



# Earning a social licence in ecotourism

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# Overview

1. Evolve to the Third Horizon
2. The Opportunities
3. Real Solutions

# Ecotourism

**Ecotourism is about *uniting  
conservation, communities, and  
sustainable travel.***

# Sustainable Development Goals

## THE GLOBAL GOALS For Sustainable Development





# Expectations

If society is not listening to the science, you need to know why and what can be done to bridge the gaps before you can mitigate the risks

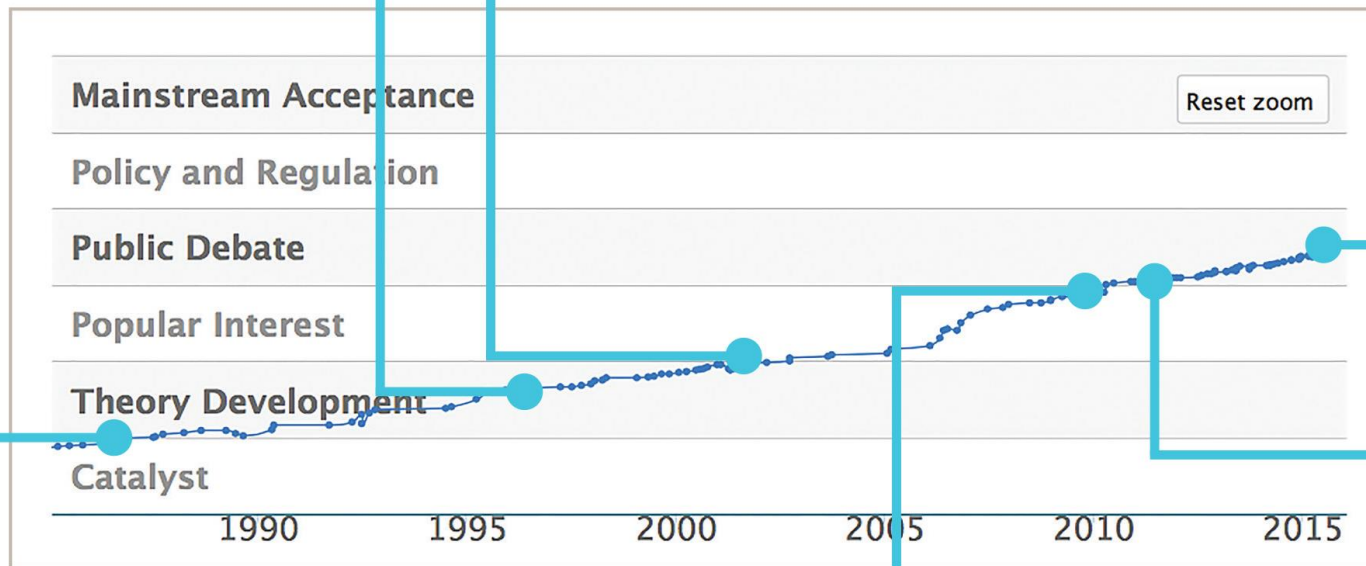


# Corporate Responsibility for Sustainable Development

**1997** – World governments met in Kyoto, Japan to discuss global warming, after many countries failed to limit carbon dioxide emissions to the 1990 levels. Participants agreed to commit to reducing six major greenhouse gas emissions to below 1990 levels for a target period of 2008-12.

**2002** – Earth Summit 2002, “Rio+10” develops ‘Type II Partnerships’ including private and civil actors in the implementation of sustainable development.

**2015** – The 193 countries of the UN General Assembly adopt the Sustainable Development Goals (or ‘Global Goals’) as part of the 2030 agenda ‘Transforming our world’.



**1987** – The Brundtland Report ‘Our Common Future’ brings the term ‘sustainable development’ into prominence and recognises that the current system is unsustainable.

