

Seychelles Sustainable Tourism Foundation Annual Report 2018



SSTF

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Message from the Founder

2018 has been a challenging year for SSTF, where we have put strong focus on equipping the youth and various tourism stakeholders with awareness and leadership skills to better engage in protecting our biodiversity and engaging in more sustainable practices for our tourism industry.

Now more than ever we need to engage our youth, because they are our future leaders and experts and they are the ones who will be taking the burden in finding solutions to mitigate the effects of climate change on our destination and sustaining their livelihoods.

This can be done in protecting biodiversity and creating shared values. I believe that our mission is to focus on preserving our pristine destination for our next generation and embarking on a joint journey for global sustainable development for the salvation of mankind and the well-being of the future generations.

2018 has also been a year of preparation for more large-scale and result-driven projects. I am proud and thankful to feel that we are increasingly gaining trust from our partners who have been supportive through their in-kind and CSR contributions.

Daniella Payet Atlas

Founder

“Only by working together
can we ensure the
sustainable development of
the world and the
long-term health of
enterprises in our small
islands of Seychelles.”





Our Vision

Making Seychelles an international best practice example for sustainable tourism through an integrated collaborative approach between public, private sector, academia and NGOs.

Our Mission

The foundation acts as a clearing house that deals full-time with sustainable tourism, that connects, collects, shares, lobbies, implements and raises funds for this endeavour and is the main focal point for all sustainable tourism matters in the country.

Through its GSTC-criteria based action plan the SSTF will support a number of environmental and socio-economic sustainable tourism projects in the Seychelles, connecting different stakeholders, upscaling initiatives and pushing for sustainable change.

Our Board & Team



CHAIR

Daniella Payet Alis



VICE CHAIR

Diana Korner



PROJECT OFFICER

Rossetta Alcindor



ASSISTANT

Victoria Alis



TREASURER

Lekha Nair



SECRETARY

Ina Laporte



REPRESENTATIVE

Natalie Du Buisson

THANK YOU to our
volunteers and interns
2018: Charlotte, Celia,
Judith, David and Carah.

