

The Global Partnership for Sustainable Tourism

Uniting all stakeholders to transform tourism worldwide

1st Annual General Assembly 18-20 January 2011 – Costa Rica



MINUTES



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Executive Summary

- **Working Procedures:** The Secretariat has received only one recommendation on the 5.12 clause, which refers to the veto. On the veto, the language needs to be discussed with the UN legal department to find conciliatory language. A new proposition will then be presented for Steering Committee members' approval.
- **Advisory Committee:** All nominees of the Advisory Committee were approved and additionally UNESCO and Fairtourist are to be integrated. The Secretariat will discuss the thematic areas with the nominees and acknowledges that some members will have a transversal advisory role. The final list of advisory members will be circulated to the Steering Committee for approval.
- **Steering Committee:** The Steering Committee members were elected at the AGM and had their first meeting back to back to the Annual General Meeting to set the road map for 2011. There was a lack of African representation during the AGM, and it has been requested to issue a new call for nominees in order to ensure regional representation. It was agreed that the Steering Committee will elect the African stakeholder. The elected Steering Committee comprises of the following organizations and countries:

- France Chair of the Partnership
- Costa Rica as Vice Chair
- Korea
- Morocco
- Grupo GEA (which is a National Cleaner Production Center in Peru)
- The World Travel & Tourism Council (WTTC)
- The Organisation for Economic Co-operation and Development (OECD)
- The United Nations Industrial Development Organization (UNIDO)

UNWTO and UNEP are permanent non-voting members to the Steering Committee.

- **Business Plan:** Revision necessary, which will include comments from the AGM and will be presented in 4 weeks. The draft will be presented to the Steering Committee for revision and final version to be submitted to all Partnership members in mid-March. The Business Plan must integrate the business case for the private sector, which should be further involved.
- **Fundraising Strategy:** The UNEP Secretariat informed that commitments from members already secured to the GPST include: \$US 5,000 from Bahamas, \$US 30,000 from Korea, and \$US 37,000 from the Ministry of the Environment of United Kingdom.

The Secretariat will be elaborating a first proposal of fund mobilization strategy, which will be ready for distribution in 4 weeks. This proposal will be first circulated to the Steering Committee and GPST members. The Secretariat will prepare a list of contacts already approached and members of the SC will be requested to update such information during their fund mobilization efforts.

- **Marketing & Communication:** The Secretariat will prepare new promotional material for members' use by March. The material will include power point, brochures etc and will be translated into three languages. The website platform will be developed by the end of March, first in English and later into French in order to ensure credibility and visibility. The Secretariat will establish an e-working group on communication and encouraged all members to submit further name proposals for the Global Partnership.

A new logo and website proposal will be developed by February and submitted to all members for final comments. It has been agreed during the AGM, that the olive branches of the logo should be kept to resemble UN association.

Existing platforms such as ECOTRANS, UNDP project database and GRID-Arendal will be consulted to use existing tools and expertise to develop the database of projects for the Global Partnership.

- **Projects:** The Secretariat will cooperate with other organisations including GSTC to consolidate evaluation criteria. An e-working group to fund and implement joint projects should manifest their interest to the Secretariat. The "Sponsor Opportunity" brochure will be further developed and members are encouraged to send further information on projects previously received in Chantilly. The project catalogue shall be distributed in August 2011.

Annual General Assembly – Day 1

BACKGROUND

The 1st Annual General Meeting of the Global Partnership for Sustainable Tourism was officially opened at the Hotel Parador in Manuel Antonio, Costa Rica, on 18th January 2011. The meeting gathered 35 participants including representatives from 7 countries, 7 international organisations, 5 non-governmental organisations, 3 non-profit organisations and 1 private sector association (*Annex I – Final Participant List*). It offered a forum for discussion on the Partnership’s membership structure, working procedures, business plan, fundraising strategy and projects. The meeting also provided the platform for the establishment of the steering committee and the nomination of the advisory committee.

The meeting was kindly hosted by the Costa Rican Ministry of Tourism and supported by the French and Norwegian Governments, together with the United Nations Environment Programme (UNEP) and the World Tourism Organisation (UNWTO). The meeting was chaired by Mr. Gérard Ruiz.

WELCOME AND INTRODUCTION

Ms. Gina Guillén Grillo, Senior Advisor to the Minister of Tourism of Costa Rica, opened the meeting by welcoming the participants and wishing them a very fruitful meeting. Mr. Gérard Ruiz, chair of the Global Partnership for Sustainable Tourism thanked the Costa Rican Government and French Ambassador in Costa Rica, His Excellency Fabrice Delloye, for his interest in the Global Partnership.

Mr. Arab Hoballah, Chief of the UNEP SCP branch, expressed gratitude to Ms. Guillén Grillo for her strong commitment and to the Costa Rican Government for their very warm welcome.

Mr. Hoballah explained that tourism is one of the few industries, which has the capacity to unite different cultures, and economies, and also has the potential to influence policy and promote sustainability on a global scale. He further noted that the Global Partnership for Sustainable Tourism can ensure that its collective efforts are channelled through effective change.

Mr. Hoballah reflected on the Green Economy Workshop on the previous day, which informed about current challenges faced by the tourism industry and opportunities to embed sustainability. He pointed out that a collective realization of action through the Global Partnership will help build a more robust tourism industry in the future.

He noted that it was the year of CSD-19 Commission on Sustainable Development, which will approve a 10-year framework programme (10YFP) on sustainable consumption and production of which tourism is

a strong element. He saw the Global Partnership as a major contributor in achieving the goals under the 10YFP.

Mr. Hoballah welcomed the new members of the Global Partnership and invited them to voice their expectations and explain their commitment to the Partnership.

Fair Trade and Tourism South Africa (FTTSA)

Ms. Jennifer Seif, Executive Director of FTTSA, explained that FTTSA was established approximately 10 years ago as a non-governmental organisation. She pointed out that they worked closely with the South African Ministry of Tourism and have established a certification programme for the tourism industry in South Africa.

International National Trusts Organisation (INTO)

Mr. Oliver Maurice, Director of the INTO, explained that INTO was founded 3 years ago and is a partnership of 46 national trusts and heritage trusts around the world. He made reference to their promotion of conservation of cultural and natural heritage, both tangible and intangible. Mr. Maurice highlighted the existing synergies between INTO and the Global Partnership and offered the provision of conference venues and possibilities for side events at their own annual conference.

National Cleaner Production and Environmental Technologies Centre (CNPMLTA) Colombia

Mr. Carlos Arango, Executive Director of CNPMLTA Colombia, introduced his non-profit organisation and their involvement with the service and industry sectors. He further explained their work on green buildings, carbon footprinting, climate change activities, waste management, chemical leasing, and financial instruments as green credit lines, which was supported by the Swiss Government. He noted that there is a wide range of tools available to the private sector clients, of which 20% belong to the tourism supply chain.

National Cleaner Production Centre (NCPC) Costa Rica

Mr. Carlos Manuel Perera, Executive Director of the NCPC of Costa Rica, explained their commitment to resource efficiency in tourism and other sector over the past 12 years.

Fairtourist

Dr. Tom Selännemi, Manager of Fairtourist, thanked the organizers, the Costa Rican Government and the sponsors for his invitation to the AGM. He explained his role as a representative of his company Fairtourist, which concentrates on project management and investment in sustainable tourism, and his role as senior advisor for sustainable tourism development of the tour operators initiative (TOI). Dr. Selännemi emphasised the need for quick actions and solution-oriented processes for sustainable tourism and stressed the wish as a private sector representative to collaborate with the public sector.

Ministry of Environment, Republic of Korea

Mr. Jeong Yeon-Man, Managing Director of the Ministry of Environment of the Republic of Korea noted that the country had made significant progress in establishing eco-tourism and an according tourism

certification system. He also pointed out their cooperation in establishing the Global Green Institute to protect the global environment and their commitment to formulating a sustainable tourism programme. He highlighted Korea's objective to achieve green growth and actions that support moving towards a Green Economy such as the establishment of the Global Green Growth Institute.

