



7 December 2022

Communication on Engagement (COE) 2020-2022 to the UN Global Compact

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.

Prior to the pandemic, Travel & Tourism contributed 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, and Nature and Biodiversity. 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.

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

During the recovery of the Travel & Tourism sector post COVID19 pandemic, and as the awareness towards sustainability grew even further during that period, WTTC has continued its efforts towards building a more sustainable sector by working with its members and the wider industries and organisations to enhance the Sustainable

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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, Nature and Biodiversity, circularity and sustainability as a whole have been at the heart of WTTC efforts to advance this agenda.

Environment, climate change and sustainability

In November 2022, WTTC launched its Global Sustainability Data Model –at WTTC Global Summit in Kingdom of Saudi Arabia

The aim is to track environmental and social footprint of Travel & Tourism per \$GDP growth (2010, 2019-21), including GHG, water, pollutants, energy source as well as age, wage, gender per country & industry for 185 countries.

In September 2022, WTTC participated in the New York Climate Week and officially launched its **Nature Positive Travel & Tourism report which can be found [here](#).**

During the event, WTTC organised a panel to discuss the content of the report and raise awareness on the importance of Biodiversity protection and the role Travel & Tourism can play in halting and reversing the destruction of nature and will help businesses act on the very real and urgent need to better protect biodiversity and nature.

The report has been created jointly with ANIMONDIAL, a key advisor to global Travel & Tourism on animal and nature protection, and in collaboration with global businesses within the sector, and it has also been endorsed by Secretariat of the Convention on Biological Diversity (SCBD).

The report provides guidance on the importance of biodiversity, the key drivers of biodiversity loss, and the key components to better protect and restore it. It offers a roadmap based on a four-phase framework with practical steps to guide the sector in adopting a Nature Positive approach: assessing operational impact, setting out a strategy, identifying essential actions, rolling out and reviewing the programme, and harnessing communication opportunities.

The report also offers four actions businesses can achieve in the short term: reconnecting people and nature, supporting sustainable value chains, protecting animals and their welfare, and investing in nature.

Building up on that report, and to take further action, WTTC will officially take part as an observer at the 2020 UN Biodiversity Conference Part II of the Fifteenth meeting of the Conference of the Parties to the Convention on Biological Diversity COP-15 **in December 2022** to present the **Travel & Tourism Sector's Vision** to halt and reverse biodiversity loss by 2030.

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At COP15, WTTC will share its commitment to build on the sector's potential to be a "Guardian of Nature" and its commitment to implement the Post-2020 Global Biodiversity Framework (GBF), particularly by:

- Integrating **biodiversity safeguards** throughout operations, and supply chains;
- Taking action to avoid or minimise negative impacts on nature; **reducing carbon emissions**, the impact of pollution and the unsustainable use of resources, reporting on progress and actions;
- Supporting the conservation, management, and **restoration of ecosystems**, the protection of sensitive areas and habitats, the recovery of threatened species, and through a reinvestment of tourism revenues, the finance of protected areas;
- Investment in destinations, and those **communities** that live alongside wildlife, identifying animal and nature protection partnerships, encouraging community stewardship and supporting local and national strategies to protect biodiversity and threatened species.

With the support of the Conference of the Parties, WTTC wants to position Travel & Tourism as a leading player supporting national biodiversity planning to help transform humanity's relationship with the natural world to secure an equitable, sustainable, and resilient future for all.

In June 2022: WTTC issued a joint report with ICF on 'Enhancing Resilience to Create Sustainability in Destinations',

WTTC published a report on practical guidelines and case studies to support destinations in becoming more resilient and sustainable at its Sustainability and Investment Forum taking place in San Juan, Puerto Rico.

The report, 'Enhancing Resilience to Create Sustainability in Destinations', jointly created with ICF, WTTC's industry partner provides practical, structured insights, for destinations as they consider their resilience and sustainability.

The report provides five elements that destinations should focus on to build both resilience and long-term sustainability: environment, infrastructure, energy, economic, and societal resilience.

It allows destinations to understand how to better prepare, act, and plan for future risks, strengthening their resilience and long-term sustainability.

In April 2022: WTTC launched its Hotel Sustainability Basics at Philippines Summit

WTTC has launched its 'Hotel Sustainability Basics', a globally recognised and coordinated set of criteria that all hotels should implement as a minimum to drive responsible Travel & Tourism.

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The initiative aims to help every hotel address and improve their environmental and social impacts. It provides the global hospitality sector with a baseline of positive actions to be taken to ensure they meet at least the minimum sustainability requirements.

Developed by the industry for the industry, it highlights 12 actions which are fundamental to hotel sustainability and will help raise the base level of sustainability across the entire hospitality industry by providing every hotel a starting point on their sustainability journey.

The initiative has gained support from major global groups and the criteria, developed by WTTC in close collaboration with leading global brands and industry associations, focus on actions which are fundamental to hotel sustainability and address tourism's impact on the planet across a spectrum of critical issues.

These criteria include actions to measure and reduce energy use, measure and reduce water use, identify and reduce waste, and measure and reduce carbon emissions.

It also includes a linen reuse program, use of green cleaning products, the elimination of plastic straws, stirrers, and single-use plastic water bottles, the implementation of bulk amenity dispensers, as well as measures to benefit local communities.

This initiative acts as a steppingstone to the Sustainable Hospitality Alliance's Pathway to Net Positive Hospitality which will enable every hotel to take a strategic and progressive approach to achieving a positive environmental impact, whatever their starting point."

The Hotel Sustainability Basics earned the support of the Global Sustainable Tourism Council, as they are a way for hotels to take the first step on their journey to sustainability.

In April 2022: WTTC jointly with JLL released a report called '**Destination 2030: Global cities' readiness for sustainable tourism growth**' during WTTC's 21st Global Summit in Manila, Philippines.

The report, addresses what makes a city ready for sustainable Travel & Tourism. 63 global cities were measured and categorised into one of five levels of "readiness" while providing attainable solutions to promote sustainable growth in tourism activity in each destination.

The report highlights how a city can thrive through Travel & Tourism in a sustainable manner and showcases how stakeholders need to understand the level of preparedness of the city for the expected growth in tourism and the resulting challenges and opportunities that lay ahead.

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In June 2021: WTTC and UNEP released a report on [‘Rethinking Single-Use Plastic Products in Travel & Tourism’](#)

WTTC and the United Nations Environment Programme (UNEP), launched this major report to address the complex issue of single-use plastic products within Travel & Tourism.

‘Rethinking Single-Use Plastic Products in Travel & Tourism’ launched as countries around the world started to reopen, and the Travel & Tourism sector started to show signs of recovery from the COVID-19 pandemic.

The report is a first step to mapping single-use plastic products across the Travel & Tourism value chain, identifying hotspots for environmental leakages, and providing practical and strategic recommendations for businesses and policymakers.

It is intended to help stakeholders take collective steps towards coordinated actions and policies that drive a shift towards reduce and reuse models, in line with circularity principles, as well as current and future waste infrastructures.

The report’s recommendations include redefining unnecessary single-use plastic products in the context of one’s own business; giving contractual preference to suppliers of reusable products; proactively planning procedures that avoid a return to single-use plastic products in the event of disease outbreaks; supporting research and innovation in product design and service models that decrease the use of plastic items, and revising policies and quality standards with waste reduction, and circularity in mind.

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