



SWITCH Africa Green
Regional Meeting on Sustainable Tourism
Radisson Blu Hotel & Convention Centre
Kigali, Rwanda
29-30 October 2019
Concept Note and Agenda

Introduction

The transition to a green economy requires actions and significant technological, behavioural and systemic change in all levels of the society including citizens, public sector and the private sector. It has been established that more radical innovations come from the micro small and medium enterprises (MSMEs). They play a key role in the transition to green economies and sustainable development in general. They do so by creating business models that are not only economically profitable but also create environmental and social inclusiveness.

SWITCH Africa Green supports these MSMEs by supporting green business projects in 4 sectors (agriculture, tourism, manufacturing, integrated waste management) targeted by the programme with strong opportunities for advancing green business and Sustainable Consumption and Production (SCP) practices. Sectors selection was based on assessments of partner countries (Burkina Faso, Ethiopia, Ghana, Kenya, Mauritius, South Africa and Uganda) context and country level consultations with key stakeholders.

Green business development projects focus specifically on supporting MSMEs in greening their business ventures with focus on energy efficiency, labelling and standards, water efficiency, eco-innovation, sustainable trade, conservation of environment (including biodiversity); and businesses that increase resource efficiency and decrease pollution over the full life cycle of products (i.e. from 'cradle to cradle'). Support is delivered through activities, such as awareness raising and capacity-building for MSMEs to apply SCP practices. Results achieved include increased incomes, cost savings, job creation, improved time efficiency, improved health and increased productivity. More than 3000 MSMEs have been supported in the uptake of SCP through SWITCH Africa Green so far.

Projects in the sustainable tourism sector focus on areas such as sustainable consumption and production patterns in hotels, promoting community based tourism practices, promoting inclusive business and eco entrepreneurship in the tourism industry (eco-tourism). Main findings from the interventions indicate that the sector is labour intensive and can generate a large number of jobs, reduce negative environmental impacts and create better livelihoods, especially for women and youth-owned/led enterprises.

To complement the financing of green business programmes and support to policy development, SWITCH Africa Green actively promotes networking among all project partners and other stakeholders with an



interest in SCP practices. After a series of national and regional networking activities, the programme is now organising a series of sector events which will cover the 4 priority sectors.

Objectives

The main objective of this workshop is to consolidate and share the knowledge generated by SWITCH Africa Green in the sustainable tourism sector and to promote the scale-up and replication of best practices identified.

The specific objectives are to:

1. Provide a platform for consolidating and sharing lessons on best practices identified / supported by the SWITCH Africa Green programme in the sustainable tourism Sector.
2. Validate the findings of the SWITCH Africa Green survey results on sustainable tourism focusing on green business development.
3. Promote networking among SWITCH Africa Green programme partners as well as stakeholders working in the sector in order to encourage scaling-up and replication of best practices in the participating countries, and Africa as a whole.
4. Formulate recommendations for sustainable tourism with emphasis on different sub regions in Africa.

Participants

Participants will include the SWITCH Africa Green grantees and beneficiary enterprises involved in green business projects focused on sustainable tourism as well as programme partners including the EU, UN Agencies and national focal points from the 7 participating countries.

The workshop will also involve stakeholders with interest in sustainable tourism, including national and local government representatives, Regional Economic Communities, other SWITCH / SCP programmes, development partners, UN agencies, private sector, financial institutions, research institutions and academia, and non-state actors.

The workshop is funded by the European Union through the SWITCH Africa Green Programme and jointly organised by the Rwanda Environmental Management Agency (REMA); the Rwanda Cleaner Production and Climate Innovation Centre (CPCIC); United Nations Environment Programme (UNEP), United Nations Development Programme (UNDP), United Nations Office for Project Services (UNOPS), the SWITCH to Green Facility of the European Commission, and National focal points in the SWITCH Africa Green participating countries.



