



ETC–UNWTO Symposium

Tourism & Travel in the Green Economy

A Contribution to the Davos Process on Climate Change and Tourism

14-15 SEPTEMBER 2009 – GOTHENBURG, SWEDEN

In collaboration with



14th September:
Residenset-The Residence of the Governor
Södra Hamngatan 1
40340 Gothenburg – Sweden
Tel.: +46 31 60 50 00

15th September:
Storan Conference Centre
Kungsparken
41136 Gothenburg – Sweden
Tel.: +46 31 60 45 00

Convened by: World Tourism Organization (UNWTO), European Travel Commission (ETC) and VisitSweden, each represented by their Executive Leaders

Description of Symposium Objectives:

At the end of this year global leaders will meet in *Copenhagen* to decide on a replacement for the Kyoto protocol, within a new economic and environmental framework for doing business in a fast-changing international economy. The *Gothenburg* symposium has been convened as part of the *Davos* process to address the issue of how climate change is shaping sustainable consumption and production in the run-up to the *Copenhagen Agreement*, and what it means for the tourism sector.

Participants will be informed of the opportunities that are emerging when the twin issues of tourism and the environment are integrated in the effort to make the necessary changes imposed by the climate change agenda and by the global economic crisis. The symposium aims to:

- a) provide clear information to tourism stakeholders on how the follow-up to the Kyoto Protocol will affect the sector
- b) show what solutions to the problems imposed by climate change exist at the destination level and in the tourism supply chain
- c) define the roles required by different stakeholders, especially with regard to NTOs
- d) assess how to integrate a climate change response strategy within the global new green deal

The UNWTO will outline its position on climate change and the development of a green global tourism economy.

The symposium will launch the ETC's own climate change and sustainable tourism networking strategy for NTOs.

Programme:

The Interactive discussion panels include:

- **Tourism Going Climate Neutral** - *what the tourism sector is doing to minimize environmental impacts - initiatives developed at the UN and EU levels and business stakeholders' contributions from the transport and accommodation sectors.*
- **The Travel Industry, Innovation and New Technologies** - *how innovation and new technologies can be used to achieve climate neutral actions in travelling.*
- **Destinations: a Sustainable Approach** - *how tourism destinations are managing climate change - global perspective on moves to harmonize sustainable tourism criteria - a national level approach to implementing Sustainable Consumption and Production (SCP) policy for the tourism sector.*
- **Towards a Green Economy - NTO Challenges and Opportunities** - *the scope and actions that an NTO can undertake in order to deal with climate change - a model of NTO sustainable tourism and climate change knowledge networking.*

Register Now!

It is important to register early for this event in order to guarantee your accommodation at the special rate. Please see the attached symposium registration form and hotel booking information.

For further information, please contact the Conference Secretariat - European Travel Commission (info@visiteurope.com or by phone +32 2 548 90 00)

AGENDA

14 September 2009

Residenset-The Residence of the Governor of Västra Götaland
Södra Hamngatan 1
40340 Gothenburg – Sweden
Tel.: +46 31 60 50 00

Climate Change, the Green Economy & the Tourism Sector

This opening Symposium session will set the scene for a high-level presentation and discussion of the logic and methods for developing more sustainable tourism processes in times of complexity, change and uncertainty. The session will present to participants a draft symposium statement as a contribution to the Copenhagen Process, outlining the needs of the sector as well as the role of the sector in a post-Kyoto emissions-regulated economy experiencing much greater economic, environmental and social changes. It will highlight the development of the green economy as a means to ensuring the sustainability of the tourism sector, and show how the implementation of both UN/EU good governance processes and the global and European knowledge economy can be used to catalyse the tourism sector as a driver of sustainable consumption and production in the global as well as national and regional economies. Finally it will introduce Day Two as an interactive forum in which key stakeholders sit together to identify and create sustainable tourism processes that can be applied to real-time economic environmental and social challenges.