Mr. Luigi Cabrini, Director of Sustainable Development, UNWTO, noted that many side events at the Tourism Fair (FITUR) being held these days in Madrid, with UNWTO's participation, are related to sustainable tourism, eco-tourism and responsible tourism, which is a sign of their increasing importance and necessity in a context of continuous tourism growth. He pointed out that many initiatives have taken place since the Marrakech Task Force meeting in Costa Rica 2 ½ years ago, but although sustainability is becoming more mainstream, there is a need for leaders to make things happen. He noted that the partnership can attract more partners, funds, and support. He thanked the French Government, UNEP and Costa Rica for taking the lead in the initiative.

PRESENTATION OF THE WORKING PROCEDURES

Mr. Charles Arden-Clarke, Head of the Goods and Services Unit in UNEP, presented the working procedures of the Global Partnership for Sustainable Tourism. He noted that the majority of these procedures were developed and agreed at the last meeting of the Task Force (ITF-STD) in Chantilly in February 2010.

Mr. Charles Arden-Clarke noted that membership of the Global Partnership is very open, but mainly targets governments at all levels for destination management, multinational organisations, NGO's for innovative approaches, and a wide range of associations. He explained that private businesses can be involved through business associations; however individual companies and academia could also make a contribution to sustainable tourism on a global basis.

Mr. Arden-Clarke noted that the objective is to ensure a broad spread of actors. In addition, the collective of the Partnership should be able to reach underserved beneficiaries who are interested in promoting sustainable tourism but are in need of support to do so.

He outlined the organisation of an Annual General Assembly once a year, which will be important for face-to-face contact and the establishment of rules and procedures at the beginning of the Partnership. Mr. Arden-Clarke further explained the voting procedures for the Steering Committee, which will be one vote per delegate at the next AGM. Decisions will be taken and valid when a quorum, representing fifty percent of the members voting plus one (a majority), is present to take decisions. Resolutions will be taken by a show of hands.

Mr. Arden-Clarke cited the key changes of the procedures since the Chantilly meeting:

Article Individuals 5.29 New proposal: The proposal is to modify the second sentence, replacing “Individuals and single entities” with “Individuals”, so it will read “Individuals shall be proposed by the Steering Committee when a specific expertise is required to support the GPST’s projects and activities. Individuals shall work pro bono for the Partnership.”

Mr. Charles Arden-Clarke explained that the modification emphasized the fact that individuals shall work pro bono in their area of expertise without being financially rewarded.

He explained that Clause 4.2 should be read in conjunction with 5.29: *“Individuals and individual entities can be granted membership by the Steering Committee if a) membership criteria are met and b) the high impact of a single entity for sustainable tourism development is proven”*. He noted that membership can be granted to those individual entities in these special cases.

He cited the Articles 5.30, 5.31 and 5.32, which point out the differences between GPST observers and members. Mr. Arden-Clarke highlighted the modification of clause 5.32, as observers need to meet certain criteria in order to be granted continued observer status by the Steering Committee. The text was therefore modified to encourage observers to become full members of the Partnership:

“As a guiding rule, after two years, observers must apply for full membership as their observer status will expire at this time.”

It previously read: “after two years unless it brings significant benefits to GPST. Observers should be encouraged to become GPST members.”

Mr. Charles Arden-Clarke further highlighted the changes of the procedures in relation to the decision-making process. He explained that the Annual General Assembly acts as the over-arching body and the Steering Committee acts as the main decision-making body between each AGM. The role of the Steering Committee is to pass final decisions up to the Annual General Assembly and request ratification. It also presents a summary of the work approved or reports to the Annual General Assembly. The Secretariat will make recommendations to the Steering Committee to consider and presents reports on the activities to the Partnership. He also highlighted that there are two particular areas of focus: new projects, on which the Advisory Committee will advise, and new candidates for membership.

He noted that the functions of the Steering Committee were modified within the Working Procedures to include the text *“Review and approve new members”*.

He cited proposed changes to Article 5.12 regarding the Steering Committee. He explained that this was a previous article, which derived from the consultation with UNEP’s legal office as there is an obligation to follow UN rules and regulations. He explained that the proposed text was supported by UNEP’s legal office and it was considered that the key elements of the veto related to the financial, administration and legal obligations of UNEP and compliance with UN rules and regulations. Mr. Arden-Clarke stated

that the GPST Steering Committee had suggested an alternative form of wording to remove the word “*programmatic*” as the purpose of the clause was not to give UNEP a programmatic veto.

Mr. Arab Hoballah requested the members to consult on this issue and explained that a new text from this General Assembly would have to be submitted to the legal department for approval. He proposed that members provide comments during the AGM, which the Secretariat will add to the procedures and submit to the UNEP legal department.

Mr. Luigi Cabrini, raised the question whether to “cast a vote” was valid for only those people present or the members eligible to vote.

Mr. Arden-Clarke explained that the quorum will not take proxy votes and will only count those present.

Mr. Gérard Ruiz noted that considering that no objections were made with the exception of the veto, the Assembly considered the working procedures approved at the AGM. He suggested UNEP to consult with the UN legal department on the veto clause and propose a new clause to be approved by the Secretariat that will approve the final working procedures.

PRESENTATION OF THE RULES AND REGULATIONS OF THE STEERING COMMITTEE AND ADVISORY COMMITTEE

Mr. Luigi Cabrini provided the presentation on the roles and responsibilities of the Advisory Committee and Steering Committee in more detail and highlighted the possibility to constitute an ad hoc thematic group of the Advisory Committee, if a special theme needed to be further analysed. He also highlighted the importance for regional representation and introduced the nominees for the Advisory Committee.

Mr. Amos Bien, Technical Manager of GSTC, stated that his experience with membership organisations had shown that it may be difficult to change bylaws at an AGM if proxy votes were not allowed and the meeting suffered from low attendance. Mr. Arden-Clarke clarified that he envisioned the Partnership to have a large number of members, but procedures could always be modified, especially in relation to inactive members. Mr. Luigi Cabrini explained that these procedures and rules were necessary and decisions will be taken by consensus. Dr. Tom Selännemi noted that TOI had thought of changing the member status, so that one would only be counted as a member if s/he participated or had a proxy. He explained that the procedures or statutes could only be changed through the quorum of the members that are present, who are active or have a proxy.

ELECTION OF MEMBERS OF THE STEERING COMMITTEE

Mr. Arab Hoballah introduced the various countries and stakeholders that have expressed interest in being member of the Steering Committee: Republic of Korea, France, Costa Rica, Morocco, Grupo GEA, Eco Pena, GIC Agripo from Cameroon, Senegal, EcoTrans, Fair Tourist, International National Trust Organisation, the World Travel and Tourism Council (WTTC) and Travel Foundation. He regretted that

many of the nominees were unable to attend this AGM. UNWTO and UNEP were nominated as permanent non-voting members to the Steering Committee.

He explained that consultations took place between the representatives of all those who presented themselves for nomination and the Transition Steering Committee. It was decided, and with the full agreement of all nominees, that a logical approach should be adopted to the selection of the first Steering Committee in the interest of balance. Mr. Hoballah, therefore, on behalf of the Secretariat proposed France to be the Chair of the Partnership, with Costa Rica as Vice Chair and Korea and Morocco being members together with Grupo Gea (which is NCPC Peru), UNIDO, OECD and WTTC. He highlighted the need for business representation, but also called for more nominees from Africa to ensure regional representation on the Steering Committee. He requested approval for those representatives that have already been nominated. No objections were made.

Mr. Gérard Ruiz expressed his gratitude that France has been renewed as Chair of the Global Partnership. He highlighted the important work of Costa Rica, Korea and Morocco and congratulated UNWTO, UNIDO, and OECD on their involvement in the Steering Committee.

A question was raised in relation to the partnerships objectives and its potential role as a clearing house. Mr. Arden-Clarke explained that the Partnership aims at resuming joint project and developing projects in the areas of finance, investment and sustainable tourism. He noted that a set of activities that have worked well in one region can be replicated in a broader geographical area and include a larger number of participants in the Global Partnership.

