

Minutes of the Fifth International Task Force Meeting on Sustainable Tourism Development

April 20 – 22, 2009

The Fifth International Task Force Meeting on Sustainable Tourism Development (ITF-STD) was held on April 19-22, 2009 at the Hotel Kenzi Menara Palace in Marrakech, Morocco. The meeting was organized by the Moroccan Ministry of Tourism and Handicraft (Department of Tourism), the United Nations Environment Program (UNEP), the French ministry of Ecology, Energy, Sustainable Development and Town Planning, the World Tourism Organization (WTO), the French Agency for Environment and Energy Management (ADEME) and with the support of the Government of Norway.

Some 71 participants attended the meeting, including 11 member countries (Germany, through GTZ, the Bahamas, Brazil, Costa Rica, China, Croatia, the United States, France, Madagascar, Mali and Morocco), 19 international organizations (such as the UN agencies: UNEP, WTO, UNESCO, UNCTAD, UNIDO, UNDP Morocco and the Blue Plan), associations, professional organizations, associations and NGOs, in addition to 41 experts. On April 22, many stakeholders from the Moroccan private sector were present.

The main objectives of the meeting were:

- Finalize the process of policy recommendations
- Discuss the future of the task group and its transformation into a partnership for sustainable development
- Disseminate the task group projects in the Mediterranean.

Chaired by **Christian Brodhag**, the conference lasted four days with one day and a half for two field trips. Some fifty participants attended the first three days of the conference, which discussed notably the future of ITF-STD, while some seventy people were present at the last day (April 22). Co-organized by ADEME and the Moroccan Center for Development of Renewable Energies (CDER), the event was open to the private sector in Morocco.

The three highlights of the conference:

- The unanimous validation by all representatives of policy recommendations for sustainable tourism (see text attached)
- The unanimous validation by all representatives of the text on the transformation of the task group into a partnership with UNEP (see text attached). This validation has also concerned the road map to carry out this process until its conclusion (see text of the roadmap in annexes)
- The organization of a technical day open to tourism economic stakeholders. This day was supervised by many experts, including those of CDER and ADEME, sponsors of the day. It is noteworthy that the dissemination of good

practices is one of the major objectives of ITF-STD. The two themes selected were energy and water, as well as labeling.

1) Policy recommendations

Taking into account the various amendments proposed during the meeting, the policy recommendations on sustainable tourism were adopted by consensus.

These policy recommendations will be presented at the 18th CSD in May 2010, which will focus on sustainable consumption and production (SCP). They will also be presented for adoption by member countries of the organization at the WTO General Assembly in early October 2009.

2) Transformation of ITF-STD into a partnership

The memorandum on the transformation of ITF-STD into a partnership for sustainable development under the auspices of the United Nations was submitted to the group.

This document included a presentation of the objectives behind creating this partnership as well as information on the registration mode of a partnership at UNDESA.

All members present agreed in principle on the transformation of ITF-STD into a partnership for sustainable development under the auspices of the United Nations.

A note, elaborated by **Christian Brodhag**, presented an outline of the proposed partnership. Although not subject to formal validation, the guidelines of the partnership have not been challenged.

Finally, a roadmap, proposed by UNEP at the instigation of France, was adopted by consensus on the development of ITF-STD, laying the foundation for next steps to transform ITF-STD in a partnership and launching this initiative at the 18th CSD in 2010.

This roadmap includes 8 stages:

- April 2009: Meeting in Marrakech: Adoption of policy recommendations
- May 2009: Comments on the partnership document by the Taskforce members by the end of May 2009
- May 2009: Dissemination of information on the partnership at the 17th CSD
- June - July 2009: UNEP identifies existing partnerships on sustainable tourism. Creation of an interim steering committee. Bilateral consultations to find other potentially interested partners.
- August 20, 2009: Meeting in Norway, elaboration of the 1st work program and determination of the financial terms

- September 2009 - January 2010: Development of the partnership project in detail.
- January - February 2010: Creation of a trust fund to receive the financial contributions of members. The fund is managed by UNEP
- May 2010: Launch of partnership at the 18th CSD

3) Dissemination of Taskforce projects

The last objective of the meeting has also been achieved. Twenty-nine project files, elaborated in the task group were presented and widely disseminated. The taskforce group members also had the opportunity to present several ongoing projects in different countries during the three-day conference.

The last day, co-organized by ADEME and CDER and open to the private sector, was also a success and the participants from the Moroccan private hotel businesses and tourist industry demonstrated through their speeches and questions a keen interest in the subject and the projects presented.

