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Jacqueline Aloisi de Larderel è entrata a far parte dell'UNEP (United Nations Environment Programme - Programma per l'Ambiente delle Nazioni Unite) nel marzo del 1987 come Direttore del Centro per l'Industria e l'Ambiente. Ricopre il posto di Direttore del DTIE dal 1998 e, di recente, è stata nominata Vicedirettore Esecutivo.

E' stata particolarmente attiva per promuovere strumenti di gestione ambientale e il concetto di una produzione più pulita al fine di prevenire l'inquinamento e ridurre al minimo il consumo delle risorse naturali.

Prima di unirsi all'UNEP, ha lavorato dal 1972 al 1987 presso il Ministero francese dell'Ambiente, inizialmente come capo della Divisione Rifiuti e, quindi, come Vicedirettore della Direzione per la Prevenzione dell'Inquinamento.

Laureata in Chimica e Farmacologia presso l'Università di Parigi, ha conseguito il dottorato in scienze economiche (MBA) all'INSEAD. Nel 1986, Aloisi de Larderel è stata insignita del titolo di "Cavaliere dell'Ordine Nazionale del Merito". Nel 1995, ha ricevuto il premio per l'Ambiente del Centro René Dubos. Nel 2000, è stata chiamata a far parte della Commissione Nazionale Francese sullo Sviluppo Sostenibile.

**UNEP - United Nations Environment Programme
(Programma per l'Ambiente delle Nazioni Unite)***Definizione della Missione.*

Offrire una guida e incoraggiare la partnership nella tutela dell'ambiente ispirando, informando e mettendo in grado le nazioni e i popoli di migliorare la propria qualità della vita senza mettere in pericolo quella delle generazioni future.

Il Programma per l'Ambiente delle Nazioni Unite (UNEP), istituito nel 1972, agisce per incoraggiare lo sviluppo sostenibile attraverso sane prassi ambientali in tutti i paesi del mondo. Le sue attività coprono una vasta gamma di aspetti che vanno dall'atmosfera e dagli ecosistemi terrestri, dalla promozione della scienza e dell'informazione ambientale ad una capacità di allerta precoce e risposta d'urgenza per far fronte alle calamità e alle emergenze ambientali.

Le attuali priorità dell'UNEP comprendo quanto segue:

Informazione, valutazione e ricerca ambientale, compresa la capacità di risposta d'urgenza e il potenziamento delle funzioni di allerta e accertamento precoce.

Migliore coordinamento delle convenzioni sull'ambiente e sviluppo di strumenti strategici. Acqua dolce.

Trasferimento di tecnologie e industrie.

Sostegno all'Africa.

L'UNEP ha la propria sede a Nairobi, Kenya e dispone di uffici e distaccamenti regionali a Parigi, Ginevra, Osaka, L'Aia, Washington, New York, Bangkok, Città del Messico, Manama, Montreal e Bonn.

Le reti d'informazioni e i sistemi di monitoraggio istituiti dall'UNEP comprendono: il GRID (Global Resource Information Database - Database d'Informazioni sulle Risorse Globali); l'IRPTC (International Register of Potentially Toxic Chemicals - Registro Internazionale delle Sostanze Chimiche Potenzialmente Tossiche) e il recente UNEP.Net, catalogo interattivo sul Web e portale polivalente che dà accesso ad informazioni geografiche, con testo e grafica, di interesse ambientale. Nel giugno del 2000, il Centro Mondiale per la Conservazione e il Monitoraggio (WCMC - World Conservation and Monitoring Centre) con sede a Cambridge, Regno Unito, è diventato il centro chiave dell'UNEP per la valutazione della biodiversità. L'ultimo rapporto dell'UNEP sullo stato dell'ambiente è il Global Environment Outlook - 3 o GEO-3.

PROMOTING SUSTAINABLE TOURISM A WORLD WIDE REGIONAL AND LOCAL AGENDA

1. The sustainability challenge

The World Summit on Sustainable Development (WSSD) held in Johannesburg in September 2002 has put it in a nutshell: the state of the world environment is worsening, and fundamental changes in the ways societies produce and consume are indispensable if we are to achieve sustainable development. The sustainability challenge in front of us can be summarized as "providing decent living conditions for all... within the earth carrying capacity".

Tourism, as one of the fastest growing activities in the world, is having major environmental and social impacts: it is consuming energy and water in areas where those resources are scarce; it is source of air pollution in particular through transport; solid waste and waste water produced by hotels and restaurants have to be treated; biodiversity and more generally natural environment are put at stake due to over frequentation; historical cities and cultural sites are also under threat. The key challenge for the tourism industry is therefore to increase its contribution to the local economy while decreasing its ecological footprint.

2. The interest of sustainable tourism

First of all, sustainable tourism makes good business sense: a clean environment and protected natural and historical areas are the resource base on which tourism can thrive and grow. Environmental impacts, local or global certainly have negative impacts on tourism, as shown by a number of examples in Europe or elsewhere. Furthermore, efficient management of natural resources, energy and water in particular, brings economic benefits such as: savings resulting from energy and water efficiency, savings on treatment costs.

Second, there is generally a growing consumers' demand for sustainability: surveys show that tourists are looking for more contacts with local residents, tourists are interested in biodiversity as well as cultural diversity. They don't want to see litter or uncontrolled dumps. They are asking for clean beaches, and want to know about waste water treatment facilities.

Third, one of the outcomes of the World Summit on Sustainable Development is a request for companies to be responsible, accountable, and transparent. More and more companies, including tour operators or hotel chains, are adopting codes of conduct, or are involved in voluntary initiatives.

Finally, having seen the results of unsustainable tourism practices in some destinations, local authorities are increasingly aware of the need to protect their local natural and cultural environment. They understand the importance of developing preventive approaches through integrated planning, involving all relevant partners, including NGOs.