Mr. Etienne Coffin highlighted that there is a risk that a number of members could become inactive if the working procedures stay in its current version. He clarified the position of the French Government in relation to the quorum and suggested that a membership fee should be paid in order to become a voting member. This would also enable the validation of engagement.

“Ms. Montserrat Martell Domingo, Culture Programme Specialist of UNESCO San José, raised the importance of establishing criteria on “Cultural sustainability” for the screening of the GPST projects particularly those falling under the Thematic Action Line 5 “Promotion of cultural and natural heritage”. She also asked a question regarding the mechanisms to be put in place among the GPST to ensure the formulation of UN joint programmes on Sustainable Tourism. She explained that UNESCO can provide its expertise in formulating and implementing joint programmes on “Culture and Development” that can serve as a basis to establish those mechanisms. Joint Programming is a good tool that allows stakeholders to put together their added values in specific niches”.

Mr. Patrick Portes, regional representative of the United Nations Conference on Trade and Development (UNCTAD), noted that he would like to see a link between the organisation as a member to guarantee easy exchange between different experts specialized in commerce and other competences.

Mr. Arden-Clarke clarified his hope to bring this forward to the agencies and would consider this collaboration as joint partnership on projects.

WORDS FROM HIS EXCELLENCY

Fabrice Delloye, French Ambassador in Costa Rica

His Excellency Fabrice Delloye, French Ambassador in Costa Rica, explained how the French government has provided assistance to Costa Rica in matters of sustainability. The friendship and interest in sustainability between France and Costa Rican preceded the Dialogue of Cartagena¹.

Mr. Delloye highlighted the importance of achieving sustainable consumption and production patterns in order to fight climate change and achieve a shift towards a new economy. He cited the example of the small Costa Rican company Nature Air, which takes into account the carbon footprint and therefore supports the reforestation system together with foundations like FUNAFIFO. He suggested that new fuels should be consumed and Mr. Delloyem was satisfied to see France and Costa Rica work back-to-back on this idea.

He called for all represented governments at the AGM to participate in the effort to achieve sustainable tourism and specifically pointed out Brazil and China. He wished all participants an interesting conference and hoped to see good examples of best practice in sustainable tourism such as in Costa Rica in the future.

Mr. Gérard Ruiz thanked His Excellency and highlighted the importance of this diplomatic network.

PROGRESS TOWARD A PARTNERSHIP IN 2011

Ms. Nada Roudiez, Morocco

Ms. Nada Roudiez, Directrice des Entreprises et Activités Touristiques, greeted the participants on behalf of the Moroccan Ministry of Tourism. She presented the activities of the Global Partnership on behalf of the Secretariat and pointed out activities and the work programme for 2011.

She noted that the Partnership will be an important network in order to replicate successful projects and provide new instruments, which will be useful for different countries and organisations to achieve sustainable development.

Ms. Roudiez stated the two main activities of the Partnership in 2011:

¹ The Cartagena Dialogue for Progressive Action is an informal space, open to countries working towards an ambitious, comprehensive and legally binding regime in the UNFCCC, and committed, domestically, to becoming or remaining low carbon economies.

- (1) **Policy recommendations** throughout the product life cycle, taking into account political considerations, the sustainability logic, promotion/ marketing and evaluation
- (2) **Scaling up and replicating of successful projects** to allow members of the Partnership to capitalize on these projects and work at the level of task forces

Ms. Nada Roudiez highlighted the importance of promoting this Partnership and hoped that Morocco will have the opportunity to host another meeting of this working group in the near future. She referred to the Commission of Sustainable Development, the Meeting of Ministers of Tourism and the Meeting on Sustainable Consumption and Production in Egypt, which were key events that have promoted sustainable tourism as a key activity of the United Nations Environment Programme.

She highlighted that the Partnership aimed at developing new projects as well, and that it was important to develop new linkages under the Global Partnership and address different topics in countries like Belgium, China and Korea. She noted that the collection of fees and grants was equally significant in order to fund a greater number of projects and inform or re-launch existing projects. The Global Partnership provides the opportunity to participate internationally on sustainable tourism and engage new members, who will contribute actively. She explained that communication of the Global Partnership will be enhanced through its visual identity and concrete positioning, which will further be explained on Day 2 of the AGM.

New members, Mali and France requested UNWTO Council Members to support the GPST.

Mr. Modibo Cissé, Technical Consultant to the Ministry of Tourism and Handicraft of Mali, highlighted Mali's role in promoting the Global Partnership on the African continent. Mr. Cissé requested further support of the Partnership Secretariat, as Mali was asked to hold a meeting with associations, NGO's and institutions working in solidarity of tourism in cooperation with OITS. He sees this as a good opportunity to organize the African session and obtain more members.

PARTNERSHIP BUSINESS PLAN AND FUNDRAISING STRATEGY

Mr. Arab Hoballah, Chief SCP

Mr. Arab Hoballah presented the Business Plan and Fundraising Strategy. He cited the vision, mission and five objectives of the Global Partnership and explained the current membership distribution. Mr. Hoballah pointed out that more representation was needed in Asia, Asia Pacific and Africa, which will be extremely important destinations in terms of supply and demand for tourism and further work is required to engage a larger membership.

Mr. Hoballah referred to the survey which was carried out with members and potential members of the Partnership and stated that the survey provided the opportunity to listen to Partners and named the five key issues voiced by respondents: networking, supporting members project, establishing new project within the partnership, providing information for sustainable tourism, and having an interesting accessible easy-reader communication platform.

Mr. Hoballah explained the action programme and cited the two parts (A) Core Activities (B) Project development and implementation activities. He stated that the Partnership can assist some of the partners to formulate project and attract fundraising.

Mr. Hoballah noted that the interviews had shown that many members expected support, assistance in project formulation and funding opportunities from the UN institutions. He referred to these as “Advisory Services” from the Secretariat of the Partnership, of which a proportion would pay the operating costs. He highlighted that these should not be misinterpreted as consulting fees.

He introduced the fundraising strategy and highlighted the opportunity for financial, and in-kind contributions from national governments, multilateral development agencies, regional associations, and others all in the spirit of collaboration. Mr. Hoballah mentioned the need for clear value propositions for each group and referred to the marketing and communication strategy to be discussed on the following day.

Mr. Gérard Ruiz stressed the need for membership fees in order to operate the Global Partnership, as a good idea alone will not work. He supported Mr. Hoballah’s arguments on funding through membership fees and highlighted the consideration of member’s financial capacities. Mr. Ruiz encouraged participants to comment on this topic.

Mr. Oliver Maurice referred to his experience with the establishment of INTO and offered his support in fundraising. Ms. Gina Guillén Grillo voiced concern that many members did not have money, but could contribute through in-kind support. She referred to hosting the AGM in Costa Rica this year, which included an investment of \$25,000 by the Costa Rican government. She called on the members to reconsider their own commitment to the Partnership through e.g. skills, maintenance of website, projects, donors or simply press releases regarding the 1st AGM in their own countries.

Mr. Etienne Coffin assured that financial and economical matters were not a reflection on members’ feelings, but rather their commitment to the Global Partnership. He highlighted the support by the French government to societies concerning development and innovation and emphasized the French delegation’s firm standpoint on financial participation from all members.

Mr. Ronald Sanabria, Vice President and Sustainable Tourism Director of Rainforest Alliance, requested clarification on the fee structure in the business plan, as he believed it to be soft and unmanageable with low fees. He asked whether the fee structure was going to be approved at the AGM and recommended the Secretariat to emphasize the role of alliances within the strategic objectives of the Partnership. Mr. Sanabria also asked a question in regards to project criteria and the development of new criteria to screen Partnership projects.

Ms. Deirdre Shurland voiced concern on product differentiation across different categories of Partnership members, in particular the private sector.

Mr. Gérard Ruiz said that he was taking note of Ms. Shurland’s suggestion and referred to information concerning projects, which was originally proposed by the Task Force.

Mr. Earlston McPhee, Ministry of Tourism and Aviation, Bahamas, highlighted the need for more representation from the private sector.

