



ITB
BERLIN

PRESS RELEASE

GREEN DESTINATIONS STORY AWARDS 2021 Streamed Online, on 12th March at 2PM CET

Green Destinations is proud to announce that all destinations of the [2020 Top 100](#) list have been competing to see their Good Practice Stories go through to the final Awards event connected to ITB Berlin. All approaches described in these 100 stories have been considered for one of the five categories of the [Green Destination Story Awards - sponsored by ITB Berlin and GLP Films](#). Important selection criteria are: how innovative the approaches are, how effective they are to solve real problems in tourism sustainability, and to what extent they can be applied elsewhere.

GLP Films (GLP), the award-winning content marketing agency dedicated to global sustainable tourism, is the official storytelling partner for the event. GLP is providing video storytelling consultation and editing services to help the finalists communicate their award-winning sustainability stories.

An additional 6th award, the People's Choice, will be conferred to the destination receiving the most votes on the Green Destinations' voting platform, till the 3rd of March 2021. Find out more about the Award [here](#).

The selection for these awards has been conducted by the Green Destinations Story Awards Jury, composed of:

Albert Salman – President of the Jury
Rika Jean-François – ITB Berlin
Masaru Takayama – Asian Ecotourism Network
Jonathan B. Tourtellot – Destination Stewardship Center
Rod Hillman – Ecotourism Australia
Glenn Jampol – Global Ecotourism Network
Hugo de Jong – Green Destinations
Naut Kusters – Travelife for Tour Operators
Valere Tjolle – Vision of Sustainable Tourism
Rob Holmes – GLP Films
Mafalda Borea – Sustainable First
Bernard A. Metzger – TravellIndex

Six stories have been nominated for each Award category, from which three will be selected as finalists and presented during the awards ceremony where the final results will be announced.

Find below the nominees for THE 2021 GREEN DESTINATIONS STORY AWARDS:

Communities & Culture Category

Azores Islands, Portugal - [Sustainability Charter of the Azores](#)

Fiskars Village, Finland - [Development of an old ironworks village towards becoming a fully sustainable cultural tourism destination](#)

Hiiumaa Island, Estonia - [European mink-world natural heritage](#)

Kahuzi Biega National Park, Republic of Congo - [Sustainable Community Development at Kahuzi Biega National Park](#)

Mali Losinj, Croatia - [IQM Destination Lošinj](#)

NE Yilan Coast, Taiwan - [Tamsui-Kavalan Cultural Trails Connecting Past, Present and Future](#)

ITB Earth Category

Club Paradise Palawan - [A SUSTAINABLE PARADISE IN TARANUMAN FARM](#)

Futaleufu, Chile - [Futaleufu: A path of sustainability in the Chilean Patagonia.](#)

Miren Kras, Slovenia - [DREVOZACERJE-TREEFORCERJE](#)

Saaremaa, Estonia - [I LAND SOUND FESTIVAL: I LAND GREEN](#)

Tartu, Estonia - [The Goal of Tartu is to reduce private car use to 25% of all travels by the year 2040](#)

Tibau do Sul / Pipa - Brazil - [Ecological Sanctuary of Pipa](#)

Nature & Ecotourism Category

Khoadi Hoas Conservancy, Namibia - [HUMAN-WILDLIFE CONFLICT: Our pledge to help communities and wildlife](#)

Kočevsko, Slovenia - [Bear watching programs as a method of conservation brown bear population in Kočevsko region](#)

Parnu, Estonia - [Urban cows](#)

Rolante, Brazil - [Rolante Cycling Tourism](#)

Saba, Dutch Caribbean - [Saba Reach Foundation - Organoponics Garden](#)

Tivat, Montenegro - [Restorative Change Management of the Special Nature Reserve "Tivatska Solila"](#)

Islands & Seaside Category

Lika Destination, Croatia - [Local products in function of sustainable destination development: Lika Quality](#)

Lord Howe Island, Australia - [Restoring Paradise: Predator free Lord Howe Island](#)

Niue Island - [Niue-World's first Dark Sky Nation](#)

Saba, Dutch Caribbean - [Drinking water bottling plant Saba](#)

São Miguel de Gostoso, Brazil - [The Community-Based Tourism course](#)

Townsville, Australia - [Transforming an Industrial City- One Sustainable Story at a Time](#)

COVID and Tourism Category

Brda, Slovenia - [PROMOTION CAMPAIGN: BRDA CHERRY IN EVERY HOME & MAKE YOURSELF YOUR OWN CHERRY FESTIVAL](#)

Breckenridge, USA - [Town of Breckenridge COVID-19 Rapid Response](#)

Ljubljana, Slovenia - [Culture on the web](#)

Nijmegen, Netherlands - [Good Practice Green Destinations - Monitor bezoekersdrukte](#)

Thompson Okanagan, Canada - [BUILDING TOURISM RESILIENCY - In the Face of A Pandemic](#)

Vail, USA - [Resilience and Adaptation in the Face of Adversity](#)

Green Destinations: People's Choice Award

All 100 destinations are eligible for this Award! The winner will be the destination which has collected the most votes through the form on [this page](#).

We encourage all destinations to get the word out about this Award on their social media platforms or websites in order to share their stories and to gather as many votes as possible! The "People's Choice Award" winner will be announced at the **Green Destinations Story Awards** online event on 12th March at 2PM CET.

About Green Destinations

Green Destinations Foundation is a non-profit organisation for sustainable destination development and recognition, based in the Netherlands. Together with our partners we support more than 200 destinations in 60 countries to deliver responsible tourism based upon globally recognized principles and the Sustainable Development Goals. Visit <https://greendestinations.org/> to learn how we work with destinations and countries.

About GLP Films

Founded in 2008, GLP Films (GLP) is the only full-service content marketing agency that specializes in quality storytelling and strategic distribution campaigns dedicated to travel and sustainability. We work with destinations, tour operators, hotels, and travel brands to develop creative solutions focused on delivering the best ROI in consumer and trade content marketing. GLP was voted the three-time winner of the #1 Adventure Travel Film and is a two-time winner of Travel Weekly's Magellan Award for Best Marketing Video. We have produced over 200 critically acclaimed short films and distribution campaigns for global travel brands and media, including Visit California, Visit Portland (Maine), Tourism Authority of Thailand, Indonesia Tourism Board, Georgia National Tourism Administration, National Geographic, Travel and Leisure, and more. Visit www.glpfilms.com for more information.

About ITB Berlin

Berlin ITB Berlin is the world's leading travel trade show. Learn more on <https://www.itb-berlin.com/>.

February 8, 2021
The Netherlands

