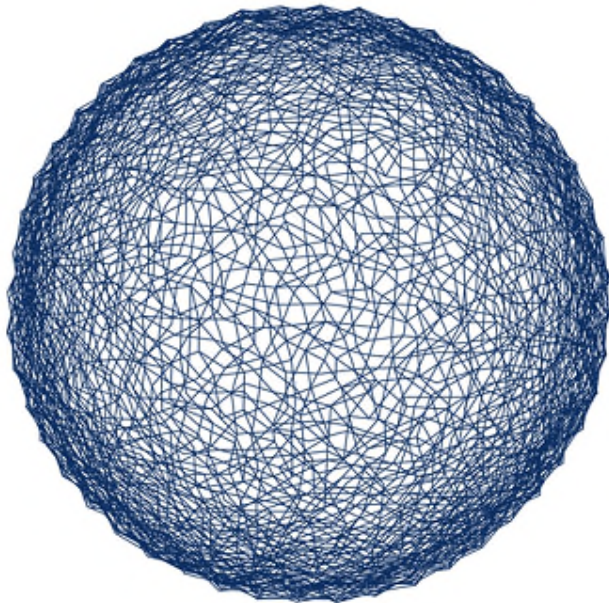


The Copenhagen UN Climate Change  
Conference, 7-18 Dec 2009

# 10 Ways It Will Affect Travel & Tourism



COP15  
COPENHAGEN  
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## Introduction

Held during 7-18 December 2009, the Climate Change summit in Copenhagen (more formally known as Conference of the Parties to the UN Framework Convention on Climate Change) brought together political leaders, scientists, bureaucrats, NGOs, media and many more interested parties in one of the largest UN meetings ever held. It was also referred to as one of the most important global meetings since the end of World War II.

For many, it marked yet another point in the emerging world order. As the sun sets on the oil era, a new dawn is emerging on the era of alternative and renewable sources of energy. The major changes to come in behavioural and doing-business patterns will require mindsets to be re-set across all conceivable walks of life. The transition will be fraught with difficulties and cost implications. It will mean establishing that elusive balance between ecology and economy, between short-term gain and long-term pain and/or the other way around.

After more than two years of arduous negotiations, this conference can claim one very important “winner” – the environment itself. The publicity and awareness generated by the process has elevated recognition of the environmental crisis to an all-time high. Dealing with it is now a front-line issue across all sectors of life. It is no longer a touchy-feely public relations nicety that it was in the 1990s. Nor is it just a corporate social responsibility. This is now about life-and-death. Changing room towels or taking visitors on ecotours will become as outdated a practise as using typewriters. Everyone will have to get involved.

Humanity and the future generations are the partial winners of this process. Those countries, companies and communities which manage this transition slowly and carefully instead of simply rushing to join the bandwagon will emerge the clear winners over the medium and short-term.

## Why The Summit Did Not Deliver What It Was Intended To

The Copenhagen Summit delivered “a deal” but not “the deal” that everyone had been hoping. This, due to a variety of reasons:

- ❖ It was an attempt to formulate a one-size-fits-all agreement. Although there is no disagreement on the goals or the principles, the devil proved to be in the detail. Given the vast differences in interests, agendas, political, economic and social systems involved, there was virtually no chance of reaching a consensus that would be acceptable to all, especially if it was to be legally binding. Hence, a non-legally binding “political declaration” was the only way

out, mainly in order to give the Danish hosts and leaders of a small group of countries a face-saving finale. In his concluding press conference, the UNFCCC Executive Secretary Yvo de Boer called it “a letter of intent.”

Indeed, it was clear as far back as the earlier round of talks in Bangkok in October 2009 that positions were far too polarised. The former conference chairman, Connie Hedegaard (Denmark's former environment minister) had even then mentioned the possibility of seeking a political declaration. In relation to the time, effort, money and resources invested in these talks, as well as the environmental cost of convening them, the value of the final outcome is well and truly debatable.

❖ It was too complex and convoluted a process. The numerous working groups and ad hoc working groups, subsidiary bodies, boards, contact groups, etc., were being challenged to fill out the minutiae of what was an hydra-headed agreement, with arduous negotiations in five languages. Many delegations often didn't have enough manpower to attend the various sessions. The rules and regulations and structure of the process were simply unrealistic especially as negotiators themselves had too many different domestic interests – political, commercial and environmental -- to reconcile. Just one look at the various documents issued by the meeting (and posted at the [www.unfccc.int](http://www.unfccc.int) website) makes it clear that this is a lawyer's paradise. It was an attempt to bite off more than the countries could chew.