Agenda

Day 1: 29 October 2019	
8.30-9.00	Registration
9.00-10.00	<p>Session 1: Introduction and opening remarks:</p> <p>Welcome remarks from Moderator, Rwanda Environmental Management Authority (REMA) <i>Ms. Coleta Ruhamy, Director General of Rwanda Environmental Management Authority (REMA).</i></p> <p>Welcome remarks from Rwanda Development Board <i>Ms. Belise Kariza Chief Tourism Officer, Rwanda Development Board</i></p> <p>Remarks from United Nations Environment Programme (UNEP) <i>Mr. Frank Turyatunga, Deputy Regional Director, UN Environment, Regional Office for Africa</i></p> <p>Welcome speech by European Union <i>Ambassador Nicola Bellomo, Head of EU Delegation to Rwanda</i></p> <p>Key note address Ministry of Environment, Rwanda <i>Hon. Vincent BIRUTA, Minister of Environment, Rwanda</i></p> <p>Moderator, REMA</p>
10.00 - 11.00	<p>Session 2: Setting the Scene: This session will set the scene by stressing the importance of sustainable tourism in sustainable development including job creation, improved livelihoods and a clean environment. The session will also touch on how sustainable tourism could support the achievement of global commitments such as the Agenda 2030, Agenda 2063, among other global, regional and national commitments.</p> <p>Following a brief introduction from the moderator, the results from the SWITCH Africa Green programme survey on sustainable tourism will be presented followed by discussions from the participants.</p> <p>Moderator: Patrick Mwesigye, UNEP</p> <ul style="list-style-type: none">- Presentation of the Regional Sector Report on Sustainable Tourism: Focus on Green Business Development. <i>Rhoda Wachira, UNEP</i> <p><i>Rapporteur: Dr. Dickson Khainga, UNEP</i></p>
11.00-11.40	Break, including Group photo
11.40- 13.30	<p>Session 3: Some Good Practices</p> <p>This session will highlight examples of good practices in green business and Sustainable Consumption and Production (SCP) practices from selected enterprises to identify opportunities for scale up and replication as well as challenges to be addressed.</p>



	<p>Moderator: Keziah Odembo, Kenya</p> <ol style="list-style-type: none"> <i>Greening Mauritian Tourism Industry, Noormamode Malick, Manisa Hotel, Mauritius</i> <i>Let's Go Travel</i> <i>Angela Njehia, Leisure Travel Manager, UNIGLOBE –Kenya</i> <i>Sustainable business model in the hospitality industry, Ali Abdool, Sustainability Specialist, Sun Resorts, Mauritius</i> <i>Amaken Trips, Egypt</i> <i>Yousra Mounir, SWITCH Med Programme, Egypt</i> <p>Rapporteur: Ms. Vivian Njogu, UNEP</p>
Lunch	
14.40-16.40	<p>Session 4: Sustainable Tourism Interventions</p> <p>This session will provide dialogue on various interventions being carried out to support sustainable tourism including in fragile ecosystems.</p> <p>Moderator: Thibaut Portevin, Policy Officer, Green Economy, European Commission</p> <p>Presentations:</p> <ol style="list-style-type: none"> Policy interventions for Sustainable tourism in Uganda <i>Vivian Liyazi, Ministry of Tourism, Wildlife and Antiquities, Uganda</i> Sustainable community-based tourism model in South Africa <i>Wilna Botha, The Wowzulu initiative, Africa Ignite, One planet network project, South Africa</i> Certification for Sustainable Tourism in Kenya <i>Naut Kusters, European Centre for eco and agro tourism</i> Greening the value chain of tour operators in Mauritius <i>Daren Moodely, Tourism Authority, Mauritius</i> <p>Discussions and Summary of emerging issues.</p> <p><i>Rapporteur: Norah Mugita, UNEP and Elizabeth Ntoyi, DEA, South Africa</i></p>
16.40-17.00	Tea/Coffee break
17.00-19.00	<p>Closed door session: Review of the Regional Sector Report on Sustainable Tourism: Focus on Green Business Development. (Session by invitation only)</p> <p>Moderator: Patrick Mwesigye, UNEP</p> <p>Panellists:</p> <p>Mr. Jaime Mayaki, Deputy Director, Regional Department for Africa, UNWTO.</p> <p>Dr. Lilly Ajarova, Chief Executive Officer, Uganda Tourism Board</p>



Mr. Steven Niyonzima Executive Director RECPC Rwanda

The participating countries will be represented by the SWITCH Africa Green national focal points.

Rapporteur: Rhoda Wachira, UNEP. Norah Mugita, UNEP. Dr. Dickson Khainga, UNEP.

Day 2: 30 October 2019

9.00-13.00

Session 5: Parallel working groups: Creating an enabling environment for sustainable tourism in Africa (tea/coffee break during sessions)

Moderator: George Owoyesigire (Uganda Wildlife Authority (UWA). Recap of Day I and introduction to working groups,

The moderator will provide a recap of Day 1 and an introduction to the working groups.

The working groups session will present and discuss the key issues as well as the lessons learned from implementation of the Switch Africa Green programme in the sustainable tourism sector. The session will validate the findings of the survey report and formulate recommendations for a sustainable tourism with emphasis in different sub regions. The moderator will present some lessons from the SWITCH Africa Green survey report followed by two 15 min presentations that will support/inform the discussions in each group.

