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 Hosteling 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