**Global Sustainable Tourism Council**

**Annual Membership Council Meeting**

*Barcelona City Council, Barcelona Activa Auditorium*

*c/ Llacuna, 162, Barcelona, Spain, June 29-30, 2011*

**AGENDA OVERVIEW**

Tuesday, June 28

* Visit of the Sustainable Practices of the City, 16:00 – 19:00
* Welcome Cocktail Reception, 20:00 – 22:00

Wednesday, June 29

* GSTC Open Forum Meeting, 8:30 – 14:00
* GSTC Member Council Meeting, 14:00 – 20:00
* GSTC Welcome Dinner, 21:00 – 23:00

Thursday, June 30

* GSTC Breakout sessions
  + Using the GSTC Criteria and Self-Assessment Tool (David Brown), 9:00 – 9:45
  + How to become GSTC Accredited (Amos Bien), 9:00 – 9:45
  + Marketing & Selling Green Online (Leilani Latimer), 10:00 – 10:45
  + How to use Social Media to attract customers (Brooke Angels), 10:00 – 10:45
* Accreditation Panel, 10:00 -16:00
* GSTC Working Group Meetings, 11:00 – 16:00

**EVENT OVERVIEW**

*Visit of the Sustainable Practices of the City:* Hosted by the City of Barcelona

Allow GSTC members to view and experience the sustainable tourism practices of Barcelona.

* Date: June 28, 16:00 – 19:00
* Venue: 22@ District. Tour will begin and end at Hotel ME ([www.me-barcelona.com](http://www.me-barcelona.com))

*Welcome Cocktail Reception:* Hosted by the United Nations Foundation and the City of Barcelona

Members arriving the night before the Open Forum will have the opportunity to informally network.

* Date: June 28, 20:00 – 22:00
* Venue: Garden of the Maritime Museum, Avd. De Les Drassanes
* Format*:* Appetizers/light fare and bar to encourage informal mingling
* Participants*:* GSTC members and selected government officials (estimated 50 participants)
* Transportation from the hotel to the venue provided by the City of Barcelona[[1]](#footnote-1).
* Pick up location: Hotel ME @ 19:30

*GSTC Open Forum Meeting:*

Bring together GSTC members, partners and guests to discuss sustainable tourism, present GSTC, and recognize the city of Barcelona for its work in sustainable tourism.

* Date: June 29, 8:30 – 14:00
* Venue: Barcelona City Council, Barcelona Activa Auditorium, c/ Llacuna, 162

*GSTC Member Council Meeting*:

Bring together GSTC Membership Council to present the upcoming year plan and for a series of symposia to share best practices, challenges, lessons learned.

* Date: June 29, 14:00 – 20:00
* Venue: Barcelona City Council, Barcelona Activa Auditorium, c/ Llacuna, 162

*GSTC Welcome Dinner*: Hosted by the City of Barcelona and the Barcelona Chamber of Commerce

The city of Barcelona will host a welcome dinner for members and special guests.

* Date: June 29, 21:00 – 23:00
* Venue: Barcelona Chamber of Commerce, Golden Room, *Llotja De Mar* Building
* Format*:* Formal dinner
* Participants*:* GSTC members and selected government officials (estimated 50 participants)
* Transportation from the hotel to the venue provided by the City of Barcelona[[2]](#footnote-2).
* Pick up location: Hotel ME @ 20:30

*GSTC Breakout sessions*: GSTC Members will have the opportunity to choose from four different breakout sessions to participate according to their area of interest.

* Date: June 30, 9:00 – 11:00
* Venue: Barcelona City Council, Barcelona Activa Auditorium, c/ Llacuna, 162

*GSTC Working Group Meetings*:

GSTC Members will meet with their respective working groups.

* Date: June 30, 11:00 – 16:00
* Venue: Barcelona City Council, Barcelona Activa Auditorium, c/ Llacuna, 162

**GSTC OPEN FORUM – AGENDA**

June 29

8:30 – 9:30 Registrations

9:30 – 10:00 Opening Remarks:

* Moderator: Erika Harms – Executive Director. GSTC
* Speakers:
  + Chair, Kelly Bricker – Associate Professor. Department of Parks, Recreation, and Tourism – University of Utah
  + Charles Arden Clarke – Head of the Goods and Services Unit in the Sustainable Consumption and Production (SCP) Branch of DTIE. United Nations Environment Programme (UNEP)
  + Luigi Cabrini – Director, Sustainable Development. United Nations World Tourism Organization (UNWTO)
  + Joan Torrella – Director, Territorial Promotion and Tourism - Economic Promotion Department. Barcelona City Council
  + Government of Catalunya, TBD
  + Government Official Spain, TBD.