Our Main Areas Of Work

Sustainable Tourism Governance



Awareness Raising



Education and Training



Environmental Management



Knowledge Sharing



Student Research



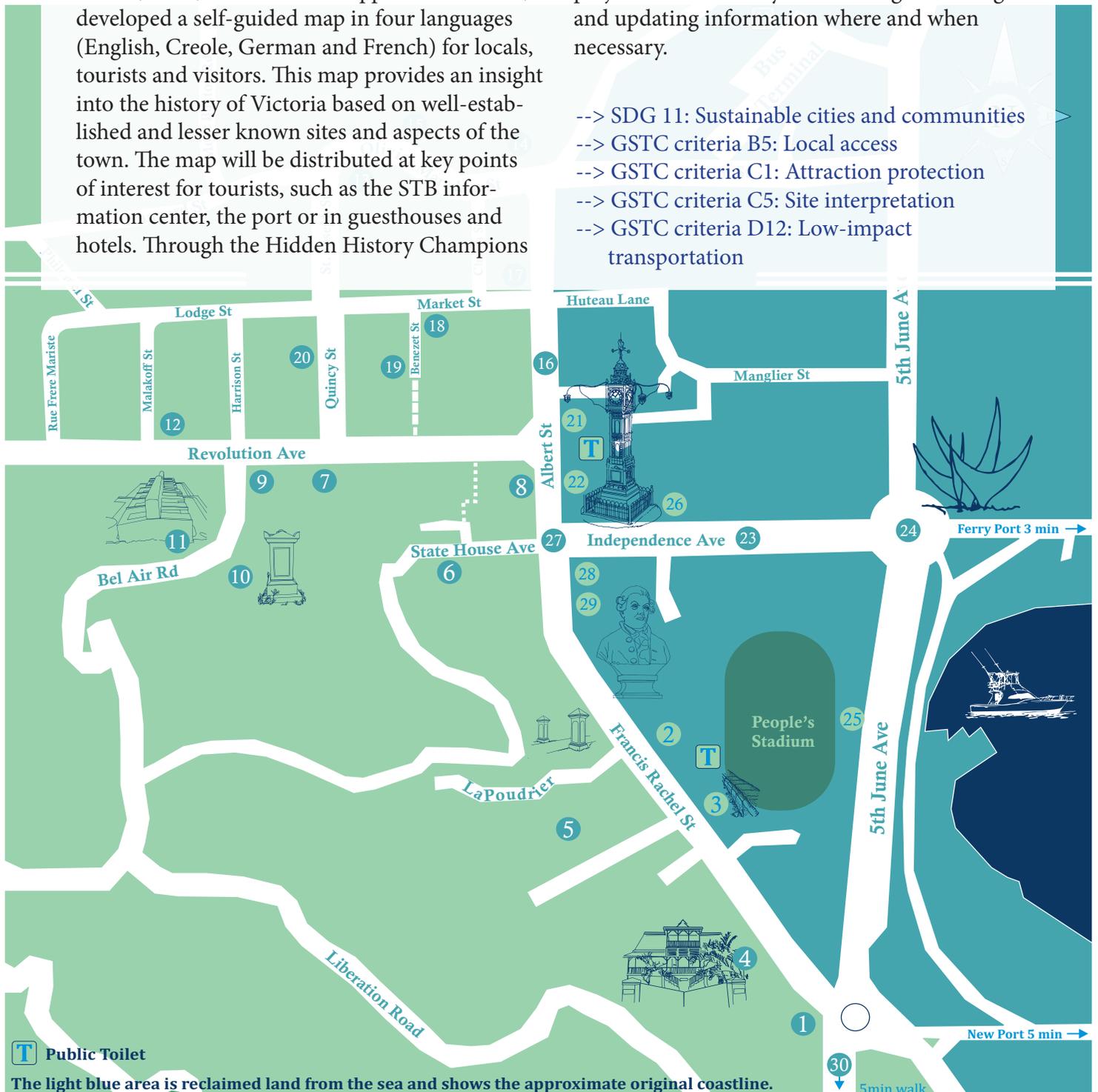
Our Projects and Initiatives in 2018

1. Beyond the Clocktower - Hidden History of Victoria

In order to improve and diversify the tourist experience and enhance the cultural offer of Seychelles, SSTF, with the kind support of the BHC, developed a self-guided map in four languages (English, Creole, German and French) for locals, tourists and visitors. This map provides an insight into the history of Victoria based on well-established and lesser known sites and aspects of the town. The map will be distributed at key points of interest for tourists, such as the STB information center, the port or in guesthouses and hotels. Through the Hidden History Champions

programme, SSTF will recruit 4 volunteers who will ensure the ongoing sustainability of the project on a voluntary basis through checking and updating information where and when necessary.

- > SDG 11: Sustainable cities and communities
- > GSTC criteria B5: Local access
- > GSTC criteria C1: Attraction protection
- > GSTC criteria C5: Site interpretation
- > GSTC criteria D12: Low-impact transportation



T Public Toilet

The light blue area is reclaimed land from the sea and shows the approximate original coastline.

5min walk

2. “Don’t Waste, Eat!” food waste reduction programme for hotels and restaurants

SSTF officially started a collaboration with Butterfly Tourism, a French software editor and tourism consulting firm, in July 2018. The company has provided the foundation with Capacity Building and Knowledge sharing: SSTF staff was trained on how to conduct food waste audits and give trainings to hotel staff. Technology Transfer: EDGAR a software designed to facilitate the monitoring of cost savings and food waste reduction in hotels has been provided to the foundation.

