

# Manifesto



# For a more sustainable tourism

**Act for more  
sustainable  
tourism**

**ONLY  
 LYON**



**Robert Revat**  
President  
ONLYLYON Tourism and  
Convention

## Editorial

**Let's get engaged together** to build tourism that is more responsible, and respectful of the planet and people.

To enable tourism to contribute to harmonious development of our planet and our metropolitan area, including its residents and companies, ONLYLYON Tourism and Conventions is committed to an alternative, more responsible form of tourism.

Tourism that takes into account our changing world and new priorities, and is ready to reinvent itself and adapt.

More than just words, we want to see the growth of sustainability, concrete actions and values in the Lyon metropolitan area's tourism sector. For all professionals who are interested, we provide assistance to develop practices that are more respectful of the environment and to adopt a people-centred approach that makes the planning of stays and events more sustainable.

**Let's meet this challenge together and transition to a form of tourism that promotes values and growth.**

A handwritten signature in blue ink, appearing to read 'R. Revat', with a long horizontal line extending to the right.

# What does more sustainable tourism mean for Lyon and its metropolitan area?

**It means admitting that we need to do things differently:**

- **Agreeing** to take a new path
- **Seeking information** and training on the building blocks of this new sustainable tourism
- **Analysing practices** and identifying solutions with a positive impact
- **Setting up** new models and new narratives

Through its engagement, ONLYLYON Tourism supports all of the destination's stakeholders, as well as residents and visitors, to together build these new practices, which carry meaning and values for all involved.



**"Adopting an approach to tourism that is more sustainable means pursuing continuous improvement each day, while being inclusive and dynamic. Your expectations and ambitions will lead us towards new commitments, which we would like to create with you."**

# Sustainable Development Goals

## 7 commitments that have been identified as priorities

for our local area, to achieve our objectives and contribute to the UN's Sustainable Development Goals:

"The UN's Sustainable Development Goals (17 SDGs) indicate the path that we need to follow to achieve a better, more sustainable future for everybody. They meet the global challenges we are facing, particularly those linked to poverty, inequalities, the climate, environmental degradation, prosperity, peace and justice. These objectives are interconnected and, to make sure nobody is left out, it is important to achieve each of them, and each of their targets, by 2030\*."

\*[source: UN.org]

As part of its strategy for more sustainable tourism, **ONLYLYON Tourism and Conventions** has chosen to focus particularly on the ten following SDGs:

2 FAIM «ZÉRO»



3 BONNE SANTÉ ET BIEN-ÊTRE



8 TRAVAIL DÉCENT ET CROISSANCE ÉCONOMIQUE



10 INÉGALITÉS RÉDUITES



11 VILLES ET COMMUNAUTÉS DURABLES



12 CONSOMMATION ET PRODUCTION RESPONSABLES



13 MESURES RELATIVES À LA LUTTE CONTRE LES CHANGEMENTS CLIMATIQUES



14 VIE AQUATIQUE




15 VIE TERRESTRE



17 PARTENARIATS POUR LA RÉALISATION DES OBJECTIFS



## The main pillars of our strategy

<p><b>Jointly build</b> a form of tourism that is more responsible in Lyon and its metropolitan area with all stakeholders</p>	
<p><b>Respect</b> the environment by working to improve our impacts and slow down the effects of climate change</p>	
<p><b>Contribute</b> to individual well-being and health</p>	
<p><b>Increase</b> the accessibility of offerings to all segments of the public</p>	
<p><b>Ensure</b> the authenticity of the experience by promoting interaction and friendliness</p>	
<p><b>Encourage</b> local and responsible consumption</p>	
<p><b>Promote</b> economic and job growth in the local area</p>	

# The destination is committed to more sustainable tourism in Lyon

With Greater Lyon's first Plan for the Development of Sustainable Tourism 2021 – 2025, published at the end of 2021, based on four main areas of work:

