CURAÇAO

Curaçao Tourist Board

2021-2022

SOCIAL IMPACT REPORT

Based on the contribution to the Sustainanble Developments Goals

SUSTAINABLE DEVELOPMENT GOALS

Social Impact Report CTB 2021-2022

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Huntu nos ta hasi'é pa nos tur!

Sustainability Reporting 2021-2022

The Curaçao Tourist Board (CTB) remained steadfast its commitment to sustainable tourism, even in the face of challenges presented by Covid-19 pandemic since 2020. Embracing sustainability as the only viable path forward, CTB continuously evaluated its actions and their impact on both the social and natural environments, recognizing its influential role in promoting the sustainability of tourism-related entities in Curaçao.

CTB is characterized by a responsible and unwavering commitment to **sustainable tourism development**. As a proactive architect and advocate of sustainable tourism in Curaçao, CTB's inaugural Sustainability Report covers the years **2021 and 2022**. It outlines the board's strategic approaches, activities, and impacts across management, economic, social, and environmental focus areas, **aligning as closely as possible with the Sustainable Development Goals of the United Nations** and the Global Reporting Initiative (GRI) standards. This report underscores CTB's dedication to integrating sustainability into all aspects of its operations.

CTB began the journey towards creating this Sustainability Report early 2023. During this time, the CTB conducted a focus group to identify its key impacts, both direct and indirect, define its stakeholder groups, and lay the foundation for this Sustainability Report.

The CTB incorporated areas that it deemed vital for the CTB and its primary stakeholders. The CTB's reporting is characterized by transparency, credibility, and a well-balanced presentation of content.

The responsibility for sustainability reporting rests with the CTB's top management, which aligns itself with Curaçao's tourism strategy and infuses sustainability awareness and action into every facet of the CTB's operations. Numerous colleagues from diverse fields have been actively engaged in the preparation of this report.

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CURACAO

Introduction

This report provides insights into how Curaçao Tourist Board (CTB) contributes to the 17 Sustainable Development Goals (SDGs) of the United Nations. The Sustainable Development Goals were established by all member states in 2015 as a global compass to jointly make the world more sustainable by 2030. By localizing and measuring CTB contribution, it also becomes clear what social and societal impact it has on our society.

Methodology

Interviews were conducted with various departments of CTB (*management, strategic development & planning, product development, communications, HR, facility and marketing*) to inventorize their activities and data. This was done to determine CTB's concrete and measurable contribution to the SDGs and its social impact value, while taking into account the GRI Standards as much as possible.

GRI Standards

The GRI Standards are a set of international guidelines for reporting on sustainability. By consulting the GRI Standards into this report as thoroughly as possible, CTB ensures that its reporting is transparent, comparable, and reliable. This is important for stakeholders, including the government, businesses, and the local community, as it provides insights into CTB's sustainability performance on Curaçao.

Global Reporting Initiative™ GRI Empowering Sustainable Decisions

SCAN CODE

What is Social impact?

Social and societal impact refers to "the way in which CTB brings about changes in collective and individual norms and values, behavioral patterns, community structures, lifestyles, and quality of life."

The contribution to:

Social cohesion: Bonding and trust between people in the community.
Social capital: Social relationships, collaboration, and networks.
Participation: Active involvement in activities within CTB and the local community.
Pride and identity: Contribution to the identity of employees and pride of the community.
Well-being: Contribution to the social well-being of employees and residents.

ABOUT CTB

Curaçao Tourist Board

CTB is the official destination marketing & management organization (DMMO) for Curaçao. In 1989, the Curaçao Tourism Development Foundation (CTDF) was formed as a government-owned foundation. In 2003, the CTDF start doing business as CTB. The Supervisory Board comprises of a max of seven persons that supervises the organization. The organization is managed by a Managing Director and a Deputy Director.

CTB is responsible for promoting the island as a destination, developing sustainable tourism, product development, and educating and training tourism professionals. The CTB also collaborates closely with public and private stakeholders to ensure that the island's tourism industry is well-managed and sustainable.

The CTB's mission is o create distinctive tourism experiences and to achieve sustained growth in arrivals as well as increased visitor expenditure over the next five years.

The CTB has its headquarters in Willemstad, Curaçao and offices in Miami, Florida (US), and The Hague, (NL) and staff of 50 people.

www.curacaotouristboard.com

www.curacao.com

www.korsoutadushi.com

Megatrends and CTB

The world is currently going through a period of profound change that is impacting our future. These changes have become threats and are being shaped by various megatrends. If we can read and interpret these trends, we can change our own destiny.

Megatrend M(the; m; plural: trends)
Megatrends are trends that have global-scale effects. Some of today's megatrends are identical to global threats.

Bron: wikipedia

CTB's approach to megatrends
Curaçao is a small island with a big tourism industry. CTB is responsible for marketing and promoting Curaçao as a tourist destination. In order to remain competitive as destination, CTB must anticipate and adapt to the megatrends that are shaping the tourism industry. Additionally, CTB actively and passively anticipates and responds to these megatrends to ensure the sustained growth of tourism in Curaçao.

Climate Change : The 'Kòrsou ta dushi i limpi' project is a community-driven effort to diminish litter and enhance waste management on the island. It combats climate change by reducing environmental pollution, bolstering the island's sustainability, and heightening climate change awareness among locals.

Aging population is another trend that is affecting tourism. The global population is aging, and older travelers are becoming an increasingly important market segment. CTB is promoting diverse and inclusive tourism, which inadvertently appeal to older travelers. Although not their primary focus, services like wellness and cultural tourism align with the interests of this demographic, indirectly addressing the trend of an aging global population.

Technological advancement is also transforming the tourism industry. Digital technologies are making it easier for travelers to find information and book trips. The CTB is using various digital technologies to improve its marketing and promotion efforts together with their partners.

Changes in the world order are also creating new challenges for tourism. The global economy is becoming increasingly volatile, and political instability is on the rise. The CTB is working to diversify Curaçao's tourism market in order to reduce its reliance on any one market.

Stakeholders

- Government
- Supervisory Board
- Staff
- CHATA CASHA CRA/KHN
- Universities
- NGO's
- Influencers
- Hotels/ resorts
- Tour-operators
- Police
- Selikor
- Tourists
- Schools
- Local community
- Curaçao Airport Partners
- Airlines
- Curaçao Ports Authority
- Local & International Suppliers
- Carmabi
- Curaçao Airport Holding
- Local & International Media

Sustainable Development Goals

-insight, inspiration and connection-.

The United Nations (UN) introduced the Sustainable Development Goals (SDGs) in 2015 to provide goals and indicators to help the world achieve sustainability by 2030. CTB has since contributed to most of these goals, and in 2021-2022.

FACTS

AGENDA 2030

- 17 goals to make the world a better place by 2030.
- The SDGs were set by the UN, but came for and by everyone.

- 193 member states of the United Nations adopted this development agenda for 2015 - 2030 on Sept. 25, 2015.

They apply to all countries and all people.

The SDGs run until 2030. They are a global compass for challenges such as poverty, education and the climate crisis.

Social impact of CTB in 2021-2022

Contribution to the SDGs

The image below shows CTB positive contribution to the 17 SDGs and also shows the influence and impact they have on each other.

