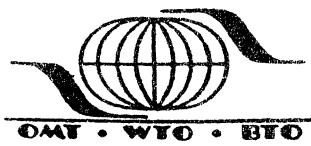


**ORGANIZACION MUNDIAL DEL TURISMO
CONSEJO
EJECUTIVO**



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Iniciativa ST-EP

Nota del Secretario General

En el presente documento, el Secretario General informa sobre los progresos alcanzados en la puesta en práctica de la iniciativa ST-EP (Turismo sostenible - Eliminación de la pobreza) desde la decimoquinta reunión de la Asamblea General, que se celebró en octubre de 2003 en Beijing (China).

Iniciativa ST-EP

Medidas

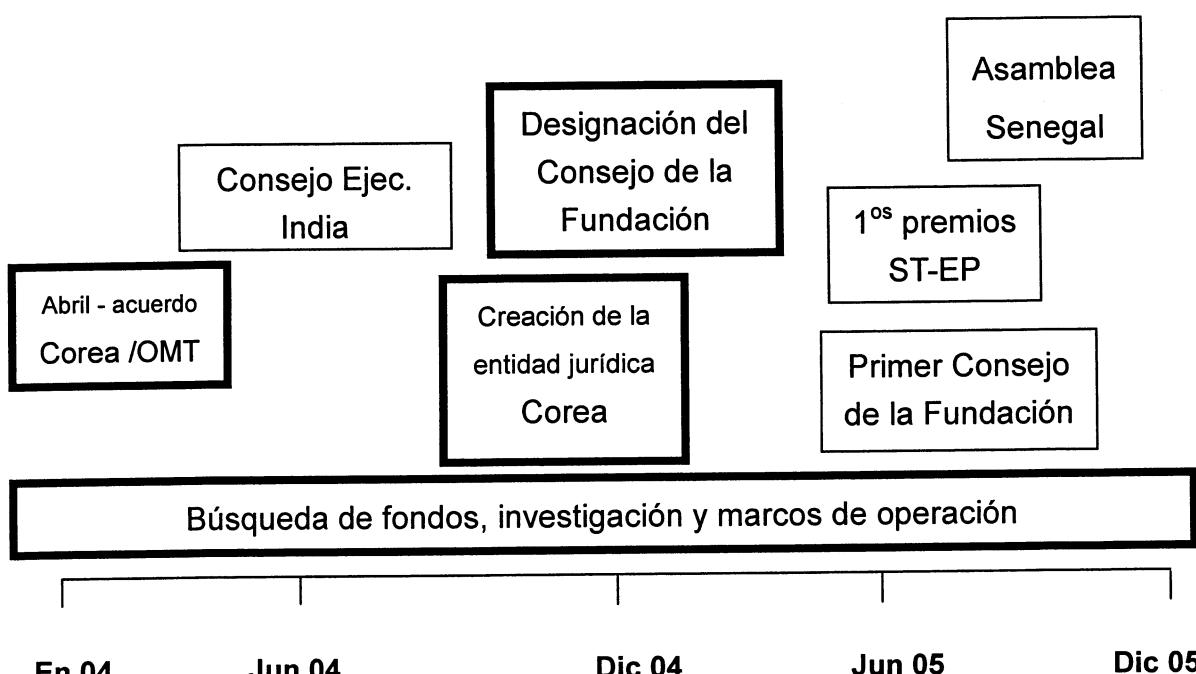
- Tomar nota de los avances del programa ST-EP de acuerdo con la resolución 471(XV) de la Asamblea General.
- Aprobar un acuerdo entre la OMT y la República de Corea por el que se concede un capital inicial de cinco millones de dólares de los Estados Unidos, a lo largo de 4 años, para la Fundación ST-EP y se establece la sede de la Fundación en Corea.
- Acoger con beneplácito el interés de ciertos gobiernos europeos de contribuir al patrimonio de la Fundación.
- Aprobar la propuesta del Secretario General de dedicar medio millón de dólares del superávit del presupuesto de 2003 a proyectos ST-EP.

