact-based schemes	●		●				
Implementing reporting practices on sustainability indicators for all destinations, organizations and businesses	●		●		●	●	
Exchanging information among countries and destinations on sustainability-related tourism impacts, based on commonly agreed indicators, in order to establish benchmarking standards and encourage replication of best practices	●				●		
Reporting progress through the One Planet network website: oneplanetnetwork.org	●		●		●	●	●

ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE



NATURE GUARDIANS

Contribute to the sustainable management and efficient use of natural resources.	●		●				●
Ensure biodiversity conservation and sustainability practices on land, and in the ocean and inland water bodies.	●		●				●
Support community conservancies, biological corridors, private reserves, national parks and other forms of terrestrial, coastal and marine protected areas.	●		●				●
Improve facilities and services in protected areas using sustainable production practices.	●		●				
Ensure local communities recognise the value of wildlife as a renewable resource.	●		●				●
Ensure local community participation in, and endorsement of, conservation projects.	●		●				●
Stop illegal and inappropriate use of wildlife in tourism activities.	●		●				●
Assess the economic value of introducing particular species and their habitats into tourism activities.	●		●				●
Increase the economic benefits from the sustainable use of terrestrial and marine resources through tourism.	●		●				

CLIMATE GUARDIANS

Commit to low-carbon tourism development and decouple its growth from the growth of carbon emissions.	●		●				●
Update the overall greenhouse gas emissions footprint for the tourism sector.	●		●				●
Align goals with evidence-based targets on greenhouse gas emissions.	●		●				●
Adopt an internal carbon price for all operations and strategic planning decisions.			●				
Reduce energy consumption and improve efficiency in its use.			●				
Reduce and mitigate greenhouse gas emissions and other atmospheric pollutants from the tourism value chains.			●				
Implement green building practices to reduce greenhouse gas emissions and best practice energy efficient retrofits.			●				
Accelerate the aviation, cruise lines and other transport sectors' adoption of sustainability practices.			●				
Encourage all businesses and destinations to measure and disclose emissions according to best practice guidelines.			●				
Reduce energy-poverty in rural destinations through co-investing with host communities in clean energy.	●		●			●	●



ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE

CLIMATE GUARDIANS (Ctnd)



Develop climate change adaptation strategies and the corresponding implementation plans leveraging SCP practices



Capitalize on domestic and intra-regional tourism to avoid dependence on international markets and to foster low-season tourism



WATER GUARDIANS



Reduce water consumption and improve efficiency in its use



Ensure wastewater is properly treated before release into the natural environment



Ensure reuse of treated wastewaters



Reduce and mitigate soil and water pollutants



Develop cooperative, participatory management models with local communities and visitors to encourage and ensure water conservation



Set acceptable and locally appropriate goals for water usage per guest per day



NO-WASTE GUARDIANS



Reduce waste generation through prevention, reduction, recycling and reuse



Promote the concept of zero landfill waste generation through the promotion of circular economy models



Set limits for the use of disposable, single-use plastic, with the intention of eventually eliminating it



Achieve environmentally sound management of chemicals and all wastes to minimize their adverse impacts on the environment affecting the food chain, human health and wildlife



Contribute to halving per capita global food waste and reducing food losses in tourism supply chains



Change food delivery systems to avoid food waste



Improve waste monitoring and evaluation of waste management systems



Implement national action plans to reduce, manage and valorise the waste of the tourism sector



Capture the maximal value of inedible food waste



Change consumption patterns by increasing health awareness to support waste reduction efforts



Develop and implement cooperative, participatory models with local communities and visitors for waste management



Identify linkages between circular economy, waste reduction and tourism



Find creative ways to work with local communities to reduce, recycle and reuse waste



ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE



COMMUNITY GUARDIANS



Ensure that the empowerment of local communities goes beyond consultation, awareness and skills development so much that host communities become the masters of their own destiny and actively participate in the development of policies, legislation and regulations as they affect their livelihoods



