



The Sustainable Tourism Certification Alliance Africa (“the Alliance”)

6th Annual Meeting Report

Garden Court Marine Parade

Durban, South Africa

9 May 2014

INTRODUCTION

The sixth Sustainable Tourism Certification Alliance Africa (the “Alliance”) Annual Meeting was held on 9 May 2014 at Garden Court Marine Parade in Durban, South Africa. The meeting was attended by 22 delegates and organised by Fair Trade Tourism (FTT) in its capacity as Alliance Secretariat. Eight African countries were represented including Botswana, Kenya, Madagascar, Mauritius, Namibia, Seychelles, South Africa and Tanzania. Regional organisations represented included Boundless Southern Africa and Fair Trade Tourism (FTT). Global organisations represented included Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) Sustainable Development Through Tourism Sector Project and the Swiss State Secretariat for Economic Affairs (SECO). All Alliance membership categories were well represented. The meeting agenda circulated in advance of the meeting and is attached as Annexure 1.

In Attendance

	Country	Organisation	Representative
1	Botswana	Botswana Tourism Organisation (BTO)	Richard Malesu
2	Botswana	BTO	Thilorthamay Naickers
3	Germany	GIZ Sector Project: Sustainable Development through Tourism	Manuel Bollmann
4	Kenya	Eco Tourism Kenya	Jane Kahata
5	Madagascar	Go To Madagascar	Sonja Gottlebe
6	Mauritius	Mauritius Tourism Authority (MTA)	Niven Muneesamy
7	Namibia	Eco Awards Namibia	Hazel Milne
8	Seychelles	Ministry of Tourism and Culture	Sinha Levkovic
9	Seychelles	Ministry of Tourism and Culture	Janice Bristol
10	Southern Africa	Alliance Secretariat, Fair Trade Tourism (FTT)	Malebo Rammekoa
11	Southern Africa	Alliance Secretariat, FTT	Netsai Sibanda
12	Southern Africa	Alliance Secretariat, FTT	Jennifer Seif
13	Southern Africa	Boundless Southern Africa (observer)	Roland Vorwerk
14	South Africa	Heritage Environmental Management Programme (Heritage)	Greg McManus
15	South Africa	International Centre for Responsible Tourism South Africa	Heidi van der Watt
16	South Africa	National Department of Tourism (NDT)	Bekithemba Langalibalele
17	South Africa	Serendipity Africa	Louise de Waal
18	South Africa	Levelle Perspectives	Lisa Scriven
19	South Africa	Sustainable Tourism Partnership Programme (STPP)	Caroline Ungersbock
20	South Africa	Stand cc	Anna Spenceley
21	Switzerland	State Secretariat for Economic Affairs (SECO)	Janice Golding
22	Tanzania	Responsible Tourism Tanzania (RTTZ)	Damian Bell

1. Official opening of Annual Meeting

Greg McManus, Alliance Chairperson, officially opened the meeting and confirmed that meeting participants in attendance constituted a quorum.

2. The following apologies were noted:

	Country	Organisation	Representative
1	Kenya	Basecamp Foundation Kenya	Judy Kepher Gona
2	United Kingdom	Yellow Railroad	Tom Buncle
3	USA	LiSeed	Aimee Russillo
4	Southern Africa	African Safari Lodge Foundation	Steve Collins
5	Southern Africa	Open Africa	Francois Viljoen
6	Southern Africa	RETOSA	Kwaky Donkor
7	South Africa	South African Tourism	Abby Swart
8	Swaziland	Swaziland Tourism Authority	Sipho Simelane
9	Switzerland	International Trade Centre (ITC)	Mathieu Lamolle
10	Tanzania	Tanzania Tourist Board	Philip Chitaunga

3. Adoption of the agenda

Subject to a number adjustments the agenda was adopted.

4. Report back from Alliance Chairperson

The Alliance Chairperson provided a report on activities undertaken during the period May 2013 – April 2014 as follows:

It is my pleasure to deliver the Chairperson's report to the 6th Annual Meeting of the Alliance. The activities of the various Portfolio Committees (PFCs) progressed well through the year and I am pleased to confirm that the Secretariat is fully operational.

