Global Strategy on SCP & SDG12 – Tourism Consultative Meeting
24th of March 2022
Summary Report

BACKGROUND

Unsustainable consumption and production patterns are driving the triple planetary crisis, generating unbearable costs for our societies and environment. Reversing this trend to achieve the 2030 Agenda requires a profound, equitable transformation of our economies and development models. This must be driven by resource efficient, low carbon, non-polluting and people-centered consumption and production patterns. Operating a transformative shift to sustainable consumption and production (SCP) patterns through the implementation of Sustainable Development Goal 12 is essential to achieving the objectives of the 2030 Agenda and international commitments to address the triple planetary crises. Yet, the key role SCP can play must be emphasized and translated into concrete and strategic action.

2022 is a key transition year for the UN Framework for Sustainable Consumption and Production (10YFP) and its One Planet network (OPN). The Second Committee of the UN General Assembly approved the extension of the 10YFP mandate, which confirms the need for an ambitious post-2022 Global Strategy for SDG 12 and SCP. Developing a new strategy will enable the One Planet network to join hands with other actors, alliances and partnerships working on the transition to a more sustainable, low carbon, inclusive and circular economy, to more rapidly achieve the scale of the economic transformation required.

This consultation is part of the "scoping phase" of the strategy roadmap, which was elaborated in close consultation with Member States and partners and aims at identifying priority areas and actions that can shift the needle in high-impact systems/sectors – the tourism sector, more specifically, for this consultative meeting - and where the strategy and the One Planet network can have strong added value. This meeting is conveyed by the One Planet network's Sustainable Tourism Programme and the One Planet network Secretariat.

OBJECTIVES OF THE CONSULTATION

- Introduce the overall approach for the development of the Global Strategy on SCP and SDG 12
- Bring together relevant experts and One Planet network members to review, based on existing knowledge, the transformative outcomes needed in the tourism sector to achieve SDG12 and address the triple planetary crisis
- Identify where/how collaboration under the global strategy and across the One Planet network would have the highest added value
- Discuss potential catalytic partnerships, interventions, and tools to be scaled up or developed under the global strategy and across the One Planet network
- Agree on a set of priorities that will be part of the future plan of work of One Planet network Sustainable Tourism programme and other stakeholders and programmes of the One Planet network

- **Jorge Laguna Celis, Head of the 10YFP Secretariat** welcomed participants and highlighted that the 10YPF (One Planet network) mandate has been extended until 2030. The objective of these consultations is to support development of a new strategy of the One Planet network to be introduced at Stockholm +50 conference.
- **Zoritsa Urosevic, Executive Director, UNWTO** highlighted that the consultation provides an opportunity to inform the strategy for sustainable consumption and production (SCP) in the tourism sector up to 2030. The Sustainable Tourism Programme (STP) needs to identify priorities in the context of where the sector stands today, while **facing the crises of climate, pandemic, and war.** The sector needs to ensure that the **post-Covid transformation towards more low carbon, sustainable and resilient operations is possible.** The flagship initiatives of the Glasgow Declaration on Climate Action in Tourism and the Global Tourism Plastics Initiative have successfully resulted in collaboration and voluntary commitments, but the programme wants and needs to do more.
- **Anne Pluvinage-Nierengarten, Head of the International Multilateral Governance Unit, Ministry for Ecological Transition, France** highlighted that **SCP are recognized by Member States as a key to ensure effective implementation of major international agreements** to tackle the triple crisis. France is proud and grateful to have been supporting the OPN from the beginning and for the collective efforts accomplished by the OPN and the STP. She highlighted the **success of the Global Tourism Plastics Initiative** (GTPI) that continued growing even though the tourism sector was among the strongest hit by the crisis (in its second year of operations, GTPI multiplied the number of signatories by 250%). This example demonstrates the **significant increase in number of tourism stakeholders committing to concrete and actionable targets** on circular economy of plastics demonstrates, among other things, that tourism stakeholders see value in joining forces to effectively address issues such as plastic pollution. France looks forward to the programme being able to also set up a global initiative on food waste reduction in tourism.

