

## **MPI Statement of Support: International Year of Sustainable Tourism for Development**

The United Nations (UN) General Assembly has approved the adoption of 2017 as the International Year of Sustainable Tourism for Development. The resolution, adopted on 4 December, 2016, recognizes *“the importance of international tourism, and particularly of the designation of an international year of sustainable tourism for development, in fostering better understanding among peoples everywhere, in leading to a greater awareness of the rich heritage of various civilizations and in bringing about a better appreciation of the inherent values of different cultures, thereby contributing to the strengthening of peace in the world.”*

The United Nations has adopted Agenda 2030 including a series of Sustainable Development Goals (SDG’s) as a roadmap for government and business up to 2030. By building awareness of this effort and the impact that live events have on tourism, the event industry has an opportunity to communicate its positive impact in a way that raises awareness in both the government and private sector. As part of the efforts to promote this awareness and to achieve each of the 27 sustainable development goals, live events will be integral to bringing people together to learn, collaborate and innovate.

*“The declaration by the UN of 2017 as the International Year of Sustainable Tourism for Development is a unique opportunity to advance the contribution of the tourism sector to the three pillars of sustainability – economic, social and environmental, while raising awareness of the true dimensions of a sector which is often undervalued”* said UNWTO Secretary-General, Taleb Rifai.

This declaration provides the meeting and event industry with a tremendous opportunity to leverage the UN sustainable tourism platform to tell the story of the power of face to face business, incentive, exhibition, sport and cultural events.

MPI, as a leading global event industry association, will support this campaign by:

1. Building awareness among our community about the UN Year of Sustainable Tourism
2. Ensuring a focus on sustainability and Corporate Social Responsibility (CSR) in MPI sponsored events
3. Sharing education on sustainability
4. Sharing calls to action for our community to get involved
5. Reporting our efforts to the UK-based not for profit organization Positive Impact who will facilitate engagement and track the global impact



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