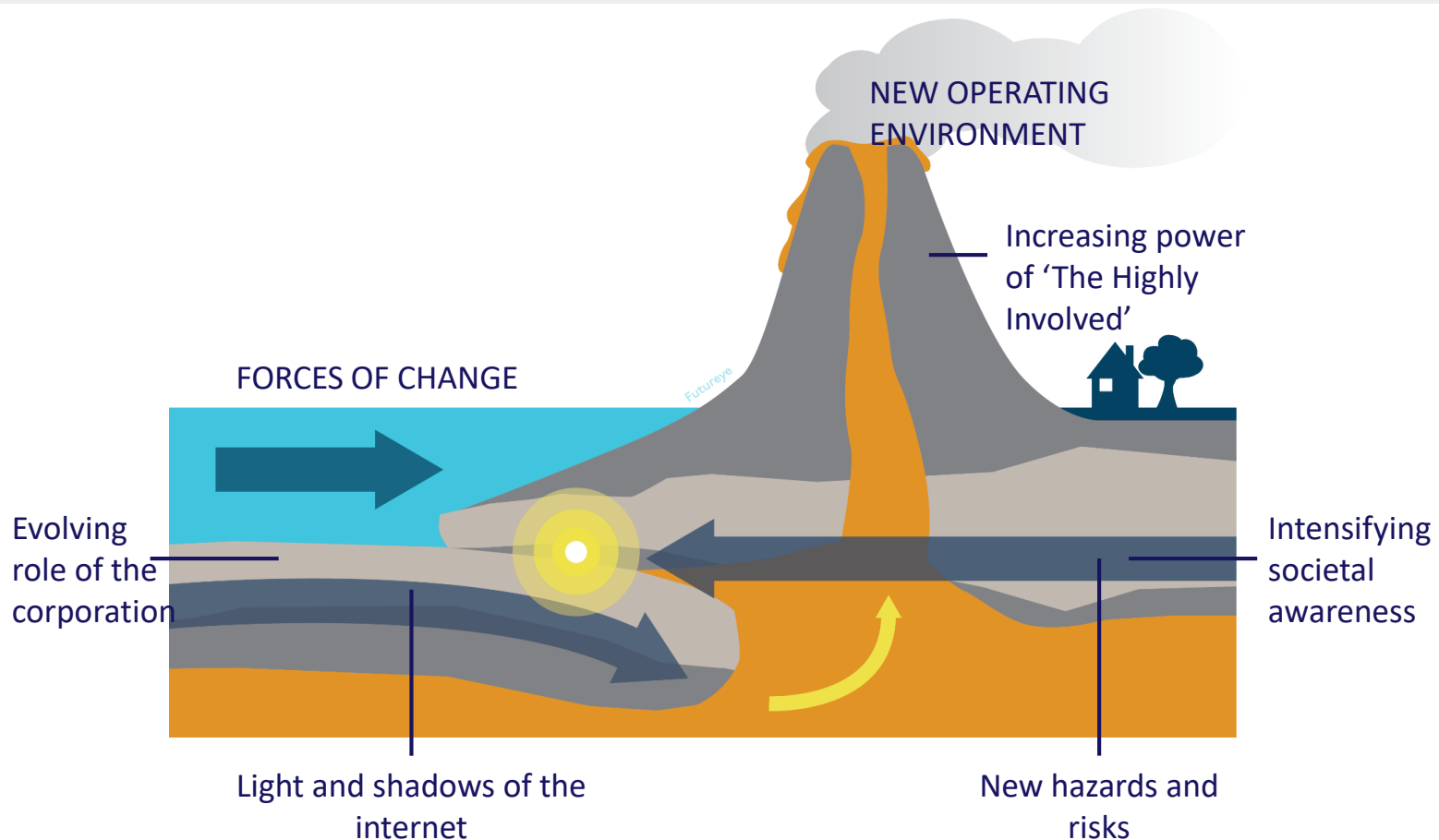
**2010** – Maryland becomes the first US state to pass benefit corporation legislation, allows for corporations to include positive impact on society and the environment in addition to profit as its legally defined goals.

**2012** – The fossil fuel divestment movement gains momentum in the United States, placing pressure on Universities and other organisations to divest from carbon and other fossil fuels.