Sustainable Development Goals

SDG 1 No poverty
SDG 2 No hunger
5DG 3 Good health and well-being
SDG 4 Quality education
SDG 5 Gender equality
5DG 6 Clean water and sanitation
SDG 7 Affordable and sustainable energy
SDG 8 Decent work and economic growth
SDG 9 Industry innovation and infrastructure
SDG 10 Reduce inequality
SDG 11 Sustainable cities and communities
5DG 12 Responsible consumption and production
SDG 13 Climate action
5DG 14 Life in water
SDG 15 Life on land
SDG 16 Peace, justice and strong public services
SDG 17 Partnerships to achieve goals

SCAN ME

Scan the QR-code for more information about the SDGs

The colored boxes in the chart represent a contribution to the respective Sustainable Development Goals (SDGs).
The size of each box indicates the relative impact that each SDG has on society, as influenced by CTB's activities.
Conversely, grey boxes signify areas where CTB's business operations do not contribute to the relevant SDG.
In order to translate the concrete and measurable contribution to the SDGs and the social impact value, the MAEX and the RFSC models were used.
(www.maex.nl |http://rfsc.eu)

UN Sustainable Development Goals I

What specific contributions did CTB make to the SDGs in 2021-2022?

SDG 1 | No poverty

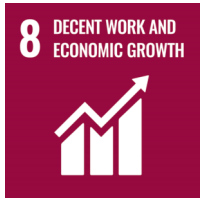
- Shirts are given away to groups/individuals participating in events abroad. These shirts feature a logo and a call to action to learn more about Curaçao.
- Ajax shirts, drink bottles, balls, and training materials were distributed to three youth football clubs.
- Free school planners were distributed as a back-to-school campaign to schoolchildren.

SDG 2 | Zero hunger

- Koi lechi and cookies were distributed during Easter.
- Packages with food were made for young people.
- CTB staff donates their own gifts (food) to low-income people in the Christmas period.
- Donation of Christmas gifts from employees of the Finance Department (own private funding) to family replacement house Siloam Curaçao and 5 unfortunate children of the Prins Bernard school

SDG 3 | Good health and well-being

- Football clinics for children organized in collaboration with Ajax.
- Football match organized at primary school MGR Niewindt college in collaboration with Ajax.
- Teambuilding day featuring a motivational speaker on mental health and healthy lifestyle, aimed at uniting CTB employees post-COVID and celebrating the CTB anniversary.



SDG 8 | Decent work and economic growth

- Partnerships: The increase in tourism that is expected to result from the partnership will lead to more demand for goods and services, which will create new businesses and jobs.
- CTB staff have completed the following trainings, among others: data analyst, time management, leading with integrity, communication, introduction to corporate governance, and language training in Dutch and Papiamentu.

SDG 4 | Quality education

- Trainings in bartending, waiting, housekeeping, language lessons, tour guiding, and reception were organized for upskilling and reskilling.
- One HBO student, four VSBO students, and one student from special education completed internships at the CTB.
- Tourism as a subject in schools educates children in Curaçao about the skills needed for a successful career in the tourism sector, such as customer service, communication, and problem-solving. This makes them better prepared for the job market.

SDG 5 | Gender equality

- It is clearly communicated that everyone is welcome on Curaçao via the website, newsletters, and in the CTB vision.

SDG 6 | Clean water and sanitation

- 3000 liters of drinking water (tap water) was offered to staff and visitors.
- Initiative 'Kòrsou ta dushi i limpi' campaigns are a call to action against litter and waste. This indirectly safeguards water sources from pollution, endorsing both aquatic ecosystem health and clean water access.

SDG 9| Industry, innovation, and infrastructure

- Participants of the Retraing program could claim their transportation costs.
- This means that participants who are not able to travel independently can still participate in the training.

UN Sustainable Development Goals II

What specific contributions did CTB make to the SDGs in 2021-2022?

SDG 10| Reduced inequalities

- Dutch and Papiamentu language lessons were given for individual staff members.
- Someone who is far removed from the labor market is offered work experience.
- Retraining project is open to everyone, regardless of their background or financial situation. This helps to ensure that everyone has the opportunity to gain the skills and knowledge they need to succeed in the tourism and hospitality industry.

SDG 11| Sustainable cities and communities

- The renovated recreation area of Zakito and Marie Pampoen provides a place for social interaction (local community / tourists) and community building. This contributes to stronger social cohesion and a sense of belonging.
- CTB coordinates the maintenance and upkeep of existing recreational areas.
- CTB works with local communities to identify and prioritize the needs for recreational areas.
- Curaçao Dushi-lensu-competition

SDG 12| Responsible consumption and production

- Campaign's from 'Kòrsou ta dushi i limpi' call to minimize single-use plastics and amplify recycling practices is a step towards responsible consumption, helping shield the environment.
- Local newspapers at the CTB office are offered to the Curaçao Animal Protection Foundation to cover the animal shelter cages.

SDG 13| Climate action

- CTB was responsible for the management of a few public beaches on Curaçao. This included tasks such as cleaning, maintenance, and safety.
- Development of landscaping at Marie Pampoen.
- CTB staff participated in World Clean Up day.

SDG 14|Life below water

- With the 'Kòrsou ta dushi i limpi' campaigns on social media, there is a reduction in plastic waste, which inherently decreases ocean pollution, safeguards marine life, and preserves the vibrancy of underwater ecosystems.
- The subject of Tourism in schools educates children in Curaçao about the vulnerability of the oceans, including issues like coral bleaching and overfishing. This education helps them understand the importance of protecting the oceans around Curaçao.

SDG 15|Life on land

- CTB provides financial support to Curaçao Animal Protection Foundation for the sterilization of stray dogs among other initiatives.
- The campaigns from 'Kòrsou ta dushi i limpi' serve as a call to action, emphasizing that cleanliness on land directly correlates with the well-being of terrestrial habitats. Proper waste management ensures the safety and flourishing of diverse species, highlighting the importance of biodiversity.

SDG 16| Peace, justice and strong institutions

- All employees, customers, suppliers, and (non) residents are treated equally by CTB.

SDG 17| Partnerships for the goals

- CTB collaborates with various partners, including businesses, sports organizations, the corporate sector, charitable organizations, and governmental and non-governmental entities. They also engage with both visitors and residents of Curaçao

CTB commmitment to Sustainability

CTB's Commitment to Sustainable Growth and Community Development
Tourism has the power to shape societies, boost economies, and bridge cultural divides. The CTB is at the forefront of Curaçao's tourism initiatives. Beyond promoting the island as a destination, the CTB understands its profound responsibility to the local communities.

In this report, you'll see that CTB's wide-ranging initiatives aren't just business strategies; they're carefully crafted projects designed to advance **Curaçao's socio-economic and environmental development**, not only to grow tourism but to uplift the entire island's future.

The SDGs are a globally recognized roadmap for prosperity, environmental sustainability, and societal well-being. By aligning the projects with these goals and demonstrating their positive contribution through assessment, it ensures that their efforts have a lasting positive impact on both the environment and its people.

This report covers a variety of **projects initiated by the CTB in 2021-2022**, each **categorized under five distinct pillars** to assess their impact. While some initiatives have produced already measurable results in 2023.

Pillar 1
Partnerships through sports

By supporting sports, both at home and abroad, the CTB harnesses the passion and potential of Curaçao's youth. They offer more than just recognition; the CTB provides avenues for personal growth and international exposure.

Pillar 2
Education

Through its commitment to professional development and training in tourism, the CTB is working to raise the level of excellence in the island's tourism sector.

Pillar 3
Community Awareness

The CTB's campaigns carry a dual message: showcasing Curaçao's beauty of art, culture and nature while underscoring our shared responsibility to preserve its natural wonders for future generations.