Provide decent employment opportunities that generate appropriate earnings and productive work



Ensure equal employment opportunities and earnings for men and women



Ensure safe and healthy work environments



Ensure safe and healthy host communities



Ensure the rights of local and indigenous/traditional communities are protected and upheld and address risks of modern slavery



Ensure the protection of cultural heritage, both tangible and intangible, in all destinations



Ensure the protection of local community's spiritual sites



Protect children, adolescents, women and men from sexual exploitation and all other potential human rights abuses in the supply chain



Support self-sustainable, community-based tourism development through mentoring, empowerment, partnerships and collaborations between the private sector, non-governmental organizations, government and the local communities



Actively support tourism enterprises operated by women and those that support youth



Support income diversification activities such as sustainable agrotourism, rural tourism and handicrafts



Support volunteering activities that help further SCP at the destination



Support local value chains connecting sustainable producers with tourism businesses



Ensure that human rights abuses do not occur in the supply chain



Develop and implement policies and tools to monitor the impacts of sustainable tourism that creates decent jobs and promotes local culture and products



Make travel accessible and affordable to local populations



Allow communities to enjoy the health benefits of outdoor recreation



Empower local communities to tell their destination's story and become tourism ambassadors



Adhere to the principles set out in the Global Code of Ethics for Tourism




ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE

INNOVATE



							
Engage academia and the research and consulting community, recognizing they are important stakeholder groups in tourism development	●		●		●	●	●
Engage the private sector to innovate and achieve greater understanding through measuring and integrated reporting on SCP	●		●		●		●
Develop and implement methodologies to quantify greenhouse gas emissions, water and energy footprint of the sector at the destination level	●		●		●		●
Support developing countries to strengthen their scientific and technological capacity to move towards more SCP in tourism					●		●
Research and act on SCP priority issues of the tourism value chain			●		●		●
Develop new opportunities with innovative, sustainable business models			●				●
Maintain continuous student/youth interactive fora for knowledge sharing and stimulation of innovation			●				●
Invest in collaborative research combined with innovative thinking and transformative technology to disrupt unsustainable tourism developments and create space for new opportunities	●		●		●		●
Work with research institutions to ensure that policies and their implementation strategies are dynamic and responsive to the ever-changing forms of travel, travellers' demands and destinations' development needs	●		●		●		●
Design innovative tourism experiences that stops overexploitation of limited natural resources and broadens the range of tourism products			●				●
Develop and apply new technologies that can create new, green business opportunities and continue to use those systems that are working well where applicable	●		●		●		●

FINANCE

							
Increase efforts to mobilize financial resources, including with commercial banking institutions, in order to support the shift to SCP in tourism		●	●				
Develop, promote and mainstream sustainable tourism investment and financial tools		●					
Enable destinations and tourism enterprises to apply financing tools		●					
Mobilise investment to stimulate growth and maximise the environmental, economic and social returns generated by tourism	●	●	●				●
Include sustainability considerations as basic requirements for investor approvals		●	●				
Incentivise and promote financing to tourism businesses that have integrated SCP into their business		●					
Create and develop new business models that integrate SCP into business strategy			●				
Innovate with financial models that are sustainable in the long term, rather than relying on short-term grants		●	●				●

ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE



BY REPORTING

Encourage tourism enterprises, especially large and transnational companies, to adopt sustainable tourism practices and integrate sustainability information into their reporting cycle	●				●		●
Ensure the verifiability of sustainability and social responsibility reports	●				●		●
Re-educating destination stewards on how to measure and report success based on sustainability goals and indicators	●				●		●
Report regularly and openly on businesses' environmental, social and governance impacts					●		
Report regularly on the opinions and views of residents whose day to day lives need to be in balance with tourism	●				●		

