

Batumi Initiative on Green Economy (BIG-E)
Actions by the United Nations Environment Programme (UNEP)

Organization: United Nations Environment Programme

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| Title: Transforming tourism value chains for low carbon and resource efficiency |
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Description of the action:

In order to support the transformation of tourism value chains for low carbon and resource efficient operations, it is crucial that policy makers and businesses have the relevant tools, resources, and knowledge to be able to base their decision-making processes and policies on science-based approaches that are aligned with the Sustainable Development Goals (SDGs).

Building upon the work developed by two projects - Transforming Tourism Value Chains in Developing Countries and Small Island Developing States to Accelerate More Resource-Efficient, Low-Carbon Development (TTVC) and the Global Opportunities for Sustainable Development Goals (GO4SDGs), which are part of the International Climate Initiative (IKI) - and with available resources, UNEP will advance the transition towards sustainable tourism and the integration of the sector with sustainable consumption and production patterns and circular economy principles, through its support to Member States and members of specialized agencies on sustainable tourism by:

- supporting member countries to develop national sustainable tourism roadmaps and strengthen policy coherence;
- supporting innovative investment and finance for sustainable tourism, including sustainable mobility, and local governance;
- supporting SMEs to improve sustainability and circularity in tourism value chains;
- working with Member States and the United Nations system through existing platforms, and with other international partners, to support long-term sharing of experiences, peer-to-peer learning, technical assistance, capacity-building and training on sustainable tourism;
- establishing monitoring frameworks and systems to measure the sector's general progress towards sustainability, climate, biodiversity and nature conservation.

As for the pan-European region, UNEP commits to provide following support to the countries to transition their tourism sector:

- adapting and tailoring TTVC and GO4SDGs project tools to the Pan-European context to help countries analyze tourism value chains, identify environmental and social hotspots which require intervention, prepare policy recommendations, develop capacity of organizations and tourism operators (including women's organizations) and develop action plans that will help reduce emissions, increase circularity in tourism operations and improve resource efficiency of tourism businesses;

- conducting plastic hotspot analysis using 'UNEP/IUCN National Guidance for plastic pollution hotspotting and shaping action' methodology which will help identify policy actions to reduce plastic pollution nation-wide and tourism areas.

Time frame/milestones, for action, as appropriate: Until end of 2025

Type of action: Information, education-based, data collection, capacity-building and voluntary instruments

Economic sectors: Tourism sector but effects are economy-wide

Reference instruments and sources as appropriate:

<https://www.oneplanetnetwork.org/value-chains/transforming-tourism>

<https://www.oneplanetnetwork.org/value-chains/transforming-tourism/roadmaps>

<https://www.oneplanetnetwork.org/value-chains/transforming-tourism/tools>

<https://www.oneplanetnetwork.org/value-chains/transforming-tourism/resources>

<https://www.oneplanetnetwork.org/programmes/sustainable-tourism/global-tourism-plastics-initiative>

Expected co-benefits and impact of the outcome:

Positive socio-economic results can include poverty reduction, and improved equity and gender equality, whilst promoting economic development of tourism destinations, investment in nature, supporting local communities, generating green jobs, and promoting innovation.

The knowledge products and key resources of the TTVC and GO4SDGs project can benefit the Pan-European region as they can be easily tailored and adapted to the local context. For instance, the Resource Efficiency tool will be transformed into an online tool that can be regularly updated by Pan-European businesses to annually track their emission reductions. All project tools are designed to address the SDGs in order to align individual actions by businesses to wider national targets regarding climate action, pollution reduction, and biodiversity conservation.

SDGs target(s) that the action may contribute to implement: 8, 9, 11, 12, 13, 14 and 17

Implementation of Environmental Performance Review (EPR) recommendations, as applicable: not applicable

Objectively verifiable indicators, as appropriate: To be derived from the relevant SDG indicators

Partners: UN Country Teams, UN System partners, Member State Governments, civil society, academia,

WRAP (Waste & Resources Action Programme), the Travel Foundation, Equality in Tourism, the World Tourism Organization, World Travel & Tourism Council (WTTC), Airbnb, International Olympic Committee, Occitanie Region, Pays de la Loire Region, Regional offices

and coordinators; One Planet Network Sustainable Tourism Programme, Travalyst, Global Tourism Plastics Initiative, OECD, and UNRCOs of Pan European countries.

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