❖ Developing countries, especially the G77 & China, plus India and the Small Island States, were resolute in their stand that no deal was better than a bad deal. This was based on the centrality of their position that millions of their people are still living below poverty levels, whose right to jobs and improved livelihoods via economic development is non-negotiable. These people are also facing the brunt of the prevailing natural and climatic disasters caused by global warming and the accumulation of atmospheric carbon. Developing countries say that pain vs. gain is a relative issue. Although they realise that climate change will lead to long-term pain, they have more immediate short-term gain to pursue, viz., improving the livelihoods of the people. Establishing this delicate balance has been at the heart of the entire negotiating process.

❖ A key phrase at the core of the talks was that the outcome must respect the principle of “common but differentiated responsibilities.” This was an emphatic assertion by the developing countries that emissions by the developed countries were the primary cause of global warming, and that developed countries must bear the brunt of the responsibility for both reducing their existing levels of emissions as well as providing the funding for mitigation and adaptation technologies.

In words, this is not just about climate change but “climate justice.”

However, the developed countries wanted to play down their role as part of the problem and play up their desired role as part of the solution. They were willing to undertake a certain level of financial and emission-cutting commitments to compensate for the damage they have done, but indicated readiness to do more only if the major polluters of the future, such as China, India, Brazil, South Africa, amongst others, would agree to cap their own emissions. In other words, developing countries wanted to focus on the past and future in equal measure, the developed countries wanted to focus on the future more than the past.

❖ The developing countries simply do not trust the developed countries. They know that on numerous other geopolitical, trade, finance and other multilateral fronts, they are being out-manoeuvred and played off against each other by developed countries aggressively pursuing their economic, commercial and financial interests. For many, this attitude is reminiscent of the old colonial days. Several times during the plenary sessions and in the press conferences, delegates of developing countries reminded the developed countries of the trillions of dollars spent to bailout banks and wage questionable wars. As Hugo Chavez, the Venezuelan President, said to loud applause in the plenary session, “If the climate was a bank, it would have been saved by now.”

❖ This atmosphere of mistrust was highlighted several times when developing countries warned about a lack of transparency in the negotiating process, about backroom deals being cut in secret, and attempts to renegotiate the Kyoto Protocol or achieve outcomes different from those clearly specified in the Bali Plan of Action. It was not helped after the summit concluded when some of the European countries sought to dump place the onus of blame on China.

❖ Reaffirmed in a closed door meeting on December 5, two days before the summit opened, the solidarity of the developing countries by and large remained steadfast all through. It was reinforced by strong support from the non-governmental organisations and civil society movements. More than 3,500 NGOs registered for the summit. These NGOs are to climate change what early warning systems are to tsunamis. Their demographic composition, mainly young people, gives them a considerable respectability as they can claim, rightfully, to be the generations that will be most affected by the outcomes of decisions reached by the present generations.

❖ Many young people spoke out forcefully during the summit itself, and mounted massive street protests alongside. These were the same as the “battle for Seattle,” the 1999 protests against the World Trade Organisation and the Bretton Woods institutions. These global institutions have in recent years been forced to become more accountable and transparent in their dealings, largely because of the campaigns mounted by the civil society watchdog groups. In Copenhagen, too, civil society groups were keeping an eye on corporate

lobbyists and their vested interests, producing incisive daily analysis of the proceedings, dissecting official statements to point out inconsistencies and contradictions. They played a major role in helping the developing countries avert a bad deal.

## The Real And Now No Longer A Hidden Agenda

The “Copenhagen Accord” issued at the end of the summit, makes a number of references to what is known to be the real agenda of the developed countries in managing this massive global transition from fossil fuels to alternative energies. This transition will require trillions of dollars in new investments across just about every conceivable aspect of life, from homes to offices, transportation systems to health care, agriculture to industry. Many developing countries have been told that reducing dependence on fossil fuels will help underpin their national energy security by making them more self-reliant and lowering their oil bills.