Dr. Tom Selänniemi also voiced his concern at not having the private sector present at this meeting. He expressed doubt that the Global Partnership has a valid value proposition for the private sector. While some stakeholders may be mentally prepared to commit, the private sector does not understand the selling point of the Global Partnership. He suggested that this should be put into a presentation of a maximum of 6 slides and 20 seconds to win them over. Dr. Selänniemi noted that professional marketing advice was needed with the right slogan and logo, which should be the first investment in order to convince the private sector. He noted that tour operators were skeptical of the effectiveness of this kind of partnership.

Mr. Manuel Ardón reflected on his own experience in the private sector and noted that developers and operators were increasingly requesting sustainability, but throughout the economic crisis especially the private sector has been unable to cover additional expenses. He agreed with the idea of generating a well-thought out marketing strategy and highlighted the difficulty of convincing the business sector in the future.

Ms. Christina Cavaliere highlighted the importance of private sector involvement and the need to pay for eco-system services directly and indirectly.

Mr. Arab Hoballah clarified the membership fee system of the Global Partnership and voiced his concern that it was too early for philanthropic donors. He highlighted the need to reach an overall agreement and noted that more detail will have to be put into the membership structure to differentiate between developed, developing, and emerging economies, as well as big and small organisations. He stated that the structure could be re-assessed in 4-5 years, when more members had joined.

Mr. Hoballah suggested agreeing on the model interpretation and a reasonable payment period in order to manage the budget of the Partnership. He suggested starting the payment of membership fees from March/ April to give people time to start the year and enable the planning of the funds within 2-3 months for project implementations. Mr. Hoballah noted that the criteria for new members will have to be defined in close consultation with the Steering Committee and the Partnership's message per category of stakeholder will have to be adapted and refined. He explained that these promotional sheets should answer why the Global Partnership is of interest to the organisation, what they will receive in return and what the added value is.

Mr. Charles Arden-Clarke noted the Partnership's potential to develop innovative joint projects, which can secure funding from projects and third parties. He agreed with the need to present a business case, which is partly within the forthcoming projects. Mr. Arden-Clarke mentioned that the diversity of actors and their quality of work will produce high-profile projects that will attract a new set of donors and in 2-3 years, money will no longer be an issue.

Mr. Ronald Sanabria sought explanation of how much exactly members had to pay and by what time, as many are in the midst of preparing their budget for the year. He asked when the proposed fee structure will be approved and whether his suggested objective on alliances and international initiatives will be considered. He also suggested that the secretariat follow up with members on previously submitted projects by using established criteria for selection.

Mr. Arab Hoballah confirmed that the objective is a valuable one which can be added to the business plan. He noted that the fee structure should be approved and that official invoices would be sent out by complying with UN procedures. He called for everyone to approve the fee structure and welcomed this year's contributions at any time, but set next year's period for payment for March/April.

Mr. Gérard Ruiz noted that those members that are unable to financially contribute may have the option to make other arrangements with the Secretariat.

PRESENTATION OF THE PARTNERSHIP POW AND BUDGET

Ms. Helena Rey de Assis

Ms. Helena Rey de Assis presented the Programme of Work and budget for 2011, referring the Core Activities in the Business Plan on page 19. In the area of fundraising, she explained that a list of potential donors has already been drafted and the fundraising strategy will be further developed taking into consideration the inputs of the AGM.

Ms. Rey de Assis highlighted the need to develop marketing communications that talk the language of the audience (e.g. donors, private sector). She noted that brochures will be customized by target and translated into different languages. A project template will be made available to members, which will enable the development of project catalogue for promotion and fundraising purposes. She further noted that an annual report will be produced for the Partnership to show the achievement of objectives and transparency to investment.

Ms. Rey de Assis explained that the establishment of robust project criteria is essential to enable trust by investors. She noted that the indicators should build upon those agreed in Chantilly, but also align them to other existing sustainability criteria, as it is very difficult to monitor projects successfully.

She noted that membership management services included a series of accessory services:

- help partners to put together project portfolios
- Annual General Meeting, which does not include participants travel as Partnership members will be expected to show commitment unless the member is from a least developed country. Those participants may be sponsored through an additional funding source.

She explained that the total operational costs are \$362,000, with an additional indirect cost of UNEP of 13%, bringing the budget to \$409,000.

Mr. Earlston McPhee sought clarification on the difference in the subtotal. Mr. Charles Arden-Clarke explained that the difference is due to Programme Support Cost that is part of the UNEP programme. When UNEP receives donations of \$450,000 for the Global Partnership, 13% goes back to the main offices in Nairobi for core administration costs.

A question was raised on the responsibility of implementing activities and whether the Global Partnership will utilize existing regional networks or establish a new network, which is quite expensive.

Ms. Helena Rey noted that a budget allocation has been made to allow the Secretariat to prepare a report, analyzing in detail potential collaboration and concrete activities with existing regional networks.

Mr. Oliver Maurice raised concern about the fundraising activities, as it would require a professional, dedicated to fundraising alone. Mr. Earlston McPhee reflected on his experience on the Council of Bahamas Natural Trust and explained that a committee for fundraising was not very successful and the activity had to be outsourced to a specialist, who was able to work on this important matter full time.

Mr. Arab Hoballah suggested that McKinsey could be hired, who do a professional job in terms of fundraising, however this would not be covered in the budget. He highlighted the current fundraising structure, which would see committed members who come, pay and work with the Global Partnership and bring two members more. This would provide the continuity and solidity to the Partnership.

Mr. Razafindrabe Haingo Mbolaso, Ministère des finances et du budget (MFB), Madagascar, asked for a clearer presentation of the budget in terms of income and expenditures in relation to project funding.

Ms. Deirdre Shurland questioned the current fundraising strategy, as she is convinced that the target must lay globally and tied in with the strategy of member recoupment and retention. She suggested to initially focus on developing a strategy and not to overlook this as a critical starting point.

Ms. Helena Rey de Assis made the point that an expert was hired to develop the fundraising strategy and that the Secretariat will be undertaking most of the fundraising activities with the guidance of the steering committee. She highlighted that 90% of the work will be the responsibility of the Secretariat and the expert that was hired, including the preparation of promotional and fundraising material, but the work of the steering committee is essential to guide the fundraising strategy implementation.

Mr. Ronald Sanabria stressed the importance of having a dedicated fundraiser in addition to the Steering Committee. He suggested that all contacts of members should be used for this activity and an ad hoc fundraising group should help to raise the core funding.

Dr. Tom Selänniemi noted that the momentum of attracting the private sector could be lost already if fundraising was to be concentrated on the public sector first in order to create projects that could also attract private investors.

Mr. Etienne Coffin highlighted the need for membership fees and possible extra contributions from members. He noted that the needs of private operators must be addressed and a series of tools should be implemented which allow to fund projects.

Mr. Arab Hoballah explained that the budget did not finance projects but activities which permit the development of project concepts. He outlined the previous work and commitment of the Task Force and highlighted that the new Partnership structure will allow the transition and hopes to achieve the management of 2-3 big projects within 1-2 years.

Mr. Luigi Cabrini voiced his concern on this transition from the Marrakech Task Force to the Global Partnership and believed that major questions in terms of target audience, positioning and fundraising have to be answered. He noted that the return on investment in the Partnership must be clarified.

Mr. Gérard Ruiz referred to a previous comment of including the income from projects into the budget and requested a clarification of the financing of the Partnership. Mr. Arab Hoballah explained that an income/ expense chart cannot be provided at this time, but possibly at a later stage.

Mr. Ronald Sanabria expressed that is necessary to clarify if the Secretariat of the Partnership will develop its own projects or assist members in making connections and securing funding for implementation.. He also recommended that the budget should be split into two parts: funding necessary for operational purposes and funding going to support members' activities/projects. He suggested that the overhead and operational expenses should be separated. The Secretariat can charge an overhead over the funding secured for Partnership project that can contribute with the cost associated with managing information about the Partnership projects and any other services the secretaria can provide during the execution of such projects. In terms of attracting the private sector, he highlighted that the Partnership could build on the momentum of the AGM by developing a couple of iconic sexy projects that help trigger interest and leverage resources for the Secretariat's operation.