SSTF now undertakes the Food Waste Reduction Programme with hotels and restaurants in Seychelles. With the objective of raising awareness on food waste reduction, achieve 20% of food waste reduction with each hotel and savings of 1.5 Euro per guest, whilst engaging with local famers, local fishermen, and other stakeholders who are Interested in food redistribution. The program starts with a training/audit that is scheduled for 2 days at the respective hotel. Currently a total of 5 hotels on Mahe and Praslin have been audited. With 12 staff trained on site on how to sort, weigh and use the EDGAR software. The trainer then puts-together a report that outlines the sources and reasons of food waste production and present an action plan for cost saving and food waste reduction by the hotel. The action plan is based on staff and trainer recommendations. In line with the programme SSTF has conducted 2 awareness raising events and a Food Donation Fair on Praslin.

1st Edition of the “Don’t Waste, Eat!” Food Waste Reduction Programme - 4th July 2018

SSTF welcomed more than 80 people from public and private sector as well as NGOs at the event. Participants expressed their interest to collaborate and hoteliers were keen to get on board for the programme. It would not have been successful without the partnership of Butterfly Tourism, the Seychelles Hospitality and Tourism Association (SHTA), as well as Eden Bleu Hotel.

--> SDG 12: Responsible Consumption and Production

--> GSTC criteria D10: Solid Waste Reduction





2nd Edition of the “Don’t Waste, Eat!” Food Waste Reduction Programme - 15th December 2018

The event was held in partnership with Betterfly Tourism, SHTA and Berjaya, Praslin Beach. We had the attendance of hotel managers and chefs from at least 7 hotels from Praslin and La Digue. A short video was shared with some of the best practices of other hotels in Seychelles and showed hotels how the food waste reduction program is executed. The presentations steered a conversation in the room on challenges faced by hoteliers to reduce food waste and at the same time we were able to identify the needs of hotels and talk about the importance of using the data collected in the programme to make meaningful analysis and call for action by other hotels and governments.

At the event the Environmental Footprint Programme was launched. This programme, also in cooperation with Betterfly Tourism allows hotels to monitor their environmental impact in different categories to produce an environmental scoring and cost reduction action plan.



“Don’t Waste, Eat!” Food Donation Fair - 31st October 2018

SHTA and SECTI helped the SSTF put together a Food Donation Fair on Praslin. With the support of 6 hotel partners, 1 bakery and 3 supermarkets, on that day food products such as bread, pastries, cakes, breakfast buffet leftovers, juice, cornflakes, sauce, water were given to the Baie St Anne community. The Baie St Anne Praslin Community expressed their gratitude and appreciation and stated that the issue of food wastage should be addressed and such activities should be done frequently.

Through the food donation fair we wish to divert good food from the landfill by encouraging hotels and restaurants to donate to the community. As they engage and put their efforts into such activity, together we can raise a conversation on Guidelines for food donation with the Ministry of Health and liability protections and policies to encourage food donations.

3. Pristine Seychelles

Together with our partners from the Ministry of Tourism and the Seychelles Hospitality and Tourism Association (SHTA), SSTF launched the Pristine Seychelles campaign on the occasion of 2018 World Tourism Day. The campaign aims to reach out to tourists in Seychelles to promote the importance of protecting the environment, learning about Creole culture and supporting the local economy during their holiday. The initiative involves locally produced “Pristine Seychelles” pins that were handed out to tourists upon arrival at the international airport, and short video messages, including a short statement by the Minister of Tourism, to explain the goals of the campaign and to get as many tourists to take part. Currently only played at the airport arrival hall, these will also be played via other outlets such as hotel partner lobbies, the main bus stop and main supermarkets around Mahe. 2019 foresees the expansion of the project to give out a branded give-away to every arriving tourist (350, 000) upon arrival at immigration,

together with a small information leaflet on how they can become more responsible travelers. For example, advising them on how to reduce their waste by carrying reusables and refusing single use plastic objects from retailers, buying local and supporting conservation projects. The campaign has achieved positive coverage and adoption in Seychelles. The Seychelles Tourism Board included a Pristine Seychelles message into its official celebrations of the Seychelles Ocean Festival and the Seychelles Civil Aviation Authority hosted a Pristine Seychelles awareness raising event on International Civil Aviation Day.

--> SDG 12: Responsible Consumption and Production

--> GSTC criteria C3: Visitor Engagement



4. Trainings

SSTF conducts regular trainings for hotel partners and guesthouses on topics such as environmental management, sustainable waste practices and staff engagement.