THE GLOBAL STRATEGY ON SCP & SDG12

- The evolution of the 10-year framework of programmes on SCP is at a pivotal moment due to the extension of the mandate by the UN-General Assembly but also due to a number of changes that had happened in the international landscape since it was established, such as the increasing role that SCP has played in the main multilateral environmental and sustainable development agreements (climate, biodiversity, pollution, and atmospheric clusters) amongst Member States, and other stakeholders[1].
- **The global movement for SCP and for SDG 12 needs to be strengthened, embracing circularity. Six elements should be focused on at a global level:**

  - How can the governance, the mandate, the legitimacy, and the political power of the network and the programs be strengthened? This includes the engagement of Member States and political leadership and the commitment that they can make.

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[1] Several institutions, such as UNEP, have called to include resource efficiency, circularity, and sustainable consumption and production as part of their core business and the UN Secretary General has called in his common agenda to revisit SCP patterns and enable more efficient and greater equity of resource use, less food loss, less waste and a better management of chemicals and waste.

- How can the framework and its programs be strengthened to convey and create a common platform for initiatives and solutions as well as for stakeholders to add their voices, commit, and be monitored against their commitments?
- The multi stakeholder nature of the One Planet Network needs to be strengthened and move from a focus on quantity to one of value-add.
- The tools that have been developed by the programmes in the last decade need to be effectively implemented at country level, including by SMEs.
- Adequate tools for monitoring the implementation of SDG 12 have been developed and efforts developed in the post 2022 landscape must contain monitoring components.
- The work in the network needs to be scaled up by working with the UN development system in its reformed context, engaging the national country teams, and engaging the regional commissions.

- **The new strategy will be focusing on two pillars:**

    1. **Leaving no one behind: Supporting countries for SDG 12 and SCP integration and implementation** through creating a set of tools to advance their national and to help countries address and embed circularity.
    2. **Systemic and catalytic transformation in high impact sectors or systems: Promoting trans-formative outcomes**. In the tourism programme, this transformation is already happening through initiatives, such as the Glasgow Declaration and GTPI.

ONE PLANET NETWORK SUSTAINABLE TOURISM PROGRAMME: RECAP OF ACHIEVEMENTS AND PROPOSED WAY FORWARD

- The programme has been in constant evolution to better serve the needs of its members and guide them in the implementation of SCP. **The pro-gramme itself involves around 800 organizations** in its activities, between partners and signatories of initiatives, some of which are networks in themselves.
- The STP was the first program to develop a portfolio of affiliated activities from its members, which **supported the development of the One Planet network Knowledge Center**.
- Through research and exchanges with stakeholders, the Tourism programme prioritized the following SCP impact areas: **biodiversity protection, energy efficiency, water use efficiency, GHG emissions reduction, waste reduction**.
- Since UNFCCC COP22 in Marrakech (2016), the **STP worked on positioning climate action and circularity in connection to sustainable consumption and production** within the tourism sector in several high-level events.
- In 2019 the strategy of the programme was revisited through a consultation, and it was concluded that a **focus on fewer workstreams was beneficial to maximize the impact of the STP**. Accordingly, the programme prioritized climate action and circularity, with the latter being piloted via 2 main entry points (plastics and food waste) and launched accordingly the **GTPI** and the **Glasgow Declaration**, as well as work on the Global Roadmap on Food Waste Reduction in Tourism. **The work stream of food waste** is in progress and its roadmap could also be transformed into an initiative, were the necessary resources available.
- The STP also provided guidance throughout the pandemic through, for instance, the release of the **One Planet Vision for a Responsible Recovery from COVID-19.**
- **The STP is proposing to continue implementation of the Glasgow Declaration which in less than 6 months has attracted more than 500 signatories; as well as with the GTPI that has over 115 signatories.** Both initiatives are anchored on voluntary commitments that businesses,

destinations (including governments and local authorities) and supporting organizations make. The two initiatives go beyond pledging as they request signatories to report progress of implementation of their commitments on annual basis. Both initiatives support capacity building, provide tools and have the potential to trigger action at scale.

- All these workstreams follow participatory approaches with activities supported by Advisory and Working Groups and therefore offer opportunities for engagement that consultation participants may wish to consider.

