‘Sustainability catalysts’ – The importance of large companies to tourism value chains

Webinar n° 08: 11th of October 2017, 14:00-15:15 CEST

Ms Jane Ashton, Director, Sustainable Development, TUI Group
Ms Marie Balmain, CSR Director Groupe Pierre & Vacances Center Parcs
Mr Nicolas Perin, Programme Manager, International Tourism Partnership

Moderator:
Ms Helena Rey, Programme Officer, Consumption and Production Unit, UN Environment
Introduction by moderator

Ms Helena Rey
Programme Officer, Consumption and Production Unit, UN Environment
A COLLABORATIVE PLATFORM INVOLVING OVER 120 ORGANIZATIONS WITH ONE COMMON GOAL:
DECOPLING TOURISM GROWTH FROM THE INCREASED USE OF NATURAL RESOURCES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

AGGREGATING EFFORTS OF MEMBERS

RESEARCH AND PROJECTS

GAINING INTERNATIONAL VISIBILITY

EXCHANGING KNOWLEDGE

8 DECENT WORK AND ECONOMIC GROWTH
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND

LED BY:

JOIN US!
Tips for a smooth session

• All attendees are on listen-only mode.

• Attendees can ask questions to the panelists anytime throughout the webinar by posting them in the questions box of the control panel.

• When typing the question, please indicate to which panelist it is addressed.

• At the end of the webinar, during the Q&A session, the organizers will be reading out the questions and the panelists will share their replies.

• If you need to contact the organizers for other reasons e.g. connection problems, please use the chat box and address your message to « organizers ».

• The session is being recorded and a link will be shared tomorrow with all attendees.
Objective of the webinar

The objective of this webinar is to explore opportunities for large tourism companies in influencing and enhancing the development of sustainable practices within SMEs across value chains.
“Involving SMEs in Corporate Responsibility”

Ms Jane Ashton
Director, Sustainable Development, TUI Group plc
‘Sustainability catalysts – The importance of large companies to tourism value chains, especially to SMEs.’
Jane Ashton
Sustainability Director
Sustainability at TUI
TUI Group - the world’s number one tourism group – an overview

Global group – headquartered in Germany

Turnover €17.2bn*

Underlying EBITA €1bn*

A FTSE 100 company

Market capitalisation €8bn**

67,000 employees in more than 100 countries

More than 300 hotels with 214,000 beds

16 cruise ships

Around 1,600 travel shops in Europe

More than 20 million customers from 31 source markets travelling to 180 countries worldwide

* Numbers based on FY 2015/16  ** As at January 2017
TUI Sustainability Strategy 2020
Better Holidays, Better World

Step Lightly

- Reducing the environmental impact of holidays

Make a Difference

- Creating positive change for people and communities

Lead the Way

- Pioneering sustainable tourism across the world

Care More

- Building the best place to work where people are passionate about what they do
TUI Sustainability Strategy 2020
Better Holidays, Better World

- **Step Lightly**
  - Cut carbon intensity of global operations by 10% by 2020 and operate most carbon-efficient airlines in Europe

- **Make a Difference**
  - Deliver 10 million „greener and fairer“ holidays by 2020 per year, enable more local people to share in the benefits of tourism

- **Lead the Way**
  - Invest 10 million Euro per year by 2020 to support good causes and innovative projects in destinations

- **Care More**
  - Achieve a colleague engagement score of over 80 aligning us with the top 25 global companies by 2020
Being part of positive change: UN Sustainable Development Goals

Tourism skills for disadvantaged youth in Dominican Republic

2000 new apprenticeships by 2020 in TUI UK in addition to 500 positions each year in Germany and over 250 in the Netherlands and Belgium

Award-winning triple use water desalination at Robinson hotels in Majorca and Maldives

Microalgae production in Bonaire as part of our sustainable aviation fuels strategy

International recruitment programmes

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
14. LIFE ON LAND
15. LIFE BELOW WATER
16. PEACE, JUSTICE AND STRONG INSTITUTIONS
17. PARTNERSHIPS FOR THE GOALS