Appendices

- List of participants
- Agenda of the meeting
- The final version of policy recommendations adopted by all members.
- The project to transform ITF-STD into a partnership for sustainable development under UN auspices
- The road map for the transformation
- The white note presented in a session on the structure of the partnership.

1. MONDAY APRIL 20: Political initiative

1.1. Opening of the task group meeting

1.1.1. **The meeting was opened by Mr. Mohamed Bousaid**, Moroccan Minister of Tourism, who welcomed all participants and expressed his pleasure and honor that Morocco hosts the 5th meeting in Marrakech, a symbolic place for the Task Group since it was created under the Marrakech Process to promote sustainable production and consumption which began in 2002. He also commended the great work carried out by the group in three years since this work has led to clear and bold policy recommendations to integrate tourism in the green economy, which is recommended to end the crisis. The Minister recalled that the 2010 vision, a driving force for tourism in Morocco during the last 10 years, has placed responsible tourism among its priorities. Thus, in this context, a series of actions were taken:

- Creating a committee of responsible tourism
- Drafting a charter of responsible tourism
- Printing and distributing a guide of responsible tourism
- Creating an annual trophy of responsible tourism
- The constructive work of the Mohammed VI Foundation for the Protection of the Environment to introduce Blue Flag and Green Key labels in Morocco

The Minister also recalled that Morocco is involved in international efforts as the North African kingdom participates actively in the ITF-STD and supports the policy recommendations that will be discussed at this meeting. The group, which has gained maturity, is considering turning into a partnership initiative within the framework of the United Nations and Morocco approves and supports this initiative.

He thanks all public and private partners, congratulates the taskforce and wishes full success to its works.

1.1.2. Mr Christian Brodhag, President of ITF-STD, apologizes on behalf of **Chantal Jouanno**, French secretary of state in charge of ecology and **Hervé Novelli**, French Secretary of State in charge of tourism and thanks the Moroccan government for hosting the 5th meeting, hails the presence of the Minister and the mobilization of the Moroccan organizing team and thanks the Government of Norway for its financial support to organize the meeting. He also thanks WTO in the name of Mr. **Luigi Cabrini**, UNEP in the name of Mr **Arab Hoballah** for their support on the taskforce.

He recalls the work achieved and which has led, inter alia, to a draft on policy recommendations, which has been circulating for a year and was hailed by the group members. He points out that after all this work, the future of this group is among the points for discussion at this meeting. The evolution of the taskforce into a UN

Partnership is being recommended as this will better ensure the longterm sustainability of the group and expand the number of partners.

1.1.3 Mr Arab Hoballah from UNEP, extends his thanks to the minister, the Wali and the national and local teams that have organized the meeting, to France for having launched the initiative and coordinated the group and to Norway for its interest, monitoring and support to the project. He recalls that since 2003 and the launch of the Marrakech process, much has been accomplished through numerous national and regional roundtables and forums involving NGOs and development agencies. Seven task groups have been created within the framework of this process, including the international taskforce on sustainable tourism development, which is one of the most active groups. More activities are moving in the direction of promoting a green economy in which tourism is a major player. The next cycle of the Commission of Sustainable Development (2010-2011) will develop a ten-year framework of programs on sustainable consumption and production patterns. The Marrakech Taskforce activities will be highlighted during this event, including the policy recommendations of the taskforce.

1.1.4. Luigi Cabrini from WTO recalls the impacts of the current crisis on tourism and stresses the need to overcome this crisis. He recalls that building infrastructure creates jobs and the tourism industry has started to offer green tourism products. The group's work have resulted in several activities and the 5th meeting should take stock of this work, determine the most important objectives for 2010-2011 and disseminate the best practices among managers and consumers.

1.1.5. Björn Blokus, Ambassador of Norway expresses the interest of Norway in the work of this group since its inception. This interest stems from the fact that Norway is sensitive to the improvement of global environment and is both a tourist country and a tourist origin country. Thus, it is very interested in the success of the activities of this group.

1.2. The report of ITF-STD activities since the last meeting

1.2.1. Christian Brodhag moderated this report session. He recalls the activities accomplished which reflect the various projects and different momentum of these projects, such as the green passport (Brazil) or the solidarity tourism (Mali).