Pillar 4
Product Development

Recreational areas conceptualized and actualized by the CTB serve as gathering points for both locals and tourists, fostering community bonding and ensuring that economic benefits permeate every segment of society.

Pillar 5
Engaged and Resilient

CTB employees are committed to making a difference in Curaçao, both in their work and in their community.

make people
sb The host trie
part·ner·ship
of being a partn
been in partne

Pillar 1 - Partnerships through (inter)national sports

A powerful force for good
Sports are a powerful force for good in the world. They can bring people together, promote healthy living, and teach valuable life lessons. In Curaçao, the CTB recognizes the power of sports and is committed to using it to promote the island as a tourist destination, to support social and community development and to inspire young people to pursue their dreams. The CTB's partnerships are a valuable investment in Curaçao's future.

Partnerships:
A win-win for everyone. The CTB's partnerships of sports teams and athletes both at home and abroad are a win-win for everyone involved. For the CTB, partnerships are a way to promote Curaçao as a vibrant and exciting destination. When Curaçaoan athletes and teams compete on the world stage, they showcase the island's beauty and culture to a global audience. For the athletes and teams themselves, parntership provide valuable support and opportunities. The CTB provides financial assistance, equipment, and other resources to help athletes and teams reach their full potential. This support can help athletes and teams train, compete, and travel to international tournaments.

Social and community impact
In addition to promoting tourism, the CTB's partnerships also have a positive social and community impact. When these athletes and teams from abroad visit Curaçao, they participate in community outreach activities. This includes giving clinics, donating sports equipment, and speaking to young people about the importance of healthy living and sportsmanship. By engaging with the community, athletes and teams become ambassadors for Curaçao. They help to promote the island as a welcoming and inclusive destination.

The CTB's partnerships of sports are a powerful way to promote Curaçao as an attractive destination for tourists and to support social and community development.

The following pages provide examples of how the CTB's partnerships of sports teams and athletes contributes to the SDGs and have a positive social impact on Curaçao.

CTB's contributions to local sports

-CTB mediates and supports local sports events -

Fifteen Curaçao natives have played in the Major Leagues, according to Baseball-Reference, making for a rate of roughly one per every 10,000 residents that far surpasses the yield of any other country in the world.

MLB.com, 6 Jul 2020

FEBEKO

Curaçao to promote tourism through baseball CTB has signed a sponsorship agreement with the Curaçao Baseball Federation (FEBEKO) to support the federation's participation in international tournaments, including the Caribbean Series for the first time in February 2023. The agreement, which was signed in May 2022, will provide FEBEKO with funding for three years. The sponsorship is part of the CTB's strategy to promote Curaçao as a tourist destination through sports. The CTB believes that baseball is a popular sport in Curaçao and that the island's participation in international tournaments will help to attract tourists from around the world, including fans of the Caribbean Series.

CONCACAF Nations League

Another example is the CONCACAF Nations League. The CONCACAF Nations League is a football competition for national teams from North, Central America, and the Caribbean. The CTB helps with the organization of the matches that are played in Curaçao, such as finding stadiums and promoting the matches. The mediation and support of local sports events by the CTB is a positive development for Curaçao. It helps to support the local sports culture.

Carifta Games

In addition to sponsoring national teams and attracting international tournaments, CTB also mediates and supports local sports events. The CTB does this to promote Curaçao and to support the local sports culture. One example of a local sports event that is supported by the CTB is the Carifta Games. The Carifta Games are an athletics tournament for athletes from the Caribbean region. The CTB helps with the organization of the event, such as finding sponsors and promoting the event.

Ziggo
CURAÇAO
macron

Atlanta Braves

CTB and the Atlanta Braves started their partnership in 2022 to promote Curaçao as a tourist destination. The agreement includes a variety of marketing and promotional activities, and these partnerships are evaluated and potentially renewed on an annual basis. One of the most significant aspects of the agreement is the placement of the Curaçao logo on the scoreboard and pitcher's mound at Truist Park, the home of the Atlanta Braves. Additionally, there will be signage with the Curaçao logo at first base, third base, and home plate. Radio ads are aired in Atlanta and the surrounding areas. Outside of the stadium, a variety of activities take place to raise awareness of Curaçao among Atlanta audiences. These include gate giveaways where fans can win Curaçao souvenirs, social media posts, and digital out-of-home (DOOH) kiosks in The Battery, the entertainment complex surrounding the stadium. The partnership between CTB and the Atlanta Braves is a major step in CTB's strategy to promote Curaçao as a tourist destination in the United States. The Atlanta Braves, one of the most popular baseball teams in the United States, have a large and loyal fan base.

The partnership between CTB and the Atlanta Braves contribute to the Sustainable Development Goals (SDGs) in a number of ways.

SDG 8: Decent work and economic growth
The partnership can help to create jobs and boost economic growth on Curaçao. The increase in tourism that is expected to result from the partnership will lead to more demand for goods and services, which will create new businesses and jobs. Delta Airlines will start non-stop flight to Curaçao as from December 2023. It suggests that there is growing interest in Curaçao. The partnership is likely to further boost this interest and can lead to even more tourists visiting the island in the future.

SDG 11: Sustainable cities and communities
The partnership can help to promote sustainable tourism on Curaçao. The CTB is committed to promoting sustainable tourism practices, and the partnership with the Braves will help to raise awareness of these practices among both tourists and businesses. Additionally, the partnership can help to support the development of new sustainable tourism infrastructure and attractions on Curaçao.

SDG 10: Reduced inequality
The partnership can help to reduce inequality on Curaçao by creating economic opportunities for people from all walks of life. The increase in tourism will benefit a wide range of businesses, from small hotels and restaurants to large tour operators. This will create new opportunities for people to start their own businesses and improve their incomes.

SDG 17: Partnerships for the goals
The partnership between the CTB and the Braves is an example of a successful partnership between the public and private sectors to achieve the SDGs. The partnership is working to promote sustainable tourism in Curaçao, which can help to create jobs, reduce poverty, and protect the environment.

PABOU
RBC

CURAÇAO
Curaçao Tourist Board

Miami Marlins

CTB and the Miami Marlins initiated their partnership in 2022 to promote Curaçao as a tourist destination, with terms that include an annual review and the potential for renewal. An innovative aspect of this collaboration is 'Sandy Beach,' an in-stadium feature named in honor of player Sandy Alcantara. Attendees at the games can purchase the 'Sandy's Beach' package, which provides seating in a beach-themed section of LoanDepot Park, a free t-shirt, and the chance to win a range of prizes, including a trip to Curaçao. This special area is a tribute to the picturesque beaches of Curaçao and embodies the island's charm.

Also, a key component of the agreement is the placement of the Curaçaoan logo on the scoreboard and pitcher's mound at LoanDepot Park, the home stadium of the Miami Marlins. Additionally, billboards featuring the Curaçaoan logo will be displayed on the infield and outfield of the stadium, and radio ads will be broadcast in Miami and the surrounding areas.

The partnership between CTB and the Miami Marlins is another step in CTB's strategy to promote Curaçao as a tourist destination in the United States.

SDG 8: Decent work and economic growth
The partnership can help to create jobs and boost economic growth in Curaçao. The increase in tourism that is expected to result from the partnership will lead to more demand for goods and services, which will create new businesses and jobs. Additionally, the partnership will help to promote Curaçao as a business destination, which could attract new investment and create even more jobs.

