



Communication of Engagement with UN Global Compact

Statement of continued support for the UN Global Compact by the President & CEO

The World Travel & Tourism Council (WTTC) is a not-for-profit, member association that represents the global private sector engaged in Travel & Tourism. It is the Voice of Travel & Tourism, representing the interests of its members and the sector globally; it develops, shares and promotes research, good practice and knowledge on key issues within Travel & Tourism. The work of WTTC aims to ensure greater long-term sustainability for the destinations and residents who work and engage with tourists.

Travel & Tourism contributes 10.3% of global GDP across the world. In 2019, Travel & Tourism generated 330 million jobs globally in both urban and rural destinations and often in areas of a country where few other job opportunities are available. It is highly inclusive and diverse, employing higher proportions of women and youth and minorities than many other industry sectors.

WTTC has shown our continued participation in the activities of the UNGC by providing WTTC Members and the wider Travel & Tourism sector with guidance and tools to respond effectively to environmental and social issues on the understanding that the issues that dominate the sustainable development agenda including climate change, destination stewardship, resource use and social benefit are often too big for individual companies to tackle alone. The sector must work together to achieve improvements that have real impact and improve its environmental and social performance.

WTTC's communication of Engagement (COE), describing the actions taken to support the mission of the UNGC are detailed below.

Yours faithfully,

Gloria Guevara Manzo
President & CEO
World Travel & Tourism Council

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Period covered by this Communication on Engagement: November 2018 to December 2020.

Statement of Continued Support

The World Travel & Tourism Council reaffirms its commitment to sustainability and to responsible business practices and to participating in the United Nations Global Compact

As a not-for-profit member association, WTTC contributes through its research resources and engagement with both industry and government to raise understanding and awareness of sustainability in Travel & Tourism in order to shape better businesses of the future. WTTC is committed to embracing, supporting and enacting the UN Global Compact core values within its sphere of influence in Travel & Tourism.

Overview and description of Actions

The Travel & Tourism sector has been devastated by the impact of the COVID19 pandemic and much of WTTC's efforts and resources have been dedicated to the management and recovery from the crisis. Despite these challenging times, WTTC remains committed to enhancing the Sustainable Development Goals and has continued to carry out important activities. It has been involved in several events to address issues in line with the SDGs agenda.

The core critical issues of climate change, the environment and sustainability have been at the heart of WTTC efforts to advance this agenda.

Environment, Climate change and sustainability

WTTC has been convening its Members as well as industry experts and other industry players and stakeholders to help the Travel & Tourism sector understand and address the impact of climate change both from its activities and on the places it operates. Its practical actions help to support the ambitions and objectives of UN Global Compact, in particular goal 13 on climate action.

WTTC has organised and attended events on relevant sustainability issues and has created partnerships with expert organizations to support the Travel & Tourism sector in advancing this agenda.

- In December 2018, at the UN Climate Conference (COP24) in Katowice, Poland, WTTC hosted the first travel and tourism event ever held at the annual COP. WTTC, together with UNFCCC, addressed the links between Travel & Tourism and climate change

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and presented a pathway for the sector to achieve carbon neutrality by 2050.

- In May 2019, WTTC signed a Memorandum of Understanding with the UN Framework Convention on Climate Change (UN Climate Change) aiming to provide a framework of collaboration between the Secretariat and WTTC with respect to the promotion of Climate Action in the Travel & Tourism Sector, including use of UNFCCC recognised carbon credits
- In September 2019, WTTC organised the first Climate and Environment Forum in New York. The Forum took place as leaders from across the world gathered for the UN General Assembly and to address the climate crisis. This Forum brought expertise and energy on how Travel & Tourism should respond.
- In September 2019, under an SDG17 Partnership, WTTC published a Climate Friendly Travel report together with SUNx showcasing a conceptual framework with the aim to help members measure, report and reduce their GHG emissions to reach climate neutrality by 2050
- In September 2019, WTTC signed a Memorandum of Understanding with UNEP (UN Environment) to provide a framework for cooperation and facilitate collaboration between the Parties, in areas of common concern and interest. These include:
 - Promoting industry action to support global efforts to tackle the illegal trade in wildlife and advance adequate policies and business practices to prevent additional pressure on ecosystems and biodiversity, with the priority of creating investment opportunities in sustainable tourism projects to create additional livelihood opportunities for local communities
 - Proactively identifying projects of common interest where knowledge sharing, and networking on sustainable tourism, wildlife conservation, pollution prevention can be jointly implemented
 - Providing technical support in the prevention and reduction of marine litter
 - Collaborating to drive action on issues related to plastic pollution
 - Collaborating to disseminate monitoring and reporting tourism tools within private sector, and where possible engage members in voluntary initiatives for reporting tourism performance towards SDGs and key environmental indicators, as well as promoting sustainable tourism destinations and practices.

