



**Sustainable Tourism**  
PROGRAMME  
Committed to drive the change

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

Webinar n° 08: Date 11<sup>th</sup> of October 2017, 14:00-15:15 CEST

Please register for the webinar [here](#)

UN Environment and the Government of France are collaborating to provide a series of stimulating webinars on sustainable tourism to advance sustainable consumption and production in the tourism sector. These webinars connect leaders and practitioners in the field of sustainable tourism. Each session aims to broaden the experience of professionals working in the industry by building knowledge of science-based and real solutions for implementing sustainable tourism on the ground.

The 2030 Agenda for Sustainable Development and the Paris Agreement on climate change were adopted by United Nations member states with associated interest from a number of private sector companies and coalitions. These international agreements express expectations that businesses, governments and civil society actors will be equally responsible for progressing on a more sustainable path. The implication for the private sector is particularly important and valuable in delivering these objectives through innovation, responsiveness, efficiency and the provision of specific skills and resources.

Business coalitions associated with negotiations on climate and the SDGs typically comprised large multinational and publicly listed companies with billions of dollars in annual revenues. However, experts note that “SMEs are the backbone of the tourism sector and many small and microenterprises offering destination-based tourism services co-exist with a small number of large companies”<sup>1</sup>. Small and medium-sized enterprises (SMEs) in tourism are very present in developing countries and “dominate the tourism industry in many OECD countries”<sup>2</sup> (for instance in Canada where 99% of tourism sector businesses are SMEs).

The 10YFP Sustainable Tourism Programme promotes resource efficiency from a life cycle and value chain perspective – an approach recommended for the sustainable development of tourism. Large companies are well positioned to take into account entire value chains while developing their sustainability strategies. Indeed, large tour operators such as TUI and Pierre et Vacances, or hotel chains such as Accor, Hilton and Marriot already have sizeable fiscal, economic, social and environmental impacts on tourist destinations – such companies have the capacity to influence tourist services and the products on offer. From this perspective, they could play the all-important role of sustainability catalysts through their relations with sub-contractors and suppliers – most often SMEs.

**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.**

<sup>1</sup> Jane Stacey, Innovative financing approaches for tourism SMEs, 97th Session of Tourism Committee, OECD, 2016 Jane Stacey.

<sup>2</sup> Jane Stacey, Innovative financing approaches for tourism SMEs, 97th Session of Tourism Committee, OECD, 2016 Jane Stacey.

Participants will have the opportunity to raise questions and more broadly obtain access to top tourism and sustainability sector experts.

Agenda	
14:00-14:05	Introduction by the moderator, Ms Helena Rey, Programme Officer, Consumption and Production Unit, UN Environment
14:05-14:20	“Involving SMEs in Corporate Responsibility”, Ms Jane Ashton, Director, Sustainable Development, TUI Group plc
14:20-14:35	“Carbon, water and human rights issues in hotel value chains – the role of multinational hotel companies”, Mr Nicolas Perin, Programme Manager, International Tourism Partnership
14:35-14:50	“Building an eco-tourism destination in collaboration with SMEs”, Ms Marie Balmain, CSR Director Groupe Pierre & Vacances Center Parcs
14:50-15:00	Discussions and closing

## Moderator & Speakers

**Ms Jane Ashton, Director, Sustainable Development, TUI Group plc**



Jane has been driving policies to steer TUI Group towards greater sustainability for 15 years. Her focus has been to align sustainability with the business’s strategic imperatives with the aim of harnessing the power of tourism to maximise benefits for communities, for the environment, and for the company. Jane works with industry peers and organizations on a national and international level to forge a more sustainable tourism industry, is a member of the Advisory Committee to the UN 10 Year Framework Programme for Sustainable Consumption & Production in Tourism, Executive Board Member of the Global Council for Sustainable Tourism and Chair of the Advisory Committee for TUI Care Foundation.

**Ms Marie Balmain, CSR Director Groupe Pierre & Vacances Center Parcs**



After her bachelor degree in Business Economics at the University of California, Santa Barbara, Marie Balmain started her carrier as a consultant at Utopies ([www.utopies.com](http://www.utopies.com), first consultancy specialized in private sector sustainability strategy in France). In 2004, she co-founded “Graines de Changement” a positive information agency on sustainable development in France and co-author of guide books on sustainable development. Since 2005, she is Group Sustainability Director for Pierre & Vacances Center Parcs, leader in tourism residences in Europe, with two complementary businesses: property development and tourism. In addition to defining and facilitate the roll-out of the Group CSR strategy, action plans and projects (sites green labelling program, implementation of environmental management systems, sustainability strategy for new development projects...), her mission is to accompany the development of new and innovative offers and leisure activity embedding values of sustainable development.

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



Nicolas Perin has worked on corporate social responsibility since 2009, advising companies and policy makers. On graduating Paris Dauphine University he joined Unisfera, aiding the implementation of Rio Conventions with UN agencies, then focused on low carbon and responsible business strategies for the private sector as a national coordinator for APCC, and head of CSR department for A2DM. Nicolas is ITP’s Programme Manager since January 2016.

**Ms Helena Rey, Programme Officer, Consumption and Production Unit, UN Environment**



Helena Rey has been working in UN Environment Economy Division since 2005. She is responsible for the development and implementation of sustainable tourism related projects within UN Environment, notably on climate change and resources efficiency. Ms Rey has more than 13 years’ experience working as a project manager in Africa, Europe, Asia Pacific, Caribbean and Latin America. She holds a Master of Science in Environmental Management at University of Sunderland, England, and Engineering degree in Pontificia Universidade Catolica do Parana, Brazil.

**About 10YFP STP**

*The [10YFP Programme on Sustainable Tourism](#) catalyses changes in tourism operations. It promotes transformation for sustainability through efficiency, innovation and adaptability. The Programme supports evidence-based decision-making; adopts a life cycle approach for continuous improvement, emphasizes collaboration among stakeholders and results-based project implementation.*