One Planet Network
Sustainable Tourism Programme

Strategic Plan
2020-2022

1. Introduction

The purpose of this document is to outline the overall strategic approach and envisaged thematic priorities and work streams of the One Planet Sustainable Tourism Programme for the period 2020-2022. The Strategic Plan is aligned with the overall strategy of the One Planet network.

The Strategic Plan builds on the Programme's strengths and achievements since its launch in February 2015 and responds to the challenges highlighted and recommendations provided by its members/partners through a consultative and stock-taking exercise conducted between August 2019 and April 2020.

The strategic consultation consisted of: a) a round of interviews with members of the Programme (governments, civil society, UN and private sector) to identify strengths and weaknesses and collect recommendations with regards to future operations; and b) the participatory identification of specific activities that could be undertaken to continue supporting tourism stakeholders integrating sustainable consumption and production patterns (SCP) in their operations.

The following sections present the underlying vision, mission and objectives, as well as approach and work streams of the One Planet Sustainable Tourism Programme for the period 2020-2022.

2. Background – One Planet Network

The One Planet network is a multi-stakeholder partnership for sustainable development composed by six thematic programmes focusing on buildings and construction, consumer information, food systems, lifestyles and education, public procurement and tourism.[1] Over 700 organizations are members of the network.

The One Planet network has been recognized as an implementation mechanism for Sustainable Development Goal (SDG) 12 on SCP and is guided by the "One Plan for One Planet" strategy which includes four specific objectives for programmes to deliver upon:

- Be an effective implementation mechanism of SDG 12
- Provide tools and solutions for the shift to SCP
- Lead the systemic implementation of SCP
- Demonstrate the impacts of SCP.

The One Planet network reports to the High-level Political Forum (HLPF) of the United Nations Economic and Social Council (ECOSOC) on an annual basis, showcasing the progress achieved by the different One Planet programmes.

3. The One Planet Sustainable Tourism Programme – Overview

Mission:
The One Planet Sustainable Tourism Programme aims to accelerate SCP in tourism policies and practices to address the challenges of pollution, biodiversity loss and climate change.

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[1] The One Planet network formed to implement the 10-Year Framework of Programmes on Sustainable Consumption and Production as adopted by Heads of State in 2012 at the UN Conference on Sustainable Development (Rio+20).

Through its work, the Programme aims at setting the SCP agenda in the tourism sector to advance the implementation of SDG 12 and also supports progress under connected goals such as SDG 13, SDG 14 and SDG 15, respectively on climate action and the protection of marine and terrestrial ecosystems.

Vision:
As part of its response to the COVID-19 crisis, in June 2020, the Programme released the [One Planet Vision for a Responsible Recovery from COVID-19](#). The Vision was consulted with members of the Programme and partners. It reflects a growing consensus from tourism stakeholders of the need to build tourism back better, anchoring the recovery on sustainability to underpin the resilience of the sector to future crises.

The Programme is guided by the One Planet Vision to assist the tourism sector accelerate SCP in tourism as part of the recovery and promotes the Vision beyond the network. Addressing the carrying capacity of destinations, the consumption of natural resources and impacts on climate change, shall be at the heart of a recovery for people, planet and prosperity.

Specific objectives:
The Programme's strategic consultation brought forward the need for the network to focus on clear and tangible objectives. In addition, the consulted stakeholders highlighted the Programme's strong potential for engaging both actors from the private sector and governments.

To support its members and the tourism sector, the Programme:

1. Advocates and mobilizes commitments from political and corporate leadership for the integration of SCP in the tourism sector;
2. Supports governments and the private sector stakeholders in the development of tourism policies and strategies integrating SCP;
3. Supports tourism actors with the integration and monitoring of resource efficiency in tourism operations on value chains level;
4. Aggregates and disseminates the efforts of Programme members to inspire wider changes through promotion of best practices and innovative methodologies.

All in all, the Programme supports the transition towards a circular economy as a pathway for the sustainable development of tourism. It promotes evidence-based decision making and rigorous measurement and monitoring.