BY INFORMING

Share your initiatives through the One Planet network website: oneplanetnetwork.org	●				●		●
Modernize telecommunication networks, ensure cyber security and development of information and communications technology	●						
Promote data sharing and exchange of information	●						●
Advocate for and promote the use of information technology across the sector	●						
Embrace e-tourism to increase presence in the market and capitalize on travellers' generated content for product development and discovery of new experiences and destinations while carefully considering the implications of overcrowding	●				●		
Encourage internet-based tourism platforms and social e-networks to promote the inclusion of sustainability-related comments by travellers, and create a value system where these comments are given higher scores in destination and company rankings	●				●		
Develop and implement communication efforts on SCP in tourism for all stakeholder groups	●				●		●
Ensure that travellers and host communities everywhere have relevant information and awareness of sustainable development and lifestyles in harmony with nature	●				●		●
Raise awareness about the cultural and spiritual role that biodiversity has played historically	●				●		●
Develop media tools to disseminate information on sustainable tourism development that cites examples of conserving biodiversity	●						●

ANNEX 1 – RECOMMENDED ACTIONS FOR LIFE



BY EDUCATING

[illegible]

BY TRAINING

Strengthen technical competences for all	●			●
Provide access to training and technical assistance on SCP linked to quality to tourism businesses, destinations and their host communities	●		●	●
Provide staff training to encourage guest participation in SCP practices		●		
Produce, utilize, implement, replicate and disseminate SCP knowledge and technical tools	●	●	●	●
Provide training mediums that are effective and meet learner's needs	●		●	●
Train local trainers in destinations	●		●	●

BY INFLUENCING

Ensure that destination marketing responsibly reflects the true nature of the destination	●			●
Create appropriate marketing tools for the tourism industry on SCP	●	●	●	●
Provide guidance to travellers on how to find, book, and experience a trip sustainably	●	●	●	●
Influence consumer choice and travel behaviour, including through the promotion of sustainability certified tourism services for example, by finding persuasive language to change tourists' behaviour, so that they demand and experience sustainable tourism	●	●	●	●
Enlighten travellers on how their travel choices directly impact human rights, environmental conservation, distribution of wealth, and climate change	●	●	●	●
Influence consumer choice of destination and travel season in order to reduce congestion and its related negative impacts, and to disseminate more widely across territories the benefits of tourism	●	●	●	●
Raise tourism sector awareness of the importance and benefits of operating sustainably, and their role in leading innovation	●	●	●	●
Encourage travellers to support local communities through contributions for conservation, social and cultural initiatives	●			●
Create consciousness among travellers about local cultures and animal life so that no interference or harm is done	●	●	●	●
Promote the generation and upscaling of civil society-led SCP initiatives	●	●	●	●

ANNEX 2 – THE ONE PLANET NETWORK'S SUSTAINABLE TOURISM PROGRAMME

WHAT IS THE SUSTAINABLE TOURISME PROGRAMME OF THE ONE PLANET NETWORK?

The Sustainable Tourism Programme (STP) of the One Planet network is a collaborative platform that brings together existing initiatives and partnerships and facilitates new projects and activities to accelerate the shift to sustainable consumption and production (SCP) in tourism. As an implementation mechanism for SDG 12, 'Responsible Consumption and Production,' the One Planet network's tourism programme has the potential to simultaneously advance other SDGs as well. This Call to Action will be utilized by the STP and its network to continue monitoring, reporting and sharing lessons learned in advancing sustainable consumption and production in tourism.

One Planet's STP is led by UNWTO with the governments of France, Morocco and the Republic of Korea as co-leads and in collaboration with the 10YFP Secretariat at UN Environment.

Sustainable consumption and production (SCP) aims at promoting resource efficiency and sustainable practices for the industry and consumers. It is about fulfilling the needs of all while using fewer natural resources, including energy and water and producing less waste and pollution (UN Environment. Sustainable Consumption and Production. Global Edition. A Handbook for Policymakers. 2015).



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WHAT HAS
BEEN DONE?