As part of this agreement, WTTC and UNEP are currently putting together a report to provide strategic recommendations and innovative solutions to support the sector reduce the use of single use plastics across the Travel & Tourism value chain and move

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towards a more circular model in line with SDG12 (Responsible Consumption and Production)

- In December 2019, WTTC has attended COP 25, and hosted an official side-event with UNFCCC and a panel discussion exploring best practice actions to ensure low emissions in Travel & Tourism.
- In 2019, WTTC produced its 'Destination 2030' which considers city readiness for Travel & Tourism growth, particularly with a view to handling rapid tourism growth and associated pressures, as well as providing solutions to foster the sustainable growth of the sector.
- In September 2020, WTTC hosted the One Voice webinar on 'Accelerating the Sustainability Agenda' which was part of Climate Week NYC official events programme. The webinar hosted public and private speakers including government Ministers who addressed how the Travel & Tourism sector needed to work together to take meaningful action to address the threats that climate change poses to the sector and to the world.
- Also in September 2020, during Climate Week NYC and in the side-lines of UN General Assembly, WTTC together with SUNx Malta and Thompson Okanagan Tourism Association (TOTA) launched a Climate Friendly Travel Registry for 2050 Climate Neutral & Sustainability Ambitions. The idea of a Climate Neutral 2050 Ambitions Registry was built into the Paris 2015 Agreement, as a way for Parties to transparently declare and progressively increase their Carbon reduction ambitions through 2050, so as to secure global temperature stabilized at tolerable levels for human survival. As a transformation catalyst this Registry will be open to all Travel & Tourism companies and communities, whether they have created a 2050 Carbon Neutral Ambition yet. It will cover transport, hospitality, travel services and infrastructure providers - from the smallest to the largest, anywhere in the world – and will be a conduit to the mainstream UN Climate Action Portal.
- WTTC promotes environmentally responsible actions across Travel & Tourism in particular support to the SDG 15 (Life on Land) and since the development of the WTTC Declaration on Illegal Wildlife Trade (IWT) that has been signed by over 100 WTTC Member organizations and the Travel & Tourism communities more widely, WTTC has been developing guidelines in partnership with field experts in order to tackle the issue of IWT and promote the tangible implementation of the BA declaration and the zero tolerance policy by its members organizations
- Since August 2020, WTTC is a founding champion of The Global Initiative to "End Wildlife Crime" which aims to encourage States to fill serious gaps in international law by advocating for and offering technical support to create a new global agreement on wildlife crime

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and amend existing international wildlife trade laws to include public health and animal health considerations in decision making.

- In November 2020, WTTC created its Sustainability Committee composed of WTTC member CEOs with the aim to support the WTTC management team in the development of a robust Sustainability strategy for the sector
- In December 2020, WTTC has created its Sustainability Taskforce, composed of senior sustainability representatives of WTTC members, which will provide support and guidance to WTTC and the WTTC Sustainability Committee. This role is across all aspects of sustainability including advice on strategy, planning and priorities; proposing initiatives and projects; providing resources for working groups on specific topics (e.g. carbon targets, reduction of single-use plastics, etc); supporting the execution of WTTC sustainability initiatives and projects; and engaging members.
- In December 2020, WTTC held its One Voice to Recovery and Beyond webinar, where speakers from the public and private sector addressed issues including how can we learn from the past as we rebuild together in an even more sustainable and responsible way.

Labour and Human rights

WTTC has continued to be active in promoting the importance of human rights and the safety and welfare of the workforce in the Travel & Tourism sector through its various initiatives and publications.

- In September 2020 WTTC published the Future of Travel & Tourism report – this highlights many elements relating to the Future of Work but also human trafficking in relation to COVID-19 implications and policy needs.
- Between May and September 2020, WTTC published the 11 Safe Travels protocols, relating to the safety and wellbeing of staff and customers
- Between May and September 2020, WTTC published numerous protocols with IOSH on remote working, returning to work safely, etc. relating to worker wellbeing and the future of the workplace
- WTTC also published different pieces of work directly targeted at travelers to raise awareness on wellbeing and address responsible and sustainable travel, notably: “14 Ways to Travel Purposefully & Responsibly” as well as “9 Reasons Travel is Good for Your Mental Health”

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