Over the past year, the Alliance has been actively involved in global initiatives in the responsible tourism field including ongoing discussions and involvement in amongst others the Global Sustainable Tourism Council (GSTC), Eco Mark Africa and most recently, through involvement by the myself and other Executive Committee (EXCO) members, the development of a new ISO standard in tourism.

The PFCs, under the guidance of their respective chairpersons, have been instrumental in development and completion of a relatively active work plan over the past year. Among the highlights of the 2013-2014 work plan achievements, the following are worth mentioning:

i. Standards and sharing of best practice PFC

Under the able guidance of Heidi Van Der Watt (PFC Chairperson), this PFC was responsible for ensuring that a number of Alliance member standards were uploaded onto the International Trace Centre (ITC) Standards Map, providing members with greater clarity about the compatibility of their respective standards.

This PFC was also responsible for requesting, on behalf of Alliance members, a more equitable approach to GSTC membership fees, and has been instrumental in lobbying for less expensive and more beneficial fees with respect to GSTC-Recognition costs.

ii. Market Development PFC

This PFC supported publication of market segmentation studies on the Alliance website.

Findings of the studies are of great relevance to Alliance members. Additional research into domestic markets in Africa may be necessary in the coming year.

iii. Impact Analysis PFC

This PFC established the first of many case studies demonstrating the benefits of responsible tourism certification. A first draft has been made available for comment. Issues relating to development of a terms of reference for development of a tool to measure the business impacts of responsible travel have been referred back to the Alliance for further discussion.

iv. Advocacy and Lobbying Portfolio Committee

This PFC developed and published an online advocacy calendar and represented the Alliance at a number of important events this year. The Alliance was represented at, amongst others, the Ecotourism and Sustainable Tourism Conference in Kenya (Sept 2013); the United Nations World Tourism Organisation General Assembly (UNWTO-GA) in Zimbabwe (August 2013) and World Travel Market Africa (May 2014).

This PFC was also instrumental in lobbying for the election of Alliance members to the GSTC Board of Directors. FTT, the Alliance Secretariat, is an ex-officio member of the GSTC Board of Directors. This year, the emphasis will be on converting this status to that of full member.

While there are many additional achievements by the 4 PFCs during the reporting period, these have been included in a separate, detailed report that has been circulated to members (Annexure 2).

Finance

I remain very grateful for the assistance and support provided to the Alliance by FTT and its donors, without which we would not have been able to undertake most of the work that has been done. However, as a body, the Alliance must start investigating additional and perhaps separate funding models that will ensure its sustainability into the future. Without secure and guaranteed funding, the work of this body will not be possible and the cause of responsible tourism certification in Africa will be set-back. I will table a motion to this effect in 2014.

Membership

We are pleased to see growth in the membership of the Alliance and I am happy to report that we now have twenty eight members representing thirteen countries across Africa, the United States, the United Kingdom and Europe. Southern Africa is well represented and we are thankful for the high number of national representatives that are now actively involved in the Alliance.

We will need to show continual growth in the coming year and perhaps consider additional categories of membership in an effort to entrench the credibility of the Alliance in the future. Once again, this will be referred to the AGM in 2014.

Constitution

I believe the time is perhaps right for the Alliance to take the next step in its evolution by developing and adopting a constitution that will guide and inform the future development, administration and

management of its activities. Again, a proposal to this effect will be tabled in 2014 for consideration by Members.

General

The achievements of the past year have been impressive, and while we are still a young organisation, I believe we are in a position to influence beyond our 'weight class' quite effectively. We have become recognised by a number of organisations and regional governments as an important role-player and I am confident that under guidance of the EXCO and our members, the Alliance will continue to grow and prosper.

We have challenges including ensuring our relevance and potential. Harmonisation of standards and discussions and initiatives to eradicate duplication will become an important focus in the coming year while the Alliance needs to make serious efforts to lobby and encourage change at industry, government and private sector levels.