--> SDG12: Responsible Consumption and Production

--> GSTC criteria B9: Supporting local Entrepreneurs and Fair Trade



5. Research

In order to help evaluate the benefits of implementing sustainable practices in the tourism industry, SSTF also supports research studies.

A recent publication, “Motivations to make your business more sustainable while saving money” by SSTF intern Judith Rybka, evaluated measurable benefits and Best Practice examples within 15 accommodations certified with the Seychelles Sustainable Tourism Label (SSTL). The aim of this document was to act as an incentive for other accommodations to apply for this GSTC-recognized certification. All 15 establishments were interviewed and asked questions about their water, energy and waste management and the financial benefits of acting more sustainable.

Her findings showed that:

- **86,7%** explained the SSTL was a convenient option and that sustainable approaches were already in place, often without even being aware of it.
- **93,3%** stated that sustainable behavior led to cost savings.

Amongst the Best Practices that remarkably led to cost savings was “awareness raising”, “monitoring of water and energy consumption”, “waste reduction” and “renewable energies”.

To learn more about the study, you can visit our website and download the whole article: http://seychellesustainable.org/wp-content/uploads/2018/09/Case_study_SSTL_Judith_Rybka.pdf

---> GSTC criteria A11: Sustainability standards

6. SSTF and LT&C study tour in Seychelles

In December 2018, SSTF in collaboration with 'Linking Tourism & Conservation' (LT&C) and Seychelles European Reservation, organised a 2-week study tour with 16 participants around Seychelles' inner islands. The aim of the study tour was to promote the concept of educational and sustainable traveling experiences within the destination. Although study tours can entail specific areas of studies, such as business and journalism, this involved various activities around the environment, tourism and sustainability. The participants themselves all came from different professional backgrounds and from different nationalities including Italian, French, British, Rwanda and German.

The first week involved visits to different conservation projects around Mahe, Cerf Island, Praslin, La Digue and NGO-led islands including Moyenne, Cousin and Curieuse. On Mahe, the group visited Cap Ternay to learn more about the conservation projects led by Global Vision International (GVI) and the existing sustainable Best Practices adopted by Constance Ephelia. The group was also introduced to the initiative 'Up! Seychelles', led by the Seychelles Art Projects Foundation, focusing on raising awareness on environmental sustainability through visual arts.

On Praslin and La Digue, everyone got an insight on the UNESCO World Heritage Site, Vallée de mai, and the Veuve Reserve.

The second week of the study tour involved a sailing course around the inner islands whereby the participants were given more freedom to visit the areas



of their choice. Thanks to an experienced navigator on board, the participants were able to travel around the islands mainly by sail. This allowed the study tour participants to experience one of the ways to minimise their carbon footprint in a tropical country like Seychelles.

SSTF hopes to promote further study tours in the future as this type of traveling experience will help people become more responsible travelers and contribute to existing projects and initiatives in the aim of protecting the country's natural and cultural heritage.

“There is a lot of conservation work that can be done to create nature reserves that are maintained through sustainable tourism.”

Study Tour participant, Director of Chumbe Island Coral Park in Zanzibar, Tanzania



--> SDG 12: Responsible Consumption and Production

--> SDG 17: Partnerships for the Goals

7. SeySocial projects: collaborating with SeyVillas

A whole year has past since SeyVillas, a specialised German tour operator for the Seychelles, approached SSTF in 2017 to help them find a way to give back to the local community.

After SeyVillas expressed their wish to support sustainable tourism projects, SSTF launched **SeySocial projects** by reaching out to three different local NGOs: Cerf Island Conservation Programme (CICP), WiseOceans, PetHaven Society. These NGOs carry the following goals:



To **protect** and **restore** the Seychelles' **ecosystem** through **coral implantation** and **rehabilitation** around Cerf Island.



To **inform tourists**, through the **Marine Discovery Experience**, about what **threatens** the Seychelles and to help them understand the **benefits** of **mutual cooperation**.