SDG 11: Sustainable cities and communities
The partnership includes a number of activities that will bring Curaçao to the attention of the public in Miami, such as a Curaçaoan beach day and social media posts. These activities can help to raise awareness of Curaçao and its culture, which can lead to a better understanding and appreciation of the island. Additionally, the partnership can help to support the development of new sustainable tourism infrastructure and attractions on Curaçao.

SDG 10: Reduced inequality
The partnership can help to reduce inequality on Curaçao by creating economic opportunities for people from all walks of life. The increase in tourism will benefit a wide range of businesses, from small hotels and restaurants to large tour operators. This will create new opportunities for people to start their own businesses and improve their incomes.

SDG 17: Partnerships for the goals
The partnership between the CTB and the Marlins is an example of a successful partnership between the public and private sectors to achieve the SDGs. It is also an example of international cooperation, as it involves two organizations from different countries. This type of cooperation is important for addressing global challenges, such as sustainable development.

afcajax
Curaçao
Profiel bekijken
selfie!
Meer bekijken op Instagram
47.241 personen vinden dit leuk
afcajax
Good morning from Curaçao!
#ForTheFuture
Alle 129 opmerkingen bekijken

AJAX

CTB has partnered with AFC Ajax, one of the most successful football clubs in the Netherlands in 2021-2022, to promote Curaçao as a tourist destination. The partnership began in January 2020 and has been extended in March 2023 to run through June 2024.
The partnership includes a variety of consumer tactics designed to reach and engage potential visitors from the Netherlands and other European markets.

These tactics include CTB and Ajax working on hospitality packages together that will allow Ajax fans to travel to Curaçao and experience the island's unique culture and attractions.

The CTB sends regular eblasts to Ajax's database of over 1 million fans.

The Curaçao logo is prominently displayed on the sleeve of Ajax's home and away kits, which are seen by millions of fans around the world including during the UEFA Champions League broadcasts.

The Curaçao logo is displayed on the backdrop used for interviews with Ajax players and coaches, which are broadcasted on television and online.

The CTB has a digital media package that includes sponsored social media posts, banner ads, and display ads on Ajax's website and other online platforms.

The Curaçao logo is displayed on LED boards around the pitch during Ajax's home matches.

Curaçao promotional videos are played on LCD screens and stadium screens at Ajax's home stadium, the Johan Cruyff ArenA.

Benefits of the AJAX Partnership
The CTB-Ajax partnership offers a number of benefits to both parties. For the CTB, the partnership provides a valuable opportunity to reach a large and engaged audience of potential visitors in Europe and the rest of the world.

AJAX visit to Curaçao in May 2022

Ajax visited Curaçao for a week in May 2022
During their stay in Curaçao, Ajax participated in various projects, such as football clinics for young people and seminars for coaches and management staff. The football clinics were designed to give young footballers the opportunity to learn from Ajax's professional players. The seminars were designed to help coaches and other stakeholders in the football world improve their skills.

Ajax and Sandals Resorts joined forces on a unique collaboration to launch Future Goals, a movement to encourage the next generation to play and enjoy football in a sustainable way in Curaçao. By working with Curacao-based Limpi Recycling goals are manufactured from fishing nets and plastic waste.

The partnership between the Curaçao Tourist Board and Ajax was celebrated with a match between Curaçao's national team and Ajax on May 20, 2022, at the Ergilio Hato Stadium.
This event marked a unique collaboration between local and international partners.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

17 PARTNERSHIPS FOR THE GOALS

CURAÇAO Curaçao Tourist Board

AJAX AMSTERDAM

Sandals

FUTURE GOALS

limpi

AJAX

Benefits of the donation of Ajax sports equipment to three youth football clubs in Curaçao
Ajax donated sport equipment to three youth football clubs in Curaçao which has a number of benefits for the island.

1. The donated materials, such as balls, training equipment, and clothing, can help to improve the quality of football training on Curaçao. The clubs can use these materials to improve their training and matches.
2. The donation also contributes to the motivation of young footballers in Curaçao. The use of materials from a major club like Ajax inspire them to play football like the pros and further develop their skills.
3. Promotion of sports, especially football, which leads to team and nation building in Curaçao.

"May 20th, 2022. A memory of a lifetime for my son Tyce.
He was a player escort and ballboy at the historical friendly match between the Dutch champions AFC Ajax and Curaçao.
A night full of idols, high-fives and signatures.
Thank you to the Curacao Tourism Board, sponsor of AFC Ajax for making this happen."

- Remco Ernandes

SDG 4: Quality education
During the football clinics, young people learned from Ajax's professional players. This may have motivated them to continue playing football and further develop their skills.

SDG 8: Decent work and economic growth
The seminars that Ajax gave may have contributed to the development of new skills and knowledge among coaches and other stakeholders in the football world in Curaçao. This may have helped them to increase their opportunities on the labor market.

SDG 10: Reduced inequality
The football clinics and seminars were free and open to everyone. This means that everyone, regardless of their background, had the opportunity to participate.

SDG 11: Sustainable cities and communities
The football clinics and seminars contributed to the creation of a more inclusive and accessible football culture in Curaçao. This may have led to greater involvement of people from all walks of life in football.

SDG 17: Partnerships for the goals
The collaboration between Ajax and the FFK is an example of how the public and private sectors can collaborate to achieve the SDGs.

Meris
Stella
VSBO

Pilar 2 - Education

Education is the key to a thriving tourism sector

CTB understands that a well-educated workforce is essential for a sustainable and thriving tourism sector. That's why the board actively collaborates with educational institutions, employers, and stakeholders to develop and implement programs that equip students with the skills and knowledge they need to succeed in the diverse careers within the tourism industry. This includes programs for both young people and adults looking to reskill or upskill for a career in tourism.

Education is the key to a thriving tourism sector, and the CTB is at the forefront of driving educational initiatives that prepare students and adults for success in this dynamic field.

CTB's commitment to education is a testament to its vision of fostering a sustainable and thriving tourism industry. By enhancing the quality of education and training, Curaçao ensures a steady supply of skilled professionals capable of meeting the increasing demand for tourism services. This investment in education not only benefits the individuals who participate but also contributes to the overall growth and prosperity of the island's tourism sector.

On the following pages, we will take a deeper look at several of **CTB's education initiatives** together with other partners and their social impact on Curaçao.
CTB plays a central role in coordinating and implementing the hospitality training program. In close collaboration with MEO, CTB is actively involved in curriculum development, participant recruitment, and the provision of training resources. This joint effort represents a significant investment in the future of Curaçao's tourism sector, and it will help to ensure that the island has a skilled workforce to meet the growing demand for tourism services.

TURISMO PA SKOL DI FUNDESHI
BUKI DI GUIA
GRUPO 5
MI PASPORT
TURISMO PA SKOL SPESHAL
BUKI DI GUIA
MI PASPORT
Turismo pa skol

Tourism at school

On **World Tourism Day 2022**, the Curaçao Tourist Board (CTB) launched tourism as a subject for elementary schools and special schools. This follows the trajectory of preparing the necessary materials after launching the trajectory previous year on the same date. The introduction of tourism as a subject at elementary schools will help to expand the knowledge of our children regarding the importance of tourism for our country.

This initiative is part of the CTB's efforts to educate children about the importance of tourism for Curaçao and to spark their interest in pursuing a career in the tourism sector.

Partnerships

This initiative is a collaboration between CTB, the Ministry of Education, Culture, and Sports (OWCS), the different school boards, and partners in the tourism sector. The OWCS ensured that the project was aligned with the curriculum and that the teaching materials are of high quality. The school boards ensured that the teaching materials are used in the schools. The partners in the tourism sector provided support in the form of expertise, internships, and field trips.

