

# 5<sup>th</sup> Meeting

19-22 April 2009, Marrakech

## Agenda (English version)

### Sunday, April 19<sup>th</sup>: Field Visit in Essaouira Region

**08.00** : Departure from the Hotel Kenzi Farah  
**Morning** : Visit of the new Mogador touristic Destination  
**12.00-14.00**: Lunch  
**Afternoon**: Guided visit of Essaouira  
**17.00** : Back to Marrakech

### Monday, April 20<sup>th</sup> : The political initiative

**09.00 – 9.45**  
Opening Ceremony

**Opening of the 5th Meeting of the International Task Force on Sustainable Tourism Development (ITF-STD) by:**

- His Excellency Mohammed Boussaid, Moroccan ministry of tourism
- Messages from Chantal Jouanno, French secretary of State for ecology and Hervé Novelli, French secretary of State in charge of tourism, introduced by his Excellency Jean François Thibault, Ambassador of France in Morocco
- His Excellency Björn Blokus, Ambassador of Norway in Morocco (*to be confirmed*)
- Arab Hoballah, United Nations Environmental Programme
- Luigi Cabrini, United Nations World Tourism Organization

**9.45** Projection of the movie « Eductour » about Oasis in South Morocco (UNDP)



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## 10.00 – 10.30

**Assessment of the ITF-STD activities since the last meeting**, to be facilitated by Christian Brodhag

- The 4th meeting outcomes and the recent evolution in sustainable tourism in Costa Rica, by *Gina Guillen (Costa Rica)*
- The FITS (International forum on solidarity tourism) 2008, by *Modibo Cissé (Mali)*
- The national campaign « Green Passport » in Brazil, by *Samuel Coelho Rodrigues (Brazil)*
- The evolution of other ITF-STD projects and presentation of fact sheets, by *Charles Arden Clarke (UNEP)*

## 10.30 – 11.00

**Session 1: Policy recommendations** to be facilitated by Arab Hoballah (UNEP)

- Presentation by UNEP on the consultations outcomes for the policy recommendations and their follow up in the Marrakech Process

## 11.00- 11.15 Coffee Break

## 11.30 -12.30

**Session 2 : (continued): Policy Recommendations** to be facilitated by Arab Hoballah (UNEP)

- Tour de table with all Taskforce members on the basis of the document "outline of policy recommendations for adoption"
- Commitment from members aiming at the adoption of the policy recommendations

## 12.30- 14.00 Lunch Break



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## 14.00-16.00

**Session 3: Sustaining and expanding the work of the ITF-STD into a Partnership**, to be facilitated by Arab Hoballah (UNEP)

- The transformation project of the ITF-STD in a United Nations sustainable development partnership by *Arab Hoballah*
- Tour de table with all Taskforce members on the basis of the document "partnership for sustainable tourism \_ draft proposal"
- Commitment from members to launch the process of the transformation of the taskforce in a sustainable development partnership

## 16.00-16.15 Coffee Break

## 16.15- 18.00

**Session 4: The challenges of developing and financing sustainable tourism projects**

Economic evaluation of tourism externalities, to be facilitated by Charles Arden Clarke (UNEP)

- Update on the **SIFT** (Sustainable Investment and Finance in Tourism) **Network Initiative** by *Charles Arden Clarke (UNEP)*
- The study on Meso economics in tourism sector in Morocco, by *Fatima Arib ( Vice president of the Moroccan Association for environmental economics – AM-EconEnv)*
- A French cooperation strategy on responsible tourism, by *Gilles Béville, (French Ministry of foreign and european affairs).*
- The impact of responsible tourism in five countries, by *Xiaolun Sun (Agence Française de Développement- AFD)*
- The latest activities of the Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) in sustainable tourism, by *Burghard Rauschelbach (GTZ)*

**20.30** : Dinner at the restaurant Marocain Stylija offered by the Moroccan National Tourism Office



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**Tuesday, April 21<sup>st</sup>**

**New initiatives to be presented to the group and field visits**

**8.30-10.30**

**Session 5: Promoting Natural and Cultural Heritage as Assets for Sustainable Tourism Development**, to be facilitated by Erika Harms, United Nations Foundation (UNF)

- The US experience on World Heritage Sites/parks, by *Antoinette Condo (United States)*
- Promoting Heritage-Based Tourism: Preserving Today's Treasures for Tomorrow's Generations, by *Ronald Sanabria, Rainforest Alliance*
- World Heritage Sustainable Tourism Initiative by *Art Pedersen (UNESCO)*
- Debate

