



Tourism for SDGs Platform

'A Journey to 2030'

Partnership Opportunities



Around the world tourism grows every single year. Tourism creates job opportunities, empowers communities and improves livelihoods. Tourism is part of the economic value chain, from infrastructure and communication to food production and transport. Tourism goes far beyond tourism alone and has a key role to play in supporting the sustainable development of economies and societies around the world.

About the 'Tourism for SDGs Platform'

In 2015 the global development community, governments, the private sector and civil society came together under the United Nations (UN) to create a common vision for ending extreme poverty, fighting inequality and injustice, and combating climate change and its impacts. This historic commitment, known as the 2030 Agenda for Sustainable Development or 2030 Agenda, serves as the foundation for partnerships that work towards improving livelihoods, the environment and global peace by the year 2030.

Yet, creating the future we want requires all hands on deck. We must all embrace the universal agenda and its 17 Sustainable Development Goals (SDGs).

As the UN Specialized Agency for tourism, the World Tourism Organization (UNWTO) is committed to bringing all stakeholders together to advance the contribution of the tourism sector to the 2030 Agenda and SDGs.

The 'Tourism for SDGs Platform' – www.tourism4sdgs.org – is a co-creation space to inspire and empower policy makers, companies and all stakeholders, including travellers themselves, to engage in the journey towards the achievement of the SDGs by 2030. This interactive online tool provides a roadmap for the tourism sector towards 2030, through which all can contribute to building a smarter, more competitive, more inclusive and more sustainable tourism sector.

The 'Tourism for SDGs Platform' will:

- **BUILD** knowledge, research and good practices, from public policies and initiatives of the private sector, academia and civil society, on how tourism can contribute to advancing the SDGs
- **EMPOWER** stakeholders to integrate SDGs in their policies and operations through recommendations and examples of actions that simultaneously boost competitiveness and sustainability
- **INSPIRE** all to act and advance tourism's contribution to the SDGs

The platform was developed with the support of the Swiss Secretariat for Economic Affairs (SECO), a leader in supporting the 2030 Agenda.

Why become a Partner?

- Position yourself as an advocate for tourism and the SDGs
- Increase brand awareness and strengthen your image among the international community
- Align your brand with United Nations values
- Increase your competitive values and your commitment to sustainability
- Foster new collaborations and partnerships
- Enhance your knowledge on tourism and its contribution to the SDGs



How can you become a Partner?

As an official partner of the platform

- Tourism and SDGs Premium Partner (€100,000)
- Tourism and SDGs Partner (€50,000)
- Tourism and SDGs Friend (€10,000)

(for a partnership period of two years)

Benefits	Premium	Partner	Friend
Opportunity to organize a branded event or activity (competition, webinar etc.) on the platform twice a year	●		
Banner on the homepage of the platform	●		
Your news related to SDGs featured regularly on the platform's news section	●		
Special exclusive page on the platform for your content (videos, messages, blog entries, case studies, links etc.)	●		
Reference in all news and press releases related to the platform	●	●	
Logo on the homepage of the platform	●	●	
Pinned (featured) content to appear on users' searches	●	●	
Speaking opportunity at UNWTO events on tourism and SDGs	●	●	
Invitation to UNWTO tourism and SDGs-related events and networking opportunities	●	●	●
Logo on the platform's partners page	●	●	●
Reference in the social media communication of the platform	●	●	●
Promotion on UNWTO's channels and communication to its Members (e.g. monthly newsletter)	●	●	●

Contact

For more information please contact tourism4sdgs@unwto.org



The background of the entire image is a night sky filled with numerous glowing orange paper lanterns of various sizes. The lanterns are lit from within, creating a warm, golden glow. The sky transitions from a deep blue at the top to a dark orange near the horizon, where the silhouettes of hills or mountains are visible. The overall atmosphere is serene and celebratory.



UNWTO
World Tourism Organization



**SUSTAINABLE
DEVELOPMENT
GOALS**