

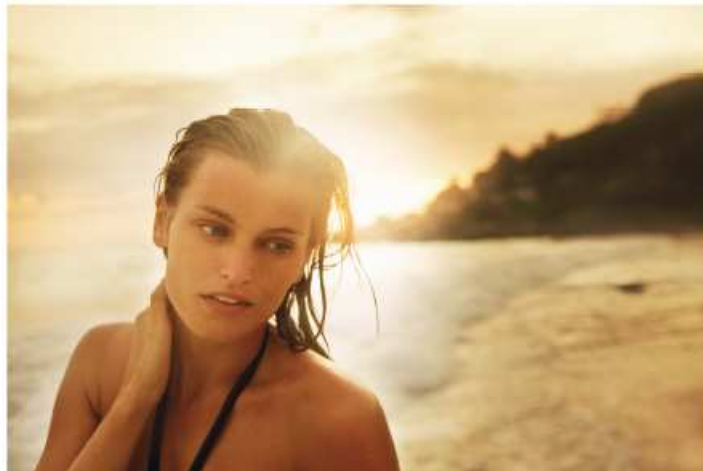


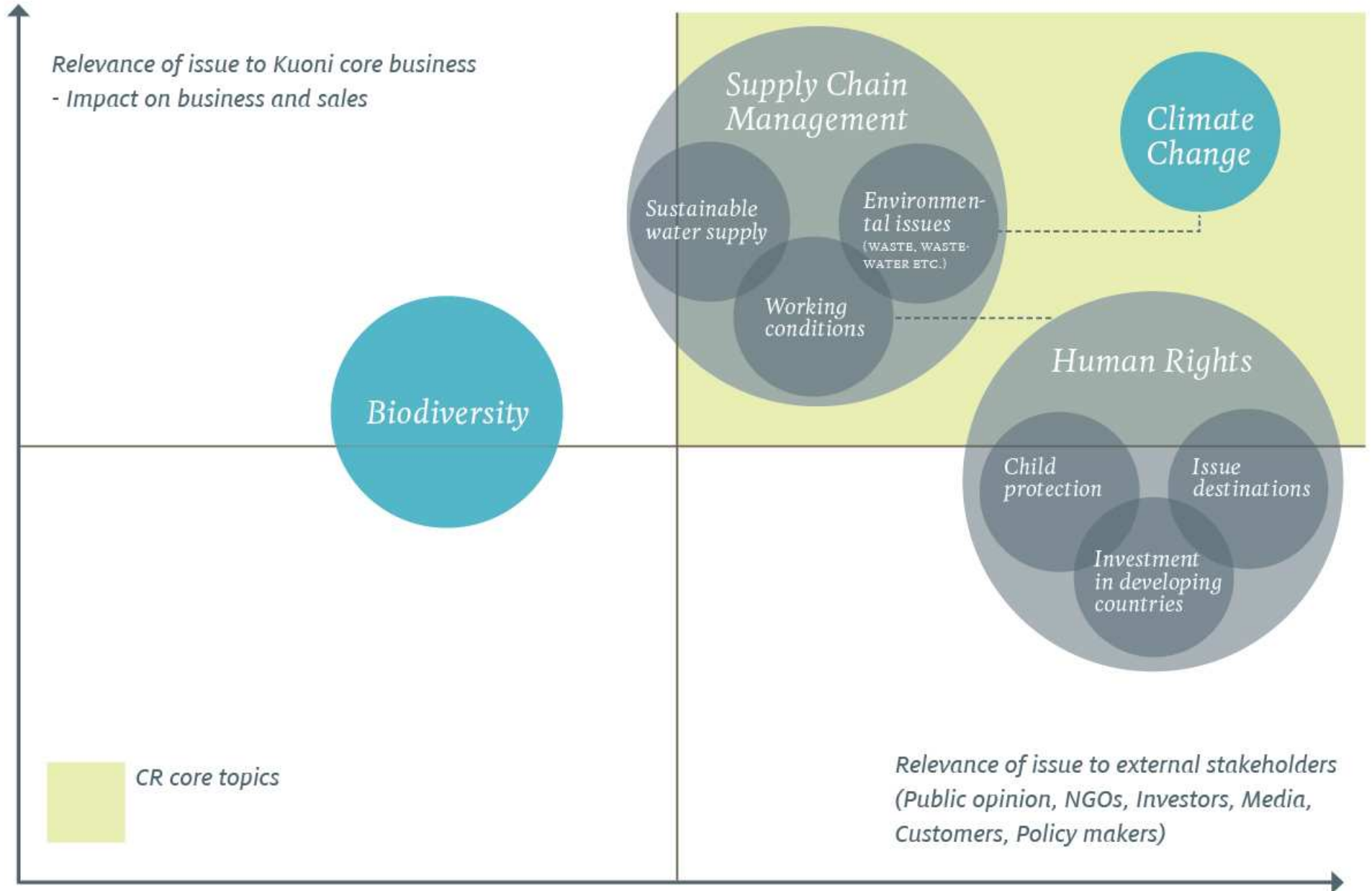
KUONI

*Biodiversity
Conservation
and Tourism*

MATTHIAS LEISINGER
Head of Corporate Responsibility
Kuoni Travel Holding LTD.