Work with Global Sustainable Tourism Council recognised certifications such as Travelife to safeguard hotel working conditions

Support for sustainable agriculture programmes in Turkey, Crete and Lanzarote

Worldwide beach cleans, turtle protection projects

Carbon intensity reduction targets across all TUI’s business operations

Partnering via TUI Care Foundation with many NGOs on projects
Influencing accommodation suppliers – Sustainability Certification
Hotel suppliers obliged to subscribe to GSTC-recognised standards

- Sustainability standards for ALL suppliers in TUI Group Supplier Code of Conduct: http://www.tuigroup.com/damfiles/default/meta/einkaufsbedingungen/Lieferantenkodex_EN-4d44f88d93289dc24d0cb3b7d559f014.pdf

- All hotels in our tourism business portfolio contractually required to subscribe to credible sustainability certifications (Global Sustainable Tourism Council - GSTC).

- 1,170 hotels certified to a GSTC-recognised standard by end 2016.
How certification stimulates sustainability and engagement of SMEs in hotels’ supply chains - criteria from Travelife (GSTC-recognised):

- Locally produced goods are purchased in preference to imported products wherever practicable.

- Local service providers are used in preference to national/multinational companies wherever practicable.

- Preference is given to purchasing products which fulfil at least one of the following:
  - Made from recycled products or are recyclable.
  - Sustainably produced/sourced.
  - Fair Trade/Organic/FSC/MSC etc.
  - Delivered in less packaging
  - Energy efficient and water saving
  - Environmentally sustainable

- The business actively distributes its sustainability policies to its sub-contractors and suppliers.
Involving SMEs in excursions – TUI Collection
TUI Collection
Excursions with a focus on sustainability

- A set of excursions developed by TUI to give guests a true taste of the destination
- Meet sustainability criteria e.g. bringing benefits to local businesses
- Over 846,000 customers enjoyed Collection excursions last year (30% yoy growth)
- In 2016 – 170 different excursions in 41 destinations

Coba Maya Traditions
Mexico

Berber Trail
Morocco

Tastes & Traditions of Rhodes
Greece
Engaging SMEs in destination projects – TUI Care Foundation
# TUI CARE FOUNDATION
Caring for a Better World

## AMBITIONS BY 2020

- We will improve the life chances for 200,000 children and youth by 2020.
- We will protect the welfare of over 1 million animals by 2020.
- We will enhance 10,000 local livelihoods in destinations through tourism by 2020.

## COMMITMENTS BY 2020

- 1. We will empower 100,000 careers through TUI ACADEMY.
- 2. We will give 100,000 children better opportunities in life via TUI CHANCES.
- 3. We will reach out to children and youth in disaster situations via TUI FUTURE FUND.
- 4. We will protect 1 million turtles via TUI TURTLE AID.
- 5. We will protect 1,500 elephants via TUI ELEPHANT AID.
- 6. We will lead the way with resource saving initiatives in the field of waste, water and energy via TUI CLEAN & GREEN.
- 7. We will drive local sourcing, create cultural experiences for holidaymakers and enhance entrepreneurship opportunities in holiday destinations via TUI CARES.
Primary colours

- Always use TUI TypeLight
- Font size 14pt
- Line spacing 6pt
- Titles in TUI Dark Blue
- Bullet points & standard text in TUI Dark Blue

Conventions

- Functional New TUI - Blue 50%
- 194.230.250
- TUI - Dark Blue
- 9.42.94

New TUI - Blue
- 112.203.244

TUI - Yellow
- 255.225.0

TUI - Red
- 239.0.0

TUI - Black
- 0.0.0

TUI - White
- 255.255.255

New TUI - Grey
- 115.115.115

New TUI - Grey 25%
- 220.220.220

Achromatic

TUI CARE FOUNDATION

MEXICO
TUI CARES – Sustainable tourism education for local children to safeguard a sustainable future for the next generation

DOMINICAN REPUBLIC
TUI ACADEMY – TUI CARES – Protecting young girls from exploitation with life skills training and vocational training in tourism