1.2.2. Gina Guillen Grillo from Costa Rica underlines what has been achieved in Costa Rica since the last meeting, particularly with regard to the mobilization of the private sector. She outlines the various actions and initiatives:

- Tax levied on all visitors and aims at financing sustainable tourism projects;
- Sustainable development agency which will be transformed into a ministerial department;
- Promotion, awareness-raising and education campaigns on domestic tourism;
- Marketing abroad for sustainable destinations;

- Certification measures supported by training sessions. In this regard, Costa Rica offers two scholarships per an ITF-STD member country to follow these sessions (6-week sessions on eco-tourism);
- Incentive and education measures for energy saving;
- ...Etc.,

1.2.3. Modibo Cissé from Mali reports on FTIS meeting (International Forum on Solidarity tourism) held in Bamako on October 20-22, 2008. He announces the organization of FATSDD (African Forum on Solidarity Tourism and Sustainable Development).

1.2.4. Samuel Coelho Rodrigues from Brazil presents the Green Passport project, which introduces the concept of sustainable tourism. He outlines the strategy of communication and the strategy to create a diversified partnership, notably a website with a simplified message to reach the largest audience and promote their awareness of the richness of their culture. This strategy has been outlined within the framework of the city of Paraty.

1.2.5. Charles Arden Clarke from UNEP recalls that ITF-STD has just completed 3 years of its program whose results are the development of training tools, the definition of policy recommendations and the creation of a partnership and networks on sustainable tourism. More specifically, 29 projects were submitted to France by ITF-STD members. These projects have either been developed under the auspices of the Task Force, or initiated by the latter. These projects will play the role of a locomotive for the group to continue its work.

1.3. SESSIONS 1 AND 2: POLICY RECOMMENDATIONS

1.3.1. Mr. Arab Hoballah from UNEP moderated these two sessions whose works focused on the first goal of the ITF meeting: Finalize policy recommendations.

He recalls that the text of the proposals for policy recommendations, which are in fact guidelines, has already been distributed among the members of the group. The latter has integrated most of the comments and suggestions it received. Thus, this text shows that all members understand the problems. However, before adopting this text, the session should collect, through sounding out everybody, additional comments and thoughts so that the text, which is to be adopted at the 5th meeting, conveys the key messages to decision makers.

It is expected that after the two-day meeting, the final document on policy recommendations will be adopted. It is a set of concrete, explicit and tangible actions, which aim at promoting sustainable tourism and are destined to consumers, decision-makers, civil society, and private and public stakeholders.

1.3.2. Debate

In general, all stakeholders confirmed the approval of their countries on the content of the recommendations. The debate focused on the improvements to add to the text in substance and form.

a) The background was the subject of most of the speeches. The following wishes were made:

- To highlight in the preamble the international law in social tourism;
- To further underline the concept of "Good Governance";
- Emphasize the need to strengthen education and information of the stakeholders, the visited populations and the visitors;
- To further focus on the goals for poverty reduction in relation to the MDGs;
- To further target recipients by identifying the stakeholders that should act;
- To highlight the opportunities in terms of employment in relation to resource management;
- To not be limited to recommendations intended to frame future tourism projects and stress the need for the renovation of existing hotels, for example, in respect to the criteria outlined in the recommendations;
- The need to identify sub-regional policies with more targeted actions according to the characteristics of these regional groupings. Example: Mediterranean Basin, Caribbean Basin, sub-Saharan Africa;
- The need to work with Master Plans that are devised by taking into account the relationship tourism/sustainability;
- To highlight the concept of flexibility and life-cycle approach.

b) Regarding comments on the form, they concern two wishes:

- To better disseminate the results of the work and target the widest possible audience, it is necessary to work on a less "UN" or institutional context, which uses a more direct and shorter language based on terms for non-experts among decision-makers and consumers;
- To ensure wide distribution to this document, notably by translating it into several languages.

At the end of the session, it was decided to receive, during the afternoon, the written comments formulated by the members who discussed the document, so that a final version of the text be circulated the following day for adoption.

1.4. Session 3: Ensure the development and sustainability of ITF-STD in a partnership

1.4.1. Arab Hoballah from UNEP moderated this session. In the beginning of the session, he recalls the place of ITF-STD in the Marrakech process and the work carried out by its members (roundtables, working days, business forum, task group...etc.). Thanks to its evolution since its inception in 2006, the group brings together 18 countries and 25 organizations, works on 27 projects, prepares policy recommendations and disseminates good practices...etc. The proposal provides for

better structuring this partnership to ensure more sustainability to its assets, be recognized politically and have more credibility.

The reason behind this transformation revolves around three points:

- Ensuring sustainability and not losing momentum;
- Extending the number of partners and seeking new sources of funding;
- Disseminating more widely the results.

Then, it sets out the priorities:

- Increasing awareness about the relations between tourism and climate change;
- Increasing awareness about the impact of tourism on the environment;
- Protecting and promoting cultural heritage;
- Promoting the development and integration of sustainable tourism strategies;
- Promoting local governance.

