

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Pre-COP28 interview: The urgent need for a more sustainable travel industry
Date: Friday, November 10, 2023 3:54:24 PM

Hi [REDACTED],

Hope you had a good week! Sharing a pitch note that was distributed on behalf of STGC to around 20 reporters. The FARA label was included in this outreach.

Thanks, and have a great weekend!

[REDACTED]

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From: [REDACTED]
Sent: Thursday, November 9, 2023 11:43 AM
To: [REDACTED]
Subject: Pre-COP28 interview: The urgent need for a more sustainable travel industry

Hi [REDACTED],

In the lead up to COP28, I'd like to offer an **interview with Gloria Guevara**, Chief Special Advisor to the Saudi Ministry of Tourism and head of the **Sustainable Tourism Global Center (STGC)**. STGC is a new international initiative that aims to lead, accelerate and track the travel and tourism transition to net zero.

Gloria is representing the Saudi delegation at COP28 and is one of the world's foremost experts on the relationship between sustainability, travel and tourism (T&T). She can offer expert commentary for broader content ...

- On how T&T is central to net zero goals – accounting for 8% of global carbon emissions, 10% of global GDP, and 1 in 10 jobs worldwide on most recent figures
- On the aviation industry and net zero goals
- On how T&T impacts on food and water-wastage and sustainability

Gloria currently leads the STGC, which just released the first ever study of tourism's global environmental footprint, with trade body WTTC. The two organisations will soon be releasing their Social Report on T&T, women, youth and high wage jobs. ***We would be happy to share findings with you under embargo.***

If you have any questions or would like to speak with Gloria please let us know!

All the best,

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Overview of STGC

STGC is the world's first multi-country, multi-stakeholder global coalition to help the travel and tourism industry hit its climate change objectives. Its mission is to partner with organizational leaders to support the sector in its sustainability goals. STGC focuses on three critical pillars: achieving net zero emissions, protecting nature, and supporting communities. It does this by researching issues affecting or caused by the industry, providing the evidence base for action, and issuing guidance.

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Analyst, International Affairs

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