SPAIN
TUI CARES – Preserving unique cultural heritage and providing disadvantaged locals with new perspectives in an innovative Lanzarote wine project

MOROCCO
TUI CARES – Empowering young females and offering employment for young Moroccans in a multi-faceted biking project

CROATIA
TUI CARES – Multi-faceted programme, including education and training on local produce to ensure that local people can benefit from growing tourism

WORLDWIDE
TUI TURTLE AID – Protecting marine turtles and helping to build turtle-friendly environments in holiday destinations worldwide

VIETNAM
TUI ACADEMY – Opening up new life chances for young street workers through education and training

PHILIPPINES
TUI CARES – Protecting children and their families against natural disasters and empowering them with sustainable farming and fishing

JAMAICA
TUI CARES – Enhancing the livelihoods of local entrepreneurs by improving their crafts and business skills in Montego Bay

CURAÇAO
TUI CLEAN & GREEN – Supporting sustainable waste management and teaching children to become environmental ambassadors

CAPE VERDE
TUI CHANCES – Caring for the local children's schooling and ensuring their basic needs are met

NAMIBIA
TUI ACADEMY – Providing professional education and training for disadvantaged young women in the Windhoek Girls Football Center

GREECE
TUI CARES – Creating new opportunities for wine and olive farmers in Crete to offer their produce and experiences to visitors

SOUTH AFRICA
TUI CHANCES – Educating primary school children from disadvantaged communities about the importance of natural resources

ZANZIBAR
TUI ACADEMY – Opening up new perspectives for young women and men to become a tour guide and build a career

ASIA
TUI ELEPHANT AID – Building an elephant-friendly future for Asian elephants and supporting path-finding animal-friendly venues
Thank you
“Carbon, water and human rights issues in hotel value chains – the role of multinational hotel companies”

Mr Nicolas Perin
Programme Manager, International Tourism Partnership
Nicolas Perin
International Tourism Partnership

Carbon, water and human rights issues in hotel value chains – the role of multinational hotel companies

10YFP Webinar – Sustainability Catalysts

11 October 2017
International Tourism Partnership

Reaching more than 30,000 hotels and 1.5 million employees worldwide
Carbon, water and human rights issues in hotel value chains

- SMEs in the Hotel Industry
- SMEs supplying the Hotel Industry
- Supplier issues: food, labour, services
- ITP Goals
SMEs in the hotel industry

• The hotel industry is based on a majority of SMEs: 2 thirds of the global hotel supply is not part of a corporate chain, 1/5 of hotels listed on Expedia have less than 20 rooms.

• ITP produces publicly available resources to help smaller brands and individual hotels improve on sustainability.

  • ITP Goals
  • Tools and guidance:
    • Hotel Carbon Measurement Initiative
    • Hotel Water Measurement Initiative
    • Hotel Footprinting Tool
    • Green Hotelier, Know How Guides
SMEs supplying the hotel industry

• Socio-economic impacts of large hotel chains: the AccorHotels worldwide study:

AccorHotels sustains around 880,000 jobs (direct, indirect and induced): 700,000 indirect and induced jobs around the globe, in three main sectors:

• corporate services (laundry, cleaning, security),
• agriculture (as a result of its F&B activity),
• public services (education, healthcare and transportation).

• 75% of suppliers are VSEs or SMEs.
Challenges

• Challenge#1: the number of suppliers

• Franchising and fragmentation of procurement decisions

• Moving from compliance to influence: upskilling and training suppliers rather than pushing legal responsibilities down the chain

• Transparency is key (supplier rating platforms: Ecovadis, Sedex), but cannot replace dialogue
ITP supply chain risk mapping

• Spend, social/env impact, visibility, existing measures

• Highest 10 risks in 2013

1. Seafood
2. Bed Linen
3. Agency Staff
4. Towels
5. Coffee and Tea
6. Uniforms
7. Lighting
8. Beef
9. Laundry
10. Construction materials
Case studies from ITP members

• **Food supply**: Local sourcing of food: e.g. Hyatt, and supply chain risk mapping (e.g. Whitbread)

• **Labour supply**: Global codes of conduct, responsible supply chain policies, ITP Goals, ITP guidelines

• **Services supply**: upskilling small suppliers and supporting social enterprises (case study from Peninsula hotels)
ITP GOALS FOR 2030 UNITE THE HOTEL INDUSTRY FOR A SUSTAINABLE FUTURE
The International Tourism Partnership (ITP) and its members believe that the hotel industry can be a force for good and make a positive contribution to the United Nations’ Sustainable Development Goals and to the COP21 climate agreements.