Hence, this is not just about global warming but about tapping the vast financial opportunities in addressing it. The developing countries, however, fear that much of this transition is set to be “privatised.”

This is what the Copenhagen Accord says about the financing requirements. Paragraph 8 says:

“Scaled up, new and additional, predictable and adequate funding as well as improved access shall be provided to developing countries, in accordance with the relevant provisions of the Convention, to enable and support enhanced action on mitigation, including substantial finance to reduce emissions from deforestation and forest degradation (REDD- plus), adaptation, technology development and transfer and capacity-building, for enhanced implementation of the Convention. The collective commitment by developed countries is to provide new and additional resources, including forestry and investments through international institutions, approaching USD 30 billion for the period 2010 - 2012 with balanced allocation between adaptation and mitigation. Funding for adaptation will be prioritized for the most vulnerable developing countries, such as the least developed countries, small island developing States and Africa. In the context of meaningful mitigation actions and transparency on implementation, developed countries commit to a goal of mobilizing jointly USD 100 billion dollars a year by 2020 to address the needs of developing countries. This funding will come from a wide variety of sources, public and private, bilateral and multilateral, including alternative sources of finance. New multilateral funding for adaptation will be delivered through effective and efficient fund arrangements, with a governance structure providing for equal representation of developed and developing countries. A significant portion of such funding should flow through the Copenhagen Green Climate Fund.”

When it comes to this kind of funding, there is no such thing as a free lunch.

It was China which exposed the “hidden agenda”. On December 17, 2009, the penultimate day of the summit, the Chinese media printed a commentary by Liu Junhong, director and researcher at the Research Centre on Globalization under China Institutes of Contemporary International Relations. Headlined “How Can Fair Carbon Emissions Targets Be Achieved?” the commentary said as follows:

Begin text

“In today's world, developed countries have virtually monopolized the world's most advanced emissions reduction technology systems. Both new energy systems such as nuclear, wind, solar and biological energy, and production technology systems such as pollution-free home appliances, electric automobiles, environmentally-friendly power generation stations and low-carbon steel plants are under the control of developed countries. There is an insurmountable "technology gap" between developed countries and developing countries.

“In particular, facing the common threat to human survival, developed countries have deliberately ignored both the interactive relationship between the history of technological development and the history of the industrial revolution, and the historical facts about the parallel development of the accumulation of intellectual property rights and carbon dioxide emissions. Not only have they refused to transfer technologies to developing countries using the excuse of protecting intellectual property rights, but they have also forced developing countries to meet specific emissions targets that the latter are not strong enough to meet.

“On the other hand, it is quite clear that the actual "technology gap" makes developing countries unable to benefit from the UN's Clean Development Mechanism. After the Kyoto Protocol came into effect, almost all the world's developed countries directly approached developing countries to "help them clean fertilizer plants and iron and steel mills" or to "dispose sewage" in order to obtain carbon dioxide emissions rights to ensure their own goals could be met. It is one good method in which developed countries reach their standards without efforts in policies. Obviously, developing countries do not have such technologies and capabilities. They still stand in a position of needing help and cannot achieve specific emissions reduction goals with this method.

“In this case, the only emissions reduction method left for developing countries is to buy carbon dioxide emissions rights at the "carbon market." This means that developing countries would inevitably have to pay much higher economic development costs. It may even lead to the developing countries' wealth flowing away and to the creation of a huge economic gap again.

“Human beings need to exist and economies need to develop, but at present, there is still nothing that can replace fossil energy. If developed countries set a "maximum emissions limit" and a "deadline" for developing countries, it means that they are

obstructing developing countries, blocking their economies and depriving them of their development rights.

“The environment and climate issue is an issue for all the people in the world. It needs developed countries and developing countries to cooperate with each other peacefully and hold their respective responsibilities fairly. Fairness means that we should historically, materialistically and comprehensively consider the historical facts between carbon dioxide emissions and things such as the industrial revolution, technical progress and intellectual property rights accumulation, comprehensively consider humankind's right to exist and develop, as well as every country's political right to speak, and jointly construct a good environment for humanity's safety, harmony and development.”