One Planet Sustainable Tourism Programme
2022 and beyond

Glasgow Declaration on Climate Action in Tourism
- Launched at UNFCCC COP26 (Nov 2021) up to 2030
- **Signed by 517 businesses, destinations and supporting orgs.**
- Commitments to develop **climate action plans** (measure, decarbonize, regenerate) and to **report** annually via One Planet
- Coordination by UNWTO in collaboration with Travel Foundation and supported by **Working Groups and Advisory Board**

Global Tourism Plastics Initiative
- Launched Jan 2020 with timeframe up to 2025
- Interface of New Plastics Economy Global Commitment for tourism
- **Signed by 115 businesses, destinations and supporting orgs**
- Commitments to **eliminate, reuse, recycle**, towards a circular economy of plastics, and to **report** annually via One Planet
- Coordination by UNEP and UNWTO in collaboration with Ellen MacArthur Foundation supported by **Advisory Group**

Global Roadmap on Food Waste Reduction
- Under development supported by **Advisory Group**
- Commitments on **prevention and diversion** from landfill and to **report** publicly
- Release planned for June 2022 could lead to an Initiative

Our Call to Action:
Align. Enable. Multiply

To accelerate climate action and the integration of circularity in the tourism value chain through commitments that:

- provide consistent frameworks for stakeholders and require reporting (ALIGN),
- support capacity building and provide tools (ENABLE),
- with potential to trigger action at scale (MULTIPLY).

TRANSFORMING THE TOURISM SECTOR TO ACHIEVE SDG12
THE ADDED VALUE OF THE STRATEGY AND THE ONE PLANET NETWORK: DISCUSSING
PRIORITY AREAS AND ENABLERS FOR THE TOURISM SECTOR TO SUPPORT
IMPLEMENTATION OF SDG12 AND MULTILATERAL ENVIRONMENTAL AGREEMENTS (MEAS)

The framework (image below) guiding the discussion presents a **suggestion of an approach for Tourism and SCP in the years to come. It is building on the One Planet Vision for a Responsible Recovery from COVID-19 and its recommended lines of action and includes the enablers proposed by the One Planet Secretariat.** The enabler "**policy and governance**" has been added as it connects well with how tourism is reflected under SDG target 12.b. which reads "Develop and implement tools to monitor sustainable tourism". The input of this discussion will inform the strategy of tourism and SCP, meaning it can go beyond the reach of the STP.
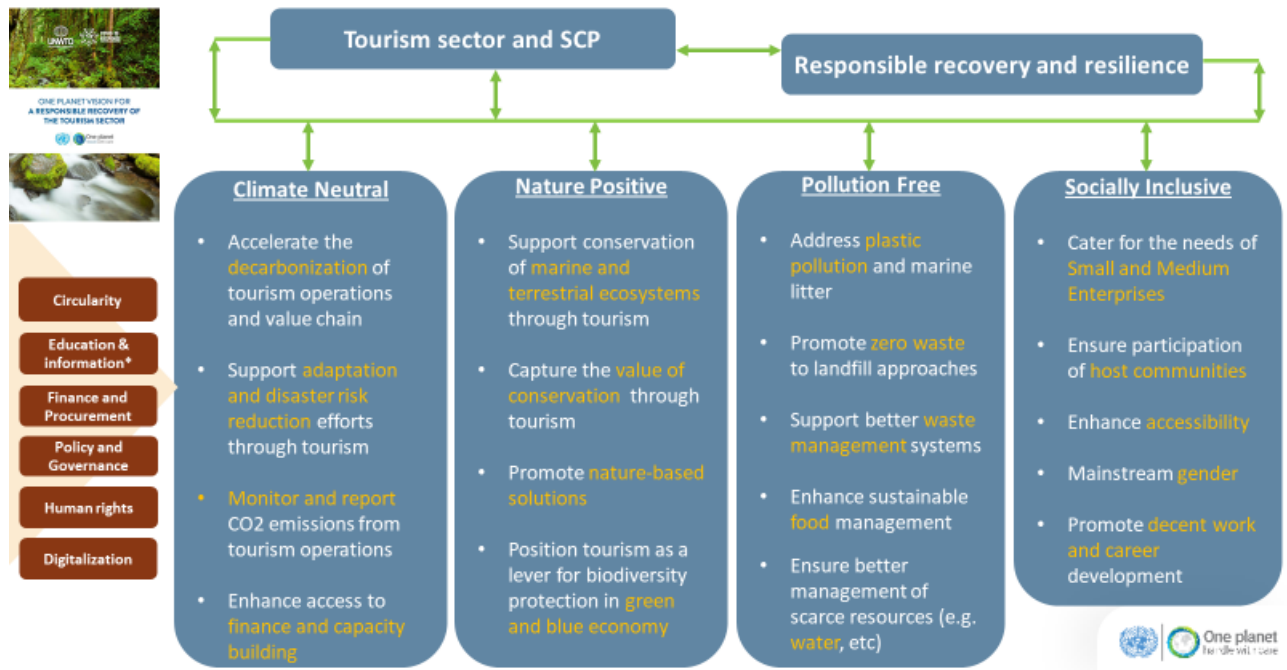
One planet travel with care