Thanks

None of the work that we have undertaken this past year would be possible without the dedicated commitment of our Secretariat (Fair Trade Tourism). The Secretariat has coordinated and guided the PFCs in their respective tasks through the year and ensured that the Alliance develops and grows. The Secretariat's assistance and guidance has been invaluable to myself and the Executive Committee (EXCO) over the year and I believe a special thanks needs to be extended to the team (Jennifer Seif, Netsai Sibanda and Malebo Rammekoa).

This is an important year for the Alliance as office bearers and the EXCO members enter an election process. I have been honoured and inspired by the trust and support given to me as Chairman by the membership and I wish the 'new' EXCO every success in the coming year. We have started a process and I am confident that we are now in a position to ensure growth, relevance and sustainability as an organisation.

My special thanks go to my Vice Chair Hazel Milne for her support and involvement, and to the chairpersons and members of the various Portfolio Committees. Without your commitment and hard work, we would not have achieved what we have this year.

Finally, thank you to the Swiss State Secretariat for Economic Affairs (SECO) for providing resources to fund most of the work of the Secretariat and for making our 2014 conference and annual meeting both possible and the success it has been.

5. Election of Alliance Chairperson (2014 – 2015)

Subsequent to a voting process facilitated in the meeting, Greg McManus was re-elected to serve as Alliance Chairperson and Hazel Milne was re-elected to serve as Alliance Vic-Chairperson.

6. Election of PFC Chairs

Subsequent to a voting process facilitated in the meeting all PFC Chairs were re-elected as indicated in the table below:

Portfolio Committee (PFC)	Chairperson
Standards and sharing of best practice	Heidi van der Watt

Advocacy and lobbying	Bekithemba Langalibalele
Market development	Sonja Gottlebe
Impact Analysis	Anna Spenceley

7. Alliance membership update

Membership of the Alliance was provided by the Secretariat as follows:

	Country	Organisation	Category
1	Africa	Heritage Environmental Management Company	Certification scheme owner & certification body based in Africa
2	Botswana	Botswana Tourism Organisation	Tourism boards & ministries
3	Germany	GIZ Sustainable Development Through Tourism	Certification scheme owner & certification body based in Africa Regionally focused organisation
4	Germany	TourCert	International and/or regional certification scheme owners and certification bodies
5	Kenya	Basecamp Foundation	Regionally focused organisation
6	Kenya	Eco Tourism Kenya	Certification scheme owner & certification body based in Africa
7	Lesotho	Lesotho Tourism Development Corporation	Tourism board & tourism ministry
8	Madagascar	Go To Madagascar	Business Development Service Provider (BDSP)
9	Mauritius	Mauritius Tourism Authority	Tourism board & tourism ministry / Certification scheme owner & certification body based in Africa
10	Namibia	Eco Awards Namibia	Certification scheme owner & certification body based in Africa
11	Seychelles	Seychelles Tourism Board	Tourism board & tourism ministry / Certification scheme owner & certification body based in Africa
12	South Africa	International Centre for Responsible Tourism South Africa	BDSP
13	South Africa	Levelle Perspectives	BDSP
14	South Africa	National Department of Tourism	Tourism board & tourism ministry / Certification scheme owner & certification body based in Africa
15	South Africa	South African Tourism	Tourism board & tourism ministry
16	South Africa	Sustainable Tourism Partnership Programme	BDSP
17	South Africa	Stand cc	BDSP
18	Southern Africa	Open Africa	Regionally focused organisation
19	Southern Africa	Africa Safari Lodge Foundation	Regionally focused organisation
20	Southern Africa	Fair Trade Tourism	Certification scheme owner & certification body based in Africa
21	Southern Africa	Regional Tourism Organisation of Southern Africa (RETOSA)	Tourism board & tourism ministry / Regionally focused organisation
22	Southern Africa	Serendipity Africa	BDSP
23	Switzerland	International Trade Centre (ITC)	BDSP
24	Swaziland	Swaziland Tourism Authority	Tourism board & tourism ministry
25	Tanzania	Tanzania Tourist Board	Tourism board & tourism ministry
26	Tanzania	Responsible Tourism Tanzania	Certification scheme owner & certification body based in Africa
27	United Kingdom	Yellow Railroad	Business development service provider (BDSP)
28	USA	LiSeed	BDSP
29	USA	Greenloons	BDSP