The tourism subject was introduced in group 5 at elementary and special schools. The materials that are used in the schools consist of a series of interactive videos, together with a guidebook for teachers and a workbook with assignments for the students. The first 5 videos covered the following topics: what is tourism and who is a tourist, let's visit a hotel, marketing and promotion, tourist attractions and the importance of the harbor.

The work committee that created the different materials consists of 4 teachers, a social worker and representatives of CTB.
The CTB believes that introducing tourism as a subject at elementary and special schools will help children to develop a better understanding of the importance of tourism for Curaçao's economy and society. It will also help to spark their interest in pursuing a career in the tourism sector.

Benefits of the Tourism Subject

The tourism subject offers a number of benefits to students, including:

- A better understanding of the importance of tourism for Curaçao's economy and society.
- Knowledge of the different aspects of the tourism industry, such as hotels, restaurants, attractions, and transportation.
- Skills that are relevant to a career in the tourism sector, such as customer service, communication, and problem-solving.
- An appreciation for Curaçao's unique culture and heritage.

Conclusion

The CTB-led initiative to introduce tourism as a subject for elementary schools and special schools is a valuable one. It will help to educate children about the importance of tourism for Curaçao and spark their interest in pursuing a career in the sector. The initiative is also a good example of how the public and private sectors can work together to achieve common goals.

Tourism as a subject for elementary and special schools

-Contribution to the sdg's -

Official launch
September 22, 2022

Coromoto College 2022

SDG 4: This initiative educates children in Curaçao about the different aspects of the tourism sector, such as hotels, restaurants, attractions, and transportation. This helps them make better decisions about their future and increase their chances of success in the tourism sector.

SDG 8: This initiative educates children in Curaçao about the skills needed for a successful career in the tourism sector, such as customer service, communication, and problem-solving. This makes them better prepared for the job market.

SDG 12: This initiative educates children in Curaçao to become aware of the impact of tourism on the environment, such as pollution and overcrowding. This teaches them to make more sustainable choices as they facilitate tourists.

SDG 14: This initiative educates children in Curaçao to be aware of the vulnerability of the oceans, such as coral bleaching and overfishing. This teaches them to protect the oceans around Curaçao.

SDG 17: This initiative is a collaboration between the government, educational institutions, and tourism sectors on Curaçao. This is an example of how different parties work together to achieve the SDGs.

memorandum of understanding

WILLEMSTAD- August 4, 2022

Curaçao Hospitality and Tourism Training Centre

Elevating Education and Experience in Curaçao's Hospitality and Tourism Sector

In a significant stride towards advancing the educational and training standards within **Curaçao's dynamic hospitality and tourism sector**, CTB joined forces with ROC Mondriaan in The Hague in the Netherlands and the Curaçao Hospitality & Tourism Association (CHATA) in 2021 to establish the **Curaçao Hospitality and Tourism Training Centre foundation** (CHTTC).

A center of practical learning
CHTTC is an educational institution offering SBO programs in hospitality and tourism with a distinctive approach. It introduces a robust blend of theory and practice, made possible by the introduction of a "learning hotel" named Parasasa Hotel Curaçao. This innovative concept serves as a practical training ground for students to apply their classroom knowledge in real-life scenarios. The 'learning hotel' concept is instrumental in nurturing a workforce well-prepared for the sector's demands.

Raising industry standards
The upcoming 'learning hotel' serves a dual purpose. It provides an exceptional experience for tourists while simultaneously elevating the industry's standards by producing highly qualified professionals. Students gain the benefit of hands-on training under the guidance of industry professionals and local instructors from the SBOs and University of Curaçao.

Fostering collaborative networks
One of the key strengths of CHTTC lies in its commitment to collaboration. It forges close partnerships with educational institutions like Maris Stella SBO, Nilda Pinto SBO, and the University of Curaçao Dr. Moises Da Costa Gomez (UoC). It also actively engages with governmental bodies, local businesses (including hotels), and various partners. This collaborative ecosystem ensures that students receive a comprehensive and well-rounded education, tailored to the industry's needs

A shared vision for sector advancement
This initiative, conceived by CTB, CHATA, and ROC Mondriaan, reflects a shared vision—to invest in education for the enhancement of Curaçao's hospitality and tourism sector. As these programs gather momentum, they are poised to empower the island's workforce and contribute to the sustained growth of the sector. This venture underscores a steadfast commitment to the Sustainable Development Goals (SDGs), promoting accessible education, reducing disparities, and fostering economic growth within the community.

Retraining Program

Curaçao's growing tourism industry has created a strong demand for skilled workers in a variety of roles. To address this need, CTB in collaboration with the the Curaçao government, has launched the "Her- en Bijscholingstraject" wich means retraining program in Dutch.
This program offers free, short- and medium-length courses in a variety of tourism and hospitality roles, including chef, waiter/waitress, bartender, and housekeeping. The courses are delivered using the apprenticeship model, which combines classroom instruction with on-the-job training.

The retraining program is managed by the Ministry of Economic Development (MEO), and the Curaçao Tourist Board (CTB) is responsible for the implementation of the program. The program is executed in close collaboration with the Ministry of Labor (SOAW), the Ministry of Education (OWCS), and private sector partners. It is designed to meet the workforce needs of the growing tourism industry while contributing to the island's socio-economic development and to the following SDGs:

SDG 8: Decent work and economic growth
The program helps to create jobs and promote decent work in the tourism and hospitality sector. It also helps to improve the skills and knowledge of workers in the sector, which can lead to higher wages and better career opportunities.

SDG 10: Reduced inequality
The program is open to everyone, regardless of their background or financial situation. This helps to ensure that everyone has the opportunity to gain the skills and knowledge they need to succeed in the tourism and hospitality industry.

SDG 11: Sustainable cities and communities
The tourism and hospitality industry is a major contributor to the Curaçao economy. The program helps to ensure that the industry remains sustainable and that it benefits all members of the community, now and and in the future.

SDG 17: Partnerships for the goals
Tourism can be in everyone’s benefit as long as we work as partners for a Curaçao. Collaboration within the ministries, Ministry of Economic Development and the Ministry of Social Affairs and the Curaçao Tourism Board is an exemplar for the goals.

Konsistensia den
komportashon

Taxi training

Empowering taxi drivers in 2021
In September 2021, the Curaçao Tourist Board (CTB) took a significant step towards enhancing the tourist experience by conducting a two-session seminar titled "I am The Future of Tourism!" The focus of this initiative was to equip 77 taxi drivers with the necessary tools and knowledge to deliver exceptional service to tourists who choose to explore our beautiful island.

In 2022, CTB were tasked by the Minister of Transportation, Urban Planning, and Public Works (VVRP) to jointly organize a public transportation course. Named "Navigating with Compass A & B," the course awards Certificate A to assistant drivers and Certificate B to license holders. Both programs have been revised and certified by the Ministry of Education, Science, Culture, and Sport (OWCS). Following a 2021 seminar with all taxi drivers, they developed a new curriculum for the course, which was a collaborative effort with the Ministeries VVRP and OWCS. This new curriculum included modules focused on service mindset and taxi driver reform, covering topics such as negotiation skills, The Golden Circle, entrepreneurship, tourism resilience, and excellent service. The course is delivered by the organization Nostra Growth.

In 2022, CTB launched a pioneering Refreshment course
In collaboration with the Ministry VVRP to enhance the skills of seasoned taxi drivers. This initiative addressed the skill gap created by the introduction of a new curriculum, which differed from what had been taught in previous years. The course successfully catered to a pilot group of 13 taxi drivers, aiming to standardize and elevate service levels.