4. The One Planet Sustainable Tourism Programme – Areas of Intervention

In line with its commitment to address the challenges of pollution, biodiversity loss and climate change, while supporting the implementation of SDG 12 and connected goals and advancing in the transition towards a circular economy, the One Planet Sustainable Tourism Programme prioritized three specific areas of intervention:

1) Building a circular economy of plastics in tourism;
2) Integrating SCP in tourism food value chains;
3) Accelerating climate action in tourism.

These priorities are translated into the following work streams: setting the global agenda; advocacy and mobilization of commitments, knowledge management, capacity building, communications, measurement and monitoring (including reporting) and coordination of collaborations on destination and value chain levels. These work streams target private and public sector stakeholders, as well as the civil society.

Area of intervention 1: Reduction of plastic pollution

A large proportion of marine plastic litter has been found to come from tourism and other tourism related value chains in coastal areas. Recreational activities, building and construction as well as fishing and food production in coastal tourism destinations appear as the most probable sources. According to WWF's "Out of the Plastic Trap"

report, in the Mediterranean region alone, tourism is responsible for up to 40 percent increase of the surge of marine litter that enters the Mediterranean Sea.[2]

At the same time, plastic pollution can lead to considerable costs in the tourism sector. According to WWF's "Stop the flood of plastic" report, the tourism sector in the Mediterranean region loses up to 268 million Euros each year from plastic pollution.[3] Uncontrolled littering and, in general, poor destination management, are increasingly leading to the negative perception of consumers towards destinations. These can in turn trigger a decrease in tourism arrivals and have even led, in some occasions, to the complete closure of some destinations and operations of businesses with the consequent job and revenue losses in the tourism sector.

A systemic approach and global coordination efforts are required to tackle the challenge of plastic pollution. Hence the Programme set the Global Tourism Plastics Initiative (GTPI) to support tourism stakeholders globally (tourism businesses across value chains and destinations) in setting actionable targets for circular economy of plastics by 2025 and to measure sectoral progress towards this goal on an annual basis.

The Initiative acts as the tourism sector interface of the New Plastics Economy Global Commitment and is aligned with New Plastics Economy vision, framework and definitions.[4] The GTPI requires tourism organizations to make a set of concrete and actionable commitments by 2025 to address the following areas:

1) Eliminate problematic or unnecessary plastic packaging and items;
2) Take action to move from single-use to reuse models or reusable alternatives;
3) Engage the value chain to move towards 100% of plastic packaging to be reusable, recyclable, or compostable;
4) Take action to increase the amount of recycled content across all plastic packaging and items used;
5) Commit to collaborate and invest to increase the recycling and composting rates for plastics;
6) Report publicly and annually on progress made towards these targets.

To support the implementation of the vision of circular economy of plastics in the tourism sector, the Programme envisages the following work streams and activities:

Work streams	Scope of activities
Setting the global agenda; Advocacy and mobilization of commitments	To support the tourism sector in setting and implementing ambitious objectives towards circular economy of plastics, signatory packs with series on menus of commitments tailored to each target stakeholder group (including all relevant tourism sub-sectors) will be developed.
Knowledge management; Capacity building; Communications	To support signatories of the GTPI, the Programme will develop and curate knowledge resources, including webinars, case studies, trainings, and participate in research. For instance, to improve sustainability of purchasing requirements and criteria for plastics, the Programme will work on sustainable procurement guidelines, LCA assessments of alternatives and setting of collaborative frameworks with suppliers. In addition, successful actions delivering impact through collaboration and innovation will be promoted via case studies and other communication products, including participation in international fora (i.e. communication activities showcasing the leadership of the sector; awareness raising campaigns).

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[2] http://awsassets.panda.org/downloads/a4_plastics_med_web_08june_new.pdf
[3] https://www.wwf.de/fileadmin/user_upload/WWF_Plastikstudie_Hotelma%C3%9Fnahmen_eng.pdf
[4] For more detailed information about structure and operational mechanisms of the Global Tourism Plastics Initiative, view Terms of Reference of the Initiative

Measurement and monitoring	Signatories of GTPI will be required to report annually and publicly on progress towards meeting their commitments. To support signatories' measurement and monitoring efforts, the Programme will be identifying and supporting development of tools and methodologies of measurement of plastics footprint.
Destination & value chain level coordination	To improve waste management practices and infrastructures the Programme will explore the possibilities for setting coordination mechanisms and providing support on technical aspects at destination level.