- ▶ *Kuoni Travel Holding Ltd. is one of Europe's leading leisure travel companies*
- ▶ *Worldwide workforce of 9'797 (full-time-equivalent) employees*
- ▶ *Kuoni is active in two business segments:*
 - *Leisure Travel*
 - *Destination Management*
- ▶ *Kuoni was established in 1906 by Alfred Kuoni*
- ▶ *Active with own organisations in more than 40 countries in:
Europe, USA, India, Asia, Africa, Middle East and Oceania*





Climate change will impact biodiversity



Biodiversity can help mitigate and adapt to climate change

THE KUONI CORAL REEF PROJECT

Conservation project focused on protecting coral reefs, capacity building and awareness raising of the links between climate change, tourism and biodiversity.

PROJECT LOCATION & DURATION

- ▶ *Marsa Alam, Egypt*
- ▶ *Maldives*

The Project site of Marsa Alam, Egypt acted as a first pilot site for the first 1.5 years of the 3-year Project and lessons learnt will be implemented in the subsequent 1.5 years in the Maldives.



Coral reefs are very productive ecosystems. Not only do they support enormous biodiversity, they are also of immense value to humankind.

Latest estimates suggest coral reefs provide close to USD 30 billion each year in goods and services including:

- ▶ *Fisheries*
 - ▶ *Tourism*
 - ▶ *Coastal protection*
 - ▶ *Source of medical advances*
 - ▶ *Intrinsic value*
-

The reefs are seriously threatened, among other reasons, by climate change and tourism. Experts estimate that 70% of coral reefs could be destroyed within the next 20 years.

The tourism industry itself also has a negative impact on the reefs through:

- ▶ *Pollution*
- ▶ *Excessive diving and snorkelling at fragile diving spots*
- ▶ *Destruction of the reefs in front of hotels*
- ▶ *Intensive tourism development in coastal areas*



- 1. Increase public awareness regarding climate change and marine resources;
Undertake an environmental education and public awareness campaign;
Addressing the impacts of human activities on the coral reefs.*
- 2. Empower local managers to address and manage traditional human threats
within the context of climate change;
Train and empower local capacity to monitor and manage coral reefs in the face of
climate change and develop rapid response coral bleaching programs*
- 3. Limiting the negative impacts of climate change and increasing resilience**

** Resilience: the ability of an ecological system to undergo, absorb and respond to change and disturbance, while maintaining its functions and controls.*

The project is limiting the negative impacts of climate change, increases resilience and helps local communities preserve their natural resources.

Activities to be carried out through IUCN

- ▶ *Identification of the coral reefs most vulnerable to climate change*
- ▶ *Increase in coastal ecosystem resilience**
- ▶ *Environmental public awareness campaign*
- ▶ *Local Training (Hotels, Diving Guides, Tourists)*
- ▶ *Monitoring the socio-economic conditions of coastal communities*
- ▶ *Designing and maintaining effective marine protected areas*

Achievements:

- ▶ *150 tourists and 35 dive operators surveyed on their climate change perceptions*
 - ▶ *50 hotels trained on cleaner production*
 - ▶ *Environmental curriculum integrated in primary schools*
 - ▶ *Volunteering programme established and brought to market*
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Challenges in implementation:

- ▶ *Complexity of topics*
- ▶ *Difficulty in communication*
- ▶ *Find common understanding*

Overcoming obstacles:

- ▶ *Building trust*
- ▶ *Enhancing knowledge on the issue and complexity of “biodiversity”*
- ▶ *Patience...*



WHY DID WE JOIN?

- ▶ *Coral reefs are a major tourism asset. It is one of the main reasons why tourists go to the Maldives and Egypt for their holidays.*
- ▶ *Egypt and the Maldives are two of our major destinations.*
- ▶ *We can reach a significant number of our customers and enhance our reputation*
- ▶ *We can build trust among local stakeholders at destinations*
- ▶ *We can build up good relationships at destinations*
- ▶ *Because we care about our destinations*
- ▶ *Because we can protect our product*



KUONI

Thank you.