Uplifting the tourism experience
Investing in the training and development of taxi drivers is a strategic move to elevate the overall quality of the tourism experience in Curaçao. Their friendly and knowledgeable service not only ensures that visitors leave with lasting memories but also encourages them to return and share their positive experiences with others.

The CTB's dedication to empower taxi drivers, highlights the collaborative spirit and commitment of all stakeholders to enhancing the tourism industry. As these important "front liners" continue to evolve and excel in their roles, they contribute to the island's reputation as a welcoming and hospitable destination.

This initiative not only reflects a shared vision for the future of Curaçao's tourism but also aligns with global goals for sustainability and quality service.

Pilar 3 - Community awareness

In 2021 CTB launched an awareness campaign called “Kòrsou ta dushi i limpi” (*Curaçao is "Dushi" and Clean*).
A dedicated social media campaign aimed to make Curaçaoans more aware of the beauty of their island and the importance of keeping it clean. The campaign included an awareness spot, inspiring TV ads, a jingle, and ads offering tips. It also involved collaboration with the Ministry of Health, the Environment and Nature, the Public Works Department (OW), and Selikor to carry out cleanup efforts on roundabouts, plazas, and public and tourist areas.

The campaign was launched with the slogan "Together, we will keep Curaçao clean!" This emphasized the importance of everyone working together to keep the island clean. A clean Curaçao benefits everyone and it is everyone's responsibility to do their part.

The following page provide examples of how the CTB's community awareness contributes to the SDGs and have a positive social impact on Curaçao.

Scan me

Kòrsou ta dushi i limpi contribution

-Contribution to the sdg's -

The "Kòrsou ta dushi i limpi" campaign is a testament to Curaçao's commitment to sustainability. While primarily targeting a cleaner and more sustainable environment for locals and tourists alike, the campaign's broader implications resonate with multiple SDGs:

Goal 3: Good Health and Well-being: By championing a cleaner environment, the campaign addresses potential health challenges posed by pollution and waste, promoting the overall well-being of Curaçao's residents.

Goal 6: Clean Water and Sanitation: Efforts against litter and waste indirectly safeguard water sources from pollution, endorsing both aquatic ecosystem health and clean water access.

Goal 11: Sustainable Cities and Communities: The core essence of the campaign lies in molding Curaçao into a sustainable city with enhanced waste management and reduced littering, fostering a healthier environment for all.

Goal 12: Responsible Consumption and Production: The campaign's call to minimize single-use plastics and amplify recycling practices is a step towards responsible consumption, helping shield the environment.

Goal 13: Climate Action: Beyond immediate cleanliness, the initiative heightens climate change awareness, a pivotal message for island nations like Curaçao susceptible to its impacts.

Goal 14: Life Below Water: A reduction in plastic waste inherently reduces ocean pollution, safeguarding marine life and preserving the vibrancy of underwater ecosystems.

Goal 15: Life on Land: Cleanliness on land directly correlates with the well-being of terrestrial habitats. Proper waste management ensures the safety and flourishing of diverse species, emphasizing biodiversity.

Goal 17: Partnerships for the Goals: The collaboration of multiple organizations, including CTB, Selikor, and various ministries, embodies the spirit of partnership, a cornerstone for realizing all the SDGs.

In sum, the "Kòrsou ta dushi i limpi" campaign not only elevates Curaçao's environmental stature but also intricately weaves into the fabric of multiple global goals, emphasizing the interconnectedness and collective responsibility of sustainable development.

MARIE PAMPOEN | FASE 3
Financiëring:
Ministerie van
Economische Ontwikkeling
Opdrachtgever:
Curaçao Tourist Board
CURAÇAO

Pilar 4- Development

The Curaçao Tourist Board is committed to developing Curaçao as a sustainable and inclusive tourist destination.
The CTB believes that the development of recreational areas for the community and tourists is essential for the island's long-term success. Recreational areas provide opportunities for residents to relax, exercise, and connect with nature. They can also help to promote social cohesion, community pride and therefore contribute to nation building.

The CTB supports the development of recreational areas for the community in a number of ways.

The CTB:

- Invests in the development of new recreational areas, such as parks, playgrounds, and sports facilities.
- Provides funding for the maintenance and upkeep of existing recreational areas.
- Works with local communities to identify and prioritize the needs for recreational areas.

The CTB supports the development of recreational areas for tourists in a number of ways.

Recreational areas in Curaçao offer a unique opportunity for tourists to connect with the local community. These spaces not only provide a place for relaxation and appreciation of the island's beauty but also encourage interactions with locals. Tourists can engage in various activities and interact with residents, creating a more authentic experience. These interactions contribute to the local economy and help tourists gain a deeper understanding of Curaçao's culture. Overall, recreational areas serve as a bridge between tourists and the local community, enriching the travel experience and fostering a sense of connection.

CTB promotes Curaçao as a destination with a variety of recreational activities, such as hiking, biking, and swimming.
Works with tourism businesses to develop new recreational offerings, such as water sports and outdoor adventure activities.
Partners with local organizations to organize and promote recreational events, such as festivals and concerts.

Zakito

Renovated Zakito Recreation Area:
IIn 2022, the Curaçao Tourist Board undertook the revitalization of the Zakito recreational area, also known as Koredor, which is frequented by local residents and tourists for a variety of sports, fitness, and social activities. The enhancement of this space included the construction of various palapas, two barbecue stations, an outdoor exercise equipment area, and a children's play zone. Additionally, the development saw the construction of two parking lots, the painting of three murals, the renovation of two buildings for commercial use, and the upgrading of the 'Parke pa Lucha i Libertat', a historical site commemorating the leaders of the slave uprising.

The CTB has assumed responsibility for the supervision, maintenance, and cleaning of the Zakito area. A supervisor has been appointed to oversee the area and ensure an optimal experience for all visitors. As of September 15, 2022, reservations for activities at the palapas or barbecue stations must be made through www.zakito.net. This process aims to organize and monitor the activities within the area effectively.

The Ministry of Economic Development provided funding for the renovations at Zakito. The CTB encourages the community to continue utilizing this area for physical and social activities and to assist in maintaining its cleanliness and appeal.
The Zakito recreational area's upgrade exemplifies the CTB's dedication to sustainable tourism development. By offering a secure and well-kept environment for leisure activities, the CTB fosters physical well-being, social unity, and environmental stewardship.

The renovation of the Zakito recreation area is also aligned with the United Nations Sustainable Development Goals (SDGs).

SDG 3: **Good health and well-being**: The renovated recreation area provides a safe and accessible place for people to exercise and be active. This can contribute to a healthy lifestyle and a reduction in chronic diseases.

SDG 11: **Sustainable cities and communities**: The renovated recreation area provides a place for social interaction and community building. This can contribute to stronger social cohesion and a sense of belonging.

SDG 13: **Climate action**: The renovated recreation area is designed to be sustainable. This means that it uses sustainable materials and energy sources.

Marie Pampoen

The Marie Pampoen Recreation Area is a sustainable project developed in three phases, with the first phase finished in 2017, and the third phase set to conclude in 2023. This project encompasses a beach area, a children's playground, an outdoor fitness area, a picnic spot, a skatepark, a beach volleyball court, kiosks, restrooms, lighting, and landscaping infrastructure. Financed by the Ministry of Economic Development, the project prioritizes environmental sustainability and aims to create a secure and enjoyable space for people of all ages, including both locals and tourists.