# Ecotourism goals

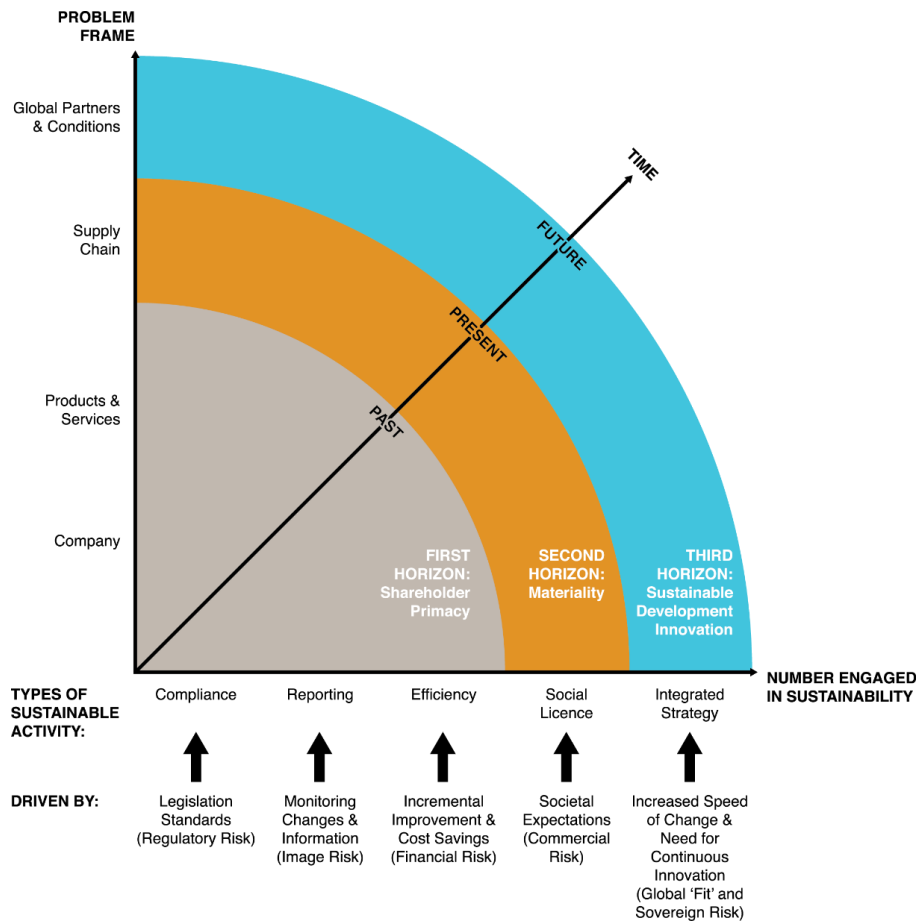
- ✓ Reduce the net environmental impact of the tourism industry
- ✓ Deliver memorable interpretative experiences to visitors that help raise sensitivity to host countries' political, environmental, and social climates
- ✓ Involve the community
- ✓ Conserve and make contributions to public protected areas

# The five forces for change





# Evolve to the third horizon



Sustainability, foresight and innovation

- Build innovation strategies and cultures able to deliver them
- Transform supply chains
- Multi-sectoral partnerships for transformation

# See: The Opportunities

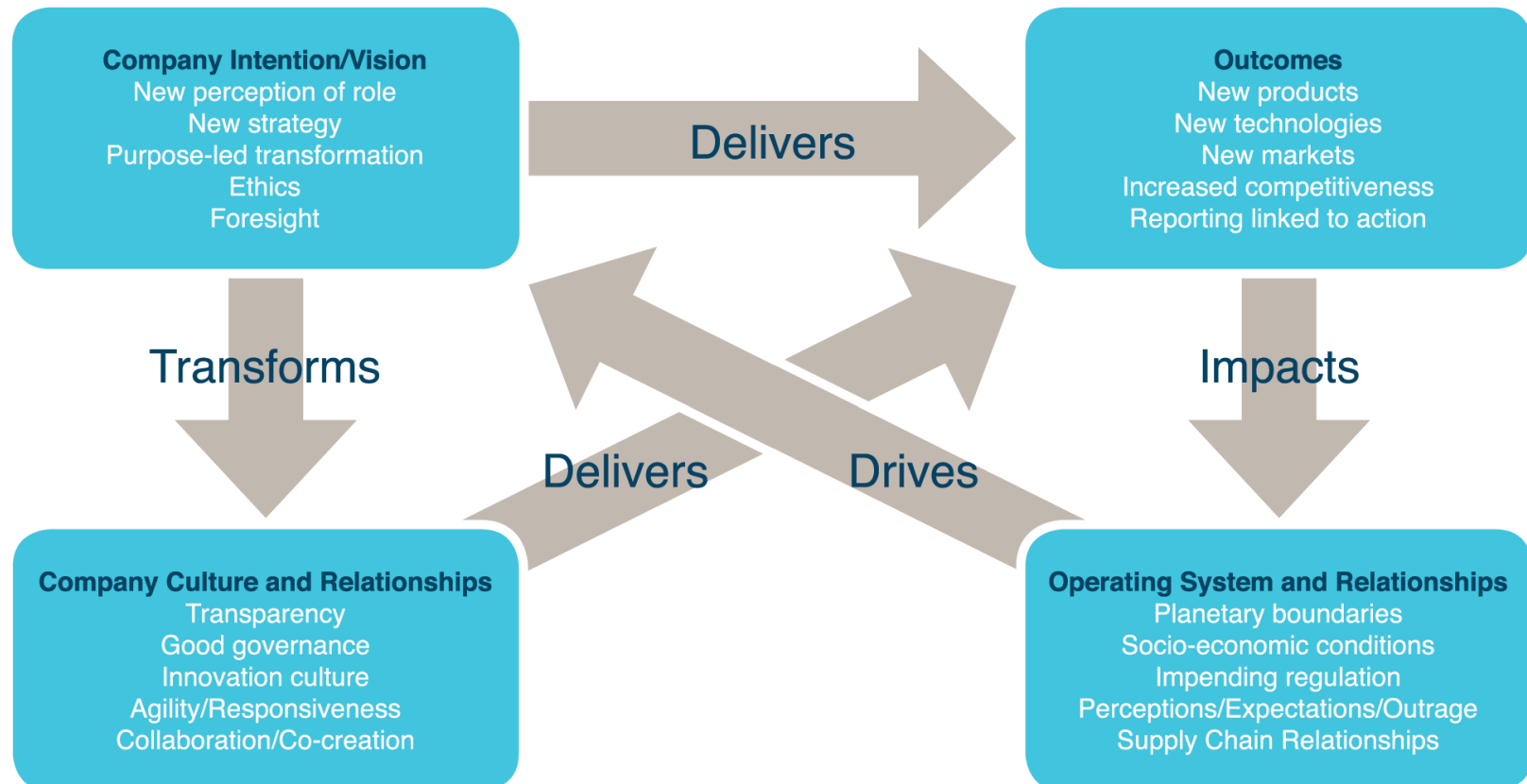
- We need to see the opportunities before we can begin to innovate
- Premiums, opportunities and fixing the world at the same time
- Societal expectation towards sustainable development is growing
- The opportunity for businesses to act is now.