Transforming the Tourism Sector to achieve SDG12, addressing the triple planetary crisis

Tourism sector and SCP ←→ Responsible recovery and resilience

Side tags: Circularity · Education & information* · Finance and Procurement · Policy and Governance · Human rights · Digitalization

Climate Neutral
- Accelerate the decarbonization of tourism operations and value chain
- Support adaptation and disaster risk reduction efforts through tourism
- Monitor and report CO2 emissions from tourism operations
- Enhance access to finance and capacity building

Nature Positive
- Support conservation of marine and terrestrial ecosystems through tourism
- Capture the value of conservation through tourism
- Promote nature-based solutions
- Position tourism as a lever for biodiversity protection in green and blue economy

Pollution Free
- Address plastic pollution and marine litter
- Promote zero waste to landfill approaches
- Support better waste management systems
- Enhance sustainable food management
- Ensure better management of scarce resources (e.g. water, etc)

Socially Inclusive
- Cater for the needs of Small and Medium Enterprises
- Ensure participation of host communities
- Enhance accessibility
- Mainstream gender
- Promote decent work and career development

SUMMARY OF SUGGESTIONS FROM THE PARTICIPANTS FOR THE STRATEGIC FRAMEWORK

- **Alignment with Multilateral Environmental Agreements (MEAs)**
  - The work of STP is **aligned with UNFCCC**. This work can support **effective implementation of Nationally Determined Contributions.** Every country in the world has a national emission reduction plan that they're committed to improve and implement an increased ambition for reaching the 1.5 degrees target. In many countries, tourism is a major sector not only for the economy and the environment, but also in terms of the climate footprint that the sector is generating.
  - Nature-based solutions should be integrated in the strategy. **The post-2020 Framework and the UN Common Approach on Biodiversity will need the tourism sector**, and more widely, integrated multi-sectoral, multi-level and multi-stakeholder approaches on production and consumption across the MEAs, for their implementation and monitoring. **The link between natural parks in tourism results in political and financial benefits, it also creates financial security for the indigenous people and local communities that manage those parks and natural areas.** There are also interesting synergies to examine with the upcoming CBD Plan of Action for the engagement of subnational and local authorities.

- **Effective coordination with governments and local communities**
  - The framework should also include mechanisms of intervention, ideally that already exist, such as the **UN Resident Coordinator and the whole UN reform**.
  - **Local communities, local authorities, and traditional authorities** should be provided with tools to effectively manage their natural and cultural assets.
  - Ensure that this high-level agenda is connected to actions on the ground, **governments must get these actions embedded in their policies and their regulations at a country level**.
  - For anchoring tourism development at a local economic and destination level, it is critical to **associate citizens** to the development of local tourism strategies.

- **Importance of finance and collaboration with finance sector**

- Finance should be expanded beyond climate action across all the pillars.
- Mobilization of resources is a critical topic that enables capacity building and innovation in the future.

- **Importance of work around economic incentives**
  - Due to the current cost of many commodities, for example food and energy, there is a significant opportunity to create incentives for change in the fields of (food) waste, and climate action.
  - Economic incentives (for example government support and spending, or tax incentives) can effectively support change of behaviors and therefore have positive or negative impacts on the planetary crises.