Phase 1 (2017)
The first phase of the project involved the construction of the western section of the area, with a walking and running trail, a beach area, a BBQ area, a picnic area, and a parking lot.

Phase 2 (2020)
The second phase of the project involved the construction of the sports complex, with a multi-purpose basketball, volleyball, and mini-soccer field, two bolas criollas (boules) fields, and an artificial turf football field.

Phase 3 (2023)
The third phase of the project involved the construction of a beach area with 9 palapas, a children's playground, an outdoor fitness area including facilities for people with disabilities, a picnic area, a skatepark, a beach volleyball court, 4 kiosks for commercial activities, a restroom building, and various benches and tables. The existing walking and running zone, as well as the promenade on Dr. Martin Luther King Boulevard were also improved and expanded. Various new paths were constructed, landscaping was applied, various types of lighting were installed, and facilities for water, electricity, and sewage were installed.

The Curaçao Tourist Board is in charge of the day-to-day management of the Marie Pampoen Recreational Area.

Social impact on the community of Curaçao
The Marie Pampoen Recreation Area is a popular spot for both tourists and locals to enjoy social and recreational activities. The project is a good example of sustainable development and is designed to provide a safe and enjoyable space for people of all ages.

The Marie Pampoen Recreation Area has a positive social impact on the community of Curaçao in a number of ways.
It provides a safe and accessible space for people of all ages and abilities to enjoy recreation, fitness, and social interaction. The project includes facilities for people of all ages, including children, youth, adults, and seniors. The facilities are also accessible to people with disabilities.
It promotes healthy living and well-being. The project includes facilities for physical activity, such as the sports complex, the outdoor fitness area, and the skatepark. These facilities encourage people to be active and healthy.
It creates a sense of community. The project provides a space for people to come together and socialize. The beach area, the picnic area, and the kiosks are all places where people can gather and enjoy each other's company.
Contribution to the SDGs

The Marie Pampoen Recreation Area contributes to the following Sustainable Development Goals:

SDG 3: Good health and well-being: The project promotes healthy living and well-being by providing facilities for physical activity in an outdoor area.

SDG 11: Sustainable cities and communities: The project creates a safe and accessible space for people of all ages and abilities to enjoy recreation and social interaction.

SDG 13: Climate action: The project offers natural shaded areas and is designed to minimize its impact on the environment.

SDG 17: Partnership for the goals: The collaboration between the Ministry of Economic Development, Curaçao Tourism Board and local area development firm Heren2 is the example of visionary local partnerships

Conclusion
The Marie Pampoen Recreation Area is a valuable asset to the community of Curaçao. The project provides a safe, accessible, and enjoyable space for people of all ages and abilities to enjoy recreation, fitness, and social interaction. The project also contributes to the Sustainable Development Goals by promoting healthy living, creating sustainable cities and communities, and taking action on climate change.

Pillar 5 -Engaged and Resilient

The Curaçao Tourist Board is unwavering in its commitment to fostering a sustainable, engaged, and resilient workplace for its dedicated employees. Embracing this commitment, CTB's employees actively participate in social impact activities on the island and generously support local projects in need with their own resources.

The organization focuses on four key areas to realize this vision

Training
CTB understands that continuous learning and growth are essential for its workforce. To empower its employees, CTB provides comprehensive training and development programs. These initiatives cover a spectrum of topics, including tourism products and services, customer service excellence and marketing strategies.

Diversity
In building a thriving workplace culture, CTB places a strong emphasis on diversity and inclusion. This commitment involves actively seeking and welcoming employees from diverse backgrounds and experiences. CTB believes that a diverse workforce brings a wealth of perspectives and ideas, contributing to its overall success.

Well-being
CTB values the well-being of its employees and invests in a range of programs and initiatives to support them. These include mental health resources, flexible work arrangements to enhance work-life balance, and the provision of ergonomic workstations to ensure physical comfort and productivity.

Employee-Driven Social Impact
Beyond their daily roles, CTB employees are actively engaged in social impact activities on the island. They willingly contribute their time, effort, and resources to support local projects and causes that are in need. Their collective commitment to giving back demonstrates CTB's dedication to social responsibility and community upliftment.

Curaçao and the SDGs

The Government of Curaçao has developed a roadmap for implementing the SDGs, which focuses on six priority goals Curaçao is committed to achieving the Sustainable Development Goals by 2030. CTB plays an important role in contributing to the six priority Sustainable Development Goals for Curaçao, as identified by the government. Here are some examples of how the CTB consciously and unconsciously contribute to these SDGs with its existing activities

By focusing its existing activities on these six priority SDGs, CTB can support the government's vision for sustainable and shared prosperity and contribute to the overall sustainable development of Curaçao.

SDG 1 No Poverty
CTB contributes to reducing poverty by promoting sustainable tourism that creates opportunities for local communities. This is done by supporting small businesses, generating employment, and promoting local products. Tourism generates income that reduces poverty and improves living standards.

SDG 7 Affordable and Clean Energy
CTB can promote the use of sustainable energy in the tourism sector. This can include, for example, encouraging accommodations and transportation providers to switch to renewable energy sources, and launching awareness campaigns about energy-efficient behavior for tourists.

SDG 3 Good Health and Well-Being
CTB promotes the health and well-being of both tourists and the local population by launching awareness programs about healthy living. Tourists can be encouraged to make healthy choices during their stay in Curaçao.

SDG 8 Decent Work and Economic Growth
CTB contributes to decent work and economic growth by investing in the development of local small and medium businesses in the tourism sector. This not only creates jobs, but also promotes fair working conditions and fair remuneration.

SDG 4 Quality Education
CTB is committed to improving education in the tourism sector. This is achieved by promoting professional development and training programs, both for current employees and for future generations. Striving for educational excellence within tourism will contribute to this goal.

SDG14 Life Below Water
CTB can commit to the conservation of marine ecosystems by promoting sustainable practices within the tourism sector. This includes protecting coral reefs, improving water quality, and launching awareness campaigns about the importance of marine biodiversity.

Social impact of tourism on Curaçao

Tourism can have a positive social impact on a destination through a variety of channels.

CTB's sustainability goals:

- To ensure that tourism is inclusive and accessible to all.
- To promote responsible tourism practices that minimize the environmental and social impacts of tourism.
- To create a sustainable tourism industry that benefits the economy, environment, and society of Curaçao.

Job creation: Tourism is a labor-intensive industry that can create jobs in a variety of sectors, including hospitality, transportation, and retail.

Skills development: Tourism can provide opportunities for skills development and training for local workers.

Community development: Tourism can support community development initiatives, such as education and healthcare.

Income generation: Tourism can generate income for local businesses and residents.

CTB is committed to ensuring that tourism in Curaçao has a positive social impact.

CURAÇAO
Curaçao Tourist Board

"To position Curaçao as the premier Caribbean destination, known for the diversity of its tourism offerings, thereby strengthening the linkage between tourism and other sectors of the economy with the view to achieve sustainable development and to provide a high quality of life for citizens."

CTB's organizational vision

The organization's initiatives focus already on the following areas:

Job creation and skills development: CTB works to promote tourism-related job opportunities for local residents and to provide training and development opportunities for workers in the tourism industry.

Community development: CTB supports community development initiatives that benefit local residents, such as education and climate protection programs.

Sustainable tourism: CTB promotes sustainable tourism practices that minimize the environmental and social impacts of tourism.

Implementing the SDGs

The SDGs provide a roadmap for achieving a better future for everyone, on all continents. CTB plays an important role in the development of Curaçao. Therefore, it is important that CTB is committed to implementing the SDGs.

