

**Expert Meeting on Tourism and the SDGs:
Case Studies by the UNWTO Affiliate Members**

**Sala Colón,
2nd Floor Centro de Convenciones Norte
11:00-13:00, 23 January 2020
IFEMA, Madrid, Spain**

PROGRAMME

- 10:30-11:00** Registration
- 11:00-11:05** Welcoming remarks by Brianda Lopez – Hosteling International
Chair of the Working Group on SDGs Support
- 11:05-11:10** Opening remarks by Ion Vilcu
Director of the UNWTO Affiliate Members Department
- 11:10- 12:20** **Presentation by the Members of the UNWTO Working Group on SDGs**

There is just 10 years left to achieve the Goals set forth in the 2030 Agenda. Tourism has the potential to contribute, directly or indirectly to all of the Sustainable Development Goals (SDGs). Sustainable tourism is firmly positioned in the 2030 Agenda. A clear implementation framework, adequate financing and investment in technology, infrastructure and human resources are required to achieve this agenda.

Moderator:

Roxana Ashtari – Project Specialist, UNWTO Affiliate Members Department
Coordinator for the Working Group on SDGs Support



SDG 4: Quality Education

Field school: community development through leisure

** Case study by World Leisure Organization*

Cristina Ortega Nuere – Chief Operating Officer



SDG 5: Gender Equality

Women empowerment in accommodation sector: in pursuit of gender equality

** Case study by NH Hotel Group*

Marta Martin – Vice President of Corporate Responsibility and Internal Communications



SDG 8: Decent Work and Economic Growth

People and rights for inclusive and sustainable growth

** Case study by IUF-UITA-IUL*

Emilio Ferrero Lopez – Tourism and Spanish Hotel Chains Coordinator



SDG 10: Reduced Inequality

Using social enterprises to drive inclusive tourism

** Case study by Chameleon Strategies*

Jens Thraenhart – Chief Executive Officer



SDG 12: Responsible Consumption and Production

Tourism eco-labels: catalyzing voluntary action in sustainable tourism

** Case study by the Foundation for the Environmental Education*

Isabel Lissner – International Coordinator, Green Key



SDG 13: Climate Action

Sustainable aviation towards 2050: our flight plan for reducing emissions

** Case study by the International Air Transport Association (IATA)*

Yue Huang – Manager, Aviation Environment



SDG 16: Peace, Justice and Strong Institutions

Contributing towards a more tolerant and inclusive society through travel

** Case study by the Hostelings International*

Brianda Lopez - Head of Programmes, Standards and Sustainability



SDG 17. Partnerships for the Goals

Let's spread and scale up what already works!

** Case study by FiturNext*

Mara Balestrini – Project Manager

12:20-12:40

Panel Discussion

12:40-12:50

Q & A Session

12:50-13:00

Wrap-up and Conclusion

Roxana Ashtari – Project Specialist, UNWTO Affiliate Members Department