Mr. Charles Arden-Clarke agreed with Mr. Arab Hoballah on splitting the budget into Secretariat cost, members' support and projects. He guaranteed that the strategy of funding and membership fees will be clarified within the next weeks.

Mr. Gérard Ruiz thanked all participants for a very productive working day and summarized the outcomes of the day.

Annual General Assembly – Day 2

WELCOME, INTRODUCTION AND AGENDA OUTLINE

Mr. Gérard Ruiz, Chair of the Global Partnership

Mr. Gérard Ruiz, Chair of the Global Partnership for Sustainable Tourism, opened the second day of the Annual General Assembly. He indicated that discussions will focus on synergy issues and regional networks.

PROGRESS TOWARD A PARTNERSHIP IN 2011

Mr. Amos Bien, GSTC

Mr. Amos Bien presented the project selection process agreed in the Chantilly meeting. Mr. Bien highlighted that other criteria should be considered such as the Global Sustainable Tourism Criteria, the UNEP Sustainable Building, the IDB Scorecard, the Principles from Responsible investment, and the Equator Principles.

He suggested that UNEP and GSTC should collaborate to establish a working mechanism for reviewing the sustainable criteria for projects development. He also pointed out the criteria for UNEP's Sustainable Building and Construction Initiative (SBCI), which takes a life-cycle approach is also applicable to the tourism industry.

Mr. Bien suggested to develop a finance and investment criteria through the GSTC network, as the IDB scorecard has been based on the GSTC criteria. The following areas should be included in the criteria: carrying capacity of destination, impacts of real estate development, principles of responsible investment, integration of environmental, social, and corporate governance issues into investment analysis, decision-making processes, ownership policies and practices and disclosure.

He explained that the equator principles are used by financial institutions especially banks which establish benchmark for the financial industry to manage social and environmental issues in project finance. He presented the "Sponsorship Opportunity" document, which was prepared by the Secretariat and made available to all AGM participants. He explained the existing projects under the Partnership in terms of their partners, target, budget and required funding.

Mr. Luigi Cabrini expressed concerns in presenting projects that are funded or implemented by other organizations as "partnership projects".

Ms. Helena Rey de Assis clarified that the Secretariat does not hold the property rights of the projects, and although some of them did not receive funds or direct coordination from the Secretariat, there has been recognisable benefits from the synergy and collaboration developed through and amongst Partnership members and partners. Ms. Rey de Assis also requested members to resubmit project

proposals received in Chantilly and provide further information on current stages and funding of project ideas. She also mentioned that a project template will be sent after the AGM to request for new ideas, and to get the update of previous submitted proposal. She informed that the secretariat will liaise with SC members and GSTC to ensure that all projects are committed to sustainable tourism.

Mr. Etienne Coffin mentioned that the Partnership does not need to provide an extensive reflection on the criteria, as most of this had already been agreed upon in Chantilly. The required action would be the integration of some indicators to screen and monitor project, and this could benefit from the interaction of existing criteria as mentioned by Mr. Amos Bien. . He highlights the need to work on projects that can transform tourism worldwide, the ones that are long term. He notes that the ideal scenario is that the partnership becomes a think tank for knowledge.

Ms. Nada Roudies noted that Morocco has projects, which can be supported and driven by the Partnership. She highlighted the importance of deciding on the selection criteria and requested a scorecard from the Secretariat in order to validate Morocco's project proposals. Mr. Oliver Maurice explained that INTO works with a large network of organisations in the area of conservation and heritage, in which sustainable tourism plays an important role. He noted that INTO can provide holistic projects, which can be replicated elsewhere. He introduced a conservation project in North West England, which has introduced a tourist fee that is invested back into the conservation of the landscape of the district and has raised 1.5 million Sterling (additional information available on www.nurturelakeland.org). Mr. Maurice highlighted that this project has great potential for replication as both the tourism companies and tourists are benefiting from this situation.

Dr. Tom Selänniemi pointed out, again, the importance of projects for the Partnership and stated that Stream 1 projects were specifically important from a marketing perspective. However, he highlighted that the Global Partnership should concentrate on Stream 3 projects, which can achieve a paradigmatic shift, rather than looking at isolated Stream 1 projects and replicable Stream 2 projects.

Ms. Christina Cavaliere expressed the need to not only focus on conservation projects but also biodiversity and tourism as a powerful mechanism to increase areas' bio-cultural diversity. She further provided information on the projects lead by GRID and informed that for additional information, people should look at <http://www.grida.no/ltc>.

Ms. Montserrat Martell Domingo noted that UNESCO is putting more emphasis on the participation of communities to ensure the sustainability of cultural tourism initiatives. She asked the Partnership to help convince the private sector to invest in cultural sustainability and promote a sustainable use of heritage sites.

Mr. Manuel Ardón noted that existing projects that can be donated to the Partnership and provide a business case for investment especially in relation to the private sector should be identified by all members and presented to the Secretariat. He suggested that the expertise and knowledge contained in

successful projects, whether regional and small scale, can benefit the Partnership and attract new members.

Mr. Luigi Cabrini stated that the Tourism chapter of the Green Economy Report can help to link the Partnership to a policy statement on green tourism. He highlighted that the Partnership as a vehicle for practical applications and pilot-testing in sustainable, green tourism, could be a real possibility.

Mr. Ronald Sanabria suggested the development of concrete indicators of success in the areas outlined on page 30 of the Sponsorship document in order to measure progress. This will be especially important for projects, which should have clearly defined goals.

Mr. Amos Bien noted that an important gap in the Green Economy Chapter on tourism is the lack of solid data in terms of financial benefits of investing in sustainability. He suggested that the partnership projects should try to fill this gap.

Mr. Gérard Ruiz highlighted that the Global Partnership does not wish to take ownership of all sustainable projects but must clarify the added value of those it does select in order to enhance the reputation of the Partnership. He explained that the year 2011 will include in the programme of work the screening criteria for project as well as a strategy for project funding, dissemination and promotion of the Partnership.

SHORT PRESENTATION ON PARTNERSHIP LOGO AND NAMES

Ms. Gina Guillén Grillo, Senior Advisor to the Minister of Tourism Costa Rica

Ms. Gina Guillén Grillo presented the identity and image of the Global Partnership as part of the branding, which promises sustainability and networking. She explained that the brand must be positioned in the mind of stakeholders, tourists and the general audience in a differentiated manner which will instill recognition of the Partnership as the home of “sustainable tourism” in the future.

She noted that there are three elements to the brand: verbal, graphical and emotional. She explained that the brand “Costa Rica No Artificial Ingredients” has been very successful. Ms. Guillén Grillo highlighted the importance of showing the link to the Tourism Task Force and the UN symbol and its olive branches. The global dimension of the Partnership must be visible and show international collaboration, common achievement, networks/synergies, solidarity, union, tourism and sustainability.

She presented the suggested logos for the Partnership and confirmed that the name “Global Partnership for Sustainable Tourism”. A tagline will also be included in the logo.

Ms. Guillén Grillo noted that the Partnership website will be launched at the end of March, which will be easily accessible, provide an outreach to partners, offer networking opportunities and provide the platform to attract new members and potential donors. She explained that the website will feature a global search engine, news, events, a video selection, members’ directory, interactive map, overview

and details on projects, connection to social networks such as Twitter and Facebook and a private area, which is only accessible by Partnership members.

She presented three proposals for the website design and encouraged the audience to vote on the computers provided. Mr. Luigi Cabrini noted that it was difficult to vote within half an hour without having the time to study each proposal in detail. He also expressed concern since all the logos presented are similar to logos of UN Agencies , and he considered that other alternatives should be presented to the members for decision.

Ms. Helena Rey de Assis clarified that this was a work in progress and the intention of the session is to discuss the required functionalities of the platform. She explained that the results of the pool for the name propositions and layout will be further developed and included in a proposition to the Steering Committee.

Ms. Deirdre Shurland highlighted a possible confusion between the Global Partnership logo and the UN logo. Ms. Guillén Grillo explained the importance of having a resemblance with the UN logo due to added value.

Ms. Petra Schwager, UNIDO, suggested that all Partnership members should prepare two or three options to be sent to the Secretariat and stressed that the significance of a logo should not be underestimated.