1.4.2. Debate

It covers the following points:

- All participants support the emerging proposals and prospects and are waiting for the final configuration;
- In the case of extension, a new governance should be examined to replace the existing one;
- The need to know about what exists elsewhere and ensure the value added by the initiative and avoid redundancies;
- The need to consider relations with other groups;
- The need to further involve the private sector, notably for financing. In this regard, there should be a method to produce a document that “speaks” to the private sector. This sector could be reached through professional associations. It may be approached for two goals: to disseminate good practices and be associated with initiatives for financing;
- Involve regional authorities among the partners;
- In addition to the agreement in principle of all present members, some specific commitments are made by some members:
 - The Bahamas, Costa Rica and Brazil undertake in their respective regions (The Bahamas in the Caribbean, Costa Rica in Central America and Brazil in South America) to disseminate information and endeavor to attract countries in these regions to join the project;
 - The USA will seek to involve Canada in this process.
 - The United Nations Foundation is committed in principle pending the final configuration;

- Questions are formulated on how to carry out the project and the next stages of the process.

1.5. Session 4: the challenges of development and funding of sustainable tourism projects

1.5.1. It was moderated by Charles Arden Clarke from UNEP who presents the SIFT project based on the importance of tourism (a sector that accounts for 10% of total investment per year and in some cases more than 1/3 of the GDP of some countries). The project aims to bring together investors and recipients with a dimension of sustainability in the form of an informal but active network that takes into consideration the goals and interests of investors (public sector, private sector, international institutions, donors) and recipients (governments, private sector, associations, local businesses), while involving international organizations.

The progress: at the beginning of the process, 70 organizations were contacted and between 20 and 30 responded positively to participate in a meeting that was scheduled in April at the World Bank. However, following the difficulties related to the financial crisis, it was decided to postpone the date of this meeting.

1.5.2. Fatima Arib from the Moroccan Association for Environmental Economics presents the meso-economic survey of the tourism sector in Morocco. The survey was conducted in partnership with Switzerland, the University and an NGO. She applies the method to a service sector for the first time. The method is an assessment of the effects of tourism on the environment, effects which are monitored. She shows the basic premise, the goals, the context and the outcomes. These also concern the costs of remediation. One of the benefits of this experience is the creation of an association and the development of a national expertise.

1.5.3. Gilles Béville from the French Ministry of Foreign and European Affairs presents the French strategy of cooperation in the field of responsible tourism. He outlines at length the three goals of this strategy (reinforcing governance, addressing tourism in all its dimensions, cooperation and partnership). Then, he tackles the methodology.

1.5.4. Xiaolun Sun from FDA, made a presentation about “the impact of responsible tourism in five countries” through a survey of the French Development Agency (FDA). This agency provides funding for development projects, including tourism, through loans to governments, loans and guarantees to private companies and grants to developing countries. The survey was meant to measure the impacts and analyze the failures and successes. She outlines several cases of failure and highlights their causes. She also reports on successful cases.

1.5.5. Burghard Rauchelbach from GTZ tackles the latest activities of GTZ in the field of sustainable tourism after a brief presentation about GTZ and its fields of intervention. Tourism is present in several examples of development projects, as there are specific initiatives in this sector in its sustainable dimension.

1.5.6. Proposal of a roadmap for the partnership process and validation of policy recommendations

At the end of Monday's meeting, participants stressed the need to establish a roadmap for the next stages of the process of the partnership initiative. An outline of the roadmap was proposed by Mr. Arab Hoballah of UNEP. Participants were engaged and the document was distributed for review so that it can be discussed and adopted the following day, Tuesday April 21.

II. TUESDAY APRIL 21: NEW INITIATIVES TO PRESENT TO THE GROUP AND FIELD VISITS

2.1. Session 1: Promoting the cultural and natural heritage as resource for sustainable tourism

2.1.1. The session was facilitated by Erika Harms from the United Nations Foundation.

In her introduction, she recalls the relationship between tourism and world cultural heritage through the classification of various sites as world heritage, which leads to

an increase in the number of tourists. When classified, the site becomes a tourism opportunity provided it is used wisely. Four presentations were made during this session.

2.1.2. Antoinette Condo representing the USA, outlines the American experience in the management of heritage sites. According to the states and situations, this management is done by various agencies; each has its own standards. The budgets come from resources mobilized by the federal budget, in addition to admission fees. In fact, recreation sites may be the subject of contracts with concessionaires who dedicate a share of admission fees to the maintenance of sites. Other sources of funding are planned: National Park Foundation, National Fish and Wildlife Foundation and volunteering which is coordinated by federal services.

