Tourism and the transition
to a **Green Economy**

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What is a Green Economy?

A “green economy” is a system of economic activities related to the production, distribution and consumption of goods and services. This results in improved human well-being over the long term, while not exposing future generations to significant environmental risks or ecological scarcities.”
A green economy is not...

... one which consumes capital or risks human survival

Ecological footprint already exceeds Earth's regenerative capacity (c) WWF, Living Planet Report 2008

Global GHG emissions at 42 GtCO2e pa are 5 times higher than Earth can absorb

Fig. 2: HUMANITY’S ECOLOGICAL FOOTPRINT, 1961-2006

World biocapacity

Energy Emissions

- Industry (14%)
- Power (24%)
- Other energy related (5%)
- Transport (14%)
- Agriculture (14%)
- Waste (3%)
- Buildings (8%)
- Land use (18%)

Non-energy Emissions

Energy emissions are mostly CO₂ (some non-CO₂ in industry and other energy related). Non-energy emissions are CO₂ (land use) and non-CO₂ (agriculture and waste).

Source: Prepared by Stern Review, from data drawn from World Resources Institute Climate Analysis Indicators Tool (CAIT) on-line database version 3.0.
The global context: Why now?

Multiple crises:

- **Financial** - 18 to 51 million unemployed over 2007 levels & the number of extremely poor has increased by at least 100 million people worldwide;
- **Fuel** - rising prices cost developing economies USD 400 bn in higher energy bills in 2007;
- **Food** - rising prices cost developing countries USD 324 bn in 2007;
- **Ecosystem** – EUR 50 bn worth of biodiversity is being lost each year; and
- **Climate** – If we carry on with business as usual, by 2030, GHG will be up 45%
UNEP Green Economy Initiative (GEI)

- Launched in October 2008 – in collaboration with a wide range of partners – to motivate and enable governments to invest in green economies
- Focused on the process of transitioning to a green economy – acknowledges that countries will take many different paths in achieving this objective
- Three components of the GEI: producing research products, providing advisory services to governments, and promoting partnerships
Greening the economy by...

**Decreasing:**
- Energy/resource use per unit of production
- CO2 and pollution level
- Wasteful consumption

**Increasing:**
- Green investment
- Quantity & quality of jobs in green sectors
- Share of green sectors in GDP

[www.unep.org/greeneconomy](http://www.unep.org/greeneconomy)
UNEP Green Economy Report in progress

An in-depth analysis and guidance on economic contribution from investing in 11 green sectors:

- Renewables
- Industries
- Transport
- Buildings
- Cities
- Water
- Waste
- Forests
- Fisheries
- Agriculture
- Tourism

Supported by innovative financing mechanisms as well as policy reforms:

- Taxes
- Intellectual Property Rights
- Subsidies Standards
- Pricing
- R&D
- Trade Training
- Market access
- Education
- Green technologies
Tourism is a primary vehicle for a resource-efficient, sustainable consumption and production society.

Natural resources including ecosystems and biodiversity is a vital asset.

- High vulnerability to impacts of natural hazards, climate change, and changes in natural resources.
- High consumption of resources
- Tourism sector’s contribution to global CO2 emissions is calculated to be about 5%
Tourism

• Tourism represents some 5% of GDP and 6% of jobs in G20 countries.

• Global tourism services exports amount to US$ 3 billion per day.

• Tourism is the main growth & trade driver for the world’s poorest countries.

• The travel sector can be a leader in the response to climate change. Tourism and travel sector can be a leader in the transformation to a new green economy—airports, high speed rail, roads and ports.
Tourism depends strongly not only on economic and social, but also on environmental resources.

- **Resource efficient practices** offer great opportunities, i.e. in the hotel industry.
- **Source of financing** for environmental conservation.
- **Economic justification** for protected areas.
- **Substitution** of non-sustainable economic activities
- **Constituency-building**
- **Impetus** for private biodiversity conservation efforts.
Due to its **strong economic multiplier effect** as a sector dominated by small and medium enterprises, tourism and travel, if properly encouraged, can play a leading role in the transformation to a **new green economy** and encourage investment in green infrastructure – airports, railways, climate proofing hotels, etc.

- Tourism offers **LDC opportunities to income generating**, therefore contributing to poverty alleviation

- Tourism **depends heavily on nature** and uses a large amount of natural resources;

- Tourism has **proven to be a resilient sector** that rebounds quick in times of crises;

**Sector positioned better than others to take part in building tomorrow’s Green Economy today**
WHAT WE THINK CORAL REEFS LOOK LIKE....
WHAT THEY ACTUALLY LOOK LIKE....
Evidence of green economies

• 2.3 million jobs in renewable energy now to grow to 20 million by 2030

• USD 253 bn market for water supply, sanitation, & water efficiency now to grow to USD 658 bn by 2020

• EU & US: green buildings to create 2-3.5 million jobs

• Organic agriculture provides more than 30% more jobs/hectare

• China: 10 million jobs in recycling; and renewable energy output at USD 17 bn/year employing 1 million
Enabling conditions to support investments

- Government policies
- Pricing, charging, taxation and allocation policies that promote sustainable tourism investment
- Site and land-use planning
- Public institutions to help policy change
- New technologies
- Consumer awareness, education and knowledge
- Trade (e.g. virtual tourism, tourism in commodities)
- Education and Training
- Mechanisms to ensure equitable sharing of the benefits from sustainable tourism
UNEP has been working on tourism a long time

International Task Force on Sustainable Tourism Development

• 18+ countries and 25+ organizations

• More than 40 projects and initiatives

• Guidelines, policy recommendations, good practices, manuals, information activities etc.

• Networks, bilateral and multilateral initiatives

• A strong partnership fostering a pragmatic approach
Key messages from the Green Economy Initiative

- Include Green Investment in regular government budget
- Create public-private green investment funding mechanisms
- Provide domestic enabling conditions (eg. pricing policy, standards, education & training)
- Provide global enabling conditions (trade, ODA, technology transfer, environmental agreements)
It makes sense

- It focuses on the positive links between being “green” and economic growth/decent job creation/poverty reduction

- It promotes green sectors as new growth engines and enables developing countries to leapfrog into modern economies

- It has the potential to address multiple challenges facing the humankind
For more information
www.unep.org/greeneconomy