Indeed sustainable tourism will be achieved only if each actor understands fully its role and assumes its responsibility. National governments, local authorities, tour operators, hoteliers, restaurants, tourism labour unions and NGOs have to be involved.

3. Tools for promoting sustainable tourism

A wide variety of management tools as well as innovative technologies are now available to all partners to develop sustainable tourism.

National governments and local authorities have to develop the enabling framework for companies to exercise their environmental and social responsibilities: this includes developing integrated tourism planning, promoting the use of environmental impact assessments, adopting emissions standards and landscape requirements and enforcing them, developing economic incentives, monitoring the state of the environment, and using environmental management systems (EMS) for their own operations.

For industry, this means also demonstrating leadership through in particular, the use of EMS, possibly leading to ISO 14000 or EMAS certification, the use of environmentally sound technologies, monitoring impacts, publicly reporting on their environmental and social performance against internationally recognized

indicators, in particular using the Global Reporting Initiative Guidelines (GRI), and promoting responsible holiday-making by raising awareness of tourists.

It is important, for both local authorities and industry to integrate sustainability criteria in all their decision-making. Life-cycle thinking is important. Socially and environmentally responsible procurement has to be used by local authorities, and supply chain management has to be used by companies to catalyze best practices for sustainable development.

More has to be done also to develop innovative technologies that can be used in the tourism sector: rainwater harvesting, greater use of renewable energy, energy and water saving devices, small capacity waste and waste water treatment facilities, waste recycling schemes.

Finally, education in tourism schools, awareness raising and training of local authorities and of industry personnel is fundamental. Local population and tourists have also to be informed and sensitized about the sustainable tourism policies and activities which are being developed in the regions.

4. Frequently asked questions about sustainable tourism

A number of questions are currently often raised in the field of tourism.

As a response to one of them: "How to use local Agenda 21?" UNEP together with ICLEI is going to publish in the coming month a document on "Tourism and local Agenda 21", presenting the lessons learnt from a number of case studies.

How do we define and manage the carrying capacity of a site? We, at UNEP, do not have a magic formula to respond to this question, but a number of examples of such carrying capacity management are available.

Are eco-labels in the field of tourism useful? Surveys show that there are currently more than 100 tourism eco-labels, and this raises additional questions such as: what is the scope of the eco-label (hotel, destination,...)? What are the criteria used to deliver them? Who is delivering them? What are the certification and verification processes? Providing information on the environmental performance of the tourism services offered seems a way to overcome difficulties posed by the use of eco-labels.

How to handle transport is also a challenge in many tourism destinations.

Finally, the most frequently asked question by hotels, restaurants and all the companies and institutions, very often small, involved in tourism activities, is: "How to put all the general codes or guidelines in practice?" It is to respond to this question as well as to catalyze change in behaviour towards sustainable tourism that UNEP has launched its tourism programme, aiming at sharing of information on best practices, education, and capacity building world wide.

5. UNEP activities to help promote sustainable tourism

UNEP activities target (1) governments to facilitate the development and implementation of relevant policies, (2) industry managers to help develop and implement corporate responsibility, and (3) the public at large to raise awareness on responsible travel patterns.

In 2002, UNEP catalyzed the preparation by the tourism industry of a report evaluating progress being done by that industry sector since the Rio Earth Summit, remaining challenges and next actions to be taken. This was part of an overall UNEP effort, as one input to the World Summit on Sustainable Development held in Johannesburg in September 2002.

UNEP, together with UNESCO (World Heritage Sites) and the World Tourism Organization (WTO), has also been developing its Tour Operators' Initiative, now including 26 leading tour operators. The Tour Operators' Initiative is currently working on 3 key subjects: destination management, supply chain management, and reporting.

Also with WTO, UNEP has taken an active role in the organization of the Ecotourism Summit in Quebec in May 2002.

Finally, a number of manuals, handbooks and training materials have been launched by UNEP that will help awareness raising, information exchange, and capacity building (*see further reading*); active Web sites are also available www.uneptie.org and www.toinitiative.org.

6. In conclusion

No one would question the need for tourism; its benefits to individuals as well as to national and regional economies are clear. Nor would anyone in government or industry question the need for the protection of the environmental systems which support the tourism industry. The question really is: how can the goals of tourism development and environmental protection be reconciled? Putting tourism on a sustainable development path is a big challenge. It will require partnership and co-operation within the tourism industry, and between industry, governments and tourists.

Further reading from UNEP:

- Global Environment Outlook 3 (GEO3) –*UNEP 2002*
- Industry as a partner for sustainable development: Tourism –*WTTC, IHRA, IFTO, ICCL, UNEP 2002*
- Tourism and Local Agenda 21 –*UNEP, ICLEI 2002*
- Environmental Action Pack for Hotels –*IHA, PWBLF, UNEP 2002*
- Environmental Management System Training Resource Kit –*ICC, FIDIC, UNEP 2001*
- Urban Environmental Management EMS Training Resource Kit –*UNEP 2001*
- Sowing the seeds of change –*IH&RA, EUHOFA, UNEP*
- Ecolabels in the tourism industry –*UNEP 1998*
- Work in Progress –*WTO, UNEP 2002*
- Ecotourism: Principles, Practices & Policies for Sustainability –*The International Ecotourism Society, UNEP 2002*
- Industry and Environment Review on Ecotourism and sustainability, Vol 24, No. 3-4, *UNEP 2001*
- Sustainable Tourism in Protected Areas –*Cardiff University, WTO, IUCN, UNEP 2002*
- The World Ecotourism Summit: Final Report –*Canadian Tourism Commission, Tourisme Québec, WTO, UNEP 2002*

All above UNEP publications are available from:

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