2.1.3. Ronald Sanabria, representing the Rainforest Alliance presents the Central American project of “the training tool of trainers”. He emphasizes the richness of forests which are the subject of different human interventions. This environment may, upon greater awareness raising, benefit from tourism. Tourism can provide an alternative resource for the conservation of forests and the alleviation of poverty. The project was set up in partnership with UNEP, UN Foundation, the Central American Service of Integration, the Rainforest Alliance and the Government of Costa Rica.

2.1.4. Art Pedersen from UNESCO tackles “sustainable tourism and world heritage”. He starts from the World Heritage Convention which led to the identification prior to the protection of some 800 cultural and natural sites, recalling the procedure (proposal by the country and dispatch of selection criteria missions of two organizations which are the International Union for Conservation of Nature (IUCN) and the International Council on Monuments and Sites (ICOMOS). Then there is a recurring reporting for 6 years to follow up the status and the situation of the site which has been classified.

In fact, the goal of the Convention is to exert pressure on governments that practice unsustainable development as the increase in the number of visitors can have an impact on the site in the absence of tourism management plans. The urban pressure may also threaten the sites. Training activities are proposed to help local communities benefit from tourism.

Finally, it draws a number of lessons from the implementation of this Convention:

- The design of projects around the value chain is essential as well as the relation between marketing and local promotion.
- A pragmatic and strategic approach is required. The site should be treated in its regional dimension.
- A common vocabulary and common programs are required for capacity building.
- There is a need for a focus group not on what should be done, but on how to do it.

2.1.5. Erika Harms from the United Nations Foundation took the floor to present some examples of sites classified and managed according to this convention and from which we can draw lessons for the future. She cites sites where the pressure of visitors is so strong that it threatens the sustainability of the site. Hence, the need to determine the maximum number of visitors.

2.2. Session 2: other initiatives

The session was devoted to the presentation of other initiatives. These are examples from Morocco and Bulgaria.

2.2.1. Mohammed Houmyid, director of social economics division at the Agency of the South presents the sustainable tourism strategy of the oases in southern Morocco.

The project is based on the high potential of the oases of Guelmim Assa Zag, which are not well developed, and innovates through a participatory approach to carry out a 4-point action plan: town planning and networking of stakeholders, strengthening the attraction of the region, developing an offer and promoting the destination with a strong marketing strategy.

Some sixty actions have been undertaken with the launch of the first stage in 2007, which targeted the creation of 100 new beds, 6 new products, the participation in fairs and the drafting of a charter. To achieve this, there was a need to create new circuits (6), devise guides and organize awareness and training workshops. To date, the achievements are as follows: 15 new accommodation units of 105 beds (including 4 inns), landscaping, training of 67 young people, the initiation of a local receptive and the organization of a first Eductour. Following which, three tour operators would be interested in the product.

2.2.2. Aziz Rahou, coordinator of project CBTHA presents the sustainable tourism charter of the Country on transhumance and the eco guide of Mgoun and Saghro. This initiative falls within the framework of a project (2004 - UNDP) to preserve biodiversity through providing support to transhumance and the sustainable use of land on the slopes of the High Atlas. The participation of several partners led to the drafting of a charter for sustainable tourism.

Within the same framework, a guide for Mgoun and Saghro has been elaborated. The methodology for the elaboration of this document is presented as well as the initiatives accompanying it: setting up a centre for visitors, creating an association of Mgoun cottage keepers (25 cottage keepers) and registering standards for saving water and wood.

2.2.3. Vanessa Perez from WWF presents a communication toolkit on good practices of tourism related to biodiversity. The focus is on coastal areas where tourism has a serious chance to fight poverty, but may also have serious negative impacts on the fragile coastal environment.

2.2.4. Ms Asenova from UNIDO highlights the experience of sustainable tourism in Bulgaria through a paper entitled “From demonstrations to national policy.” She recalls the natural and human resources of the country and the goal of state policy which aims to improve productivity and services. This policy focuses on some regions, such as the capital Sofia and the Balkan mountains. Hotels are selected in the city of Sofia and in villages and small towns in the mountains to introduce clean services. The actions are: training 20 national experts and evaluating 25 hotels, including 10 in Sofia. Stage II is scheduled and will include the coast of the Black Sea.

2.2.5. Debate

After a summary about the main contribution of communication, much of the debate is devoted to the discussion and adoption of policy recommendations. After re-reading and examining point by point the amendments and additions made by the participants, the policy recommendations are adopted. The text of recommendations is in the annexes.