This advice provides CTB with a step-by-step plan to achieve this.

Understand the SDGs
Start by studying and understanding the SDGs. Learn about their goals, indicators, and how they are relevant to tourism and sustainable development.

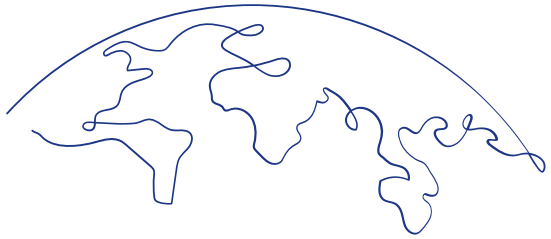
Engage stakeholders
Bring together stakeholders within the organization, such as employees, management, and partners, to raise awareness about the SDGs and their relevance to CTB. This can include workshops, seminars, or trainings.

Evaluate current activities
Analyze existing projects, initiatives, and policies of CTB to assess how well they already contribute to the SDGs. Identify strengths and gaps.

Select relevant SDGs
Select a limited number of SDGs that best align with the mission and goals of CTB. This makes it more manageable.

Set goals and indicators
Define specific goals and indicators to measure progress in contributing to the selected SDGs. Ensure that these goals are measurable, achievable, and relevant to CTB.

Implementing the SDGs



Integrate the SDGs into strategy and policy
Adapt the business strategies and policies of CTB to include the selected SDGs. Ensure that all decisions and actions support the SDGs.

Partner with others
Seek partnerships with other organizations, such as governments, local communities, and other stakeholders to increase impact.

Measure and communicate progress
Develop a system for data collection and monitoring to track progress. Communicate regularly about CTB's efforts related to the SDGs, both internally and externally.

Engage employees
Encourage employees to contribute to SDG-related initiatives. This can increase their engagement and generate new ideas.

Continuous improvement
Continue learning and improving by listening to feedback and experiences. Adapt the approach based on new insights.

Conclusion

Implementing the SDGs requires a long-term commitment and a sustained effort to promote sustainable development. It is important to set realistic goals and make progress step by step. It may also help to contact relevant experts or organizations with experience in the SDGs to get guidance in the process.

CTB Staff Contribution to the Community

CTB employees go beyond their work to help the community. They show their commitment by helping where they can.

Old newspapers

CTB goes beyond tourism; it's deeply involved in community engagement. CTB actively support the well-being of animals at Curaçao Animal Protection Foundation by collecting old newspapers from the office for lining the animals' cages. This simple act has a significant impact on shelter animals' comfort and health.

It contributes to the social impact of Curaçao and underlines CTB's commitment to building a stronger and more inclusive community. This initiative demonstrates that even small efforts can make a big difference for others and the world around us.

Christmas spirit

CTB employees showed their social commitment in 2021 by donating their Christmas hamper to those facing financial hardship. The packages contained a mix of holiday treats and essential provisions, and brought joy and gratitude to the recipients.

This selfless act is a reminder of the importance of giving, especially in challenging times.

World Cleanup Day

On September 17, 2022, CTB employees participated in World Cleanup Day alongside Raey, the ambassador of "Kòrsou ta Dushi i limpi," and 24 contractors. The CTB team didn't just join the cleanup; they embraced a profound sense of responsibility for Curaçao's beauty. They took pride in being part of an organization dedicated to preserving the island's natural splendor.The CTB staff demonstrated their awareness of the significance of environmental stewardship. They recognized the serious issue of littering and its potential negative impact on the environment.

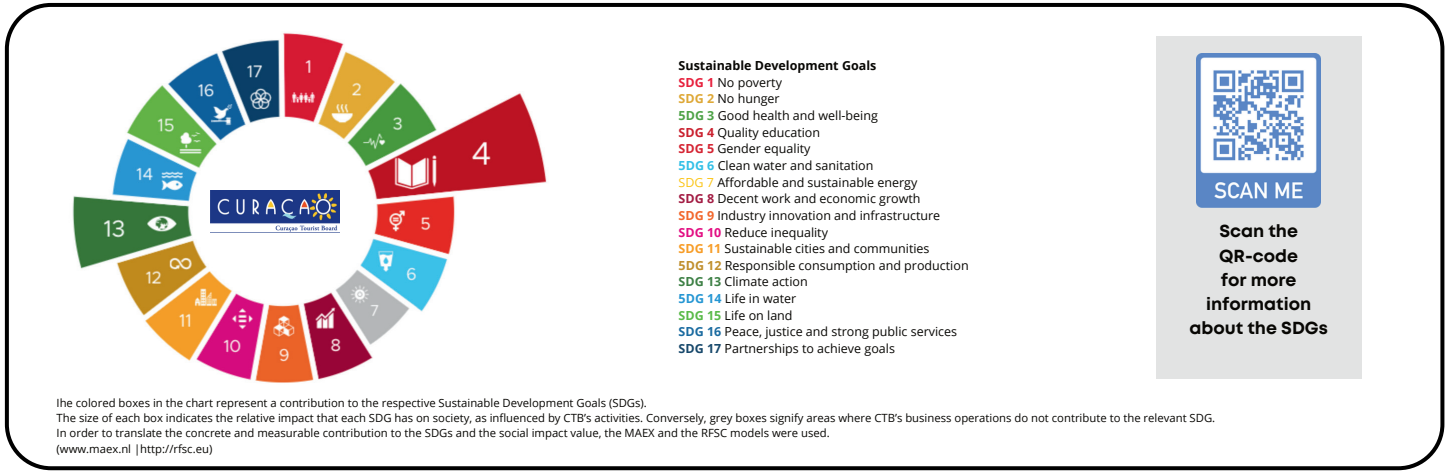
CUSTOMS
ACKERMAN

Conclusion

What do we mean by social impact based on the SDGs?
In addition to the concrete and measurable contribution that CTB makes to the SDGs, the social impact of Irado also plays an important role in society. With social impact, we mean: “The way in which CTB brings about changes in collective and individual norms and values, behavioral patterns, community structures, lifestyles, and quality of life”.

Methodology
Interviews were conducted with various departments of CTB (management, strategic development & planning, product development, communications, HR, facility, and marketing) to inventory their activities and data. This was done to determine CTB's concrete and measurable contribution to the SDGs and its social impact value, while taking into account the GRI Standards as much as possible.

Result 2021-2022



Closing statement:
CTB's social impact is reflected in its contribution to the SDGs. By listing and measuring all sustainable activities, it has identified which SDGs it is contributing to. CTB's impact is not limited to promoting Curaçao as a tourist destination; it also extends to shaping the island's communities, enhancing economic development, and to educate the industry and community to protecting the environment.

CTB is a major contributor to the sustainable development of Curaçao. By promoting sustainable practices, CTB supports the reduction of the environmental impact of tourism, increasing social development and to create a more sustainable future for the island. This approach is instrumental in shaping a more sustainable future for the island. Furthermore, CTB's unique ability to connect visitors with the local community catalyzes both social and economic development, leading to sustainable economic growth. This synergy positions CTB as a key driver of sustainable progress in Curaçao.

"Turismo sostenibel no ta solamente un asuntu di protehá medio ambiente, pero tambe di krea impakto sosial i ekonómiko."

- Organisashon Mundial di Turismo di Nashonnan Uni -

Sustainable tourism is not only a matter of protecting the environment but also of creating a positive social and economic impact."

- United Nations World Tourism Organization -

-Foundation-