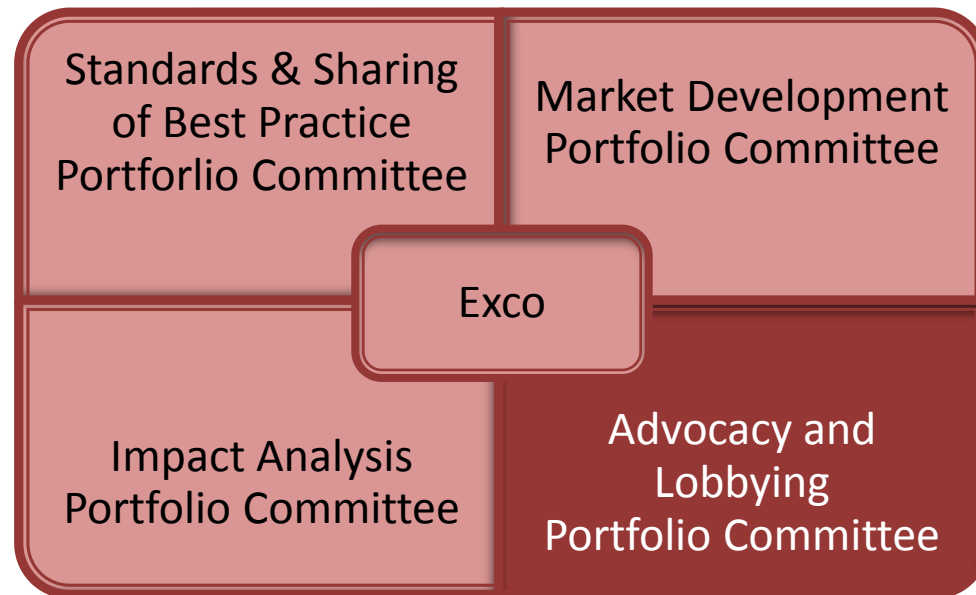


Work Plan: Sustainable Tourism Certification Alliance Africa (“the Alliance”)

Year 3: 2014 – 2015

Advocacy and Lobbying Portfolio Committee



In brief, the session held on the morning of the 9th May identified the following additional activities (so some of the activities that were already in the previous years would be ongoing) The full activities list is in the work package below;

Sector Lobbying

Sensitize local government and ministries level- collate awareness packs for awareness raising of ST in member countries. To have a toolkit that can be used by members to raise awareness of what ST is and lobby local government, cross sectors and also at national level to support the ST agenda.

Influence regional/international processes that affect/impact RT certification initiatives/programmes

Trip advisor- Green Label

We need to engage with new Tripadvisor Green Leader program being rolled out in Europe; the proposal is to have the alliance approach Tripadvisor and lobby that they recognize the alliance and its members; furthermore the alliance request GSTC to also engage with Tripadvisor and lobby that they recognize current certification schemes to add value to their brand.

Corporate lobbying- country by country

Develop/ collate a communication toolkit for this process that can be used together with member's information and local information to lobby large corporate to use certified products in the member's countries. The tool kit will have the basics on ST and a number of key statistics on current world trends to help influence their decision.

A few suggestions were raised in our group and it is not clear if this should be part of the lobbying group or marketing group, these were:

Market sensitization

Sensitize tour operators and travellers to using certified properties- develop a pack that can be used by members. This is more of a large marketing campaign to bring the traveller to the certified products.

Market/ Lobby on various e platforms- there are various e platforms out there, to blog or post on these platforms about the alliance and their members.

Advocacy and Lobbying Portfolio Committee

4.1 Work Package

3.4 Gantt Year 2 (2014 - 2015)

Year 1: May 2013 – May 2014												
Activity	May	Jun	July	Aug	Spt	Oct	Nov	Dec	Jan	Feb	Mar	Apr
1. Confirm members of working group												
2. Develop and agree on work pan for PFC												
3. Update the Alliance advocacy & lobbying calendar												
4. Influence regional/international processes that affect the RT certification environment												
5. Lobby national and local government – develop/ collate a info pack for members to use for public sector												
6. Travel to meetings and forums and report back.												
7. Corporate lobby- lobby corporation in member countries												
8. Evaluation survey (& independent survey year 3)												

3.5 Activities Year 2 (2014 – 2015)

Task	Milestone / Deliverable	By When	Who	Budget	Status
1. PFC work plan	Approved by Exco	June 2014	Secretariat		
3. Update annual advocacy calendar	Calendar updated and published on website	August 2014	PFC Chair and Secretariat		
4. Influence regional/international processes that affect the RT certification environment	Activities undertaken & meetings attended. Feedback shared with membership.	On-going	Secretariat & PFC Chair		On-going
5. Lobby national and local government – develop/ collate a info pack for members to use for public sector awareness and lobbying	Lobby pack developed and available on website	Dec 2014	Secretariat & PFC Chair		
5. Alliance represented at relevant regional & international events	Regional and International representation & reports to members following participation (within 15 days) & quarterly reports	On-going	PFC Chair and Secretariat	???	On-going
6. Lobby large Corporate entities in member countries to use certified properties,	Lobby pack developed and available on website	Sept 2014	PFC Chair and Secretariat		
7. Evaluation survey	Survey of members targeted by PFC completed & report	April 2014	Secretariat (supported by PFC Chair)		Pending
			Total budget secured??		

I have not added a budget as I am not sure how the alliance goes about this and what resources are available to the Alliance to produce toolkits or material without any direct costs.