2022
CALL FOR APPLICATIONS
GREEN DESTINATIONS TOP 100 STORIES
SUPPORTED BY THE FUTURE OF TOURISM COALITION.

Inspire responsible tourism leadership
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?**

**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.

**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.

[www.greendestinations.org](http://www.greendestinations.org)
Any interested local government, DMO or stakeholder can start the application on behalf of the destination by completing the Registration form.

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.
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.**

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**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](#).

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

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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.

www.greendestinations.org
WHY PARTICIPATE?

FOR EVERY PARTICIPANT...

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<thead>
<tr>
<th>Sustainability Evaluation</th>
<th>Extensive Guidance</th>
<th>Capacity Building</th>
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<tbody>
<tr>
<td>An evaluation of your current performance against some of the highest social and environmental guidelines.</td>
<td>Gain access to guidance and Best Practices for the Core-30 criteria, to help you create clear goals for future development.</td>
<td>Training for you and your team (up to 3 participants) on the fundamentals of sustainable tourism and storytelling.</td>
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WHEN YOU PASS STEP 1...

Once you achieve at least 60% compliance with the applicable Core criteria:

<table>
<thead>
<tr>
<th>Promotion and Visibility</th>
<th>Recognition and Transparency</th>
<th>Establish your expertise</th>
</tr>
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<tbody>
<tr>
<td>Increase visibility and reach to conscious travellers with a free Good Travel Guide basic page.</td>
<td>Get recognition for showing compliance with the Core Criteria and a scorecard to share with the general public.</td>
<td>Share your experience with the industry through your Good Practice Story (possibility to present at thematic events).</td>
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</tbody>
</table>

WHEN YOU ARE SELECTED TO THE LIST...

<table>
<thead>
<tr>
<th>Exposure</th>
<th>Awards</th>
<th>Promotion</th>
</tr>
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<tr>
<td>Gain exposure at the Top 100 unveiling ceremony as part of the GGDD, and get your destination’s name in international press.</td>
<td>Your story will automatically be eligible for nomination at the Green Destinations Story Awards at ITB Berlin celebrating the best stories.</td>
<td>Collect the Top 100 certificate, get the right to use the 2022 Top 100 logo and benefit from the Green Destinations social marketing channels.</td>
</tr>
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www.greendestinations.org
IN COLLABORATION WITH...

**Strategic Partners:**

- ITB BERLIN
- glp
- QualityCoast
- Travelife
- GEN
- AEN
- ASIAN ECOTOURISM NETWORK
- eco TOURISM AUSTRALIA

**Communication Partners:**

- Travelindex
- SUSTAINABLE FIRST
- Travel matters
- KindTraveler
- interpret europe
- EXO TRAVEL

**CONTACT US**

[www.greendestinations.org](http://www.greendestinations.org)

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