Upon review of the Alliance membership database, the following was discussed and agreed upon:

- i. Mozambique representation is required;
- ii. Lesotho and Swaziland need to play a more active role;
- iii. Angola representation should be encouraged;
- iv. Zimbabwe representation should be encouraged;
- v. The pending membership application by Eco Atlas should be finalised; and
- vi. Baobab is a new certification scheme with a focus on nature and protected areas. This scheme should be invited to join the Alliance.

8. Finance

The following was discussed and agreed upon:

- i. In order to ensure long-term sustainability of the Alliance, a funding model needs to be established;
- ii. The Alliance should become a self-sustaining organ in the next 2 – 3 years; and
- iii. A new working group was established to develop a model to be proposed to EXCO and subsequently to the Alliance membership at the 2015 Annual Meeting. The working group will be comprised of representatives provided in the table below.

Member	Organisation represented
Greg McManus	Heritage Environmental Management Programme
Jennifer Seif	Secretariat (Fair Trade Tourism)
Heidi van der Watt	International Centre for Responsible Tourism South Africa
Bekithemba Langalibalele	South African National Department of Tourism
Caroline Undersbock	Sustainable Tourism Partnership Programme (STPP)

9. Constitution proposal

The following was discussed and agreed upon:

- i. A DRAFT constitution should be developed for adoption at the 2015 Annual Meeting;
- ii. A new working group was established to develop the DRAFT constitution. Composition of the working group is provided in the table below.

Member	Organisation represented
Greg McManus	Heritage Environmental Management Programme
Jennifer Seif	Secretariat (Fair Trade Tourism)
Netsai Sibanda	Secretariat (Fair Trade Tourism)
Hazel Milne	Eco Awards Namibia
Thilorthamay Naickers	Botswana Tourism Organisation

- iii. All Alliance members that represent their countries at national government level will be invited to review and comment on the DRAFT constitution before it is put forward for adoption at the 2015 Annual Meeting in order to ensure jurisdictional and other such issues are taken into consideration in development of a final DRAFT.

10. Presentation of DRAFT work plans for 2014 – 2015 by PFC Chairs

10.1 Impact Analysis PFC

10.1.1 Work Package

The PFC work package is provided in the table below.

Thematic content/activities	
▪	Develop methodologies for measuring impact that can be utilised by members
▪	Train members on impact assessment
▪	Collect case studies and other impact information and share with members and target groups via the Alliance website
▪	Support members to develop the business case for sustainable tourism certification

10.1.2 Activities undertaken and proposed

Anna Spenceley presented on activities undertaken to date as well as matters to be considered going forward 2014 – 2015. The presentation is attached as Annexure 3.

10.1.3 Proposed PFC activities for 2014 – 2015

Anna Spenceley proposed that the PFC operate at a level low level based on membership time and resource constraints. Activities proposed for further discussion in the PFC work planning meeting to be scheduled post the Annual Meeting are provided in the table below.

Activity	
1	Confirm members of working group
1	Planning meeting to refine work plan and allocate budget lines.
2	Adoption of work plan by PFC and EXCO.
3	Regular conference calls for networking (monthly/bimonthly).
4	Provide input on Impact Analysis activities where required by Alliance members.
5	Communications with GSTC are to be facilitated via Amos Bien and Heidi van der Watt. Updates are then to be provided to the Alliance membership by the Secretariat.
6	<ul style="list-style-type: none">▪ Desk study to collate information on certification / sustainable tourism impacts.▪ Research commissioned by different Certification Bodies (CBs) and/or tourism boards.▪ Terms of Reference (ToR) for study to be circulated to universities.▪ The Impact Analysis PFC can do a peer review and guide research.
7	<ul style="list-style-type: none">▪ Finalise template for case studies demonstrating benefits derived from responsible tourism certification.▪ CBs to commit to writing 2 case studies during 2014 – 2015 using an established template. This will result in 12 case studies by May 2015 (FTT, Heritage, Eco Awards Namibia, BTO, Seychelles Tourism Board and RTTZ).▪ The Impact Analysis PFC will peer review/comment on case studies produced.
8	<ul style="list-style-type: none">▪ A synthesis of all case studies will be carried out by PFC.▪ The aforementioned synthesis will be published on the Alliance website.
9	<ul style="list-style-type: none">▪ Evaluation survey of PFC activities