Subsequently, the proposed roadmap on Monday April 20 is taken up and adopted, as well as the text for the partnership initiative (see appendices).

2.2.6. Field visit

The rest of the day was devoted to a visit to a rural tourism project in the mountains carried out by a private developer on the north slope of the High Atlas in Marrakech. Dubbed, Terres d’Amanar, the project stretches on an area of 100 ha in front of Toubkal Park.

III. Wednesday, April 22: sustainable tourism tools for hotel industry

This technical day was open to developers and is part of the efforts aiming to disseminate good practices of ITF-STD. It is made up of three sessions: (i) environmental management tools, (ii) energy efficiency, renewable energy, biodiversity and water management and (iii) Interest of an ecolabel/certification for tourism accommodation. It was organized with the support of the Center for Renewable Energy Development, ADEME and the Moroccan Ministry of Tourism.

3.1. Session 1: environmental management tools for tourism stakeholders

The session was kicked off by a panel comprising the President of ITF-STD, the representative of the Ministry of Tourism, the Director of CDER and the representative of ADEME.

3.1.1. The President Christian Brodhag draws the attention of participants to the context of this meeting, namely the Marrakech Process and put the activities and initiatives of ITF-STD in this framework. This program involves a large number of stakeholders who do not limit themselves to niche tourism, but also mass tourism

(or traditional tourism). The program is meant, inter alia, to promote hotel management through the rehabilitation of existing hotels and the construction of new units within the framework of concrete themes, such as water, energy and waste management.

The Group has a comprehensive vision, but also the will to be consistent with and be useful to economic stakeholders. For this, methods and projects have been developed and tested. A part of the results of this work will be presented today, as part of the efforts to inform and disseminate the results, but also for the sake of receiving feedback from stakeholders.

3.1.2. Nada Roudiès, Director in the Moroccan Ministry of Tourism takes the floor to express the pride of Morocco to have contributed to the event, which provided the venue for making decisions concerning policy recommendations. The proposal to add this workshop dedicated to developers meets several objectives: to reaffirm Morocco's commitment to the group and its position with respect to sustainable tourism, to show the ongoing dynamics in Morocco, particularly through field visits, involving the private sector in decision-making and implementation. She extends her thanks to CDER and ADEME for their support in organizing the workshop.

3.1.3. Said Moulin, CDER director, addresses developers directly to emphasize that energy efficiency affects all sectors, including tourism. CDER is working on this efficiency across all sectors. He also recalls that for Morocco, sustainable development is no longer a luxury to please environmentalists, but it is now necessary to take into account good management for reasons of competitiveness because customers, who are increasingly sensitive, want a hotel that integrates good practices in its management.

He outlines the measures and actions of CDER, notably the agreement between the Ministry of Energy and the Ministry of Tourism and the support tools, notably the guarantee fund for hotelkeepers who want to have solar energy. He recalls that there are similar cases through the Green Key label.

3.1.4. Cécile Martin-Phipps, representative of ADEME, recalls the longstanding partnership with CDER and notes that ADEME facilitates actions for energy saving through providing support to demand and supply of environmentally-friendly products in the field of tourism.

3.1.5. Herbert Hemele from Ecotrans makes a brief introduction about DestiNet, which is an information website on sustainable tourism. Since 2005, a structure was developed from the UNEP publication to make tourism more sustainable. Many elements of the website allow the observation and information about many laws and economic instruments providing access to funding programs. It also informs about the long list of voluntary instruments that are currently being discussed (directives, guides to good conducts, various initiatives such as TO, carbon offset program...etc.). It also tries to inform about the 60 certification programs, many of which are useful and some are already used, but which lead to some confusion. It also includes tools

for e-learning. A new element was introduced in 2009, which is an information tool based on maps to learn about labeled hotels. All in all, it is a network and a sharing system of quality products.

3.1.6. Geneviève Verbrugge from UNEP presents 3 tools destined respectively to tourists, hotels and hotel schools.

- Tools that target the tourist because it is ultimately he who dictates the development model. The aim is to stimulate demand for sustainable products. The Green Passport, developed in Brazil and exists today in different languages, aims to achieve this objective. It will be launched in Cancun on June 5, 2009, then in Brazil and Ecuador, and soon in the Mediterranean. It has the format of a passport and includes tips for tourists with a code of good conduct tailored to the local context.
- Tools for environmental management for small and medium-sized hotels in developing countries: the “e-tool” of UNEP aims to promote sustainability in the hotel industry. For hotels, a CDROM for small and medium businesses has been tested in Vietnam and Madagascar. While many famous hotel chains already take into account environmental and climate change-related issues, many SMEs have not yet integrated these aspects.
- For hotel schools, a training kit “sowing the seeds of change” is available in French, Arabic and English.