Membership growth: Over 150 organizations (governments, private sector, academia and civil society) working together to implement a variety of activities on sustainable tourism with an emphasis on energy and water use efficiency, climate change, waste management, local sourcing, sustainable land-use, biodiversity protection and decent employment.

International visibility for its members: releasing the second issue of the Annual Magazine; preparing an Annual Report; and developing a calendar showcasing close to 50 members' events linked to the celebrations in 2017 as the International Year of Sustainable Tourism for Development.

Networking opportunities: providing opportunities for members to participate in public fora to address the integration of sustainable consumption and production in tourism; and co-organizing the 2017 International Symposium and Annual Conference on "Empowering Tourism Destinations' Sustainability through Innovation".

Technical support: promoting the exchange of knowledge through various gatherings including a series of webinars covering topics related to planning and management, sustainable value chains, financial tools and sustainable food management; supporting operational activities led by network members; disseminating calls for proposals from major financing institutions working on related topics; and supporting the development of this Call to Action.



ANNEX 3 – BACKGROUND (1/2)

THIS CALL TO ACTION WAS DEVELOPED...

Considering that 2017 has been designated as the UN International Year of Sustainable Tourism for Development, while recognizing this sector as a vehicle for inclusive and sustainable economic growth; social inclusiveness, employment generation and poverty reduction; resource efficiency and environmental protection; protection of cultural values, diversity and heritage; and as a force for mutual understanding, peace and security.

Considering that the UN General Assembly adopted a resolution recognizing the contribution of sustainable tourism to poverty eradication, community development, and the protection of biodiversity (Resolution A/RES/69/233) and that the resolution calls on the UN to promote sustainable tourism, and ecotourism, as a tool for achieving global development goals (UN General Assembly, 2014).

Considering that Conference of the Parties to the Convention on Biological Diversity (CBD) Decision XII/11 on Biodiversity and Tourism Development was adopted and invited parties to ‘...build the capacity of national and subnational park and protected area agencies, ...to engage in partnerships with the tourism industry to contribute financially and technically to the establishment, operations and maintenance of protected areas through appropriate tools such as concessions, public-private partnerships...’ (CBD, 2014).

Recognizing the Sustainable Tourism Programme (STP) of the One Planet network as an implementation mechanism for the 12th sustainable development goal (SDG12) and its targets (see side text box), with potential to advance other SDGs as well - among them, SDG1 focusing on poverty eradication, SDG5 on gender equality, SDG8 on decent work and economic growth, SDG10 on reducing inequalities, SDG13 addressing climate change, SDGs14 and SDG15 on marine and terrestrial resources, and SDG17 on the establishment of partnerships to achieve all of these goals.

Recognizing that sustainable consumption and production (SCP) is about promoting resource and energy efficiency, sustainable infrastructure, and providing access to basic services, green and decent jobs and a better quality of life for all.

Recognizing that SCP implementation in tourism helps to achieve overall development plans, reduce future economic, environmental and social costs, strengthen economic competitiveness and reduce poverty. SCP in tourism increases net welfare gains from economic activities by reducing resource use, degradation and pollution along the whole lifecycle, while increasing quality of life.



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

TARGETS

- Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries.
- By 2030, achieve the sustainable management and efficient use of natural resources.
- By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses.
- By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.
- By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse
- Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.
- Promote more inclusive responsible purchasing practices, in accordance with national policies and priorities.
- By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.
- Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production.
- Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products.
- Rationalize inefficient fossil-fuel subsidies that encourage wasteful consumption by removing market distortions, in accordance with national circumstances, including by restructuring taxation and phasing out those harmful subsidies, where they exist, to reflect their environmental impacts, taking fully into account the specific needs and conditions of developing countries and minimizing the possible adverse impacts on their development in a manner that protects the poor and the affected communities.

ANNEX 3 – BACKGROUND (2/2)

Recognizing that SCP in tourism involves different stakeholders, including business, consumers, policy makers, host communities, researchers, retailers, media, and development cooperation agencies, among others.