Desde la Asamblea General de Beijing se ha avanzado notablemente en la ejecución del programa ST-EP.

- El Secretario General de las Naciones Unidas tomó nota específicamente del valor de ST-EP en su carta a la OMT para expresarle su bienvenida a la familia de las Naciones Unidas.
- En marzo de 2004 se celebró con éxito un segundo foro ST-EP durante la ITB de Berlín en el que se produjo un fructífero intercambio de opiniones entre los diversos agentes interesados y se obtuvieron numerosos apoyos.
- Se han mantenido amplios debates con entidades donantes y diversos gobiernos europeos han manifestado estar notablemente interesados en aportar fondos.
- El Secretario General ha reunido equipos ST-EP, financiados por la OMT, con la misión de buscar proyectos en Camerún, Etiopía y Jordania.
- A principios de 2004 se iniciaron las negociaciones con la República de Corea para apoyar la creación de la Fundación ST-EP y radicarla en Corea. En abril, el Secretario General firmó un proyecto de acuerdo con el Ministro de Turismo según el cual el Gobierno se comprometía a aportar cinco millones de dólares, durante un periodo de cuatro años a partir de julio de 2004, y se ofrecía a acoger la sede de la Fundación en Seúl. El texto del acuerdo figura en el Anexo 1. Las principales estipulaciones son:

- La OMT radicará la Fundación ST-EP en Corea e integrará sus actividades con la iniciativa general ST-EP hasta completar la transición a la creación de una entidad autónoma para la decimosexta Asamblea General que tendrá lugar en Senegal en 2005. La OMT, como fundadora, constituirá el Primer Consejo de Directivos y proporcionará la supervisión administrativa y presupuestaria necesaria para cumplir las normas aceptadas de las Naciones Unidas.
- La República de Corea otorgará cinco millones de dólares para poner en marcha la Fundación (dos millones en julio de 2004, un millón en julio de 2005, otro en julio de 2006 y otro más en julio de 2007). Además, apoyará la creación de la entidad sin ánimo de lucro que deberá observar las normas nacionales e internacionales, ofrecerá una sede y prestará su asistencia para promover los objetivos financieros y operacionales de la Fundación.

El éxito de la transición será responsabilidad del Presidente de la Fundación, designado por el Consejo Ejecutivo a propuesta de la República de Corea y del Asesor Especial del Secretario General que ha dirigido el programa ST-EP desde su gestación. El calendario será el siguiente:



- El Secretario General se ha comprometido al mismo tiempo con ciertos gobiernos europeos, especialmente con Francia e Italia, que están buscando formas de complementar el patrimonio de la Fundación. Esas negociaciones se intensificarán.

- Aunque los fondos iniciales de la Fundación provendrán de donantes, una gran parte deberá dedicarse necesariamente a poner en marcha sus actividades. Si bien los gastos administrativos anuales se mantendrán por debajo del 5% del patrimonio que la Fundación se ha fijado alcanzar para 2010, de 20 millones de dólares de los Estados Unidos, la cantidad para proyectos piloto durante la fase de transición será limitada. Por esa razón, el Secretario General propone, previo refrendo por parte del Consejo, dedicar medio millón de dólares del superávit del Fondo de Reserva expresamente para iniciar proyectos piloto ST-EP durante la transición. Ello dará un impulso adicional al programa y subrayará el profundo compromiso de la OMT.

Además, la Fundación ST-EP, al menos en sus primeros años, debería lograr un equilibrio adecuado entre el marco investigador y el marco operacional. En otras palabras, los resultados de sus actividades de investigación, realizadas a través de universidades e instituciones investigadoras de Estados Miembros patrocinadores de ST-EP, deberían servir para definir los distintos enfoques con que habría que abordar los proyectos ST-EP en la práctica. Por lo tanto, las operaciones se plantearán de manera distinta para, por ejemplo, países que tienen principalmente problemas de pobreza rural, países donde la pobreza se concentra y agrava en la periferia de las grandes zonas urbanas, estados insulares pequeños, etc.