Ms. Helena Rey de Assis explained that the logo includes elements chosen by the Secretariat to reflect the transition from the Taskforce, as well as, as a respond to the survey with members that showed that the UN resemblance is beneficial to the partnership. She suggested that a working group be established on communications.

Mr. Etienne Coffin noted the difficulty of creating and updating the communication platform with a budget of \$26,000, especially if it has to be translated into French, and mention that further resources need to be allocated to the communication strategy.

BUILDING SYNERGIES WITH REGIONAL NETWORKS AND RESOURCES CENTRES

Ms. Petra Schwager, UNIDO

Ms. Petra Schwager presented on the regional networks and cleaner production centres (NCPCs). She explained that the UNIDO/UNEP programme started in 1995 and aimed to have national partners, to create national capacity and promote cleaner production and its application. Ms. Schwager noted that the programme was successful and extended to the “Resource Efficient and Cleaner Production Programme”, contributing to both UNIDO’s objectives on an industry level and UNEP’s objectives on a policy level. She explained that there are currently 48 centres at a global level.

Ms. Schwager noted that UNIDO had developed sustainable tourism projects in Bulgaria, Romania and a joint project with UNEP in Mozambique. She also highlighted their public/private partnership with Kuoni and Travel Life in relation to tourism certification, with over 300 projects mainly implemented in hotels.

She stated that UNIDO has established a network called Latin NET in 2004 at a regional level, which comprises 12 cleaner production centres in Latin America. She noted the possibility of starting this network in Europe, Africa and Asia and mentioned that the Arab Network is currently under construction. Ms. Schwager explained that the centres are financially supported by UNIDO in their first 3-5 years of operation and are then expected to be self-sustainable. She noted that UNIDO is also finalizing the formulation of regional programmes based on priority areas in Latin America and Europe on low-carbon production and sustainable tourism.

Ms. Elisa Tonda, UNEP, Panama Office, suggested a brainstorming session after the presentation to initiate a discussion on existing regional or global networks that can be utilized to achieve the Partnership objectives and modalities for their involvement. She encouraged all members to contribute with their knowledge and ideas.

Mr. Oliver Maurice noted that there is scope for INTO to develop its existing networks with the Partnership in Africa, Asia and Europe.

Ms. Guillén Grillo explained that Costa Rica has been encouraging other countries in Latin America to become members of the Global Partnership. She elaborated that the Central American tourism partnership showed interest, and especially Guatemala, El Salvador and Panama were interested to join. She also recalled her meeting with the new Minister of Tourism of Chile and their interest after receiving support from Costa Rica on tourism strategies in the past. She noted that Mexico and Argentina had expressed interest in the Partnership.

Mr. Modibo Cissé congratulated Ms. Guillén Grillo on her work in Latin America and ensured his representation in West Africa. He referred to a political document, which was adopted by 8 countries in which sustainability plays an important role. He stated that project development takes place at a regional level in Africa and the African Union is willing to work with the Partnership. Mr. Cissé highlighted the need to emphasize the social dimension, especially in the South of the Sahara, and help reduce poverty. In this sense he mentioned the opportunity of involvement of the International Organisation for Social Tourism. He also noted security problems in these regions, which can be considered in a general debate.

Ms. Christina Cavaliere highlighted the importance of inviting Norway, which is highly committed to sustainable tourism and is comparable to Costa Rica in its efforts. She suggested inviting the Norway Tourism Secretary to the Secretariat in the near future. She informed that the Partnership could benefit from knowledge of organisations such as EcoTrans to further develop the Partnership's communication platform.

Ms. Cavaliere sought clarification on the recruitment and approval of new members to the Partnership. She also highlighted the need to accumulate information and knowledge of national and regional

associations on ecotourism, referring to her previous experience with the International Ecotourism Society.

Ms. Deirdre Shurland, International Union for Conservation of Nature, explained the operating of the IUCN with its headquarters in Switzerland, highlighting that operation was indeed based on a network concept. She noted that the tourism programme was coordinated under the business biodiversity unit and members comprise of state members, government agencies and NGO's across eight regions. She highlighted IUCN's one global programme concept, which deals with four themes: renewable energy, climate adaptation and livelihood, gender, and green economy.

Ms. Shurland referred to Giulia Carbone as a focal point for IUCN, who is responsible for sustainable tourism. She highlighted that IUCN can assist in developing the business case for sustainable tourism investment and sharing information on successful projects in relation to tourism and biodiversity.

Ms. Jennifer Seif introduced the network called The Sustainable Tourism Network for Southern Africa, which works on an informal basis on mobilizing the public sector, certification organisations and non-governmental organisations including countries such as South Africa, Botswana, Mozambique, Madagascar and Namibia. She also highlighted the relations with the Southern African Development Community (SADC), as the regional tourism body and explained that this network has built a good working relationship with GSTC. She highlighted her willingness to cooperate with the Partnership to expand this regional network and provide the Partnership with the access to Southern Africa.

Mr. Carlos Manuel Perera, Executive Director of NCPD Costa Rica, explained the role of the Latin American and the Caribbean Regional Network on Cleaner Production and Resource Efficiency. He stated that his organisation has worked directly and indirectly with the tourism sector by providing technical advice, training and assessments in tourism operations and the supply chain. Topics include carbon footprinting, energy efficiency, water efficiency, resource efficiency and waste management. He stressed that they possess the technical capacity to support Partnership members in carrying out projects in various countries and regions.

Mr. Carlos Arango, Executive Director of CNPMLTA of Colombia, also noted the importance of the Cleaner Production Network in Latin America in terms of experience, formulation of projects, fundraising, and project management and implementation. However, he cited that only 4 out of 11 countries belonging to this network were currently members of the Partnership. He highlighted their contacts to academia, industry associations and governments and his interest in working with the Global Partnership.

Mr. Ronald Sanabria noted that Rainforest Alliance is indirectly representing more than 500 small and medium enterprises and more than 40 trainers within the Latin American region. He explained that Rainforest Alliance is going to launch a partnership programme for tour operators under the name "Tour Operators Promoting Sustainability", which will include more than 120 tour operators, predominately

inbound operators. He also noted that Rainforest Alliance was until last December the Secretariat of the Sustainable Tourism Certification Network of the Americas, launched in 2003 with 12 members representing 12 countries. Membership in the Network is free and voluntary; there are currently over 130 members from 23 countries in the region. He expressed his willingness to introduce the Partnership to this network. He also recommends contacting other international regional networks such as The International Ecotourism Society (TIES), Caribbean Association for Sustainable Tourism (CAST), and others.

He also mentioned that the Organisation of American States has been supporting, in a practical way, a network of small hotels in different Latin American countries, the Partnership and a cluster of sustainable projects supported by the Inter-American Development Bank. The Rainforest Alliance membership of the Partnership could represent some of these networks, and the organisations just mentioned. He can introduce them to the Secretariat and send them an application in case they want to join directly.

Mr. Amos Bien, GSTC, presented the work of the Global Sustainable Tourism Council, which was originally established with the active participation of UNEP and Rainforest Alliance. He stated that GSTC has more than 100 members, including many small-medium businesses, large hotel chains and tour operators.

Mr. Bien noted that their effort is market-oriented and membership largely comprises of the private sector, including Travelocity and Expedia. He mentioned that there are 2 small networks on indigenous eco-tourism networks, owned and run by indigenous communities in Mexico, which provide scope of cooperation between GSTC and the Global Partnership to send a clear joint message in terms of sustainable tourism.

Dr. Tom Selännemi noted that the Tour Operators Initiative (TOI) for Sustainable Tourism and its network and partners can be very valuable for the Partnership. He also explained that TOI has run joint projects with WWF and Conservation International, collaborated with Rainforest Alliance as well as local partners including hotels, to further improve the sustainable tourism at the destination level.

Dr. Selännemi introduced the Fairtourist concept and explained that there is also a link toGreenEarth.Travel, which is an umbrella organisation for many private companies involved in carbon footprinting, emission trading and certifications. He suggested that FairTourist can act as an executive arm of the Partnership, helping to execute projects on the ground and solicit investments and funding.

