



General Programme of Work

109th session of the Executive Council

Agenda Item 3 (a)

Programme of Work

- Follow-up on the **Management Vision**
- Preliminary results in **achieving programmatic priorities** and the way forward

Innovation

- Strong focus on **2018**
- Partnerships with **key stakeholders**
- Start-up competition and UNWTO Awards on Innovation and Sustainability, among others activities

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Programme of Work

Investments

- Focus on improving the business environment and stimulating investment and entrepreneurship
- Support Members in attracting investments

Education and job creation

- UNWTO.Academy launched (May)
- Strategic Plan under preparation

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Programme of Work

Sustainability

Progress regarding various ongoing initiatives:

- Measuring Sustainability in Tourism
- One Planet initiative
- Upcoming report on tourism and climate change
- Social dimensions of tourism
- Launch of Tourism4SDGs platform

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Programme of Work

Conclusions: UNWTO Strategic Plan towards 2030

- How UNWTO and tourism contribute to the achievement of the 17 SDGs
- Participation of UNWTO Secretariat, Members and partners
- First draft to be submitted to EC110 (Baku) for comments
- Final Strategy to be submitted to GA23 (St Petersburg) for approval



Thank you!