Area of Intervention 2: Integration of SCP in tourism food value chains

Sustainable food value chains are increasingly being recognized to be amongst the key determinants of the extent to which the majority of the SDGs will be achieved.[5] The systems analysis of the food value chain considers the drivers of food systems and demonstrates that, while the majority of natural resource use and environmental impacts are taking place at the primary production stage, primary producers have a limited ability to shape food systems and change their production practices. Comparatively, while the actors along the middle stage value chain do not use the most resources themselves, they have a huge impact on the activities at either end. This stage of the value chain, comprising food companies across processing and packaging, retail and food services, is also structurally powerful and has a disproportionate influence across both primary production and final consumption and to a large degree shapes both what food farmers produce and sell and what food consumers buy and eat.[6]

Tourism food-related operations, being positioned in the middle stage of food value chains, play an important role, primarily with regards to food service, individual consumption[7] and waste and disposal but also has potential to influence packaging, logistics and production.

As for the impacts of food value chains on environmental footprint of tourism operations, research has shown that when transportation of tourists to the place of their holidays is taken out of the equation, environmental footprint of food on sectoral level is one of the most important.[8] Many tourism businesses still source their food from global markets as they try to replicate consumption habits from source markets in their food offer with the consequent economic leakage for destinations and an increased carbon footprint of tourist meals.

In addition, food waste is the main waste management problem for hospitality.[9] There are high volumes of food waste in tourism operations with some hotels wasting up to 30% of the food they purchased.[10] A problem which represents globally the loss of over USD100 billion on an annual basis but also one of the biggest savings opportunities for the tourism sector through the optimization of food processes.[11]

Food loss and waste reduction have been identified by the Programme as one major entry point to promote more sustainable food management in the tourism sector, in connection with ethics around the wastage of food and the opportunity to save costs.

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[5]Independent Group of Scientists appointed by the Secretary-General, Global Sustainable Development Report 2019: The Future is Now – Science for Achieving Sustainable Development, (United Nations, New York, 2019). (https://sustainabledevelopment.un.org/globalsdreport/2019)

[6] One Planet - Executive Meeting 2020 online sessions report

[7] In 2019, approximately 58 billion tourist meals would have been served. In average one tourist would consume 1800g of food per day, with this figure being higher than consumption "at home" in 500gr.

[8] http://www.oneplanetnetwork.org/publications

[9]https://books.google.es/books?id=p487DgAAQBAJ&pg=PT108&lpg=PT108&dq=food+waste+as+part+of+overall+tourism+waste&source=bl&ots=kEaoUsEURX&sig=ACfU3U3dPR-TvULYbmaa_i34x0QLrcVI8w&hl=es&sa=X&ved=2ahUKEwizoK2MnfnpAhWNFxQKHQj9B60Q6AEwEXoECAsQAQ#v=onepage&q=food%20waste%20as%20part%20of%20overall%20tourism%20waste&f=false

[10] https://www.oneplanetnetwork.org/sites/default/files/roadmap_dominican_republic_1.pdf

[11]https://static1.squarespace.com/static/5b476fd61137a658cc13bd7b/t/5bfea514c2241b299cd49d10/1543415068454/Insight+Report_Winnow.pdf

SDG target 12.3 aims to "by 2030, halve per capita global food waste at the retail and consumer levels & reduce food losses along production and supply chains (including post-harvest losses)." Currently, several international frameworks and organizations are working on advancing target 12.3 globally across global food value chains targeting major producers and retailers. Nevertheless, despite importance of food value chains in tourism activities, there is no clear pathway ensuring tourism businesses are advancing in sufficiently impactful manner to contribute to SDG 12.3 and more broadly sustainability and circularity of food value chains.

In order to integrate and promote SCP patterns in the tourism food value chains, the Programme will focus on the development and implementation of the Global Tourism Food Waste Initiative that will support the tourism sector stakeholders in reaching SDG target 12.3 through a systemic approach, including by tackling the issues of food procurement and sustainable diets.

