

Final Call for Nominations: Sustainable Destinations Top 100 Awards at ITB Berlin

Destination managers and stakeholders are invited to submit a nomination to the 2020 Sustainable Destinations Top 100 Awards. The Awards presentation, 4 March 2020, is hosted by ITB Berlin, the world's leading travel and trade show. The competition is organised by 14 organisations with the aim to showcase good practice stories in destination management.

Nominations can be submitted by presenting a good practice story in sustainable and responsible destination management. The 2020 Award categories include:

- **ITB Earth Award:** destination showing global leadership in combatting climate change and environmental degradation.
- **Best of Culture & Communities:** global leadership in protecting culture and tradition involving local communities, and avoiding overtourism.
- **Best of Nature & ecotourism:** destination showing global leadership in protecting wildlife, natural habitats and landscapes.
- **Best of Seaside:** coastal or island destination showing global leadership in offering sustainable water-related tourism and leisure opportunities.
- **The best overall Top 100-destination in each continent: Best of Africa, Best of the Americas, Best of Asia-Pacific and Best of Europe.**

Eligible for participation are destinations selected in the Sustainable Top 100 competition including any Silver+ Award level members of GD's Award & Certification program.

As a reference, find the [2019 Top 100 & ITB Awards here](#).

Key Dates 2019-2020			
2019 Top Destinations		Any other destination	
Nov 20	Final day to submit additional or revised Good practice stories.	Jan 2	Final Day to submit: <ul style="list-style-type: none"> - Application for 2020 Top 100 pre-selection, <i>and</i> - Good practice story for Sustainable Destinations Top 100 Awards at ITB Berlin
Jan 11	Initial feedback to nominating destinations regarding Good practice stories		
Mar 4	Presentation of 2020 Sustainable Destinations Top 100 Awards, ITB Berlin – Palais am Funkturm Awards stage		



Eligibility: Sustainable Destinations Top 100

Selection to the **Sustainable Destinations Top 100** is required to be eligible for participation in the 2020 Sustainable Destinations Awards. There are 4 options to secure this (pre)selection:

- a. Selection in the 2019 Sustainable Destinations Top 100 list.
- b. Reached at least Silver level in the Green Destinations Awards & Certification Program before 1 February 2020.
- c. GD Global Leader regions or countries with at least three destinations in the 2019 Top 100 or participating in the GD Awards & Certification Program.
- d. Submit an application for 2020 Top 100 pre-selection before 2 January 2020.

How to participate in the Awards competition?

Eligible destinations, regions or countries can become finalists of the 2020 Award competition when they meet the following requirements:

1. A brief destination description, a map, a sustainability pitch, and 5 copyright-free pictures (high resolution, 1 MB or more) are updated to the GD online platform.
2. A **good practice story** in any relevant field of destination sustainability (keep in mind the Awards categories!) indicating the who, the why, the what, the how and the lessons for other destinations. Illustrate your good practice story with articles and pictures from 2017 or later.
3. Completed documentation clarifying what the destination is doing to adhere to the Green Destinations Standard (at least for the Top 100 core criteria).

2019 Top 100 destinations have been invited to present their good practice stories at Global Green Destinations Days (GGDD19). Additional or revised stories can be submitted until 20 November 2019. Every destination can submit up to two stories on different Award categories.

The selection procedure

All information submitted by destinations will be processed in the Green Destinations database and evaluated by the Top 100 Team, supported by international experts and supervised by an International Awards Jury.

Selection for the 2020 Awards will be done on the basis of:

- The innovative quality and impact of the **good practice story** and its applicability in other destinations.
- Information provided on efforts to meet the **Green Destinations Standard**.
- Information provided on the Green Destinations / Top 100 **Indicator Reports**.

Guidance for good practice stories

Submissions can be done in Word and compatible programs, PPT, google docs or presentation or saved in PDF until 20 Nov. 2019:

- by uploading in the Green Destinations platform and notifying by email: Team@SustainableTop100.org;
- by sending to Team@SustainableTop100.org using wetransfer.com.

In both cases the submission is illustrated through **5 high-quality pictures** (with captions of all pictures).

The submission should address the following items:

Destination name, Country
Author, organization / affiliation
Email address
Title of Good Practice Story
Submission for the following Awards (several possible)
Issues faced: <i>What was the problem/issue that was solved with the Good Practice? Why was it a problem?</i> <i>Example: UTOPIA's hotels and airport are large consumers of energy. Although much of the island's energy is supplied by wind power, saving energy would greatly benefit the island's carbon footprint. However, these businesses usually have no good idea or expertise on where they can improve on saving energy. Therefore, the Tourism Corporation Utopia offered a free audit to a number of hotels on the measures they can take to reduce energy consumption, and to how even to generate clean electricity, in a way that makes business sense.</i>
Methods / steps / tools used: <i>How was the good practice implemented?</i> <i>Example: TCU liaised with the Senior Expert Volunteer Organisation, who facilitated an energy audit of xx hotels on the island. [discuss: stakeholders involved, how the audited premises were selected, other steps/actions/coordination]</i>
Specific/measurable results, benefits and recognitions (e.g. awards): <i>What were the qualitative and quantitative results of the good practice?</i> <i>Example: The result was an audit of xx premises with recommendations for improving energy efficiency and performance. An estimated xx % of energy reduction total if the recommendations are implemented. Many of the recommendations have a return on investment of under xx years.</i>
Lessons learned: <i>what problems/issues did the implementers of the good practice face, and how have they overcome any problems or challenges in the implementation of the practice?</i> <i>Example: how was dealt with difficulties, finding an energy auditor, selecting premises, ensuring recommendations are put into practice?</i>
Specific/additional (web)references: <i>links to further information, Youtube video, images, documents</i>
Key success factors (how did you overcome the issues, resume in 3 points): <ol style="list-style-type: none">1. ...2. ...3. ...
Permission to disseminate this good practice story: please confirm that Green Destinations and ITB Berlin are authorized to disseminate this good practice story with pictures.

Benefits of participation

Top finalists and Award winners will receive their certificate on the 2020 ITB main stage, are published on the Green Destinations and Top 100 websites and social media. The **2020 Award** winners will receive a special ITB Award badge for destination marketing, and their good practice stories will be referred to at ITB Berlin's main stage.

International Awards Jury

The selection procedure of the 2020 Awards is supported by experts connected to the Top 100 Award Partnership supervised by:

- Green Destinations, the Netherlands: Albert Salman, founder and President of the Jury.
- ITB Berlin, Germany: Rika Jean- François.
- Asian Ecotourism Network (AEN), Thailand: Masaru Takayama, Japan.
- bookdifferent.com, the Netherlands: Lonneke De Kort.
- Destination Stewardship Center, USA: Jonathan B. Tourtellot.
- Ecotourism Australia, Australia: Rod Hillman.
- Global Ecotourism Network (GEN), USA: Glenn Jampol, Costa Rica.
- Linking Tourism & Conservation (LT&C), Norway. Peter Prokosch.
- QualityCoast Awards, the Netherlands: Hugo de Jong.
- Society for Sustainable Tourism & Development: Susan Santos de Cárdenas.
- Sustainable Travel International (STI), USA: Paloma Zapata.
- Travelife for Tour Operators and Travel Agents, the Netherlands: Naut Kusters.
- TravelMole's VISION on Sustainable Tourism, Paris: Charlie Kao
- Totem Tourism, UK: Valere Tjolle.
- GLP Films: Rob Holmes, Founder & Chief Strategist.

Leiden, 5 November 2019