Leading global hotel groups collaborate for a sustainable industry

Aligned by a focus on the United Nations’ Sustainable Development Goals (SDGs)

Commitment to lead by example sends a call to action across the industry
ITP’s Goals for 2030

**Youth employment**
- Goal: To collectively impact one million young people through employability programmes by 2030, thereby doubling our current impact on youth unemployment.

**Water**
- Goal: To embed water stewardship programmes to reduce the number of people affected by water scarcity; improve water-use efficiency and identify ways to address water scarcity.

**Human rights**
- Goal: To raise awareness of human rights risks, embed human rights into corporate governance, and address risks arising in the labour supply chain and during hotel construction.

**Carbon**
- Goal: To embrace science-based targets, and encourage the wider industry to join in reducing emissions at scale.

Join us in shaping the future [www.tourismpartnership.org](http://www.tourismpartnership.org) #ITPGoals
Thank you!

www.tourismpartnership | www.greenhotelier.org | www.youthcareerinitiative.org

Find us on Twitter | LinkedIn | Facebook
@ITP_News
@YCI_Global
@Green_Hotelier

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“Building an eco-tourism destination in collaboration with SMEs”

Ms Marie Balmain
CSR Director Groupe Pierre & Vacances Center Parcs
Building an eco-tourism destination in collaboration with SMEs: Villages Nature® Paris

11 October 2017
Marie Balmain
CSR Director
Group Pierre & Vacances Center Parcs
Villages Nature® Paris: key figures

- A short-break and Europe-wide holiday destination at the ouskirt of Paris
  - 916 accommodation units
  - 11 500 m² of Aquatic park (including 2 500 m² pour external lagoon)
  - 16 hectares of varied recreational space
  - 8500m² of shops and restaurants
  - 600 jobs
  - 1,4 MS visitors expected in 2018

- A core vision of « Harmony between Man and Nature » aligned with a strong commitment to sustainability
Green design for all accommodations

916 cottages and apartments in the heart of the Village, beside the lake or in the woodland
Three exceptional atmospheres, great for reconnecting with loved ones

Bulle: an oasis of well-being
Nature: a charming rural retreat
Clan: fun, poetic decor
Total immersion in extraordinary places

- Aqualagon
- Enchanted Forest
- Extraordinary Gardens
- Farm BelleVue
- Lakeside Promenade and Hanging Gardens
Unique approach to sustainable tourism

- **Zero Carbon**:
  - Renewable energy: 100% use of geothermal energy
  - Proximity with Paris and easily accessible: target of 30% of guests coming by train
  - Low carbon construction: use of wood and low carbon concrete
  - Local procurement strategy

- **Maximise benefits to local community**:
  - Promotion of local tourism, local jobs, local products and suppliers

- **0 loss of protected species**:
  - Impact minimisation and offsetting measures

- **Promote sustainable lifestyles**
A strategic collaboration with SME

Separate trade contractors and local procurement strategy for construction

- 2016: 60% of contracts signed with local companies including 1/3 of the plantations coming from local tree nursery

90% of committed SME’s with strong identity for the 8 000 m2 of commercial spaces for food and retail

And all activities including

CSR specifications in strategic tenders: welcome pack, linen, waste, all appliances, ...
Thank you
Q&A session

Please send your questions through the questions box in the control panel
Thank you!

For more information on webinars, please contact:

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For more information on the 10YFP STP, please download our Annual Magazine:

http://sdt.unwto.org/annualmagazine-10yfp-stp