- **Behavioral change, certification and capacity building are key to support effective implementation**
  - **Change of consumption behaviors** is a great challenge that needs to be strongly reflected in the agenda (i.e. tourists, but also businesses in their consumption through the supply chain).
  - **Certification** needs to be considered **as a major lever**, a good certification is a filter for the procurement, supply chain development and contracting of services.
  - The **more targeted capacity and skills building** are essential to understand and target gaps and measure success. Research shows that most actors within travel and tourism are still lacking basic knowledge and understanding of the climate context, so the focus should be on levelling up the sector skills and evolving it to become more sophisticated on topics of climate action planning, and measurement.
  - Accessibility of the tools and advice to partners, businesses, and customers alike are key.

- **Social inclusion to ensure communities benefit from tourism**
  - On social inclusion, the focus should be not only on including people and different voices (i.e. indigenous people) but to also ensure they benefit as a result from this. It is about harnessing the different perspectives and knowledge inputs that make the whole system stronger, which is a different way of framing it (as opposed to 'ensuring participation').
  - It is key to **measure industry's contribution to the wellbeing of the host**, which could be integrated in the social inclusion pillar of the strategy, which would also increase acceptance from the local communities in destinations.
  - The focus on destinations is critical and in line with that the social and sustainable dimension. Digitalization, mobility, upskilling, and reskilling of workers are connected points of importance.

- **Partnerships and shared ownership to support innovation and scalability**
  - Sustainability and climate action require collective coordination to work on collective understanding of the situation, collective investment and ultimately collective innovation and solutions. Accordingly, shared ownership over these programs is critical to create a ripple effect and multiply the impact and for stakeholders to take the opportunities for promotion, for training, for education.

IDENTIFYING CATALYTIC ACTIONS FOR POTENTIAL IMPLEMENTATION AT DESTINATION LEVEL AND SECTORAL (AND COMPANY) LEVEL

The second part of the strategic consultation focused on gathering feedback from participants on catalytic actions and their prioritization on both destination and sectoral (company) levels.

Types of interventions for Tourism and SCP (Pillar 1):
Support of MEAs implementation through SCP on destination level

Objective: Leaving no one behind: **supporting countries and local authorities for SDG12/SCP integration and implementation through coordination mechanisms**, leveraging on the UN Development Reform

Policy and governance for SCP and circularity	Capacity building and tools	Measurement and monitoring	Advocacy and resource mobilization
• **Inter-ministerial, as well as destination and value chain-level coordination mechanisms** or the implementation of solutions related to the recovery of the sector, reduction of pollution, prevention of biodiversity loss and climate change mitigation and adaptation • Development of **roadmaps, policies, action plans** and specific targets – including policy instruments and **voluntary commitments**	• Development of **tools to accelerate the implementation of voluntary commitments** (such as the Global Tourism Plastics Initiative and the Glasgow Declaration) • Capacity building through **trainings, recommendations and case studies,** including in connection to procurement, behavioural change, digitalization	• **Technical assistance to scale up measurement** efforts at destination level • Setting up consistent reporting mechanisms to capture **annually the progress of implementation of commitments** • Exploring **innovative approaches (digitalization)**	• **High-level events** to raise importance of environmental and social agendas in the tourism sector • **Mobilization of resources (including financial)** to support implementation of MEAs through tourism and a responsible recovery • **Communication and information campaigns towards industry and consumers**

- For the interventions on destination level, participants highlighted:
  - Importance to **prioritize the work stream on policy and governance**, this is where enabling conditions happen
  - Importance of **engaging governments and having governments in setting a framework** as well as importance for regulatory mechanisms to drive the change – they are very much **complementary for long-lasting impacts of voluntary mechanisms**
  - Disconnect between national and local governments – fragmented agenda across different ministries – these gaps and lacs of coordination need to be filled
  - Importance of sustainable lifestyles lens to help tourism further understand linkages between tourists and nature
  - The **key role of cities** and tourism destinations to boost circularity
  - Need for substantial financing - international financial institutions to effectively support countries
  - **Fiscal policies** need to be strongly addressed (potential area for intervention)
  - The role of **data collection** and big data to support digitalization in tourism (need to be connected to priorities)
  - The role of **private public alliances** which can drive the finance of SCP in tourism
  - Importance of strong engagement with MEAs
  - Need to bring more tourism stakeholders on policy level and to work more with UN country teams.