3.17. Nada Roudiès from the Moroccan Ministry of Tourism presents the “Guide to good environmental management in hotels” elaborated by the Moroccan Ministry of Tourism.

The project involves a multi-stakeholder partnership that brings together the Ministry of Tourism, the federation of hotelkeepers, the Swiss NGO “SBA”, the Swiss government and academics. The approach is based on a network of competences by training opinion leaders (delegation, federation, university) to outreach to people to supervise hotelkeepers, provide them with technical tools (guide, funds...etc.) and finally promote the emergence of service providers. The project objectives are awareness, training and production and dissemination of tools.

The project is meant to achieve awareness-raising, self-assessment (a check list helps to identify environmental problems by establishing priorities and empowering staff), identification of corrective measures based on the check list, establishment of an environmental analysis by providing an assessment with environmental analysis and economic calculation tables, establishment of an action plan and quantification of results.

3.1.8. Cécile Martin-Phipps, representative of ADEME, makes a presentation on ADEME and the place of sustainable tourism in its approach. Tourism demand offers economic and social opportunities but also has environmental impacts in France, the most visited country in the world. Thus, the role of the Agency is to support hotel

sector stakeholders: support hotelkeepers in making their decisions, raise public awareness and focus on eco-labels and ISO14001.

In this regard, an action was carried out in Vietnam at the request of a large hotel chain that had solicited ADEME to help it reduce energy consumption. Thus, ADEME carried out actions of energy control, staff training and awareness among partners and customers. The result was a 17% reduction of the energy bill in the hotel by 3 months.

Since 2000, actions have been undertaken to generalize this approach to all hotels in Vietnam. Diagnosis indicators are disseminated in training through hotel schools. All results of these actions are being compiled for the elaboration and distribution of a guide of green hotels in Vietnam and Southeast Asia.

3.1.9. Ghislain Dubois, Expert (TEC) from WWF presents the results of a survey entitled “The guidelines for investment in sustainable tourism.”

The survey helped to better understand tourism investment which is associated with many stakeholders, categories and functions, notably the knowledge of the stages of a standard project from the definition of the strategy to construction and completion.

The content of the survey is a document with evaluation procedures and a pre-diagnosis tool. The evaluation process is described step by step. Stage two of the project is to test it and distribute it. A third stage is scheduled and will be a real test in a country with training, extension and transfer.

3.1.10. Petra Bollich from WWF presents the multimedia kit of WWF on good practices of sustainable tourism.

- The project responds to the lack of concrete tools for better sustainability in tourism development. For this, five good practices have been chosen in the world because they were recommended by the UNEP and they work well. Each of these projects has been introduced in a database as a CDROM. An appeal was made to developers who want to be on this platform.

3.1.11. Mr. El Alej from Accor hotels, makes a presentation on behalf of the hotel chain on the carbon assessment and the measures adopted in the hotels run by the chain in Morocco: using low-consumption lamps and flow regulators, providing hotels with solar panels for heat water, obtaining the Green Key label, preparing for certification and applying for the Green Label. He underlines the difficulty to integrate, in Morocco, the supply chain in the carbon assessment.

3.2. Session 2: optimizing resources: energy efficiency, renewable energy, biodiversity and water management

3.2.1. The session was moderated by Mr. El Kebir Mdarhri Alaoui from UNDP Morocco. The moderator proposes the theme of relations between tourism and climate change by expanding it to the sectors that are already suffering from the effects of climate change and should try to adapt.

3.2.2. Mr. Bardii, director of international cooperation in CDER, tackles energy efficiency and renewable energy which, according to him, are a real opportunity to promote sustainable tourism. Energy efficiency, which has already been adopted for some time, has become a major aspect of Morocco's strategy.

He highlights the example of solar energy for water heating notably in swimming pools. He also mentions wind energy, its potential and the major programs of parks, the law on renewable energy, the law on efficiency, the fund and the agreement between the Ministry of Energy and the Ministry of Tourism.

He said that a circular about the tourism industry is being prepared with technical provisions for energy efficiency, a work on state of repair and support to investment.

3.2.3. N. Alabouch from CDER (Morocco) tackles the Guarantee Fund for Energy Efficiency and Renewable Energy. There are systems based on an agreement between suppliers and customers to ensure that the installation guarantees a minimum of efficiency. Product certification, labeling, financial mechanisms and guarantees...etc. are scheduled. In this respect, a first group of 72 projects will benefit from direct support, covering the costs of technical and financial studies, in addition to various financial and technical costs.