17:00 Opening Ceremony

Thomas Bruhl, CEO, VisitSweden
Welcome Remarks

17:10 Maud Olofsson, Swedish Deputy Prime Minister and Minister for Enterprise and Tourism
Sweden's Role in the Green Economy

17:30 Arthur Oberascher, President, European Travel Commission (ETC)
Introduction

17:45 Taleb Rifai, Secretary-General a.i., UNWTO
Tourism Between Crises and Opportunities

18:00 Gordon Sillence, Executive Director, DestiNet Partnership
Making the Knowledge Economy Work for European Sustainable Tourism

18:15 Geoffrey Lipman, Assistant Secretary-General, UNWTO

18:30 Cocktail Reception at the Residence of the Governor of Västra Götaland, Mr. Lars Bäckström

19:30 Dinner

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The moderators will introduce the themes of the day and lead the speakers in a conversational format to identify and create sustainable tourism processes that can be applied to current economic, environmental and social challenges. The opportunities of the green economy and its development through sustainable production and consumption programmes will be the focus that speakers will be asked to address, sharing their experience and perceptions with the symposium participants. Each of the panels focuses on one the following themes

1. *Tourism Going Climate Neutral*
2. *The Travel Industry, Innovation and New Technologies*
3. *Destinations: a Sustainable Approach*
4. *NTO Challenges and Opportunities towards a Green Economy*

09:00 Introduction to the day by the Moderators: Luigi Cabrini and Gordon Sillence

09:20 Panel One – Tourism going Climate Neutral

This panel will address the issue of what the tourism sector is doing to minimize negative impacts on the environment. It will outline the initiatives at the global and national levels, and provide a business stakeholders viewpoint on how business & industry can positively contribute to this process.

Moderator: Geoffrey Lipman

Luigi Cabrini, Director Sustainable Development, UNWTO
The Davos Declaration Process

The Hon. Predrag Nenezic, Minister of Tourism, Montenegro
Government and the Tourism Industry Working Together

Nicolas Bertrand, Division of Technology, Industry & Economics, UNEP
The Green Economy Initiative UNEP

Jean-Claude Baumgarten, President WTTC
A Business Leader's Viewpoint on the Tourism and the Copenhagen Agreement

Each panelist to speak for 10 minutes, followed by Q&A

11:00 Tea and Coffee & Networking Break

11:30 Panel Two – The Tourism and Travel Industry, Innovation and New Technologies

Panel two addresses the subject of how new technologies can be used to achieve climate neutral actions in travelling. Key industry leaders will show the response from air and rail transport links of the tourism supply chain.

Moderator: Luigi Cabrini

Thea Chiesa, Head of Aviation, Travel and Tourism Industry, World Economic Forum (WEF)
Towards a Low Carbon Travel & Tourism Sector

Philippe Fonta, Head of Sustainable Development, Airbus Industries (Central Entity)
Climate Change, Sustainability and Aviation – Problems and Solutions

Margrethe Sagevik, Senior Advisor Sustainable Dev., International Union of Railways (IUR)
Sustainable Travel after the Copenhagen Agreement – Tourism and Railways in a Green Global Economy

Zoritsa Urosevic, Executive Secretary, UNWTO Business Council
Accommodation Sector Action in a Green Economy – The Hotel Energy Solutions Project

Each panelist to speak for 10 minutes, followed by Q&A

13:00 Lunch

Lunchtime Speaker:

Franco Ianniello, Head of Tourism Unit, DG Enterprise & Industry, European Commission
Sustainable Tourism Development: A European Union Perspective on Current Initiatives

14:30 Panel Three – Destinations: a Sustainable Approach

This session outlines how tourism destinations are managing climate change, offering a global perspective on moves to harmonize sustainable tourism criteria, a national level approach to implementing a Sustainable Consumption & Production (SCP) policy for the tourism sector, and what the accommodation sector can do to move towards climate neutral activity. The panel provides an insight into how the tourism sector fits into the wider moves towards sustainable consumption and production. It will demonstrate the important link between conservation and the development of tourism, taking a territorial approach to show how best to create regional green economies in coastal, mountain urban and protected areas.