Según las previsiones, para la ejecución de los proyectos ST-EP sobre el terreno se podrá recurrir a tres fuentes alternativas o complementarias:

- i) la financiación de la propia Fundación ST-EP;
- ii) las fuentes de cooperación técnica de la OMT tradicionales, para los proyectos que cumplan los criterios ST-EP que defina la Fundación; y
- iii) otros países, que no sean miembros de la Fundación ST-EP, pero que deseen contribuir en especie a la iniciativa, siempre y cuando los proyectos cumplan igualmente los criterios ST-EP.

**MEMORANDUM OF UNDERSTANDING
BETWEEN THE WORLD TOURISM ORGANIZATION
AND THE GOVERNMENT OF THE REPUBLIC OF KOREA
CONCERNING THE ESTABLISHMENT OF THE ST-EP FOUNDATION
AND ITS HEADQUARTERS**

The Government of the Republic of Korea (hereafter "Korea") and the World Tourism Organization (hereafter "WTO"),

Desiring to encourage international cooperation in developing sustainable tourism to help eliminate poverty

Recalling the launch of the ST-EP project at the WSSD in Johannesburg in 2002 and the declaration by the Secretary General of the United Nations that ST-EP will promote economically and ecologically sustainable tourism, aimed at alleviating poverty and bringing jobs to people in developing countries, which objectives are consistent with the goals set out in the Millennium Declaration,

Taking into consideration Resolution A/RES/471(XV) adopted by the General Assembly of WTO in Beijing in October 2003, which

"Considered the report on the ST-EP initiative (Sustainable Tourism – Eliminating Poverty) submitted by the Secretary-General under the proposal formulated by his Special Advisor, and the plan proposed for the implementation of the initiative.

Notes with appreciation the efforts devoted and the actions taken to ensure completion of the ST-EP framework in time for its fifteenth session;

Welcomes the partnership established with UNCTAD;

Approves the plan submitted to it for the completion of the initiative and its subsequent implementation from 2004 onwards;

Concurs with the proposal for a ST-EP Forum to exchange views and coordinate activities between participants in the initiative;

Agrees to the continuation of actions aimed at establishing a ST-EP Foundation whose board of directors should be composed of eminent persons who are qualified with regard to its purpose;

Entrusts the Secretary-General with taking the necessary measures to secure the necessary funding and to implement the initiative, and

Requests the Secretary-General to report on the progress of the ST-EP initiative at its sixteenth session."

Taking note of the support expressed for the ST-EP project by the Secretary-General of the United Nations Mr. Kofi A. Annan in the letter addressed to the Secretary-General of WTO in 2004.

Have agreed as follows:

Article 1. The Foundation

WTO will establish the ST-EP Foundation with its Headquarters in the Republic of Korea.

It will be a non-profit charitable Foundation under Korean laws, fully compatible with relevant international laws, and established with the capacity to stand alone, while retaining links with the WTO, its founder.

The Organs of the Foundation shall be the **President** of the ST-EP Foundation, representing the Government of the Republic of Korea, the **Council of Leaders**, consisting of representatives of founding contributing member countries and international personalities, and the **Chief Executive Officer** (CEO) of the ST-EP Foundation.

WTO shall be represented in the ST-EP Foundation by its Secretary-General in the capacity of **Commissioner**.

WTO and Korea will give the Foundation all possible and appropriate support and will promote its activities and programs in a feasible and appropriate manner.

The **President** will lead the Foundation in its quest for Patrimony.

The **Chairperson** of the Council will preside over the Council of Leaders, which will normally be held once a year.

The **CEO** will direct the activities of the Foundation, with a view to securing the highest standards of efficiency, competence and integrity. The CEO will report regularly to the **Secretary-General** about the activities of the Foundation so that he may inform the Executive Council & the General Assembly about the progress of the ST-EP Program.

The terms of the officers (namely the President, the Chairperson and the CEO) will run from WTO Assembly to Assembly and will be renewable for a maximum of three consecutive terms.