End text

That is only the tip of the iceberg. Another Chinese commentary exposed the negotiating tactic – how nuances of language are used to cleverly slip policies into the texts of agreements, in the hope that developing countries will sign off on it. According to this commentary published in China Daily, also on 17 December: “Wealthy nations are demanding an exorbitant goal of emission reduction from the developing world.” It said that according to the calculation of the average value of the six SRES (special report on emission scenarios) in the fourth estimate report of the Intergovernmental Panel on Climate Change (IPCC), in order to reach the most practical target of intensity at 550ppm (parts per million), if developing countries reduce emissions by 30 percent by 2020 under their BAU (business as usual) scenarios, the amount of emissions of developed nations not only need not to be cut to less than the 1990 level but could also increase by 15 percent.

“Obviously, once the target of global emission reduction is confirmed, the reduction amount of developed nations and the developing world would plunge to a relation of ebb and flow. The demand that developing countries should cut 15-30 percent under their BAU scenarios by 2020, in fact, creates conditions for developed nations to reduce or even escape from undertaking obligations in cutting emissions.”

The commentary insisted that “The G77 group and China are on the same side, arguing on the basis of reason, striving to preserve the rights and interests of their common development since the end of the Cold War. Not only is this reasonable and proper, but it also respects the evolving history of the world's industrial revolution.”

As proof of the veracity of the Chinese viewpoint, consider this:

❖ Alongside an earlier round of climate talks in Bangkok in October 2009, the European Union organised 11 days of climate change events, which it claimed to be the “first of its kind in Thailand if not in Asia.” Designed “to highlight European expertise in dealing with climate change,” one of its main components was a business seminar on the theme, “Green Business and Effects in Supply Chains”: According to an EC statement, “the impacts of environmental laws in the EU as well as voluntary



practises of European companies extend far beyond EU's borders. As EU companies design and implement initiatives to cut greenhouse gas emissions, improve energy efficiency and increase use of renewable energy, companies in other countries that trade with EU companies are faced with challenges and opportunities in their own line of business. The seminar will discuss EU companies' environmental practises and the effects they have on businesses in Thailand, particularly those that supply products and services to EU companies."

Clearly, the writing is on the wall. Interestingly, the event was well-targeted at young people and "brought together art, music, science and politics". In addition to the seminars and exhibitions, it included a club night, children's workshops and a free concert with well-known local singers and performers.

❖ The German technology giant Siemens was running a TV ad campaign alongside the Copenhagen summit to market its "climate-friendly urban infrastructure solutions." In fiscal 2009, the company says on its website that it generated rough 23 billion Euro from its Environmental portfolio. Its primary business development targets are global cities which, according to consultants Booz, Allan & Hamilton, "will need to invest around €27 trillion in expanding their water, power and transportation systems over the coming 25 years." In that light, Siemens "sees itself optimally positioned" to tap this opportunity.

❖ The consultancy company PriceWaterhouseCoopers has launched a Low Carbon Economy Index to compare the performance of the leading G20 economies. This will measure the carbon emissions and monitor the carbon pathway over the period 2000 – 2050 to ensure that countries are meeting their reduction targets. The first report has been issued and is available for free on the company's website. After the G20 countries are covered, no doubt the developing countries will be next. Another environmental "beauty contest" in the offing.

❖ As buildings and real estate are a major source of greenhouse gas emissions, the real estate consultancy company Jones Lang LaSalle is "projecting a future focus on policy and legislative approaches to address the climate change impact of the built environment." It has launched a Sustainability Health Monitor to track "the way the property markets in different countries are responding to sustainability issues through a count of certified green buildings in major economies." This is a part of its "energy management services and sustainability solutions to help clients reduce carbon footprints and cut operating costs."

❖ The Danish government used the massive turnout of media, politicians, scientists and technocrats at the Copenhagen summit to market its green credentials and environmental expertise. The media centre included a detailed Press kit on the country's environmental advances. One of the hosted media tours included a trip to the country's biggest wind farm. Moreover, Copenhagen has just launched an ambitious plan to become carbon-neutral in 2025. Its ClimateCph Campaign offers free consultant visits to people's homes to help them save money and energy, and hear

about the Climate+ Campaign where the city assists companies in becoming more climate-friendly.