To support integrating circularity aspects in the tourism value chain and setting the sector's agenda to implement SDG 12.3., the Programme envisages the following work streams and activities:

Work stream	Scope of activities
Setting the global agenda; Advocacy and mobilization of commitments	Set targets and milestones for the tourism sector to reach SDG12.3 through the development of the Global Roadmap on Food Waste for the tourism sector. Yearly milestones will be defined in line with the "Target-Measure-Act" framework in order to provide guidance to monitor progress on an annual basis. The Roadmap will help prioritizing most impactful actions to address food waste and food loss across tourism value chains. The Roadmap will also help identifying strategic recommendations on procurement and sustainable diets and hence structure activities of the Global Tourism Food Waste Initiative within different work streams (to support the sector stakeholders in implementing the Global Roadmap on Food Waste for the tourism sector).
Knowledge management; Capacity building; Communications	• Development of repository of tools on sustainable food value chains in the tourism sector • Development of trainings on sustainable food value chains in the tourism sector • Support the development of procurement recommendations for circular food value chains in the tourism sector • Support the integration of sustainable food management in tourism policies • Making the case for cost-efficiency of sustainable food value chains (in support of COVID-19 crisis recovery of the tourism sector) • Dissemination of best practices through social media and other channels
Measurement and monitoring	• Explore opportunities to build up on/support existing collaborations working on development of data collection methodologies • Support development of adequate metrics to measure progress, promote existing methodologies and tools

Area of intervention 3: Accelerate climate action in tourism

The need to transform tourism operations is of utmost importance for the sector to remain in line with international goals. According to research released in December 2019 by UNWTO/ITF, the tourism sector is set to increase its CO_2 emissions by at least 25% by 2030.[12] Therefore, the need to transform tourism operations for climate action is of utmost importance to remain in line with international goals. Climate action is understood as the efforts to measure and reduce greenhouse gas (GHG) emissions and strengthen adaptive capacity to climate induced impacts.[13]

At the official side-event at the Blue Zone of COP25 organized by UNWTO within the framework of One Planet activities in December 2019, stakeholders agreed on the need to accelerate decarbonization of tourism operations and raising their climate ambition. The need to better measure emissions and enable climate action through tourism policies were also highlighted as priorities. All in all, embracing a low carbon pathway was seen as a value proposition for the tourism sector.

In order to accelerate climate action in tourism, the Programme will focus on supporting three priorities:
- Monitoring and reporting of CO_2 emissions from tourism operations through better understanding existing methodologies and providing tools for tourism stakeholders
- Development of climate action plans for destinations and the private sector aiming at the implementation of emissions reduction strategies
- Engaging the sector in carbon removal to compensate residual emissions both through technological and natural measures, including through the restoration of high carbon density ecosystems and nature-based solutions

The programme envisages the following work streams and activities:

Work stream	Scope of activities
Setting the global agenda; Advocacy and mobilization of commitments	The Programme will facilitate the development of a Declaration/Call to Action to mobilize tourism stakeholders to accelerate the decarbonization of the sector in order to be able to cut emissions in half by 2030.
Knowledge management	The Programme will take stock of climate action activities in tourism that will provide a baseline for the efforts being undertaken by destinations, accommodation providers, transport, tour operators and support identifying best practices and gaps. The Programme will explore possibilities to develop policy recommendations that could support governments integrating climate action in tourism policies. The Programme collaborates with the Tourism Action Coalition for a Sustainable Ocean which main focus is to promote investments from tourism stakeholders in nature-based solutions to address climate change, biodiversity conservation and community livelihoods.
Measurement and monitoring; Capacity building.	The Programme will research existing methodologies in use by tourism stakeholders to measure CO2 emissions from tourism operations with the objective of disseminating the most suitable ones and building capacities of tourism stakeholders.
Communications	The Programme will develop a repository of frontrunning initiatives of climate action in tourism to inspire further action from tourism stakeholders.

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[12] https://www.e-unwto.org/doi/book/10.18111/9789284416660

[13] https://www.sdfinance.undp.org/content/sdfinance/en/home/sdg/goal-13--climate-action.html#:~:text=Climate action means stepped-up,and planning%3B and improving education%2C