



## **MEDIA KIT**

### **BACKGROUNDER** **GREEN PILGRIM JERUSALEM** [www.greenpilgrimjerusalem.org](http://www.greenpilgrimjerusalem.org)

As a founding member of the global Green Pilgrimage Network (GPN) and as the spiritual destination for three of the world's largest monotheistic faiths, Green Pilgrim Jerusalem (GPJ) is working with its partners and the wider Jerusalem hospitality and tourism industry and environmental organizations to promote the aims of GPN. With millions of visitors and pilgrims coming into Jerusalem every year (80% of all Israel's incoming tourists visit Jerusalem), the strain on the city's infrastructure, its sacred sites and its natural spaces is significant.

Backed by the Mayor of Jerusalem Nir Barkat and initiated and directed by Deputy Mayor and GPN International Goodwill Ambassador Naomi Tsur, GPJ is committed to the creation of a strategic plan that will ensure the conservation of Jerusalem's unique cultural, religious and natural heritage alongside sustainable urban infrastructure development and economic growth. GPJ will showcase sites of green pilgrim significance in the City of Jerusalem and its surrounds; engage with faith leaders and communities and pilgrim tour operators to further promote tourism to the City of Jerusalem and its surrounds; engage in a process of greening the hospitality, tourism and conference industry in the City of Jerusalem; launch the Israel Chapter of the Green Pilgrimage Network and initiate a process to create an Ethical Code of Conduct for the Public Domain for the City of Jerusalem.

In the words of Jerusalem Deputy Mayor Naomi Tsur and GPJ Founder: "This innovative model provides a unique opportunity for Jerusalem. In an ancient city, whose traditions are rooted in the past, we will encourage all sectors to engage in the process of greening our environment. Governmental bodies, NGO's, religious institutions, businesses and local communities, as well as the pilgrims themselves, will work together towards a sustainable future."