In addition to the above, the following was conveyed and agreed upon:

- Successful implementation of the above proposed activities depends solely on commitment and time investment of PFC members and the Alliance membership as a whole;
- As the proposed case studies are aligned to the work of the Responsible Tourism Directorate, Bekithemba Langalibalele can propose (with no guarantees) that two interns working at NDT support development of the studies; and
- NDT has a research unit that proposes annual research topics. Once the Alliance decides on research topics Bekithemba Langalibalele could propose NDT supports the research (again – no guarantees).

10.2 Advocacy and Lobbying PFC

10.2.1 Work Package

The PFC work package is provided in the table below.

Thematic content/activities	
▪	Keep abreast of developments within GSTC, Eco Mark Africa, RETOSA, UNWTO, GPST, GSTC etc. and identify opportunities and threats to Alliance members
▪	Survey Alliance members as required to identify needs and concerns related to the above
▪	Lobby processes/initiatives/bodies as required and report back to members

10.2.2 Proposed activities 2014 – 2015

Damian Bell presented on proposed activities for the PFC as provided in the table below.

Activity	By When
1 Confirm members of PFC	July 2014
2 Planning meeting to refine work plan and allocate budget lines.	July 2014
3 Adoption of work plan by EXCO	July 2014
4 Quarterly meetings to review progress	Quarterly
5 Update Alliance advocacy & lobbying calendar	August 2014
6 Influence regional / international processes that affect the RT certification environment	
6.1 Approach Trip Advisor Green Leader programme being rolled out in Europe in order for the programme to recognise the Alliance and its members.	tbc
6.2 Alliance to request GSTC engages with TripAdvisor Green Leader programme in order for TripAdvisor to acknowledge GSTC-recognised schemes.	tbc
7 Lobby national and local government	
7.1 Develop/collate info pack for members to use for public sector lobbying agenda (sensitisation in support of RT agenda) and publish on website	December 2014
7.2 Public sector lobbying in Alliance member countries	January 2015
8 Corporate lobbying in member countries	
8.1 Develop/collate info pack for members to use for corporate sector lobbying and publish on website.	September 2014
8.2 Lobby corporates in Alliance member countries	November 2014
9 Travel to meetings and forums and report back	On-going
10 Evaluation survey of PFC activities	April 2015

The document presented by Damian Bell is attached as Annexure 4.

Task	Milestone / Deliverable
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10.3 Market development PFC

10.3.1 PFC work package

Thematic content/activities

- Facilitate and disseminate market research
- Lobby tourism boards to showcase certified products in their marketing efforts
- Promote joint marketing by Alliance members
- Develop campaign materials to support Alliance objectives

10.3.2 Proposed PFC activities for 2014 – 2015

Sonja Gottlebe presented on proposed activities for further discussion in the PFC planning meeting to be scheduled post the Annual Meeting as provided in the table below.