10:00 – 10:20: Presenting the GSTC

* Speaker: Kelly Bricker – Chair

10:20 – 11:20 A sustainable destination

* Moderator: Shannon Stowell – President. Adventure Travel Trade Association (ATTA)
* Speakers:
* City of Barcelona: Enric Truñó – Coordinator, Strategic Tourism Plan for the City of Barcelona
* The value of certification: Tomas Azcarate – President. Responsible Tourism Institute (ITR)
* Pere Duran – General Director. Barcelona Tourism
* City of San Francisco: Sushma Dhulipala Bhatia – Green Business Program Manager. San Francisco Department of Environment
* City of Singapore, TBD

11:20 – 11:40 Coffee Break

11:40 – 12:30 A sustainable business:

* Moderator: Leilani Latimer – Director, Sustainability Initiatives. Sabre Holdings
* Presenting:
  + Esther Trujillo – Vice President Institutional Office and Corporate Diplomacy. Sol Meliá Hotels & Resorts
  + Lucas Bobes – Group Environmental Officer, Amadeus
  + Jamie Sweeting – Vice President, Environmental Stewardship & Global Chief Environmental Officer. Royal Caribbean Cruises Ltd.

12:30 – 13:00 Presentation, Technology

* Introducing: Ted Jansen – President. Travel Holdings
* Speaker: Dr. Javier González-Soria y Moreno de la Santa – Managing Director, Google Travel, Spain,
* Speaker: Oriol Miralbell, *Fundació per a la Universitat Oberta de Catalunya* (UOC)

13:00 – 13:20 Launch of GSTC Campaign and Website

* Moderator: Richard Edwards – GAP Adventures/Planeterra
* Presenting:
  + Pedrag Bozovic –President. Box Group
  + Gary Leopold – President and CEO. ISM

13:20 – 13:50 Key Note

* Speaker, Sebastian Escarrer – Vice President. Sol Meliá

13:50 – 14:00 Closing remarks

* Kelly Bricker Chair,
* Jordi William Carnes – Primer Tinent d’Alcalde, Ajuntament de Barcelona

**GSTC MEMBER COUNCIL MEETING – AGENDA**

June 29

14:00 -15:00 Member Welcome Lunch

*15:00 – 17:00 Presentations by Secretariat and Working Groups*

15:00 – 15:10 Welcome remarks, Kelly Bricker, Chair

15-10 – 15:30 Overview of the GSTC, Erika Harms

15:30 – 15:50 Accreditation Working Group, Cathy Parsons and Amos Bien

15:50 – 16:00 International Standards Working Group, Herve Houdre

16:00 – 16:10 Market Access Working Group, Leilani Latimer

16:10 – 16:20 Education and Training Working Group, Kelly Bricker

16:20 – 16:30 Destinations Working Group, Seleni Matus

16:30 – 17:00 Communications, Richard Edwards, Janice Lichtenwaldt, ISM

17:00-17:30 Coffee Break and meet Board Candidates

17:30 – 17:45 Navigating the website, Janice Lichtenwaldt, Predrag Bozovic, David Brown

17:45-18:45 Member Discussions/Decisions

* Moderator, Kelly Bricker

18:45-19:00 Bringing it All Together

* Moderator: Kelly Bricker

21:00 – 23:00 Welcome Dinner, Barcelona Chamber of Commerce, Golden Room, *Llotja De Mar* Building

* Speakers
  + Melia
  + City of Barcelona
  + Chamber of Commerce
  + GSTC Chair

June 30

9:00 – 9:45 **Breakout Session: Using the GSTC Criteria & Self-Assessment Tool**

Presenter: David Brown, Solimar International

**Breakout Session: How to become GSTC Accredited**

Presenter: Amos Bien, GSTC

10:00 – 10:45 **Breakout Session: How to Market Green Online**

Presenter: Leilani Latimer, Sabre Holdings

**Breakout Session: Using Social Media Effectively**

Presenter: Brooke Angles, Social Click

10:00 – 16:00 Accreditation Panel

* + Moderator, Richard Bradley

10:45 – 11:00 Coffee Break

11:00 – 16:00 GSTC Working Group Meetings

* Market Access WG
  + Moderator, Leilani Latimer
* Education & Training WG
  + Moderator, Kelly Bricker
* Destinations WG
  + Moderator, Seleni Matus
* International Standards WG
  + Moderator, Herve Houdre

11:00 – 13:00 Parallel Event of the City of Barcelona

Convening a Cities Council

* + Moderator, Angel Diaz

13:00 – 14:00 Working Groups Lunch

1. Participants to make their own arrangements to go back to the hotel [↑](#footnote-ref-1)
2. Participants to make their own arrangements to go back to the hotel [↑](#footnote-ref-2)