Call for Expressions of Interest to Host Global Green Destinations Days (GGDD)

Green Destinations is engaging with potential hosts of Global Green Destinations Day 2020. We are also exploring interest in hosting Regional events as well as GGDD 2021. Green Destinations events are organized by a Host authority (or organization), with support of Green Destinations, sponsoring and supporting companies. The objective is always to deliver a very attractive event for destination leaders, managers and experts.

Our goal is to make Global Green Destinations Days the world’s leading event series on sustainable tourism destinations. The event stages the presentation of the annual Sustainable Destinations Top 100 and of the prestigious Green Destinations Awards, in the period from mid-September and end-November. GGDD can be combined with a national or international event on ecotourism or tourism sustainability (in English).

The Host destination needs to have a good record in tourism sustainability and would participate in the Green Destinations Awards & Certification Program. The venue needs to be well accessible by public transportation (or by conference shuttles).


Event Objectives

- The main objective of GGDD is to support destination managers and business leaders in delivering better and more sustainable destinations, by presenting success stories, “green solutions” and by peer-to-peer exchange of good practice experience.
- As an outcome, the goal is to get an agreement among participants to really make an impact, multiplying the resources – human and financial – to engage more and more destinations around the world, as the world needs radical solutions urgently.
- The Event especially aims to convene the Green Destinations Community: Global Leaders, destinations participating in the certification & awards program, GD Ambassadors, GD Country Representatives, representatives of GD partner organizations and other professionals seeking training on destination management and good practice solutions.

Benefits for Host Destination

- The host destination, its business partners and sponsors are given unique opportunities for global exposure, among the global Green Destinations Community, in mainstream social media, live media and in the GGDD-conference program.
- The event will be announced and promoted as the Global Green Destinations Days (GGDD20), organized by << name of the Host destination >> to which sponsoring businesses can be added.
• Your destination management organization, local public and private stakeholders can learn firsthand about the state-of-the-art in tourism sustainability, management and marketing.
• You may obtain specialist support to make a nomination for the Sustainable Destinations Top 100 and to prepare for a Green Destinations Award.
• The host destination will then receive special recognition and exposure at the Top 100 Awards ceremony and Gala Dinner.
• A Host destination official will be invited to join GD’s Global Leaders Community.
• You may expect between 150 and 275 hotel room bookings for ca. 3 nights each.
• You can invite as many local participants to the event, whether public or private sector, to learn, network and start implementing GD Standards in their respective endeavors.
• Privilege to have GD Green Travel Guide and map of the host destination which may include a sustainability assessment and recognition (Green Travel Seal) of small and medium size enterprises.

Elements of the event

This conference would include the following elements:

**DAY 1**
1. **Green Destinations Partnership Day**: a business meeting of Green Destinations Representatives, Partners and Auditors on the development of GD Programs.
2. **GD Global Leaders Dinner meeting**, providing an opportunity for the Global Leaders Community to meet Organisers, keynote speakers and interested GD representatives.

**DAY 2 AND 3**
3. **A Conference** with at least three half-day conference sessions dedicated to destination management, including:
   a) Plenary presentations, incl. on Green Destinations programs and keynote speaker(s);
   b) Series of parallel thematic panel sessions incl. good practice presentations and moderated discussion on priority topics (main sessions in English, two or three in parallel).
   c) Sustainable tourism story presentations in connection to the next Sustainable Top 100 Destinations Awards at ITB Berlin.
4. **GD Awards ceremony**: plenary announcement of the Award winners of destination certification programs (Green Destinations, QualityCoast, national award schemes).
5. **Green Destinations Dinner**, subject to an additional fee. Up to 60 representatives of the award-winning destinations will be offered this dinner for free (mostly mayors and vice-mayors).

6. At least a half-day field visit or **working visit** in the destination.

**DAY 4 (or Pre-Conference)**
7. A full-day classroom **training** organized by Green Destinations.

**Responsibilities of Green Destinations**

2. Contribution to the call for and selection of speakers including international invited speakers.
3. Contribution to international communication and media exposure (incl. social media) in the Green Destinations network.

4. Propose guidelines in order to make GGDD a responsible and sustainable event.

5. Inviting and mobilizing the GD network and representatives of Top 100 winners.

**Responsibilities of Host-Organizer**

Host Organizer will be responsible to organize and deliver the conference, elaborated as follows:

1. Full financial responsibility, financial accounting, hiring facilities and setting non-commercial registration fees for the Conference fee as well as for the Green Destinations Awards Dinner.

