

# Template<sup>i</sup> for submitting voluntary commitments to the Batumi Initiative on Green Economy (Nicosia call)

*To be filled in by submitting country/organization*

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1. **Country or organization:** Sweden, Ministry of Enterprise and Innovation
2. **Title of the action (referencing in parenthesis the number of the related focus area(s)<sup>ii</sup> that the initiative will contribute to):** Strategy for sustainable tourism and a growing tourism industry (4, 7, 9)
3. **Description of the action:** The strategy is a national road-map for all actors involved in promoting sustainable development in the tourism industry – such as national authorities, regional and local actors, industry representatives and research.

The national tourism industry policy is to be in line with the 2030 Agenda and its 17 SDGs. Sustainable tourism is explicitly part of Goal 8 Decent work and economic growth, Goal 11 Sustainable cities and communities, Goal 12 Sustainable consumption and production and Goal 14 Life below water.

Wise and responsibly managed tourism can, for example, contribute to preserving natural and cultural environments, promoting innovation, trade and exchanges across borders, switching to sustainable consumption and creating sustainable cities and communities. At the same time, growing tourism can mean greater pressure on shared resources, more greenhouse gas emissions and a negative impact on local communities. There are conflicts between the goals, but tourism that makes the transition to long-term sustainability in every respect will bring major competitive advantages.

An economically sustainable tourism industry is competitive, responsible, and engages in long-term and adaptive resource management. A socially sustainable tourism industry contributes to the vitality of cities, towns, and sparsely populated and rural areas, taking into account both tangible and intangible cultural heritage, Sami culture, local business and civil society.

An environmentally sustainable tourism industry reduces its climate impact and takes responsibility for managing resources and for the ecosystems of locations. Tourism cannot be developed sustainably without fossil-free, eco-friendly transport. Emissions from the transport sector, like emissions from the tourism sector in general, need to fall at a much faster rate.

Environmentally sustainable tourism also means that destinations based on shared resources must be protected. National parks, other protected and valuable natural and cultural environments, world heritage sites and hiking and cycling trails enable access to unique sites. Hunting and fishing tourism and other nature tourism that takes place on public and private land and water needs to be managed sustainably in dialogue with the owners of the land and water concerned.

A large number of visitors can cause excessive wear and tear on the landscape and infrastructure, so undermining the natural and cultural assets on which the tourism industry is basing its product. The government have therefore made the commitment to both improve access and reduce excessive wear on the landscape with measures the coming years:

- a) Until 2024, the Swedish Agency for Economic and Regional Growth run a program that provides support to develop the infrastructure for recreation and tourism in rural areas. The purpose is to use rural resources to create opportunities for recreation for the public and to improve opportunities for tourism. The support is distributed via calls for proposals. Infrastructure for hiking and mountain biking is prioritized by the Agency for Growth. The support totalling 98,5 MSEK is allocated within the framework of the EU rural development program. The priority is visitor destination development within nature and cultural tourism, with a particular focus on the

development of trails for hiking and mountain biking. The prioritization is motivated by the fact that the interest in hiking and mountain biking is large and growing, both among domestic and international visitors, while the infrastructure for these activities is relatively weak in Sweden. In order for more nature tourism companies to want, be able and dare to develop activities, there needs to be quality-assured, safe and attractive trails and infrastructure that meet visitors' needs and expectations. Sustainable trails need governance with stamina to be durable over time and take into account the carrying capacity where built.

- b) The Swedish Environmental Protection Agency has been tasked with developing work with the country's hiking trails and mountain trails. The assignment includes connecting hiking trails, developing hiking trails in protected areas and in protected forests close to the mountains, continuing the upgrading of the state trail system in the mountains and, to the extent possible, extending the Kungsleden through the mountain region. The state trail system of hiking trails and mountain trails shall be upgraded. The state trail system in the mountains is an important prerequisite for outdoor life and tourism in the mountains and is an important part of mountain safety. The government is investing SEK 50 million per year 2022–2027 to strengthen efforts for hiking trails and mountain trails.

The two above mentioned activities are examples of actions taken to improve sustainable tourism in Sweden.

4. **Timeframe/milestones for the action, as appropriate:** 10 year
5. **Type of action<sup>iii</sup>:** Mainly (c) but can also be (a) and (b)
6. **Economic sectors<sup>iv</sup>:** (c) tourism
7. **Reference instruments and sources, as appropriate:**
8. **Expected co-benefits and impact of the outcome:** Strengthen common knowledge and cooperation for sustainable tourism.  
  