Ms. Sonia Vaillancourt presented the International Organisation for Social Tourism (OITS), which includes 150 organisations in 30 countries, mainly NGOs and local organisations with a geographical representation in the Americas, Europe and Africa. She explained that the Asian section is under development. She also noted OITS's work with local communities and authorities on supply and demand

in holiday destinations. She mentioned the congresses held by OITS in different countries, which can offer a platform for presenting the Global Partnership.

Mr. Alain Dupeyras, Head of the Tourism Unit, OECD, emphasized the role of inter-governmental networks related to tourism including the International Tourism Organisation, the European Commission Tourism Group, or the Tourism Committee of OECD. He noted that the tourism committee of OECD works on the competitiveness of tourism destinations, renovation of tourism services, and the coherence of tourism policies with general political agendas, which is included in the 2011-12 working plan. Mr. Dupeyras referred to OECD's additional work with 70 non-member countries on subjects such as measuring sustainability and eco-innovation.

Mr. Patrick Portes explained that UNCTAD has very active technical and political networks with 49 important countries at the level of the Secretariat and actions with the governments, especially Mauritania, which can help to strengthen regional links and the implementation of sectoral policies.

Mr. Gérard Ruiz thanked all participants for their contributions and highlighted the need to provide fast intervention modes for all members to become active in their networks and regions.

**SUSTAINABLE TOURISM PROGRAMME IN THE TEN YEAR FRAMEWORK
OF PROGRAMMES ON SCP**

Mr. Charles Arden-Clarke, UNEP

Mr. Charles Arden-Clarke presented the 10 year framework of programme in sustainable consumption and production (10YFP). The need for a global framework was developed during the World Summit on Sustainable Development (WSSD) in Johannesburg in 2002. Mr. Arden-Clarke explained that SCP was recognized as one of the three prerequisites for sustainable development, the others being natural resources and poverty eradication. He further referred to the informal Marrakech process under the guidance of UNEP and UN DESA (United Nations Department of Economics and Social Affairs) to start the development of the 10YFP, which expected to assist countries in implementing SCP policies, help companies develop greener business models, and inform and encourage consumers to adopt more sustainable lifestyles.

Mr. Arden-Clarke noted that a decision on the 10YFP is expected by CSD-19 in May this year, which will effectively be launched and politically declared.

He explained that there were regional consultations to promote awareness and identify opportunities for the SCP and regional strategies and implementation were built up during the Marrakech process e.g. European Union SCP Action Plan and The African 10YFP. Mr. Arden-Clarke referred to the intersessional meeting of the CSD-18 in Panama on 13-14 January, which discussed the institutional structure for these programmes among 74 countries, civil society and experts. He explained that 34 programmes were submitted in the past, of which one was on sustainable tourism.

He cited the document and highlighted the overlaps between the programme on sustainable tourism and the Global Partnership. He expressed his intention to make the Global Partnership on Sustainable Tourism the primary implementation mechanism for the sustainable tourism programme in the 10YFP. Mr. Arden-Clarke expressed that the Partnership can act as a primary vehicle to engage governments and stakeholders and encouraged participants to revise the document after the AGM by no later than 14 February before the preparatory meeting for CSD-19 on 28 February.

Mr. Philippe Ramet noted that it is vital to reach an agreement and adopt the programme by May as the European Union is committed to adopt the programme. Mr. Charles Arden-Clarke stressed that it is important to include the names of representatives in the programme document, having not only UNEP and France but 3-4 other countries to highlight its importance.

He suggested that a 10-page document should be delivered in addition to a side event with 5-6 striking global examples of sustainable tourism, contributing to the three pillars of sustainable development: social, economic and environmental.

Mr. Luigi Cabrini sought clarification on the concrete benefits of the CSD in terms of financial support and political priority.

Mr. Charles Arden-Clarke explained that this was dependent on the effectiveness of the rest of the programme and highlighted that a trust fund may be attached to this. He noted that the 10YFP needed political commitment first, which will be followed by real political support to implement the programme allied with financial support.

ADOPTION ON WORKING PROCEDURES

Mr. Arab Hoballah presented the table for membership fees for the Global Partnership, highlighting the need for countries to commit resources for 2011, noting this is essential to support the work of the Partnership.

Mr. Oliver Maurice ensured that INTO wishes to become a member, but only had a limit of \$500 due to their total income of \$20,000 a year. He explained that much of their work is done with volunteers and INTO will be able to contribute in-kind towards the Partnership.

Mr. Ronald Sanabria recommended looking at international, large, or small membership grading system. He recommended to use annual budget as reference to this definition, as most NGO have public statements on their annual budget so the fees can be based on the size of the annual budget. He confirmed the commitment of Rainforest Alliance for the current fiscal year.

Dr. Tom Selänniemi noted that he was unfortunately not in the position to commit to the Partnership on behalf of TOI, but he already highlighted the problem of contributing \$30,000 equivalent of one third of TOI's budget to the Partnership. Mr. Charles Arden-Clarke agreed that the fees could be set depending on the annual turnover of the organisation, as suggested by Mr. Sanabria.

Ms. Sonia Vaillancourt noted that the membership fee for NGO's should be set by turnover as this can have more influence than the budget. Mr. Gérard Ruiz explained that other solutions may be found for those participants that are unable to pay the membership fee. He thanked all members for agreeing with the proposal.

Mr. Arab Hoballah closed the session by highlighting the importance of securing the wheels and the fuel for the running of the Partnership and creating alliances with other international initiatives. He listed the follow up actions that are required by the Secretariat to advance on the Partnership implementation.

Information on the meeting venue and field trip

THE SUSTAINABLE MEETING VENUE



The 1st Annual General Meeting of the Global Partnership for Sustainable Tourism took place in Hotel Parador, located high above the Central Pacific coastline on twelve acres of tropical rainforest, which was once inhabited by the Quepoa Indians. It received multiple World Travel Awards on its commitment to sustainability.

It has been certified with five leaves out of five from CST, the Costa Rican sustainability certification scheme for tourism companies.



FIELD TRIP TO MANUEL ANTONIO NATIONAL PARK

All meeting delegates had the opportunity to participate in a field trip to the famous Manuel Antonio National Park on Thursday, 20th January. The National Park was established in 1972 and although it is the country's smallest national park, it is considered as one of the most beautiful and bio-diverse areas in the world. Its 683 hectares are home to a large array of wildlife, including sloths, white-face, howler and the endangered Titi monkeys. Tropical birds such as Toucans, parrots and Mot Mots could also be seen.





AGM participants list

Chair

Mr. Gérard Ruiz

Inspector General of the Sustainable Development Administration

General Council of Environment and Sustainable Development

Sustainable territory planning section

Tel: +33 1 40 81 99 57

Fax: +33 1 40 81 23 95

gerard.ruiz@developpement-durable.gouv.fr

Governments

Bahamas

Mr. Earlston MCPHEE

Director, Sustainable Tourism Planning

Ministry of Tourism and Aviation:

Bolam House, George St., Bay St.