Types of interventions for Tourism and SCP (Pillar 2): Support of MEAs implementation through SCP on sectoral and company level

Objective: Systemic & catalytic transformation in high-impact sectors: promoting transformative outcomes

Strategies and governance for SCP and circularity	Implementation support through capacity building	Measurement and monitoring	Advocacy and resource mobilization
• Promotion of **circular solutions and business models** • **Coordination** on **value chain level** with all relevant stakeholders and sub-sectors (suppliers, accommodation, platforms, tour operator, waste management, etc). • Collaboration with private companies through **voluntary mechanisms** (such as GTPI and Glasgow Declaration)	• Collaborative development of tools and recommendations **around procurement, consumer information, behavioral change, health and safety, gender balance** • Capacity building through **trainings** (including online), case studies • **Repository of tools and resources**	• **Businesses reporting annually on success of implementation** of commitments and targets • Guidance and capacity building on measurement and monitoring • Exploring **innovative approaches (digitalization)**	• **High-level events** (CEO-level) in order to raise importance of environmental and social agendas in the tourism sector • **Resource mobilization (including financial)** to support implementation of MEAs through tourism and a responsible recovery

On sectoral and company levels, participants highlighted:

- **Capacity building as key priority**, particularly in response to changing regulations and well as to respond to consumer needs
- Prioritization of work with **SMEs** in terms of capacity building
- Need to anchor the work around **specific initiatives and issues rather than having a broad "SCP" scope.**

ANNEX 1: AGENDA

14:00-14:15	**Introduction and objectives of the consultation**
14:15-14:30	**The Global Strategy on SCP & SDG12**, 10YFP/One Planet network Secretariat
14:30-14:40	**One Planet network Sustainable Tourism Programme:** Recap of achievements and proposed way forward
14:40-15:10	**Transforming the tourism sector to achieve SDG12:** the added value of the strategy and One Planet network

14:10-15:55	**-Part 1 (plenary):** Discussing priority areas and enablers for the tourism sector to support implementation of SDG12 and MEAs **-Part 2 (breakout groups):** Identifying catalytic actions for potential implementation at destination level and sectoral (and company) level
15:45-16:00	**Wrap-up & next steps**

Full Name	Organization
Hugh Felton	ABTA
Leandro Fontoura Cupertino	Amadeus
A. Schalken Wouterus	Asian Development Bank
Martha Castillo	CAF
A. Carolina Cortes	CAF
Oscar Guevara	CAF
Amanda Charles	Caribbean Tourism Organization
A. Frković	Croatia
Adriana Relja	Croatia
Njie Divine	ESF - FAO
Pablo Garcia Campos	ESF - FAO
Jacopo Schuerch	ESF - FAO
Jean Guédon	France
Anne Pluvinage Nierengarten	France
Randy Durband	Global Sustainable Tourism Council
Dr.Mihee Kang	Global Sustainable Tourism Council
Syed Mohammad Ali Shah	Green Fiscal Policy Network
Aeree Kim	Green Fiscal Policy Network
Paul Rogers	Happiness Alliance
Mahima Khanna	IFC
Shaun Mann	IFC
Ainhoa Carpintero Rogero	IRP
Ulrika Åberg	IUCN
Stephanie Arellano	IUCN
Daniela Cajiao	IUCN
Issa Torres	IUCN member
Claudia Giacovelli	Life Cycle Initiative
Cristina Nunez	NECSTouR
Daisy C. Trujillo B.	Panama
Diwigdi Valiente	Panama
Bernice Senaratne	Seychelles

