

MEMORANDUM OF COOPERATION

Between

The Secretariat of the Convention on Biological Diversity

And

The World Tourism Organization (UNWTO)

The Secretariat of the Convention on Biological Diversity (hereinafter referred to as "the Secretariat") and the World Tourism Organization (hereinafter referred to as "the UNWTO"),

Recalling the objectives of the Convention on Biological Diversity (hereinafter "the Convention"), namely the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of the benefits arising out of the utilization of genetic resources,

Recalling also the target to significantly reduce the current rate of loss of biodiversity by 2010 adopted by the Conference of the Parties at its sixth meeting in The Hague in 2002 and reiterated by the 154 Heads of State and Government attending the 2005 World Review Summit of the United Nations General Assembly,

Acknowledging that the sustainable development of tourism can contribute to all three objectives of the Convention as mentioned above, and to the achievement of the Millennium Development Goals, particularly goal 1 on poverty eradication and alleviation, goal 3 on gender equity, and goal 7 on environmental sustainability, and *recognizing* that the sustainable use of biodiversity through tourism can increase revenues for conservation and create awareness for biodiversity issues among hosts, tourists, tourism policy makers and professionals,

Recognizing that the UNWTO, a specialized agency of the United Nations, is the leading international organization in the field of tourism serving as a global forum for tourism policy issues and practical source of tourism know-how, and plays a central and decisive role in promoting the development of responsible, sustainable and universally accessible tourism, having significantly contributed to the CBD Guidelines on Biodiversity and Tourism Development, as well as to the User's Manual for the guidelines developed in response to article 3.a of decision VIII/1,

Considering the existing Memorandum of Understanding signed between UNWTO and UNEP which includes joint actions on the sustainable use of biodiversity through tourism,

Taking into account UNWTO's ongoing cooperation with the Secretariat of the Convention to Combat Desertification, the Secretariat of the Ramsar Convention on Wetlands and the Secretariat of the Convention on Migratory Species,

Considering that the UNWTO Consulting Unit on Biodiversity and Tourism based in Bonn carries out activities related to this Memorandum of Cooperation,

Underlining the lessons learned during the activities celebrating the International Year of Ecotourism in 2002, when the UNWTO collaborated with the United Nations Environment Programme and the Secretariat, and defined the principles of the Quebec Declaration on Ecotourism,

Recognizing the need to incorporate biodiversity considerations into national and regional tourism development plans and policies, as well as to consider tourism and visitor management tools in national and regional biodiversity action plans and strategies,

Recognizing that Article 3 of the UNWTO Global Code of Ethics for Tourism, endorsed by the General Assembly of the United Nations, includes recommendations regarding the priority and encouragement to be given to "forms of tourism development that are conducive to saving rare and precious resources", as well as to "protecting the natural heritage composed of ecosystems and biodiversity and to preserve endangered species of wildlife",

Recalling also decision VII/14 on Tourism and Biodiversity, by which the Conference of the Parties to the Convention (COP) *adopted* the Guidelines on Biodiversity and Tourism Development annexed to the present decision and *invited, inter alia*, the UNWTO to take these Guidelines into account in undertaking its activities and provide technical and financial assistance in the implementation of the Guidelines and pay due regard to the Guidelines when preparing, approving and funding tourism development projects having potential implications on biological diversity,

Recalling further decision VIII/1 on island biodiversity, by which the COP *adopted* the programme of work on island biodiversity annexed to the decision, as a set of actions addressing characteristics and problems that are specific to islands including, *inter alia*, the promotion of implementation of sustainable tourism best practices appropriate to islands,

Recalling further decision VIII/27 on alien species, by which the COP *decided* to consider, as appropriate, in its future work relating to sustainable tourism, the issue of tourism as a pathway for introduction and spread of invasive alien species and *encouraged, inter alia*, the World Tourism Organization to promote education and public awareness, for example through development of codes of practice, regarding the role of tourism as a pathway for introduction and spread of invasive alien species,

Recognizing the establishment of the Issue Management Group (IMG) on the 2010 biodiversity target by the UN Environmental Management Group (EMG) for improving the One-UN interagency cooperation to implement the objectives of the CBD,

Have reached the following understanding:

Article 1 Objective

The objective of the present Memorandum is to enhance cooperation between the Secretariat and the UNWTO on issues related to biodiversity and tourism, in particular the sustainable planning and management of tourism activities in vulnerable terrestrial, marine and coastal ecosystems and habitats of major importance for biological diversity, as well as the socioeconomic and cultural impacts of tourism.