❖ The heads of the world's leading multilateral financial institutions have agreed to coordinate their efforts to provide finance for climate change projects in developing countries. This group includes the African Development Bank, Asian Development Bank, European Bank for Reconstruction and Development, European Investment Bank, Inter-American Development Bank, World Bank Group, and International Monetary Fund. A joint statement issued on Dec 2 said the institutions would "use their own organisations' mandates, expertise, and resources to help authorities combine with the private sector to confront the challenges of climate change and to make the best possible use of available financing." As many developing countries know well, these loans come with strict conditionalities that have often aroused controversy in the past.

## 10 Ways The Copenhagen Summit Will Affect Travel & Tourism

The travel & tourism industry will be both targetted, and affected, in many ways and in many different areas, both for better and for worse. Unfortunately, it risks becoming a victim of both its own success as well as its own hubris.

On the plus side, it is a growth industry in which millions of people will still be travelling both abroad and domestically. On the minus side, it is seen an elitist industry in which people can afford to pay a few extra dollars in environmental taxes. It is an easy target for governments and others because tourists don't vote. And, it is perceived as a wasteful, profligate industry in which travellers consume much higher levels of energy, food, water and other natural resources than they would normally back home.

Here are 10 likely consequences and impacts of the summit on tourism, for better *and* for worse:

1. Improved destination quality -- Environmentally degraded destinations can kiss themselves good-bye. This will be perhaps the best "win". All across the Asia-Pacific region, destinations that have demonstrated a shocking degree of environmental irresponsibility. Dumping sewage into the sea, cities choked with traffic congestion and others will become a thing of the past. Cleaner, greener destinations will become the order of the day. The Maldives has already taken the lead by declaring a target to become the first carbon-neutral country. The race is on.
2. Increased taxation -- There is no doubt that some governments will resort to tax measures to raise funds for the energy transition. Air travellers are seen as an easy target. There is already a proposal to impose a global aviation

tax of some kind. The UK has been toying with the idea for some time. France already has a “civil aviation tax” which it uses to raise money to fight HIV/AIDS in developing countries.

Although the travel, tourism and aviation sectors oppose such taxes in principle, their arguments have lost credibility. When oil prices were hitting US\$150 a barrel, the airlines simply passed these on to passengers as fuel surcharges. When oil prices began to come down, surcharges did not always follow in the same time frame. Calls for transparency in the way these fuel surcharges were being levied went unresponded. Hence, governments argue with some justification that if the aviation sector could levy, and the industry absorb, those steep fuel surcharges, there is no reason why it cannot support a few dollars in “green taxes.”

3. Transportation -- Just about every sector of the transportation industry is seeking to divert business from the other by claiming to be “greener than thou”. Airlines, under pressure over their emissions, have set their own targets through the International Air Transport Association to go carbon neutral by 2020 and generate a 50% cut in carbon emissions by 2050.

But consumer concern is growing. Many see short-haul travel as being more environmentally friendly than long-haul. Railways are encouraging a shift away from aviation entirely. Bus and coach companies say they are more “green” than railways. Airlines are seeking alternate energy sources, such as biofuels (which are controversial in their own right). Tour coaches are shifting to natural gas, just as many rickshaws and public buses have done in cities across the developing world.

4. Telecommunications -- The telecommunications sector sees a business opportunity in providing an alternative to those who want to travel less or not at all. Telecommuting is a reality in many parts of the world. Video-conferencing is being offered as an alternative to business travel. At the same time, a paradox is setting in. While it may benefit from getting people to travel less, the telecoms sector also makes money by promoting mobile telephony, reservations and payments systems for booking leisure travel. While business travel is often seen as a chore and an expense, an annual holiday is an essential part of the rest, recreation and relaxation process for individuals and families.
5. The MICE sector -- The world is awash with trade shows, conferences, conventions and exhibitions. While these are seen as necessary for networking, which is best done via handshakes and eye-contact, the availability of telecom alternatives, cost factors and environmental considerations will force some rationalisation between nice-to-attend and need-to-attend events. Moreover, the environmental impact of MICE events themselves will come under close scrutiny; far too much paper is still in use

at these events. Although much of it is recycled, producing it in the first place has a massive environmental impact. The usage of bicycles for delegates to commute to and from a convention centre may well become the norm rather than the exception.