Clara Randulfe	Spain
Marcus Carson	Stockholm Environment Institute
Anna Dacam	Sustainable Hospitality Alliance
Jeremy Sampson	The Travel Foundation
Lissette Cuevas	UNDP
Sara Luaces	UNDP
Rita Sciarra	UNDP
Andrea Maria Bacher	UNEP
Oliver Buesing	UNEP
Veronika Cerna	UNEP
Garrette Clark	UNEP
Johanna Fuhlendorf	UNEP
Nils Heuer	UNEP
Emanuel Hillel	UNEP
Llorenc Mila I Canals	UNEP
Jorge Laguna Celis	UNEP
Fabienne Pierre	UNEP
Maelys Nizan	UNEP
Helena Rey De Assis	UNEP
Andrew Schmidt	UNEP
Lukas Von Schuckmann	UNEP
Brendan Cassar	UNESCO
Bernard Combes	UNESCO
Alice Thibault	UNESCO
Niclas Svenningsen	UNFCCC
Roxana Ashtari	UNWTO
Virginia Fernandez-Trapa	UNWTO
Dr. Dirk Glaesser	UNWTO
Rosa Alba Ruffo	UNWTO
Zoritsa Urosevic	UNWTO
Cláudia Vieira Lisboa	UNWTO
Birka Valentin	WTTC
James Sano	WWF
Samantha Kenny	WWF US
Pete Pearson	WWF US

ANNEX 3: RECAP OF INTERVENTIONS OF PARTICIPANTS DURING THE PLENARY SESSION

Shaun Mann, World Bank Group: This high-level agenda will need to be connected to actions on the ground because ultimately that's where the difference is going to be made, so governments must get these actions embedded in their policies and their regulations at a country level.

The pandemic really shifted the needle for governments and tourism dependent communities to look at genuine sustainability issues that are linked to climate challenges, inequality, the resilience of

destinations and their communities. Additionally, in tourism dependent communities, a more organized citizen action could be observed, which is critical for anchoring tourism development at a local economic and destination level. This strategy must connect to countries, destinations, and actions on the ground.

Niclas Svenningsen, UNFCCC: Pointed out the links between the UNFCCC and this programme as well as the relation between this work and the Nationally Determined Contributions by their parties. Every country in the world has a national emission reduction plan that they're committed to improve and implement an increased ambition for reaching the 1.5 degrees target. In many countries, tourism is a major sector not only for the economy and the environment, but also in terms of the climate footprint that the sector is generating.

Helena Rey De Assis, UNEP: There is alignment between UNEP's work on tourism and this proposed strategy. Proposition to change the framing of climate action, biodiversity protection and pollution reduction slightly, as the nature pillar is not only biodiversity. A reformulation could be: climate negative, nature positive, and pollution free. The framework should also include mechanisms of intervention, ideally that already exist, such as the UN Resident Coordinator in the whole UN reform. An additional point is related to finance, which should be expanded beyond climate action across all the pillars that have been suggested.

Oliver Hillel, CBD: At the time of the meeting, 195 national governments were negotiating the importance of tourism for biodiversity in Geneva. Nature-based solutions should be integrated in the strategy. The post-2020 Framework and the UN Common Approach on Biodiversity will need the tourism sector, and more widely, integrated multi-sectoral, multi-level and multi-stakeholder approaches on production and consumption across the MEAs, for their implementation and monitoring. The link between natural parks in tourism results in political and financial benefits, it also creates financial security for the indigenous people and local communities that manage those parks and natural areas. There are also interesting synergies to examine with the upcoming CBD Plan of Action for the engagement of subnational and local authorities.

Susane Becken, Griffith University (provided comments by writing): Change of consumption behaviors is a great challenge that needs to be strongly reflected in the agenda (i.e. tourists, but also businesses in their consumption through the supply chain). On social inclusion, the focus should be not only on including people and different voices (i.e. indigenous people) but to also ensure they benefit as a result from this. It is about harnessing the different perspectives and knowledge inputs that make the whole system stronger, which is a different way of framing it (as opposed to 'ensuring participation').