Moderator: Gordon Sillence

Margarita Nájera, Commissioner, Palma Beach Consortium
Converting Existing Tourism Infra-structure to create a Green Economy Resort – the Case of Playa de Palma

Jurgen Ringbeck, Senior Partner Booze & Co. Management Consultant
Strategic Information to Create a Green Tourism Economy – Implications for Tourism & Environment Organisations

Erika Harms, Executive Director for Sustainable Development, UN Foundation
Credibility in the Green Market-Place-Appling the Global Sustainable Tourism Criteria at the Destination Level

Karmen Mentil, Chief Executive Officer, Alpine Pearls
Vacations with Soft Mobility in Alpine Destinations

Each panelist to speak for 10 minutes, followed by Q&A

15:45 Tea & Coffee Break

16:00 Panel Four – NTO Challenges and Opportunities towards a Green Economy

This panel describes the scope and actions that an NTO can undertake in order to deal with climate change and sustainable tourism development. It will consider the requisites needed to build a model of NTO organization at the international, national and regional levels which can be used to develop the NTO contribution to a green economy using an NTO good practice model in response to policy lines. The Learning Area on Climate Change and Sustainable Tourism for NTOs will be highlighted in this section.

Moderator: Robert Franklin

Dimitrij Piciga, CEO, Slovenian Tourist Board, and Vice-President, ETC
Marketing Sustainable Tourism Products and Services in the Green Economy- Needs and Opportunities

Jenny McGee, Head of England Strategy & Engagement, VisitEngland
The Contribution of NTOs to the Creation of a Green Economy

Carla Aguirre, Head of Research, VisitSweden
Visit Sweden – Achieving a Climate Neutral Operations Programme

Sharon Comiskey, Research & Insights Manager, Tourism Ireland
An NTO's Contribution to National and Regional Sustainability Actions through Marketing

Each panelist to speak for 10 minutes, followed by Q&A

17:15 Gordon Sillence, Executive Director, DestiNet Partnership
Summary of the ETC NTO Climate Change Networking Strategy

17:30 Conclusions – Davos, Copenhagen, and Beyond
Luigi Cabrini, Director Sustainable Development, UNWTO
Gordon Sillence, Executive Director, DestiNet Partnership

17:45 Reception

Seminar Outcomes

a) The Symposium Statement

Participants should be able to use this conference to both learn about and contribute to the Copenhagen debate on how to deal with climate change. A draft statement will be distributed to the participants, providing a scenario of the tourism sector's working reality in anticipation of the new Copenhagen Climate Change Agreement and the deriving commitments for countries and sectors. The symposium's outcomes will build on the Davos Process on climate change and tourism, led by UNWTO in partnership with several other organizations and tourism stakeholders. The messages of the Davos Declaration: Adapt, Mitigate, Improve Technology are more relevant than ever for the tourism industry. It is also expected that the Symposium conclusions will offer ideas and lines of actions on how tourism can better integrate into the green economy and benefit from stimulus packages and other global and national initiatives supporting the green economy.

b) The NTO knowledge networking process

The NTO knowledge networking process is a key outcome of the Symposium, and it is clear that the panelists will contribute greatly to an NTO's understanding of sustainable tourism, climate change and the green economy. The compilation of the conference will be structured using the DestiNet Sustainable Tourism Portal, which will allow stakeholder access to the conference proceedings. This will constitute the basis of the Learning Area on Climate Change and Sustainable Tourism for NTOs.

c) Greater coherence between environment and tourism administrations at the national level

With the UNWTO joining the UNEP initiative of the Green Economy on behalf of the tourism sector, other international entities and national administrative bodies should be encouraged to develop greater coherence between economic and environmental departments. NTOs need to be supported by their national departmental counterparts who deal with the implementation of SCP in general, and in turn can support tourism sector environmental and economic initiatives where appropriate. Therefore it is recommended that the conference invitations reach those national level stakeholders that would be interested in developing this collaborative approach, and seeing how this symposium offers the tools to do that.