



PRESS RELEASE

## GREENING THE GLOBAL ECONOMY THROUGH SUSTAINABLE TOURISM

**Brussels, Belgium / Madrid, Spain - 11 August 2009.** With climate change and the global recession driving the current international political agenda, both politicians and businesses are warming to the idea of a global green economy.

The tourism sector is in the frontline of these burning issues, yet is unlikely to receive the attention it deserves in the current high-level discussions concerning the replacement of the Kyoto protocol that will be finalised in Copenhagen this December.

The World Tourism Organisation (UNWTO) is doing its best to raise the profile of the sector as a key strategic element of global resilience and recovery, teaming up with the European Travel Commission (ETC) and VisitSweden next month to show how tourism can play a leading role in the development of a sustainable global economy.

The Gothenburg Symposium, taking place on September 14-15<sup>th</sup> in Gothenburg Sweden, has been convened as part of the UN's Davos process to address how the development of sustainable consumption and production relates to the tourism sector in the run-up to the Copenhagen Agreement.

Leading figures from the European Union, national governments and industry will also be there to clarify how their respective institutions are greening the sector in order to make the necessary changes imposed by the climate change agenda and by the global economic crisis.

Professor Geoffrey Lipman, UNWTO Assistant Secretary General underscored the Organization's commitment to work across the industry – public and private sector to advance a coherent response to the Climate and Development imperatives. The Gothenburg meeting will make an important contribution both in support of “Sealing the Deal” in Copenhagen and the longer road to a Green Economy.

Rob Franklin, ETC Executive Director, is making sure that National Tourism Organisations (NTOs) are fully informed of the prevailing problems and opportunities:

“Climate change is a driver of sustainable development, and NTOs need to pay attention to global and European-level policies and programmes that will help them maintain and improve their market share.”

The Gothenburg Symposium will launch ETC's own climate change and sustainable tourism knowledge networking strategy for NTOs, using the European Environment Agency's innovative DestiNet Sustainable Tourism Portal (<http://destinet.ew.eea.europa.eu>).

**For further information** see the news section on <http://www.etc-corporate.org> or **contact:** Gordon Sillence ([gordon.destinet@ecotrans.de](mailto:gordon.destinet@ecotrans.de)) (00351 913315092)