Randy Durband, GSTC: By providing good certification, a filter for the procurement and supply chain development and contracting of services could be created. In pillar 2 on slide 17 of the presentation, products and services are mentioned as commodities like textiles. Additionally, it would be beneficial to think about the products and services of tourism as hotels, land transport providers, and aviation. GSTC developed a system that countries, such as Turkey and Singapore have used to launch their programs for creating incentives and in some cases mandates for hotels and land transport providers to get certified and focus on the pillars of this strategy. In addition to governments, the power of business should be leveraged. Many companies working with leisure and business travel, including the TUI Group, Easy Jet, Royal Caribbean Cruise Lines, MSC cruises, American Express, and Global Business Travel, are putting in place preferred contracting based on GSTC certification, and this should be spread further to transform operations at any scale and type of business, also with the help of distribution channels, such as Google, and Booking.com.

Aeree Kim, UNEP: Her team's work has been focused on economic incentives (for example government support and spending, or tax incentives) and how they have changed behaviors and reduced or maybe increased impacts on the planetary crises. She pointed out the links between this strategy and

their work in areas, such as the green or blue economy and sectors, such as the food, and agriculture sectors and stated that there are multiple opportunities for them to contribute tools and frameworks to the different Programmes of the OPN and discussions around its strategy.

Jeremy Sampson, Travel Foundation: The Travel Foundation is a coordinating partner of the Glasgow Declaration. He focused on the framing and the potential of the OPN strategy around sustainable tourism to scale and multiply its impact through building multi stakeholder networks, such as the Future of Tourism Coalition, and the Glasgow Declaration. The following learnings have come out of these networks:

1. The more targeted capacity and skills building are essential to understand and target gaps and measure success. Research shows that most actors within travel and tourism are still lacking basic knowledge and understanding of the climate context, so the focus should be on levelling up the sector skills and evolving it to become more sophisticated on topics of climate action planning, and measurement.
2. Sustainability and climate action require collective coordination to work on collective understanding of the situation, collective investment and ultimately collective innovation and solutions. Accordingly, shared ownership over these programs is critical to create a ripple effect and multiply the impact and for stakeholders to take the opportunities for promotion, for training, for education.
3. Mobilization of resources is another critical topic that enables capacity building and innovation in the future.

James Sano WWF: Due to the current cost of many commodities, for example food and energy there is a significant opportunity to create incentives for change in the fields of (food) waste, and climate action.
The private sector should be involved in the creation of this strategy. Additionally, it would be relevant to quantify sustainable impact on the bottom line and make it an integral approach of measurement and reporting.

Virginia Fernandez-Trapa, UNWTO: Explained that for this specific consultation, the programme decided to involve business networks, associations, etc. instead of individual businesses but individual private sector actors will be consulted in the further process.

Wouterus Schalken, Asian Development Bank: They are in the process of formulating their value-add strategy for sustainable tourism and they will use the inputs received during this meeting, as well as future inputs from the variety of stakeholders to guide their efforts in terms of financial and knowledge resource allocations to sustainable tourism. The ADS has anticipated more resources will become available for these workstreams. Their focus is also on the indicators and measurement.

Paul Rogers, Planet Happiness: They have developed a framework for measuring the industry's contribution to the wellbeing of the host communities, which could be integrated in the social inclusion pillar of the strategy, which would also increase acceptance from the local communities in destinations.

Clara Randulfe, Spanish Secretariat of State for Tourism: Voiced alignment between their work and the strategy. Climate action, pollution reduction, and social inclusion are basic areas for the tourism of the future to be resilient. The focus on destinations is critical and in line with that the social and sustainable dimension. Digitalization, mobility, upskilling, and reskilling of workers are connected points of importance.

Hugh Felton, ABTA the British Travel Trade Association: They will use the outcomes of this meeting to help provide guidance to the Members in the outbound travel companies. Accessibility of the tools and advice to partners, businesses, and customers alike is key.

Lissette Cuevas, UNDP Dominican Republic: Highlighted the importance of the participation of private sector, specifically SMEs, for the achievements of the 2030 agenda and especially for the SDG 12 and creating more inclusive, sustainable practices and the importance of teaching a focus on resilience and creating aligned policies.

Diwigdi Valiente, Ministry of Tourism in Panama: Stressed the importance of integrating local communities, local authorities, and traditional authorities, to give them the tools to effectively manage their natural and cultural assets and include the tools they already have, and to communicate effectively and efficiently with them so they can make the best decisions in their communities and their islands.