2022 CALL FOR APPLICATIONS

GREEN DESTINATIONS TOP 100 STORIES

SUPPORTED BY THE FUTURE OF TOURISM COALITION.

Inspire responsible tourism leadership

ITB BERLIN

FUTURE OF TOURISM

GREEN DESTINATIONS
Every year, the Green Destinations Top 100 Stories competition generates an amazing collection of Good Practice Stories, covering many aspects of sustainable destination management and regeneration. They illustrate the leadership of their storytellers, and they are a great inspiration for destination, businesses and travellers.

This 8th edition of the Top 100 competition is supported by the Future of Tourism Coalition and partner organisations: ITB Berlin (Germany), GLP Films (USA), Sustainable First (U.K. / Thailand), Travelindex (U.K. / Thailand), the Asian Ecotourism Network, AEN (Thailand), the Global Ecotourism Network, GEN (USA / Costa Rica), Ecotourism Australia (Australia), and Travelife for Tour Operators and Travel Agents (The Netherlands).

We are thrilled to welcome destinations from all around the world, to tell their story, to share their experience and successes and to inspire the future's tourism leadership.

ALBERT SALMAN
Founder of Green Destinations

www.greendestinations.org
HOW TO APPLY...

WHO CAN PARTICIPATE?

MUNICIPALITIES*

ISLANDS & REGIONS

PROTECTED AREAS

PRIVATE DESTINATIONS**

*includes cities, towns or rural communities.

**must include tourism facilities on the premises (preferably accommodation), include, control or manage a considerable area or asset which offers ecological, natural, cultural, geological or landscape values and include resident local communities in their supply chain or operations.

HOW TO PARTICIPATE?

1. STEP 1: SUSTAINABILITY CHECK

Applicants are required to self-report on core sustainability criteria of the **Green Destinations Standard** (recognised by GSTC):

- 1st-year applicants: 15 criteria
- 2nd-year applicants: 30 criteria

Destinations must reach at least **60% compliance** to be eligible to take part in Step Two.

2. STEP 2: GOOD PRACTICE STORY

Once deemed eligible, participants will be asked to submit a **Good Practice Story**.

A Good Practice Story template is provided by the team to support destinations in this process.

Destinations will be asked to provide at least **5 copyright-free photos and 30 secs of video footage** to illustrate their story (to be used for promotion).

TRAINING PROVIDED

Gain access to the **Green Destinations Top 100 Training**, specifically designed to provide you with the skills and expertise you will need for these two steps, as well as provide you with a strong foundation to effectively start your sustainability journey. Learn about:

- **The Green Destinations Core Criteria** - considered essential to achieve basic sustainability performance
- **Writing your best Good Practice Story** - how to identify your best story, how to use the Story template, how to use it as a competitive advantage after selection to the Top 100, etc.

*This training includes video presentations, webinars with industry experts and live Q&A sessions.*

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The application will be reviewed by the Top 100 team, and if eligible, the applicant will receive a login for the Green Destinations online platform and instructions to complete the submission.

The applicant will also gain access to the following Green Destinations training modules: 1) The Green Destinations core criteria; and 2) Writing the best good practice story.

Registration deadline: The final deadline for registration is the 1st of April 2022.

Please refer to our FAQ page and Terms and Conditions for more information.

All stories submitted to the 2022 Top 100 will be automatically eligible for the Green Destinations Story Awards - at ITB Berlin 2023

COMPETITION TIMELINE

STEP 1: Submit your sustainability check, which will be evaluated by 2 trained Top 100 Evaluators.

STEP 2: Submit your Good Practice Story, which will be evaluated by 2 trained Top 100 Evaluators.

TOP 100 LIST: Unveiling of the 2022 Green Destinations Top 100 Stories list at the Global Green Destinations Days.

GD STORY AWARDS: Green Destinations Story Awards at ITB Berlin for the best stories of each category.

Evaluations will be reviewed by the Green Destinations Top 100 Stories Committee.

You will receive more information about the specific timeline of the competition (deadlines for submission and dates for live training sessions) in your Welcome Pack upon confirmation of registration.
Green Destinations is pleased to offer 10 Free Spaces in the competition, for destinations that cannot afford these fees. Fill in the form below to check eligibility for fee waiver.

Fee waiver form

"INSPIRE RESPONSIBLE TOURISM LEADERSHIP"

Managing a destination sustainably is not an easy task and will result in many challenges. Any of these challenges are an opportunity for a Good Practice Story. All you need to do is recount the innovative and inspiring solutions your destination has implemented in response to these difficulties. This story can be written in collaboration with the private sector if appropriate (get in touch with the team to learn about the requirements of partnering with the private sector for your story). Find inspiring examples of Good Practice Stories here.

Applicants are required to submit a new or updated Good Practice Story in one of the categories below. Find out more about them here.

Governance, Reset and Recovery  |  Nature & Scenery  |  Environment & Climate  |  Culture & Tradition  |  Thriving Communities  |  Business & Marketing

A destination can submit up to 3 stories, to increase chances of selection to the list. Only 1 story can be selected to the Top 100 list.

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REQUIREMENTS

COMPETITION FEES

300€ excl. VAT
For destinations from low and medium income economies***.

600€ excl. VAT
For destinations from high income economies***

***check your destination's status in the World Bank classification here. These fees only apply to 1st or 2nd year participants. 3rd year participants are required to join the Green Destinations Award and Certification Program. Destinations that are part of the Green Destinations Award and Certification program benefit from a 50% discount on fees.

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excl. VAT

excl. VAT
WHY PARTICIPATE?

FOR EVERY PARTICIPANT...

**Sustainability Evaluation**
An evaluation of your current performance against some of the highest social and environmental guidelines.

**Extensive Guidance**
Gain access to guidance and Best Practices for the Core-30 criteria, to help you create clear goals for future development.

**Capacity Building**
Training for you and your team (up to 3 participants) on the fundamentals of sustainable tourism and storytelling.

WHEN YOU PASS STEP 1...
Once you achieve at least 60% compliance with the applicable Core criteria:

**Promotion and Visibility**
Increase visibility and reach to conscious travellers with a free Good Travel Guide basic page.

**Recognition and Transparency**
Get recognition for showing compliance with the Core Criteria and a scorecard to share with the general public.

**Establish your expertise**
Share your experience with the industry through your Good Practice Story (possibility to present at thematic events).

WHEN YOU ARE SELECTED TO THE LIST...

**Exposure**
Gain exposure at the Top 100 unveiling ceremony as part of the GGDD, and get your destination’s name in international press.

**Awards**
Your story will automatically be eligible for nomination at the Green Destinations Story Awards at ITB Berlin celebrating the best stories.

**Promotion**
Collect the Top 100 certificate, get the right to use the 2022 Top 100 logo and benefit from the Green Destinations social marketing channels.

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