**10.30- 11.45**

**Session 6 : Other initiatives to be presented to the group**

- Sustainable tourism strategy of Oasis in South Morocco. UNDP South Agency Programme, by M. Mohammed Houmymid Director of Social Economy section – South Agency.
- Sustainable tourism Charta of « Pays de la Transhumance » and presentation of the M'goun & Saghro Ecoguide, by Aziz Rahou, Coordinator of the project CBTHA
- Presentation of WWF Investment guidelines on sustainable tourism by *Petra Bollich (WWF)*
- Sustainable Tourism in Bulgaria - From Demonstration Projects towards a National Policy, by Ms Asenova (*UNIDO*)
- Questions and potential update by the members about their initiatives

**11.45 Preliminary conclusions of the meeting**

**Afternoon: Field Visit**

**12.00** Departure from the Hotel Kenzi Menara Palace

- Visit of the association AFOULKI

**Lunch** at Terres D'Amana

- Visit of la Kasbah Toubkal

**19.30** Back to Marrakech



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## Wednesday, April 22<sup>nd</sup>: Sustainable tourism tools for accommodation sector



8.30 : Inscription

9.00 : Official opening

9.15-11.30

Session 1 : **Environmental Management tools for tourism professionals** to be facilitated by Herbert Hemele (Ecotrans)

- Short introduction on DestiNet, an Internet information portal on sustainable tourism
- Environmental management tool for small and medium hotels in developing countries : the « **e-tool** », by UNEP
- « Promoting sustainability in the hospitality sector : Taskforce Tools for tourists awareness (**Green Passport** and **Leaflet on Tourism and Climate Change**) and tools for professionals education (**CD Rom Sowing the seeds of Change**)” - by UNEP
- Environnemental management guides :
  - o **BGH –Moroccan good practice guide in the accommodation management** – by MTA
  - o **Guide of green hotels in Vietnam**: « How to be profitable and protect the environment through resource management? » - by ADEME
- **WWF Multimedia Toolkit** on Best Practice in Sustainable Tourism – by Petra Bollich, WWF Germany // **Guidelines for Sustainable Tourism Investments** – by Ghislain Dubois (TEC) for WWF
- Evaluation tool for green house gaz emissions : - the **Bilan Carbone® entreprise** - Presentation by Marc Thépot (Accor Maroc) – Evocation by ADEME in introduction of the PNUD programme on the **Bilan Carbone® territoire**

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## 11.30 Coffee Break

### 11.45-13.30

Session 2: **Ressources' efficiency: energy efficiency, renewable energies, biodiversity and water management**, to be facilitated by M. El Kébir Mdarhri Alaoui, Adviser Environment and sustainable Development, UNDP

- **Energy efficiency and renewable energies: an opportunity for promoting sustainable tourism** by Moroccan center for renewable energy development (CDER)
- **Garanty funds for energy efficiency and energies** – by CDER
- **Composting of organic waste in tourist accommodation** – by Gouvernorat of Médenine
- **Project « Every drop matters»** for a rational water management – By Nicolas Dubrocard (Travel Foundation/ Moroccan National Tourism Office)
- **United Nations and Convention on Biological Diversity (CBD) toolkit on sustainable tourism and Biodiversity** launched on DestiNet – by Herbert Hamele (EcoTrans)
- **Questions/Debate**

## 13.30- 14.30 Lunch

### 14.30-18.00

Session 3: **Interest of an eco label / certification for touristic accommodation**, to be facilitated by Ronald Sanabria (Rainforest Alliance)

- Harmonization initiative of sustainable tourism labels under the auspices of the ITF-STD: **Global sustainable tourism criteria** et **Sustainable tourism stewardship council** - by Ronald Sanabria (Rainforest Alliance) and Erica Harms (UN Foundation)



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- **European eco-label: Toolbox ShMILE** for the implementation of an european ecolabel and the project **ShMILE 2** the adaptation of the european ecolabel in Maghreb countries - by *Pierre Nolay (Cabinet Alphééis)*
- **Awareness and support of mass tourism toward environmental management until ISO 14 001** - by *Jean-Michel Coeffe (Fédération Cap France) and its project « Chouette Nature » (123 environnement)*
- **Implementation of the Label “Clé Verte” in Morocco**– by *Amine Ahlafi, Responsible of the Programme “clef verte” ( Foundation Mohammed VI for environmental protection) and sharing experience of a labelled hotel*
- **Ceremony for the prize « Clef Verte » – Edition 2009** - *Foundation Mohammed for environmental protection*

18.00 Closing cocktail of the 5th meeting of the ITF-STD and presentation of perspectives