Activity
1 Confirm members of working group
2 Planning meeting to develop a refined work plan and allocate budget lines.
3 Adoption of work plan by PFC and EXCO.
4 Update marketing resource centre on the Alliance website.
5 Establish synthetic dialogue with people through events and tradeshows to increase membership.
6 RETOSA should start to promote the Alliance on its website and through collateral developed.
7 Speed marketing sessions to be facilitated.
8 Engage with travel journalists and bloggers with an interest in responsible tourism to raise awareness of the Alliance.
9 Engage TV5Monde through proving TV5Monde with information on Alliance members active in southern and East Africa.
10 Evaluation survey of PFC activities

10.4 Standards and sharing of best practice PFC

10.4.1 PFC work package

Thematic content/activities

- Identify needs of certification programmes
- Document best practice in tourism certification (standards, operating procedures, financial models) and share with Alliance members
- Support cooperation between certification systems based on analysis of standards, making use of third-party sources like the ITC standards map and database
- Provide training on GSTC and other accreditation programmes
- Facilitate study trips and other types of information sharing between member certification programmes, depending on resources

10.4.2 Proposed PFC activities for 2014 – 2015

Heidi van der watt presented on proposed activities for further discussion in the PFC planning meeting to be scheduled post the Annual Meeting as provided in the table below.

1	Confirm members of working group	
2	Needs analysis: certification bodies, certified products & BDSP, etc	Survey conducted & report circulated
3	Finalise PC work plan	Approved by Exco
4	Support active use of members only area as knowledge sharing platform	Secretariat to circulate log-in details
5	Analysis of all standards	Standards uploaded onto ITC database compared/analysed & findings disseminated to members
6	Facilitate training (webinar) on ITC system	Training facilitated & report circulated
7	Facilitate training for GSTC approval	Training delivered
8	Facilitate sharing of business level case studies	Case studies available on KSP
9	Research & share best practice in business support	Report available on KSP
10	Facilitate study trips and other types of information sharing between member certification programmes	
11	Facilitate support for inclusion of common indicators for assessing certification impact	Liaise with IA PC
12	Support for mutual recognition of certification standards	Mutual Recognition Agreements Signed
13	Support for formal recognition by GSTC	Recognition status achieved by Alliance members
14	Comment on standards under development (global & continental)	Alliance inputs available publicly
15	End of period evaluation survey	Survey of members conducted

A presentation on proposed activities is attached as Annexure 5.

Further to the proposed activities as indicated in the table above, the following was discussed and agreed upon:

- The Alliance should have a position on whether GSTC Approval should be phased out or not. It is unclear, at present, what the process will involve. There are concerns about cost implications. The Secretariat should schedule a meeting to establish the position of Alliance member Certification Bodies (CBs) on how long GSTC Recognition should be available as well as whether GSTC Approval should be phased out or not; and
- The Alliance should start working and collaborating with universities.

11. Independence of the Alliance

The Alliance is very similar to other organisations in terms of the way it was established and continues to evolve. As with similar organisations, the question of whether the Alliance should become independent of Fair Trade Tourism was raised. In the past, a number of institutions have

started out like the Alliance and evolved into independent entities e.g. The Code and ECPAT as well as WWF and IUCN. There is often a strategy in relation to incubating initiatives like the Alliance within an existing organisation.

In consideration of the above, there should be established protocols regarding Alliance communications etc. The Alliance will continue to evolve over time and, as such, the matter of the Alliance becoming independent of the Alliance should be taken into consideration at a later stage.

12. Eco Mark Africa

Eco Tourism Kenya has tested the Eco Mark Africa (EMA) tourism standard against seven of its certified establishments. A report was generated which highlighted issues for further consideration. The Secretariat and Heidi van der Watt will continue to source information on status of the initiative and keep Alliance members informed going forward.

13. New membership categories

It was agreed that certified businesses, at this stage, should not be eligible to join the Alliance. The Alliance should, however, consider a category for umbrella organisations. In developing a constitution for the Alliance the rationale for increasing Alliance membership as well as membership categories should be considered.

14. Date of next meeting

It was agreed that the next Annual Meeting will take place one day before the start of Durban's tourism Indaba in 2015. The precise date will be circulated once South African tourism has formally announced the date.

15. Closure

The meeting was closed at 13h00.

Annexures

- Annexure 1 Draft Annual Meeting Agenda
- Annexure 2 Secretariat report back
- Annexure 3 Impact Analysis PFC presentation
- Annexure 4 Advocacy and lobbying PFC presentation
- Annexure 5 Standards and sharing of best practice PFC presentation