6. Design changes -- Design of all forms of construction in the travel & tourism and transportation industry will undergo radical change, from basic design to use of raw materials and construction technologies. Airports, seaports, hotels, museums, department stores, shopping complexes, all will need to change their energy usage mix. One day, hotels may even start charging for water usage on a per-room basis. Carbon neutrality will have to become the order of the day.
7. Finances -- Travel & tourism, already under pressure to fund marketing, security and operational costs, will face additional cost pressure. Banks and investors will demand environmental commitments as part of the funding conditions. Producing an environmental balance sheet will become just an important part of the “bottom line” as the financial balance sheet. Both can now be measured in great detail. In turn, the industry will seek financial incentives from governments to help cut costs of the transition.
8. Economic diversification -- The oil and gas-exporting countries will need to speed up their economic diversification programmes, especially tourism development. This will mean significant new opportunities in countries like Saudi Arabia, the Central Asian Republics, Brunei and many parts of North and Central Africa.
9. Increased accountability, regulatory and competitiveness pressures -- Accountability pressure will come mainly from NGOs, watchdog groups, media, even suppliers and customers. Regulatory pressure will come from international agreements and national and local government laws as well as a plethora of new certification schemes and standards that will emerge. Competitiveness pressure will come from indices, standards, performance evaluation schemes and awards that will convert this transition into another beauty contest. Industry will need to evaluate and deal with these new pressures.
10. Consumer travel behaviour – Today, price is an important factor in determining choice of destinations. If calculating the carbon emissions of a holiday trip becomes just as an important part of the decision making process, short haul and domestic destinations will benefit big time, leading to another fundamental change in the way people travel.

## 10 Ways To Manage The Challenges Ahead

In the aftermath of the Copenhagen summit, travel & tourism will have to both deal with the complexities of change as well as become an agent of change.

At the same time, it will have to be prepared for the consequences of the damage already done. Weather-related crises are now a norm rather than the exception. The so-called “acts of God” are no longer acts of God but now clearly the consequences of “acts of man.”

The need to cope with change will build up against the background of continued industry growth. Travel & tourism will remain one of the fastest growing sectors of the world economy; the millions of new middle-class Indians and Chinese still waiting to take their first trip abroad alone will ensure growth well into this century. Dealing with the environmental impact of these numbers will be a tall order.

Here are 10 ways it can be done:

1. Comprehensively understanding the situation is imperative. This brave new world will take the industry into uncharted territories. It will require dealing with a lot of conflicting and contradictory claims from just about everyone and anyone seeking to profit from the transition process. It will have to be well understood in all dimensions. Developing countries and companies in developing countries will be played off against each other. If good decisions are to be reached, they will need to be based on good quality input. Involving the NGOs and civil society in this transition process will be imperative.

To cite just one example, under the various carbon offsetting and Clean Development Mechanism schemes, considerable amounts of financing is expected to come from aid agencies and development banks.

Understanding the conditionalities of these financing packages as well as their overt and hidden financial costs will be crucial.

2. International travel industry associations must rise to the occasion. Many in the industry, especially its smaller companies, will seek impartial, objective advice and roadmaps from international travel industry associations such as UNWTO, PATA and others. Indeed, the climate crisis gives these international organisations a unique opportunity to develop an entire new concept of tourism for the rest of the 21<sup>st</sup> century. This will mean stepping up the search for a precise definition of “carrying capacity”. How much travel & tourism is enough? Is tourism growth necessarily a be-all and end-all? How can a balance be achieved between economic and ecological results of growth? Claims and counter-claims are set to emerge about the environmental benefits of alternative energies like biofuels. Providing their

members and constituents with a clear understanding of what is at stake will become imperative.