The CEO will submit projects to the Council of Leaders for consideration following approval by the President and the Commissioner.

Article 2. Korean Support

Korea will facilitate the establishment of the ST-EP Foundation and the location of its Headquarters in Seoul.

Korea will provide seed funding of \$US 5 million to the Foundation - \$2 million following signature of this agreement and \$1 million a year annually thereafter for 3 years. It will support the drive for new funding to establish a Patrimony of \$20 million by 2010. It will use its good offices to support the link with sports and cultural tourism initiatives.

Korea shall provide to the Foundation full support for establishment and operations in Seoul, according to international conditions applicable to WTO as a UN Agency.

Article 3. WTO Support

WTO will provide technical and expert assistance in support of the Foundation activities – particularly in relation to its Research and Operations Award projects.

WTO, with the approval of its Executive Council, will provide in 2004 \$500.000 for ST-EP projects without prejudice to other contributions which may be made in subsequent years.

The Officers of the Foundation will be invited to attend the meetings of the General Assembly, of the Executive Council and of the relevant Regional Commissions meetings as Observers when issues related to the Foundation are on the agenda.

Article 4. Foundation Actions

The Foundation will, as rapidly as possible:

Establish the Council of Leaders,

Secure and maintain funds for the ST-EP Program,

Disburse such Funds Annually for ST-EP Research and Operations,

Advance ST-EP Brand, Research, Principles & Model Programs through an annual high profile media event, with a lecture by a top-level global leader and awards presentation

Produce an Annual ST-EP Report to be delivered at the ST-EP Forum and submitted to the WTO Executive Council.

Article 5. WTO Coordination

The Foundation will perform its functions in close coordination with the WTO so as to:

Support research & tourism projects that meet ethical standards, in line with the UN Millennium Development Goals and the WTO Global Code of Ethics and which link sustainable tourism with poverty elimination.

Help Inform public opinion on the importance of sustainable tourism projects in developing countries generally and the world's poorest countries specifically. And promote ST-EP as a Global Brand of ethical & effective projects which sustainably reduce poverty.

Acquire & administer such assets needed to accomplish its mission, while limiting its annual administration expenses to less than 5% of its patrimony goal. In this context, to particularly focus on the links with other sectors such as culture and sports.

Co-operate with other international bodies in the public, private, NGO and Voluntary sectors, working towards similar goals;

Article 6. Transition

The Secretary General of WTO, in full consultation with the Korean Ministry of Culture and Tourism will appoint the officers of the Foundation namely, the Founding President, the Chairperson of the Council and the CEO until the WTO 2005 General Assembly. They, together with the Secretary-General, will form the preparatory committee to prepare Council nominations, source further funding, fulfill Foundation legal requirements & administrative arrangements for the Headquarters.

Simultaneously, the 2004 initial seed funding of \$2 million will be made available by Korea to WTO. These funds will be disbursed under standard WTO administrative procedures for voluntary contributions based on a 12 month budget agreed with the Secretary-General and reported to the Executive Council.

The Preparatory Committee Office will open in May 2004. The detailed standards of Foundation development, sponsorship approaches, project implementation and research criteria will be developed; and the ST-EP program will go into full operation as envisioned during 2005. Events for fundraising will commence as soon as possible. Beginning in 2006, WTO will facilitate the integration of ST-EP Research and Operations with Seoul, including international & qualified Koreans as officers and staff.

Article 7. Effectiveness

The present Agreement shall become effective provisionally upon signature by both sides

It shall enter into force permanently on the date when both sides shall have officially confirmed they have completed the formalities required by their respective laws and statutory provisions and when formally ratified by the WTO General Assembly.

Either side may terminate this Agreement with a one-year notice, following the initial 4 year funding period. In the event of termination both parties shall continue to use their good offices to support the goals, principles and activities of the ST-EP Foundation.

Done at Seoul on 25th March 2004.

For the Government of the Republic of Korea

For the World Tourism Organization

Lee Chang-Jong
Minister Of Culture and Tourism
F. Frangialii
Francesco Frangialii
Secretary General