# What are the opportunities?





# Real Solutions

**You win by understanding context and having  
the right approach**

**As others take the agenda on, where are you?**

# What are the key opportunities?

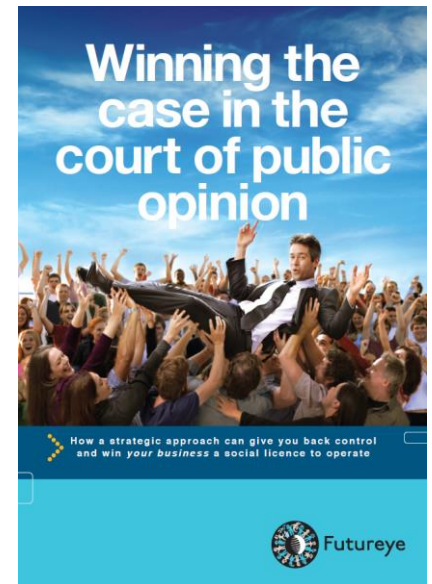
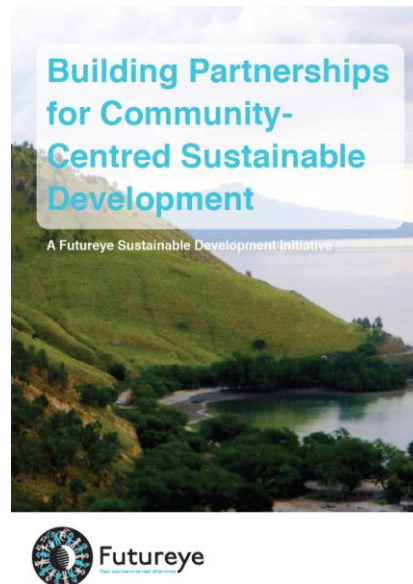
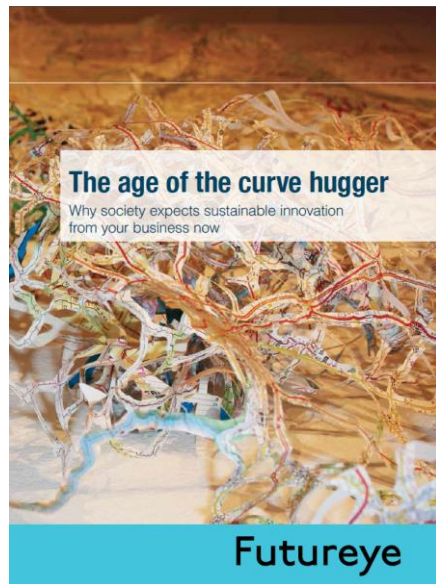
- Businesses with transformational impacts
- Creating supply chain partnerships
  - Close loops for production
  - Traceability and supply chains
- Involving tourists to be part of the solution
- Creating community cohesion for how problems are solved
- Transparency and accountability

- Go to:



[www.wikicurve.org](http://www.wikicurve.org)

## Resources:



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