3. Good quality data will be needed. The travel & tourism industries in individual countries will need to do detailed energy-input and emissions-output studies to help establish the state of play and identify targets to be attained in the next five to 10 years. At the industry level, the words “profitability”, “balance sheet” and “bottom-line” will need to be redefined. It’s no longer about financial gain. The quarterly financial report will soon have to incorporate a strong environmental element, too.
4. Focus on home-grown solutions. The industry must heed the warning in the Chinese commentary above, resist the temptation to sign up for high-cost technological fixes and reject external regulatory schemes and pressure. The industry will be pressured into buying new technologies that will lock it into decades of fixed costs for upgrades, spare parts, training programmes, etc. It must first seek to create opportunities and markets for home-grown solutions which may not be perfect in the short-term but will eventually pay off over the long-term.
5. Avoid competitive one-upmanship. The public and the private sectors will need to avoid seeking competitive advantage but position all environmental improvements as part of a common effort towards achieving a greater good that benefits all. Indeed, there is a major opportunity for stepped up cooperation across sectors, communities and countries. The travel & tourism industry could jointly cooperate in a target-based energy saving campaign and then demand that governments redirect the money saved in oil bills towards more research and investment into home-grown technologies, adaptation and mitigation efforts, and other associated costs of making the transition.
6. Target zero emissions at zero costs. Attaining zero emissions at zero cost should be the over-arching goal. At stake will be the “value” and “valuation” of the fundamental capital of the industry -- nature. If nature, the primary asset and capital of travel & tourism, is available free of charge, there is no reason why ways, means and methods to preserve and conserve nature should also not be freely available, and freely exchanged. Much information on best practises is available for free on the internet or via UN agencies, local universities, environmental institutes, NGO groups and think tanks. Conferences and events should be organised and databases created to make information made available free of charge.
7. Help the SMEs. As costs will be an intrinsic part of the search for solutions, the Small and Medium-sized Enterprises will need most of the help. SMEs are already under pressure from the various crises that have hit the industry over the years and are finding it hard enough to spend money on marketing.

To invest further in environmental upgrades will be a tall order. Specific programmes will need to be worked out to help SMEs cope with this changeover.

8. Promote South-South transfer of technology. This is becoming a global movement. Developing countries have learned the hard way that while exporting their products, services and agricultural crops to the developed countries can be a major source of income, it can be affected quite significantly by quotas, subsidies and consumer protection laws in the developed countries. There is a phenomenal amount of environmental expertise available in the developing countries. Given the right personal motivations and business incentives, it can be made to flourish and generate massive benefits for local entrepreneurs in both the scientific and business communities. The travel & tourism industry can play a major role in helping to bring this about.
9. Encourage production and purchases of organic products. These products have remained pretty much on the sidelines, confined mainly to the spas, and health & wellness sector. Cost is a major reason. But organically-grown products are free of polluting insecticides and pesticides. By developing a plan to encourage the use of organic products, the travel & tourism industry can go a long way towards bringing them into the mainstream.
10. Resurrect indigenous wisdoms: The biggest opportunities lie in resurrecting indigenous wisdoms. For centuries, indigenous peoples lived off the land and know best how to respect, sustain and nourish the sources of their survival. From the tribespeople of the Amazons to the aboriginals of Australia, there is a tremendous amount of wisdom, technology and knowledge that has been lost during the decades of “modernisation” and globalisation. In the best traditions of “back to basics”, these old ways are now set for revival. This trend is no different from that in the health and wellness sector in which people are learning that “modern” medication may be necessary to “cure” but the ancient ways are far better to “prevent”.

## Conclusions – The Potential Winners And Losers

In the new emerging world order, Asia and the developing countries are seeking a louder voice on the world stage and greater influence in shaping global events. As the civil society movements say, a “system change” is under way. This new era will require the world to redefine, rebalance, redesign and reposition the entire concept of growth.

All through the Copenhagen talks, the developing countries were well aware of the goals, strategies and negotiating gambits of the developed countries. Just as they did

not sign off on a bad deal under the World Trade Organisation talks, in Copenhagen, too, the developing countries preferred to bide their time.

But time is running out.

The next major climate change event will take place in Mexico City in December 2010. In the interim period, industrialised countries will accelerate their campaigns to sell their environmental products, technologies, certification schemes and standards. These campaigns will be aided and abetted by their governments, corporations, dealers, chambers of commerce, financial institutions, etc.

If the campaigns succeed, it will make the outcome of the talks irrelevant, because the developed countries will have “won” by default. The developing countries will once again “lose” and go from the frying pan into the fire. Their exposure to fossil fuels will simply be replaced by their exposure to “green” technologies, systems, products and processes from the industrialised countries.

The challenge for the developing countries will be to find ways to set, develop and abide by their own standards in line with their national requirements, not those forced upon them from outside.

The travel & tourism industries can play a major role in helping this strategy succeed.

To paraphrase Frank Sinatra, we will have to do it our way.