Nassau

Tel: +1-242-356-6967/63

Fax: +1-242-356-6956

emcpee@bahamas.com; emcpee54@hotmail.com

Costa Rica

Ms. Gina Guillen

Senior Advisor to the Minister of Tourism

Ministry of Tourism

La Uruca, Frente al Puente Juan Pablo Segundo

San José

Tel: +506 2 299 58 31

Fax: +506 2 257 90 62

giggrillo@hotmail.com; guillen@ict.go.cr

Madagascar

Ms. Razafindrabe Haingo Mbolaso

Inspecteur du Trésor

Ministère des finances et du budget (MFB)

BP.616

Antananarivo 101

Tel: +261 20 24 379 21, +261 32 45 629 47

Fax: +261 20 22 273 64

mbolasoarh5@yahoo.fr

Mali

Mr. Modibo Cissé

Conseiller Technique

Ministère de l'Artisanat et du Tourisme

BP E 2211

Bamako

Tel: +223-20 29 53 44,

Fax: +223-20 29 64 50

mobocisse@yahoo.fr

Maroc/Morocco

Ministère du Tourisme

Avenue Ennakhil, Centre d'Affaires, Hay Riad

10 000 Rabat, Morocco

Ms. Nada Roudies

Directrice des Entreprises et Activités Touristiques

Tel: +212 53 757 7846

Fax: +212 537 5778 47

nroudies@tourisme.gov.ma

Republic of Korea

Ministry of Environment of Republic of Korea

Nature conservation bureau

Government complex-Gwacheon 88, Gwanmun-ro

Gwacheon-si, Gyeonggi-do, 427-729, Korea

Jeong Yeon-Man

Managing Director

Tel: +82-2-2110-6505

Fax: +82-2-504-9207

yjeong@me.go.kr

Mr. Jung Jin-Hyun

Deputy Director

Tel: +82-2-2110-6734

Fax: +82-2-504-9207

gry0924@me.go.kr

Mr. Cho Young-Hee

Tel: +82-2-2110-6741

Fax: +82-2-504-9207

cyw1001@korea.kr

Korea Environment Institute

Mr. Choi Hee-Sun

Research Fellow

**Division of Strategic Assessment Integrated Environmental
Research Group**

290 Jinheungno, Eunpyeong-Gu, Seoul, 122-706, Korea

Tel: +82-2-380-7611

Fax: +82-2-380-7744

choihs@kei.re.kr

The Association for Sustainable Tourism

Mr. Pyun Hyung-Seok

Representative

Yongdeungpo-Gu yongdeungpo-dong 7ga 57,

yongdeungpo station gogaro 7

Tel: +82-2-2068-2788

Fax: +82-2-2679-9300

travelersmap@hanmail.net

Government – French Delegation

French Embassy in Costa Rica

Mr. Fabrice Delloye

French ambassador to Costa Rica

Ministry of Ecology, Sustainable Development, Transport and Housing

Tour Pascal A

La Défense cedex 92055

Ms. Mathilde Isler

"Sustainable Development and United Nations" Project manager

Tel: +33 (1) 40-81-78-78

Fax: +33 (1) 40-81-16-10

Mathilde.ISLER@developpement-durable.gouv.fr

Mr. Philippe Ramet

Chief of global affairs office

Tel: +33-1-40 81 15 75

Fax: +33-1-40 81 16 10

Philippe.Ramet@developpement-durable.gouv.fr

Ministry of Tourism

Ministère de l'Économie, de l'Industrie et de l'Emploi

DGCIS – Service tourisme, commerce, artisanat et services

Bureau de la compétitivité et du développement des activités touristiques

6, rue Louise Weiss 75013 Paris

Tel: + 33 1 44 97 04 92

Ms. Anne-Laure Chesneau

Project Manager - Ministry of Economy at Department of Competitiveness, Industry and Services -
Tourism section

anne-laure.chesneau@finances.gouv.fr

Mr. Etienne Coffin

Department of Industry and Services Competitiveness

Etienne.COFFIN@finances.gouv.fr

Intergovernmental Organizations

Organisation for Economic Cooperation and Development (OECD)

Mr. Alain Dupeyras

Head of the Tourism Unit

Centre for Entrepreneurship, SMEs and Local Development

33 rue de Franqueville

Paris 75016, France

Tel: +33-1-45-24-91-45

alain.dupeyras@oecd.org

United Nations Conference on Trade and Development (UNCTAD)

Mr. Patrick Portes

Division for Africa, Least Developed Countries and Special Programmes (ALDC)

Office E-8089, Palais des Nations - 8-14, avenue de la Paix

CH-1211 Geneva 10 - Switzerland

Tel: +41 (0) 22 917 50 49

Fax: +41 (0) 22 917 0046

patrick.portes@unctad.org

United Nations Environment programme (UNEP)

Division of Technology, Industry and Economics

15, rue de Milan

Paris Cedex 9 75441, France

Mr. Charles Arden-Clarke

Head, Goods and Services Unit

Tel: +33 1 44 37 76 10

charles.arden-clarke@unep.org

Ms. Helena Rey de Assis

Programme Officer, Environment and Tourism Programme
Tel: +33 1 44 37 76 38
helena.rey@unep.org

Mr. Arab Hoballah

Chief, Sustainable Consumption and Production Branch
Tel: +33 1 44 37 30 31
arab.hoballah@unep.org

Ms. Elisa Tonda

Programme Officer, Sustainable Consumption and Production – Resource Efficiency
Regional Office for Latin America and the Caribbean
Panama City - Panama
Tel. +507 305 3160
elisa.tonda@unep.org

UNEP/GRID-ARENDAL

Ms. Christina T. Cavaliere

UNEP/GRID Arendal
Sustainable Tourism Project Manager
Tel: +47 94 80 42 22
Fax: +47 37 03 50 50
christina.cavaliere@grida.no

United Nations Educational, Scientific and Cultural Organisation (UNESCO)

Ms. Montserrat Martell Domingo

Cultural program specialist

UNESCO San José

Representation in Costa Rica, El Salvador, Honduras, Nicaragua, y Panamá
m.martell@unesco-cr.org

United Nations Industrial Development Organisation (UNIDO)

Ms. Petra Schwager

Industrial Development Officer
P.O. Box 300, Vienna International Centre, 1400
Viena, Austria
Tel: +43 1 26026 3947
Fax: +43 1 26026 3947
p.schwager@unido.org

United Nations World Tourism Organisation (UNWTO)

Mr. Luigi Cabrini

Director, Sustainable Development
Capitan Haya 42, 28020
Madrid, Spain
Tel: +34 91 567 8225
Fax: +34 91 571 3733
lcabrini@unwto.org

Non-Governmental Organisation

Global Sustainable Tourism Council

Mr. Amos Bien

GSTC Technical Manager
1800 Massachusetts Avenue, NW, Suite 400
Washington DC 20036, U.S.A
abien@unfoundation.org

International National Trusts Organisation (INTO)

Mr. Oliver Maurice

Director
The INTO Secretariat, 32 Queen Anne's Gate
London SW1H 9AB, UK
Tel: + 44 (0)207 7799 4578
Fax: + 44 (0)207 7222 5097
olmaurice@aol.com

International Organisation of Social Tourism (OITS)

Ms. Sonia Vaillancourt

Vice-President
4545 Pierre de Coubertin, C. P. 1000 Succ. M
Montréal Québec Canada H1V 3R2
Tel: +514-252-3132 ext: 3684

IUCN Regional Office for Mesoamerica & the Caribbean Initiative (ORMA/Caribe)

Mrs. Deirdre Shurland

Coordinator
P.O. Box 146 2150,
San Jose, Costa Rica
Tel: +506-2283-8449
Fax: +506 2283 2283 8472
Deirdre.Shurland@iucn.org

Rainforest Alliance

Mr. Ronald Sanabria

Vice President, Sustainable Tourism
Apartado 11029-1000
San José, Costa Rica
Tel: (506) 2216-4800 ext 4863

rsanabria@ra.org

Non-profit Organisation

Centro de Producción Más Limpia (Colombia)

Mr. Carlos Arango

Executive Director
Carrera 46 # 56-11, piso 8
Medellín Colombia
Tel : +57 4 251 7343
carlos.arango@cnpml.org

Centro de Producción Más Limpia (Costa Rica)

Mr. Carlos Manuel Perera Heinrich

Director Ejecutivo
Apartado 10003-1000
San José, Costa Rica
Tel: +506-2202-5608
Fax: +506-2202-5672
cperera@cicr.com

Fair trade in tourism South Africa (FTTSA)

Ms Jennifer Seif

Executive Director
PO BOX 12844
0121 Queenswood, South Africa
Jennifer@fairtourisma.org.za
Tel: +27123422946

Private Sector

Tour Operators Initiative for Sustainable Tourism Development (TOI)

Mr. Tom Selanniemi

TOI senior advisor
Humboldstr. 140
Cologne 51149, Germany
Tom.selanniemi@fairtourist.com

Observers

Mr. Maximiliano Brandt

Costa Rica – World Society for the protection of Animals

Peninsula Papagayo

Mr. Manuel Ardón

Director of Operations