To **protect animal welfare**, giving them a chance at a new and **better life**.

Since 2017, SeyVillas has committed to monthly financial support through CSR donations to Pet Haven Society Seychelles and CICP. SeyVillas tourists and other clients have also been directly supporting these projects by donating to CICP and Pet Haven Society, and by booking 'Marine Discovery Experience' guided tours with WiseOceans. This programme combines education and interaction to help inspire people to learn more about the marine environment and thus help protect it.

Between 2017 and 2018, client donations and bookings have helped the development of these projects. Below is the total amount donated for the year 2017/2018:

NGOs	2017/2018 Donations
CICP	€9,808.00
Pet Haven Society	€1891.00
WiseOceans	€1,440.00

--> SDG 17: Partnerships for the Goals

--> GSTC criteria B8: Support for Community

--> GSTC criteria D3: Wildlife protection

--> GSTC criteria D2: Protection of sensitive environments

8. Travelife

In 2018, the SSTF signed a MoU with Travelife, a leading, GSTC accredited certification body for tour operators. Travelife for Tour operators was developed in partnership with the European and global associations of tour operators (e.g. UK ABTA, Dutch ANVR) and provides training, tools, and instruments to support tour operators and travel agencies in the implementation of sustainability in their company operations. It is based upon international standards and guidelines including ISO 26000 and the GSTC criteria. The MoU aims at promoting sustainability awareness and Travelife tour operators and travel agents certification service to operators in Seychelles. Creole Travel Services was the first DMC in Seychelles to officially embark in the Travelife certification process. They have nominated a sustainability team within the company and are tackling the certification criteria through an online system, with the support of the SSTF.

--> SDG 17: Partnerships for the Goals

--> SDG 12: Responsible Consumption and Production

--> GSTC criteria A11: Sustainability standards

Our Partnerships

Memorandum of Understanding with Vanuatu



Memorandum of Understanding with Betterfly Tourism



Linking Tourism & Conservation (LT&C)



Our Events

- **Global Sustainable Tourism Criteria (GSTC) training Bangkok**

One of the first steps in fulfilling SSTF's vision in making Seychelles a GSTC-certified sustainable tourism destination is to fully understand what these criteria entail. This is why the chair and vice chair enrolled in GSTC training in Bangkok in March 2018. Both successfully passed the GSTC STTP exam and Diana subsequently applied for and received GSTC trainer status, which allows her to offer more local trainings in the future.



The clean up welcomed 700+ volunteers from governmental departments, private sector, NGO's, schools, members of the public, and tourists. Altogether 3.5+metric tonnes of trash were collected, recycled materials were brought to respective redeem centers while the rest were brought to the landfill. The Seychelles Biggest Clean Up was captured by Telesesel.



The last straw campaign

The Ocean Project and the SSTF has been leading a promising campaign known as The Last Straw Seychelles. The aim is to commit hotels, restaurants and bars to stop the use of plastic straws at their venues, hence preventing plastic straws from ending up on our landfill and in our oceans. We currently have 25 dedicated and exemplary member venues signed up, with 272,100 plastic straws diverted from the landfill per year.

- **Partnerships with The Ocean Project Seychelles**

Seychelles Biggest Cleanup

To commemorate The Clean Up the World Day , The Ocean Project Seychelles joined forces with SSTF and 50+ other partners to clean 27 beaches on 7 islands.



- UN Biodiversity Conference COP14

During the 2018 Conference of the Parties to the Convention on Biological Diversity in Egypt, SSTF in collaboration with Seychelles Ministry of Environment, Energy & Climate Change, SIDS GLISPA (Global Island Partnership) and Linking Tourism & Conservation (LT&C) co-hosted a side event, “Tourism supporting Biodiversity: the case of Island States”. This allowed SIDS GLISPA members and tourism professionals to showcase leading examples of positive contributions, and discuss ways and incentives for these experiences to be replicated by other Parties and players.