Recognizing that SCP in tourism requires a systemic approach and cooperation among actors operating in the supply chain, from tourism service providers to the final consumer / traveller.

Recognizing that SCP in tourism involves engaging travellers through awareness-raising and education on sustainable consumption and lifestyles, providing them with adequate information through standards and labels, among others.

Recognizing that the STP network has become a main contributor to the four objectives of the One Planet network, namely:

1. Support capacity building and facilitate access to financial and technical assistance.
2. Enable all stakeholders to share information and knowledge on SCP.
3. Accelerate the shift towards SCP, supporting regional and national policies and initiatives.
4. Contribute to resource efficiency and decoupling economic growth from environmental degradation and resource use, while creating decent jobs and economic opportunities and contributing to poverty eradication and shared prosperity.

Considering the corresponding proposed Indicators of Success for the 10YFP on SCP: Principles, Process and Methodology intended to reflect key milestones towards the global shift to SCP, primarily as supported by the One Planet network.

Considering the four areas of work of the STP, namely:

1. Integrating SCP patterns in tourism related policies and frameworks.
2. Collaboration among stakeholders for the improvement of the tourism sector's SCP performance.
3. Fostering the application of guidelines, tools and technical solutions to improve, prevent and mitigate tourism impacts and to mainstream SCP patterns among tourism stakeholders.
4. Enhancing sustainable tourism investment and financing.

Considering the inputs provided by surveyed members of the One Planet STP network.

Considering the Global Code of Ethics for Tourism.

Considering the Quebec Declaration on Ecotourism.

Considering the Cancun Declaration on Mainstreaming the Conservation and Sustainable Use of Biodiversity for Well-Being.

Considering the Paris Agreement on climate change.

Considering the Business and Biodiversity Pledge of the Convention on Biological Diversity (CBD).

Considering UN Environment's Sustainable Consumption and Production. Global Edition. A Handbook for Policymakers. 2015.

Considering OECD's Policy Statement - Tourism Policies for Sustainable and Inclusive Growth. Paris, 2017.

And considering the outcomes of the official calendar of events of the One Planet network STP in celebration of the International Year of Sustainable Tourism for Development.

ANNEX 4 – RECOMMENDED ACTIONS FOR TRAVELLERS

FOR TRAVELLERS⁷



Making informed choices before and during your trip is the single most important thing you can do to become a responsible traveller. With a little planning, you can improve the quality of your trip, while making a real difference to the people and places you visit. When choosing destinations, accommodations, and tour operators, consider which ones work to protect the environment and benefit local cultures and communities. By exploring alternative travel choices, you can have a unique trip and contribute positively to cultures, economies, and the environment.

FIVE EASY STEPS: PLANNING YOUR TRIP

1. DO YOUR HOMEWORK

Search the web and consult guidebooks to start your pre-trip homework. Look for information and resources on responsible travel or sustainable tourism. Choose guidebooks with information on your destination's environmental, social and political issues, and read before booking. When choosing your hotel, tour operator, or other service providers, select ones that have good sustainability practices. Learn as much as possible about your destination and take time to understand the customs, norms and traditions. Familiarize yourself with the laws so that you do not commit any act considered criminal by the law of the country visited. Refrain from all trafficking in illicit drugs, arms, antiques, protected species and products or substances that are dangerous or prohibited by national regulations.

3. SEEK SUSTAINABILITY ASSURANCE

Are the businesses you're considering certified? Do they have sustainability ratings, or have they won sustainability awards? Many certification programmes have been created in travel and tourism to rate the environmental and social impacts of tourism businesses. These programmes can help guide travellers to responsible choices.

4. OPT TO GIVE BACK

A growing number of tourism businesses are helping to financial and material support community projects and offering travellers the opportunity to get involved. Contribute to and participate in these projects, and support those companies that are making positive impacts on the lives of local hosts.