3.2.4. El Alej from Accor Hotels presents the project of a guide on tourism and biodiversity. He explains what he means by biodiversity in a hotel and its role, and highlights the outlines of this guide.

3.2.5. Nicolas Dubrocard presents the project "Chaque Goute Compte" (Every drop counts). The project is carried out in partnership with the Travel Foundation and ONMT. The project aimed to reduce consumption thanks to free expertise. The project went through three stages: (i) Direct contact with the hotel manager and explanation of project objectives, (ii) An audit of water flow which is used to carry out a demonstration (aerators) and give the hotel a case with a presentation and information about the aspects on which we can intervene to save water and the need to organize communication with customers and (iii) an Interview with the hotelkeeper on the basis of consumption details to decide the positioning of the hotel compared to what it should do to reduce consumption. The results achieved: water savings of up to 8,000 dirhams per year, that is a return on investment in 8 months.

3.2.6. Herbert Hemele from Ecotrans makes a brief presentation about the United Nations Kit for good practices. The product includes various tools, including a CD and a manual for those dealing with tourism at the national,

regional and local levels and aiming to raise awareness and disseminate the principles of the Marrakech process. A test was conducted in February and a workshop presenting the first toolkit will be held next June. The product will be available on the website DestiNet and a call was made to seek competences for training trainers.

3.3. Session 3: interest in an eco-label/certification for tourist accommodation

The session was facilitated by Roanald Sanabria from Rainforest Alliance.

3.3.1. Erica Harms from the United Nations Foundation calls for the need to make sustainable tourism labels consistent and speak the same language and presents two initiatives in this respect: The definition of a common language and the creation of a sustainable tourism council to take up the challenges of certification

3.3.2. Pierre Nolay from Alphééis Office presents the implementation process of the European eco-label, notably the ShMILE toolbox, considering the opportunities to adopt this eco-label by Maghreb countries.

The label is based on 37 mandatory criteria grouped in six themes: energy, water, waste, detergents, other services and management. 47 criteria are optional and touch on the same themes. A rating system allows for evaluating these criteria. The cost of obtaining the label is relatively high when a certification body is involved: fees: 750 Euro, audit costs: 850 Euro, annual fees: 0.075% of sales. 318 Hotels in Europe have acquired this label, including 31 in France.

This European eco-label comes with a tool to assist in its implementation.

At the end of his speech, he tackles the opportunities of a common eco-label in the Mediterranean with common definition of criteria and elaboration of common methods for certification procedures. He also talks about the means to strengthen the existing labels and the value of having the same label on both sides of the Mediterranean.

3.3.3. Jean-Michel Coeffe from federation Cap France highlights the label "Chouette Nature" (Owl Nature) for a sustainable and responsible tourism. This is the action taken by the hotel network for sustainable tourism. Initially, 12 villages volunteered to observe this charter and these practices, the process has been expanded to include 47 labeled villages now.

He outlines the various aspects of this commitment and the different approaches that have been adopted to solve the problems: waste management, water saving, noise, transport, landscape integration, purchasing policy, animation and development, human resources and communication.

Thereafter, the network decided to move towards certification by choosing ISO 14001 through a staged approach.

3.3.4. Amine Ahlafi, head of key green program (Mohammed VI Foundation for the protection of the environment) highlights the steps in the implementation of the Green Key label in Morocco. It is about the relocation of the international label in Morocco in partnership with the Foundation for Environmental Education (FEE) which issues this label.

He describes the actions (setting up the national committee which is also a jury, international activities...etc.) and the few tangible benefits (national expertise in responsible tourism, the emergence of new suppliers, emerging momentum in waste management, growing interest from professionals, demand for broadening the range of labeling equipments, support to African and Arab countries, connections with other programs).

This presentation of green key label was illustrated by the testimony of the keeper of a guest house who has obtained this label in Ouarzazate.

3.4. Closing Session

President Christian Brodhag notes that in its course, ITF-STD has completed through this meeting a major milestone in policy recommendations and all projects developed and launched, which are very consistent. He emphasizes the mobilization of stakeholders from international organizations. Reaching this stage of its evolution, ITF-STD should move forward to another stage: that of partnership. He extends the customary thanks to all those who have believed in this experience and those who participated in the preparation or supported this 5th meeting. He also extends his heartfelt thanks to Morocco.

UNEP representative, Charles Arden Clarke, also extends the usual thanks and hopes the next stage will make instruments adaptable and flexible for SMEs.

Nada Roudiès from the Moroccan Ministry of Tourism closes the session by extending her thanks to the participants and all teams who worked for the organization.