ICF Proposal for the UNWTO Affiliate Members Plenary Session

Lanzarote inArt Shared-Value Project

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Title of the presentation:

ICF´s “Lanzarote inArt: A Comprehensive Tourism Destination Shared-Value Project”

Presenter

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- Our partner Yolanda Perdomo is the former Director of Affiliate Members at UNWTO
Type of the initiative

- It is a project designed by ICF for Lanzarote (Canary Islands) that contributes to:
  - The achievement of the SDGs
  - Incorporates concrete measures for the Island Government and private sector to face the challenges infringed by COVID-19 and speed recovery
Objectives of the implementation of the initiative

- Implement good practices to create a better tourism ecosystem after the pandemic, and accelerate recovery.
- Apply in practice the three dimensions of sustainability on the island (social, economic, and environmental).
- Explicitly adopt the Sustainable Development Goals as the appropriate development option.
- Include Lanzarote society as a whole so that the benefits of tourism permeate as many actors as possible along the value chain.
- Involve tourists so that their trip transcends and generates a positive impact both personally and for the place they visit.
- Incentivize visitors’ loyalty.
- For the companies involved, this initiative can become a unique opportunity to be more competitive through collaboration, the new positioning achieved, and the new business opportunities created by the process itself.
- Allow the generation of new opportunities in rural areas.
- Incorporate innovation processes connected to sustainable solutions.
- Promote products and services that inspire tourists to make sustainable choices.
- Enhance the island’s long-dated reputation on sustainable practices.
Thematic focus of the initiative

- Tourism repositioning aligned with the UN Sustainable Development Goals to foster recovery after Covid-19

Key deliverables/outcomes achieved after the implementation

- Promotion of local agricultural, farming, and fishery products
- Recovery, preservation and enhancement of traditional architectural elements
- Awareness activities on the value of local tangible and intangible heritage
- Recovery of traditional local activities and uses
- Protection and conservation of biodiversity
- Increase in green mass (i.e. planting trees to reduce CO2 emissions)
- Building bridges between visitors and hosts
- Incorporation of tourists in the model so that they can contribute to fostering a positive impact through its visit to Lanzarote
- Joining UN’s initiative OnePlanet
Geographical scope of the initiative

- Lanzarote, Canary Islands, Spain

Contributors to/stakeholders of the initiative

- Over 120 private companies (local, national, and international) with a presence in Lanzarote such as hotels, restaurants, local producers and artisans, rent-a-cars, retailers, marinas, sailing companies, and leisure-related activities
- Grupo Martínez (project promoter)
- Island Government (Cabildo de Lanzarote)
- Local DMO (Turismo Lanzarote)
- ICF (project design and facilitator)
Duration of the initiative

- The initiative is launched at the beginning of November 2020, and it is designed to last and grow over the next years.

Future projects of the initiative

- Upgrading the capital of the island as a tourist asset while improving the well-being of its inhabitants.
- Creating new tourism-related business opportunities for young people in the rural areas.
Description of the initiative

More than ever, after pandemics, consumers reward companies and destinations that display positive values and a tangible commitment to society. The key to this project lies in incorporating the UN Sustainable Development Goals into the tourism value proposition while permeating every tourism activity and all the value chain components with a responsible, sustainable, and inclusive vision.

This means going beyond corporate social responsibility by the sector altogether through a single, powerful project that integrates the tourist in the process. Furthermore, visitors’ incorporation into the overall vision allows them to connect with the destination further and amplify the benefits of tourism by creating a positive impact on their trip.

All these actions become, in turn, a powerful element of communication, both for the companies involved and for the tourism positioning of Lanzarote, as they contribute to differentiation while enhancing visitors’ loyalty, employment, investor confidence, and hope.

After COVID-19, Lanzarote gets into the path towards a faster recovery.
Related links

- ICF´s #mynextnormal:
  https://www.icf.com/insights/engagement/mynextnormal?utm_source=linkedin&utm_medium=owned-social&utm_campaign=e%26a-

- Lanzarote Shared-Value project video:
  https://we.tl/t-m6imKWR1e0
ICF and Lanzarote
Building our next normal together

#my next normal