## 1. Consolidate

the destination's resilience and balance

## 2. Support

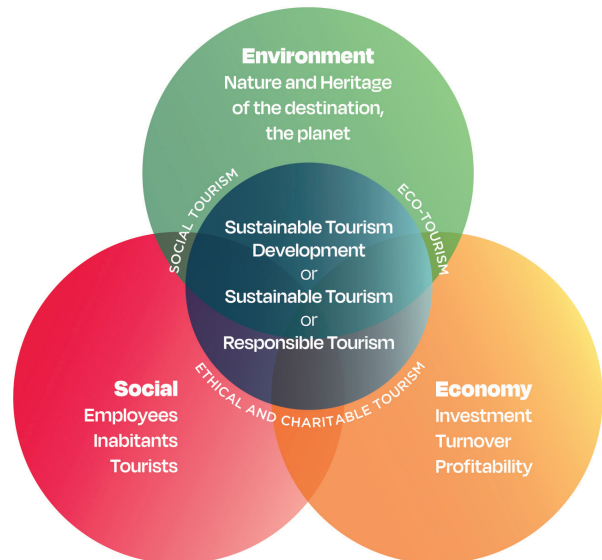
local jobs in tourism

## 3. Speed up

the transformation of practices for a more environmentally virtuous form of tourism

## 4. Work towards

more inclusive, participative and respectful tourism



# The Tourist Office is committed to a CSR (Corporate Social Responsibility) policy

ONLYLYON Tourism and Convention's CSR policy is related to the missions and values of the organisation, which is committed to respecting the four fundamental principles of sustainable development – a duty of care, of inclusion, of integrity and of transparency – as well as to taking into account the principle of universal accessibility.

Bring on board our 80 employees as we improve our impacts, and be exemplary to show the way and potential areas for action to our entire ecosystem.

→ Analysis of our **carbon footprint** in 2019, 2020 and 2022, with an action plan for the reduction and improvement of our environmental impacts.

→ **International event sustainability certification (ISO 20121)** for our action towards responsible event planning and the promotion of an engaged destination since March 2022.

→ Our **CSR policy** is jointly managed by the Sustainable Tourism Department and the EcoRSE Group, a team of around ten employees from the association dedicated to continuously improving our practices in environmental action, social responsibility, and workplace well-being.

→ Coordination of the operational strategy, with a **multi-year action plan from 2021 to 2026**.

# The Tourist Office's actions to assist its members

Assist all of **the socio-professional actors that are members and tourism stakeholders** in the Lyon metropolitan area, to pursue the ecological transition and meet the sustainable development goals of our sector.

**Raise-awareness and train professionals** on environmental and social challenges:

- Fresque du Climat (Climate Fresk), Fresque de l'Événementiel Responsable (an overview of responsible event planning), initiating a CSR approach, sustainable forms of mobility in the local area, sustainable gastronomy, the circular economy and waste recovery, biodiversity in urban areas....
- Several specific ONLYLYON events related to sustainable tourism proposed each year for our members.

**Involve local residents** in considerations and the Sustainable Tourism Strategy:

online consultation, organisation of meetings and workshops to compare the views of residents and tourism professionals in LyonTourisme Responsable, development of new products created in collaboration with residents.

**Support the transformation of practices** through technical and financial assistance:

- \_ help to achieve environmental certification of tourism activities (accommodation, restaurants, leisure);
- \_ assistance in transitioning to responsible event planning;
- \_ assistance with sustainable food;
- \_ assistance with accessibility, carbon footprint assessment, etc.;
- \_ several support programmes offered to members each year.

**Deploy and promote inclusive and sustainable approaches:** Accueil vélo, Lyon ville équitable et durable, Tourisme & Handicap, Gourdefriendly.

**Communicate about Lyon** as destination transitioning towards responsible tourism.

## Let's build a different kind of tourism together, which is more responsible towards Lyon and its metropolitan area!

## To complete all of these actions

→ **A Green Committee** within the board of ONLYLYON Tourism and Conventions to approve strategies, actions plans for coming years and measure their impacts on a regular basis.

→ **The Collectif 'ecoRSE'**, formed of members of each of ONLYLYON Tourism's departments, to monitor the internal CSR policy, i.e. 12 people.

→ **A dedicate team**: the Sustainable Tourism Department

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**Make a  
change.  
Feel alive.**



Find out more about our commitments, our actions and our online consultation areas,  
your opportunities to take action on:

[www.tourisme-different.com](http://www.tourisme-different.com)