2. Visa application support (sending invitation letters).

3. Online registration and international payment.

4. Call for conference speakers, selection of conference speakers including invited speakers from the country.

5. Creating the program of the conference program and field visit, including the invitation and management of speakers.

6. Securing a suitable conference venue including:
   - the main auditorium for 150-200 Pax,
   - one or two break-out room for 50-80 Pax,
   - registration desk with staff or volunteers,
   - facilities incl. good WIFI, presentation equipment and technical support in presentation rooms,
   - organization and catering.

7. Securing funds to organize the whole event including communication, promotion, materials, technical support, badges, photographer (Awards ceremony), signposting, roll-up banners, shirts for crew, etc.

8. Securing free participation (no registration fees) as follows:
   - Day 1: conference room for up to 40 participants of GD Partnership Day, incl. presentation facilities, coffees and sandwich lunch.
   - Day 2-3: registration fee waivers for up to 80 conference delegates (for access, coffees, lunch, tea, drinks etc.), to be selected by Green Destinations and to include: Award winners (e.g. Green Destinations and QualityCoast), GD Partners invited to participate in the program; keynote speakers and key international representatives. For 40-50 of the special guests we will expect a good practice story, to be accepted for presentation.
   - Day 4: conference room for up to 40 participants of the GD Training, incl. presentation facilities, coffees and sandwich lunch.

9. Securing up to 40 free hotel room nights (for GD-representatives and staff, keynote speakers and special guests (20 in three star and 20 in four-star accommodation, in principle with two single beds for potential double use).

10. Care for dietary requirements during conference and field trips.

11. Securing event sustainability, e.g. waste reduction and recycling, responsible catering (carbon neutral, no plastic footprint). Food: vegan/vegetarian option; fish: MSC/ASC; meat and eggs: organic; locally sourced and regional/typical dishes where appropriate.

12. Leaving a LIVING memory of the conference at the destination: plant trees (native species).

13. Exploring and seizing opportunities to develop synergies with other events and activities.


15. Inviting and mobilizing their network.
Optionally, it would be highly appreciated if Host Organizer could secure an appropriate travel budget for two GD-officials (speakers-facilitators) and for one or two international keynote speakers.

**Financial aspects**

The budget necessary to meet the above requirements will highly depend on the local price level.

Option 1: Green Destinations requests Host-Organizer to provide Green Destinations with 20% of Registration fees income and 5% of Hotel payments income to cover GD's costs of international promotion, selecting presentations, helping to prepare program, international transportation, panel chairing & reporting.

Option 2: In case Host-Organizer wishes to make Green Destinations responsible for the event website and the registration, payments and hotel bookings, Green Destinations will charge 40% of Registration fees income and 10% of hotel bookings.

**Sponsoring policy**

Various elements are obviously suitable for sponsoring from the business sector or others, e.g.:

- field trips;
- any dinners or lunches;
- presentation of sustainable or responsible local products or services, incl. conference items.

The sponsoring policy is jointly developed and implemented by GD and the Host Organizer, taking into account sponsor’s CSR and sustainability policy and records.

**Special program for Global Leaders**

In 2018 part of the event was organized as the Founding conference of the Green Destinations’ Global Leaders Program. We now prefer to integrate Global Leaders’ participation in several events including GGDD. This can start with a working dinner for Global Leaders on the evening before the event.

**Potential Participation**

**International participation:** The expected number of international participants will depend on the accessibility of the venue and of the level of the registration fees. Based upon the experience of previous years (in Europe), the expected number is between 100 and 125.

**Domestic participation** is expected to be between 50 and 150, depending on promotion efforts by Host Organizer.

**Expressions of Interest and Procedure**

Interested parties are invited to send their Expression of Interest to Albert Salman, President of Green Destinations, indicating their preliminary perspectives re: any of the above-mentioned elements of the event to be organized, but especially:

- Indication of Host Authority or Organizer.
- Location and potential venue (with sustainability and accessibility info).
- Possible dates.
- Main (recommended, responsible) transportation options from other countries.
• Expected (targeted) number of participants.
• Terms & Conditions of local travel agency.
• Any confirmations or concerns regarding the Objectives and the Elements of the event, the proposed Responsibilities of the Host Organizer, and Sponsoring policy.

Green Destinations will engage in consultations with a limited number of candidate Host Organizers.

Green Destinations will propose a cooperation agreement with a candidate Host Organizer on the basis of the conclusions of these consultations. This agreement will include a timeline of preparation and specify registration fees, sponsoring policy and the responsibilities of parties involved.

Further information: Albert Salman, Green Destinations. albert@greendestinations.org
Green Destinations foundation, Leiden, The Netherlands, 21 October 2019