- Panel and presentation at ITB Berlin

In the framework of her work for the Francophonie initiative for sustainable tourism in SIDS, Diana moderated a panel at the world’s leading travel fair, ITB Berlin, to showcase sustainable tourism examples from the Indian Ocean region and discuss challenges and opportunities. Daniella shared the SSTF example together with representatives from Comoros and Rodrigues. On a different stage our SSTF intern Judith presented the results of her case study on SSTL certified hotels in Seychelles.

- First SHTA/SSTF Sustainability Awards

In February 2018, Seychelles Hospitality and Tourism Association (SHTA) in cooperation with SSTF proudly awarded their first Sustainability Award during SHTA’s annual gala dinner for the accommodation sector. The awards honoured best practices and innovation in the area of sustainability.

Having put sustainability at the heart of its operations and demonstrated immense effort in showing respect to nature, Six Senses Zil Pasyon won the first prize of Sustainability Award. Amongst their wide range of environmental measures, they have installed PV panels on each villa for hot water production, they produce their own water from a desalination plant and reuse 100% of their food waste.

The representatives from Six Senses emphasized during the award collection that ‘Sustainability is not a destination but a working progress’.



What is next?

1. Cleanup Victoria Event

The town of Victoria is a cultural and social meeting point for many locals and residents, holding significant historical and cultural sites. It is also a big tourist attraction as it holds the famous Selwyn-Selwyn market at its heart and many local commerce and souvenir shops. The town is however becoming too small to sustain the continuously growing tourist arrivals and increasing local population. The generated waste is creating sanitary and environmental concerns for the town and its surrounding land and marine area. With that in mind, SSTF and the ministries believe attention needs to be directed towards revisiting the waste management and policies in that particular area.

The Victoria Cleanup is an event organised by SSTF and the Ministry of Tourism to raise awareness amongst private sector, tourists and local community of the issues stemming from the generated waste and to help improve the waste management plan. In parallel, this event will give way to the launch of the Hidden History of Victoria initiative.

2. Memorandum of Understanding with Department of Tourism

A MoU between SSTF and the Ministry of Tourism will allow for both parties to collaborate more effectively together with the aim of bringing positive environmental and socio-economic change. This strategic understanding will help move towards the vision of making Seychelles a GSTC certified destination by 2022.

Both parties will be collaborating on the following activities for the year 2019:

- Development and implementation of the Pristine Seychelles campaign
- The launch of the “Hidden History of Victoria Map” and the joint organization of Victoria Clean Up

3. Sustainable Islands Conference in Vanuatu

Following the success of the 2017 Conference on Sustainable Tourism in Small Island Developing States hosted in Seychelles by SSTF and partners, Sustainability Vanuatu has invited SSTF to co host an international conference in Vanuatu itself. Sustainability Vanuatu is an organisation with a similar GSTC destination vision as SSTF.

This Sustainable Islands Conference aims to invite tourism and other sectors across the world to share their good practices, sustainable innovation and good will to work together in a collective approach. At the end of the conference, Sustainability Vanuatu also aims to define common goals for all destinations and sectors present to agree and abide to. This will be an opportunity for different sectors, whether it be tourism, agriculture, fisheries, to share their initiatives in order to find methods of collaboration.

4. Tour Guide Programme

Tour guides are at the very frontline of the tourism industry and have the ability to influence traveling experiences and traveling behaviour. SSTF believes that these stakeholders hold an important role in helping move tourism development in a sustainable direction. In order to effectively support and help implement sustainable tour guiding practices, the existing tour guiding products first need to be evaluated to understand the strengths, weaknesses and needs of the tour guides themselves. This is why SSTF is initiating two surveys, with the support of the Seychelles Tour Guiding Association, targeting both tour guides and tourists as a first step in supporting sustainable tour guiding practices.

GET INVOLVED

Join us on our journey towards a more sustainable tourism in Seychelles. If you wish to volunteer, or support us in any other way, please contact us at office.sstf@gmail.com or +2482727131

You can also keep updated by:

Visiting our site <http://seychellessustainable.org>

or

Following us on FB @seychellessustainable

Thank you to our partners and sponsors