Group 1: Policies to promote Sustainable Tourism

Lesson: National and local Governments in the region need continuous support to appreciate, develop and implement sustainable tourism policies.

Discuss: Which policies, laws and institutions are required/missing for promoting businesses in the sector.

Moderator: Emmanuel Nsabimana, Head of Tourism Regulation, Rwanda Development Board

Rapporteur: Ms. Misgana Kallore

Presentations from selected enterprises in the sector:

1. Greening Mauritian Tourism Industry
Venkama Avinash, Association des Hotels de Charme, Mauritius
2. Policies to promote sustainable tourism
Jenitha Badul, Department of Environment (DEA), South Africa

Group 2: Financing for Enterprises in Tourism Sector

Lesson: Green financing mechanisms are needed for small enterprises, including support for MSMEs to help them develop sustainable business models and bankable proposals for implementing identified green options in their enterprises.

Discuss: What financing mechanisms can be adopted in the region to promote sustainable tourism practices.

Moderator: Jens Kristian Nørgaard, Switch to Green Facility, European Commission

Rapporteur: Ms. Kamala Ernest, UNEP

Presentation from two existing financing models:

1. Tax incentives in Tourism Industry



	<p><i>Jean Byamugisha, Executive Director, Uganda Hotel Owners' Association (UHOA)</i></p> <p>2. Financing Renewable Energies in Hotel Industry <i>Limock Marie Anne Elvita, Rodrigues Coco Villa</i></p> <p>Group 3: Sustainable Tourism Markets</p> <p><i>Lesson: How to build awareness and appreciation for green products and services by consumers from both domestic and international markets.</i></p> <p><i>Discuss: How can we support/develop markets for sustainable tourism?</i></p> <p>Moderator: Malick KANE, UNCTAD</p> <p><i>Rapporteur: Ms. Norah Mugita, UNEP</i></p> <p>Presentations by Enterprises/Countries:</p> <ol style="list-style-type: none"> 1. Conservation South Africa <i>Caroline McCann, Market Specialist</i> 2. Sunworld Safaris Ltd (Kenya Phase II) <i>Gabriele Nowak – Director, Sunworld Safaris Ltd</i> <p>Group 4: Technical Assistance Models for Enterprises in Sustainable Tourism</p> <p><i>Lesson: MSMEs require knowledge, capacity and access to successful SCP models and/or skills for making their business processes greener and adopt SCP practices.</i></p> <p><i>Discuss: What models can be adopted to support MSMEs to green their business and adopt SCP practices</i></p> <p>Moderator: Dr. Jane Nyakango, President, African Round Table on Sustainable Consumption and Production (ARSCP)</p> <p><i>Rapporteur: Mr. Albert Compaore, UNEP</i></p> <p>Presentations from implementing institutions:</p> <ol style="list-style-type: none"> 1. SUS Tour project (Kenya SWITCH Africa Phase 1 project) <i>Grace Nderitu, Chief Executive Officer, Ecotourism Kenya</i> 2. Sustainable Tourism Programme (One Planet Network) – Case study from Rwanda <i>Mr. Greg Bakunzi, Red Rocks Initiative, Rwanda</i>
Lunch	
<p>14.00-15.40</p>	<p>Session 6: Plenary Discussions</p> <p>Moderator: Mr. Lambert Faabeluon, Director, Ghana National Cleaner Production Centre.</p> <p><i>This session will be an interactive discussion following brief presentations from the four working groups on the lessons learned from each of the thematic areas in each group. It will further discuss the next steps to align the discussions in the Switch Africa sustainable tourism report as well as to formulate recommendations for sustainable tourism with emphasis in the different sub regions in Africa.</i></p> <p><i>Rapporteur: Ms. Norah Mugita, UNEP</i></p>
<p>15.40-16.00</p>	<p>Tea/coffee Break</p>



16.00-17.00	<p>Session 7: Policy recommendations for sustainable tourism with emphasis in the sub regions</p> <p>Moderator: Robert Wabunoha, UNEP</p> <p>Presentation of the draft recommendations for sustainable tourism with emphasis in the sub regions.</p> <p>Panel Discussion: The role of national governments, regional economic communities and partners in implementing the recommendations.</p> <p>Panellists (tbc):</p> <ol style="list-style-type: none">1) EAC2) ECOWAS3) SADC4) Rwanda5) Kenya
17.00-17.20	<p>Session 8: Closing remarks and way forward</p> <ul style="list-style-type: none">- Remarks on the way forward - United Nations Environment Programme (UNEP)- Closing Remarks - Rwanda Environmental Management Authority (REMA)