Signs of progress can be: a) Tourism helps to create attractive places for visitors, residents, businesses and investment. b) Cooperation on place-based development between the public sector, civil society and the private sector is long-term, founded on mutual respect and draws on local conditions and needs. c) Natural and cultural assets are identified, protected and developed respectfully. d) hiking and mountain biking trails are developed to create opportunities for rural nature and cultural tourism. e) Hiking trails and mountain trails in national parks developed and has improved protection to wear and tear.
9. **SDGs target(s) that the action may contribute to implement:** The strategy as a whole tie in with the 2030 Agenda and the UN's Sustainable Development Goals (SDGs). In particular target 8.9, 8.3, 11.4, 12.1 and 12.2.
10. **Implementation of Environmental Performance Review (EPR) Recommendations, as appropriate:**
11. **Objectively verifiable indicators, as appropriate:** Indicators for sustainable tourism will be developed relating to the national strategy and a new goal for the Swedish Tourism policy. This will be developed and presented in the Budget Bill for 2024.
12. **Partners:**
13. **Contact points:** Ministry of Enterprise and Innovation, Anna Hag, [anna.hag@gov.se](mailto:anna.hag@gov.se); Swedish Agency for Economic and Regional Growth, Christina Brorsson Juopperi, [kicki.juopperi@tillvaxtverket.se](mailto:kicki.juopperi@tillvaxtverket.se); Swedish Environmental protection Agency, Lisa Diehl, [lisa.diehl@naturvardsverket.se](mailto:lisa.diehl@naturvardsverket.se)

Additional information on the Nicosia focus of the action:

- o **Is the action related to the Nicosia environmental theme I: “Greening the economy in the pan-European region: working towards sustainable infrastructure”?** (NO)

- *If yes, please indicate below to which “International Good Practice Principles for Sustainable Infrastructure<sup>v</sup>” does the action contribute:*
- **Is the action related to the Nicosia environmental theme II: “Applying principles of circular economy to sustainable tourism”? (YES)**

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<sup>i</sup> Based on the “Pan-European Strategic Framework for Greening the Economy” (ECE/BATUMI.CONF/2016/6, appendix).  
Webpage: <https://unece.org/documents-and-materials>

<sup>ii</sup> Nine integrated focus areas were identified in the Strategic Framework are:

- 1: Improve the measurement and valuation of natural capital;
- 2: Promote the internalization of negative externalities and the sustainable use of natural capital;
- 3: Enhance ecosystems and ecosystem services as part of ecological infrastructure;
- 4: Shift consumer behaviours towards sustainable consumption patterns;
- 5: Develop clean physical capital for sustainable production patterns;
- 6: Promote green and fair trade;
- 7: Increase green and decent jobs, while developing the necessary human capital;
- 8: Improve access to services, healthy living and well-being;
- 9: Promote public participation and education for sustainable development.

<sup>iii</sup> In accordance with the Strategic Framework, the following three types of actions are suggested:

- (a) legal, regulatory and policy instruments;
- (b) economy and fiscal instruments; and
- (c) information, education-based, capacity-building and voluntary instruments.

Countries and organizations should refer to any of these three types, as appropriate and relevant.

<sup>iv</sup> In accordance with the Strategic Framework, the following three clusters of sectors are suggested:

- (a) economy-wide;
- (b) cities; and
- (c) sectors, including: agriculture, forestry and fishing; energy; mining; manufacturing; transport; water; waste; tourism; and housing, buildings and construction.

<sup>v</sup> The “International Good Practice Principles for Sustainable Infrastructure” (as reflected in a subsequent UNEA Resolution UNEP/EA.5/Res.9) set out ten guiding principles that policymakers can follow to help integrate sustainability into infrastructure planning and delivery:

1. Strategic planning;
2. Responsive, resilient, and flexible service provision;
3. Comprehensive lifecycle assessment of sustainability;
4. Avoiding environmental impacts and investing in nature;
5. Resource efficiency and circularity;
6. Equity, inclusiveness, and empowerment;
7. Enhancing economic benefits;
8. Fiscal sustainability and innovative financing;
9. Transparent, inclusive, and participatory decision-making;
10. Evidence-based decision-making.

Web link: <https://www.unep.org/resources/publication/international-good-practice-principles-sustainable-infrastructure>