

Fiona Jeffery OBE

Founder & Chairman – Just a Drop

Finn Partners & Africa Travel & Tourism Association-
NED & Former Chair

ITT- Chair Sustainability Committee



Election Address

I have been a Board Member for the last 4 years and I'm putting myself forward for re-election in order to continue to build on the work undertaken over last 2-3 years.

I joined the Board with the aim of encouraging our industry post pandemic to "Build Back Better" as part of our collective road to recovery. During this time, I have taken on the role of Chair of ITT's Sustainability Committee established in 2023. We have 4 key areas of focus to support the membership and are currently working towards this thanks to the dedication of the amazing volunteers on the committee. (link to committee members)

Carbon Management- assisting members and ITT with the measurement and reduction of greenhouse gas emissions across their travel businesses, including places of work, direct operational activity, supply chains and recognised spheres of influence or impact.

Protecting Destinations- recognising the responsibility and contribution travel companies & ITT have in protecting the local environment and ensuring local communities benefit from tourism

Support Professional Development- a programme to engage wider membership and C-Suite by improving knowledge and expertise in sustainable tourism practises including access to a tailored Resource Hub and specialist training

Development of an ITT Sustainability Community- to share knowledge, expertise and best practise.

Having started this programme of work, I'd welcome the opportunity to continue to build on this as a member of the Board.

I have a broad understanding of the industry and have operated on the national and international stage engaging with governments, the private and third sectors. I believe ITT can help and support its membership and the industry towards a more sustainable and environmentally appropriate pathway.

I have been a Member of ITT for over 15 years and would like to contribute to its core values and purpose and thereby enhance ITT's relevance and benefit to the industry.

Biography

A graduate of Edinburgh University, Fiona Jeffery has had an accomplished career working in the travel industry across Government, the Private and Third Sectors, and was responsible for World Travel Market (WTM) from 1986-2013 both as Managing Director and ultimately as Chair. She created a responsible tourism drive across the industry globally, World Responsible Tourism Day in association with the UNWTO, now the largest responsible tourism gathering across the world. She also launched the first Ministerial Summit bringing the public and private sectors together to debate and shape the industry.

In 1998 Fiona founded the international development organization Just a Drop, bringing sustainable safe water, sanitation, and hygiene education to communities across the world. The organization supports 12 out of the 17 UN Sustainable Development Goals and to date has changed the lives of nearly 2 million people.

Fiona, as a member of the UNWTO World Committee for Tourism Ethics successfully got agreement at the UN General Assembly to convert the UNWTO Global Code of Ethics into a legally binding Convention. She also sits on the Advisory Board for School of Hospitality and Tourism at Surrey University and is a Senior Partner for Finn Partners Global Sustainable Tourism PR Practice and Global Travel Recovery Network. In 2012, Fiona was awarded an OBE by Her Majesty the Queen for services to travel and tourism, as well as being recognized in the Directory of Social Change Influencer Awards in 2015 and inducted into the Global Travel & Hospitality Hall of Fame in 2020.

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