2. ASK QUESTIONS

Call or email tour operators that have first-hand knowledge of the place you are considering visiting. Check the web-sites of all accommodations. Let tour operators/hotels know that you are a responsible consumer. Before you book, ask about their social and environmental policies. For instance - What is your environmental policy? What percentage of your employees are local citizens? Do you support any projects to benefit the local community?

5. READ BETWEEN THE LINES

Don't be fooled by green-washing. "Eco" is a fashionable label used widely in the tourism industry. It sounds appealing, but much of what is marketed as "eco" is simply conventional tourism with superficial changes. So it's important to check behind the labels.

⁷ The text and recommended actions in this annex were taken from the following sources: Become an Ecotourist - TIES, 2017; Green Passport: Holidays for a Living Planet – UNEP, 2017; Responsible Tourist and Traveller - UNWTO, 2017; Tip for a Responsible Traveller - UNWTO, 2017; 8 Green Globe-Trotting Tips from an Obsessive Environmentalist - Rainforest Alliance, 2016; 6 Ways to Be a More Sustainable Traveller - National Geographic, 2017.

ANNEX 4 – RECOMMENDED ACTIONS FOR TRAVELLERS

AND SUPPORT SCP WHILE TRAVELING BY BECOMING:

NATURE GUARDIANS

- Look for information on the company's environmental initiatives. Ask about environmental policies and practices.
- Reduce your environmental impact by being a guardian of natural resources, especially forests, wetlands and oceans.
- Protect wildlife and habitats. Never touch or harass animals.
- In protected areas, access only the places open to visitors. Always follow designated trails.
- Support conservation by paying entrance fees to parks and protected sites.
- Never buy crafts or products made from protected or endangered plants or animals.
- Do not buy counterfeit products or items that are prohibited by national/international regulations.



CLIMATE GUARDIANS

- Fly wisely. Plan your trip so that you minimize air travel, and choose, whenever possible, to stay longer in a destination instead of making many short trips.
- Travel light. By reducing the weight of luggage travellers can significantly cut greenhouse gas emissions.
- Unplug before you leave. Turn off lights and unplug household appliances that can be left unplugged while you are away.
- Unplug while you are there. Turn off all the lights and air conditioner/heater when you leave your room, and unplug unnecessary appliances.
- Choose greener ways to get around. Utilize public transportation (bus, train, city car, etc.) and alternative modes of transportation (walking, bicycle, non-motorized vehicles, horse, camel, and others) as much as possible.



WATER GUARDIANS

- Use the minimum amount of water needed for a shower/bath, don't let water run while shaving, brushing or washing.
- Check for a linen reuse programme - if so, reuse your towels and bed sheets by placing the card to indicate you do not wish to have them washed every day; if not, request hospitality staff not to change them every day.
- Do not pollute water bodies throwing garbage into rivers, lakes and oceans.



ANNEX 4 – RECOMMENDED ACTIONS FOR TRAVELLERS

NO-WASTE GUARDIANS

- Pack only what you need, and do not bring things that will become waste.
- Carry a reusable shopping bag.
- Say 'no' to plastic water bottles and other single use plastics.
- Do not waste food; avoid leaving leftovers on your plates.



COMMUNITY GUARDIANS

- Open your mind to other cultures and traditions – it will transform your experience, you will earn respect and be more readily welcomed by local people.
- Experience and respect all that makes an international destination different and unique, from its history, architecture, religion, dress and communication codes, to its music, art and cuisine.
- Be tolerant and respect diversity – observe social and cultural traditions and practices.
- Respect human rights. Exploitation in any form conflicts with the fundamental aims of tourism. The sexual exploitation of children is a crime punishable in the destination or at the offender's home country.



FINALLY, PROVIDE HONEST TRAVEL REVIEWS UPON YOUR RETURN AND PROMOTE YOUR POSITIVE EXPERIENCES.



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