Article 2 Institutional Cooperation

1. The Signatories will cooperate in the preparation of the meetings of their respective governing and subsidiary bodies and especially on technical meetings relevant to their common areas of interest, inviting each other and their constituencies when appropriate to these relevant meetings.
2. The Signatories will cooperate in promoting exchanges of experiences and best practices on issues of relevance to their mandate, and will cooperate on capacity building and training programmes, encouraging their Member States to strengthen the linkages and synergies between regional, national and destination-level tourism development and biodiversity action plans, policies and strategies.

3. The Signatories will cooperate on issues related to public awareness and communication with all relevant stakeholders including youth, women, NGOs, local authorities, local communities and the private sector, as well as cooperate on joint outreach to industry bodies and trade associations (i.e. awareness campaigns, events and publications).
4. The Signatories will cooperate on fundraising efforts to implement joint activities.
5. The Signatories will inform their respective Member States about their co-operative activities, with a view to promoting similar synergies at national level and providing joint, coordinated technical assistance to common Member States.

Article 3

Exchange of Information and Experience

The Signatories agree to exchange information of mutual relevance on tourism and biodiversity, including, as appropriate:

- a. the programmes of work implemented under the Convention and the UNWTO that are of mutual interest, including in particular:
 - i. the Convention's programmes of work and activities on tourism and biodiversity, protected areas, island biodiversity, including the links between climate change, tourism and biodiversity in small island developing states, invasive alien species, marine and coastal biodiversity; and
 - ii. the UNWTO's programme on sustainable development of tourism, its intelligence in economic measurements in tourism, technical cooperation projects and draft publications in which issues relating to tourism and biodiversity are dealt with, for instance, the CBD Toolkit of Good Practices, Tourism for Nature & Development;
 - iii. the UNWTO externally-funded development assistance projects that have a direct or indirect relevance to biodiversity issues;
- b. other activities of relevance to both Signatories.

Article 4

Joint Activities

1. The Signatories shall nominate one focal point from each of the two organizations to advise on the formulation of joint projects and activities in order to optimize their effectiveness and outcomes.
2. The Focal Points shall meet frequently, preferably at the margins of meetings relevant to both organizations, in order to *inter alia* examine the results of the activities performed and to consider future activities to be undertaken based on the topics mentioned under Article 3 and to oversee the implementation of this memorandum. The Focal Points will maintain a regular flow of information between the Signatories, preferably by electronic means.

Article 5

Public Awareness and Engagement of Major Groups

The Signatories will cooperate on issues related to public awareness and communication, and in particular the Signatories will work together to celebrate the International Biodiversity Day on May 22 and World Tourism Day on September 27, particularly the 2010 World Tourism Day devoted to Tourism and Biodiversity of each year, and set joint events for the 2010 International year on biodiversity, as well as related global awareness campaigns.

Article 6

Funding

In the case of joint activities requiring the mobilization of financial and/or human resources, an ad-hoc letter of understanding will be formulated specifying the obligations of each party. Letters of Understanding signed by both signatories will be considered Annexes to this Memorandum.

Article 7

Reporting

The Signatories will report on the implementation of this agreement to their respective governing bodies and seek further guidance on new areas of co-operation.

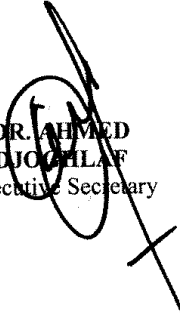
Article 8
Entry into Effect, Amendment and Termination

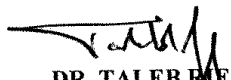
1. This Memorandum will enter into effect upon signature by the Signatories.
2. The Signatories may, by mutual agreement, review and amend this Memorandum.
3. This Memorandum may be terminated by either Party giving a six-month written notice.

Signed this 4th day of September 2009 at Geneva

For the Secretariat of the
Convention on
Biological Diversity
(CBD)

For the World Tourism
Organization
(UNWTO)


**DR. AHMED
DJOUHAIL**
Executive Secretary


DR. TALEB RIFAI
Secretary-General a.i.