

# Call for Nominations: ITB Earth Award and the Top 100 Awards at ITB Berlin

Destination managers and stakeholders are invited to register for the 2019 ITB Earth Award and the Top 100 Awards. The Awards presentation, 6 March 2019 4pm, is hosted by ITB Berlin, the world's leading travel and trade show. Nominations are open until 14 January 2019. The competition is organised by 13 organizations with the aim to showcase sustainability success stories and good practices of destinations. [See the 2018 Awards event here.](#)

The categories for special awards are:

**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 Cities:** city showing global leadership in urban sustainability and avoiding disruptive mass tourism (overtourism).

**Best of Nature:** destination showing global leadership in protecting wildlife, natural habitats and landscapes.

**Best of Ecotourism:** destination showing global leadership in offering responsible ecotourism opportunities.

**Best of Seaside:** coastal or island destination showing global leadership in offering sustainable water-related tourism and leisure opportunities.

**Best of the Planet:** the best green destination of each continent.

Finalists for the Awards are destinations recently selected in the Sustainable Top 100 competition and submitting sustainable tourism success stories. The innovative character of these will be decisive for Award selection.

## Key Dates 2019

- 14 Jan** Final day to submit nominations and Success stories.
- 11 Feb** Initial feedback and questions to nominators.
- 6 Mar** 2019 ITB Berlin – *Palais am Funkturm* Awards stage: Presentation 2019 ITB Earth Award and Best of Top 100 Awards, in combination with the presentation of certificates to 2018 and 2019 Top 100 (*Early-Bird*) destinations.
- 1 May** Final day for 2019 Top 100 nominations (late entries) (pre-qualification for the 2020 Top 100 Awards at ITB).
- Sept** Presentation of the full 2019 Sustainable Top 100.



## Prequalification: Sustainable Destinations Top 100

Only destinations selected in the 2017, 2018 or 2019 Sustainable Destinations Top 100 competition can be finalists of the ITB Earth Award and the other Best of Top 100 Awards.

Destinations can become Award finalists through the online Top 100 nomination procedure. The following rules apply to keep the competition open for new destinations every year:

- **1st-time applicants** need to address at least 15 relevant-Green Destinations criteria.
- **2nd-year applicants** need to address 30 criteria, and are advised to actively participate in a destination support program or training (offered by a Top 100 Partner organization), and in events aimed at good practice exchange (e.g. the [Green Destinations Days](#)).
- **After 2 years** of free Top 100 selection, destinations are expected to participate in the [Green Destinations Awards & Certification program](#) in order to allow for a firm sustainability check. For European destinations this already applies after one year.

2017 and 2018 Top 100 destinations are invited to submit a success story by 14 January 2019. New applicants can enter the 2019 Top 100 registration (for 'Early birds') and submit a Success story until 14 January. Applicants who miss the 14 January deadline can still enter the 2019 Top 100 competition (to be launched in September) and pre-qualify for the 2020 Awards at ITB. Final deadline: 1 May 2019.

## Who can participate?

- Cities, towns, islands, and protected areas. In exceptional cases, countries and regions are eligible when their size is less than 50,000 sq km. There is no registration fee.
- Eco-lodges, game reserves and privately-owned areas are eligible if there is an effective stewardship of a considerable protected area. Without such a stewardship, applicants are not eligible. For nominations submitted after 7 January, a Registration fee of €350 applies, for which applicants also get access to the entire Green Destinations assessment & reporting platform.

## How to nominate a destination?

The nomination procedure is summarized in the table below:

Registration:	To do:	To confirm nomination:	Deadline:
as a 2018 Top 100 Destination*	<ul style="list-style-type: none"><li>• Add your best Success Story to your <a href="#">online Nomination Form</a> (criterion 0.13)</li></ul>	Notify us on the submission of your Success Story <a href="mailto:team@sustainabletop100.org">team@sustainabletop100.org</a>	07 Jan-2019
as a 2019 Top 100 Early Bird candidate	<ul style="list-style-type: none"><li>• Download registration form <a href="#">here</a> and follow instructions.</li><li>• Complete 2019 Top 100 nomination (criteria and indicators)</li><li>• Add your best Success Story to the <a href="#">online nomination form</a> (criterion 0.13)</li></ul>	Notify us on the completion of your nomination <a href="mailto:team@sustainabletop100.org">team@sustainabletop100.org</a>	07 Jan-2019
Late 2019 Top 100 registration	<ul style="list-style-type: none"><li>• Download registration form <a href="#">here</a> and follow instructions.</li><li>• Complete 2019 Top100 nomination (criteria and indicators).</li></ul>	Notify us on the completion of your nomination <a href="mailto:team@sustainabletop100.org">team@sustainabletop100.org</a>	01-May-2019

\* Including QualityCoast / Green Destinations / Slovenia Green Awarded or GD Certified destinations

Check the [Top 100 webpage](#), download and complete the Registration form and e-mail it to: [team@SustainableTop100.org](mailto:team@SustainableTop100.org). When the destination is considered eligible, you will receive a login to the Top 100 online platform and instructions to complete the nomination which shall consist of:

1. A brief destination description, a map, a sustainability pitch, and 5 copyright-free pictures (high resolution, 1 MB or more).

2. A **success story** in any relevant field of destination sustainability (keep in mind the Awards categories) indicating the why, the what, the how and the lessons for other destinations. Illustrate your success story with articles and pictures from 2018 or 2017.
3. Summarize what the destination is doing to adhere to the relevant 15-30 policy and management **criteria** of the Green Destinations Standard.
4. Quantitative information on a limited number of quality and sustainability **indicators**.
5. Two independent **references** (names and contact information).

## The selection procedure

All information submitted by nominators 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 2019 Top 100 and for the Awards will be done on the basis of:

- The innovative quality of your **success story**;
- Information that you provide on your efforts re: relevant Green Destinations **criteria**;
- Information that you provide on the **indicators**.

For the 2019 Top 100, first priority will be given to destinations that have been successfully assessed with the full Green Destination Standard (80-100 criteria, 3rd party audited).

## Benefits of participation

Participating destinations will benefit from the guidance and good practices available on the nomination platform provided by Green Destinations. Selected **2019 Top 100 destinations** will receive their certificate on the ITB main stage, are published on the Top 100 [website](#) and social media, and the right to use the Top 100 logo in their marketing. **Best of Top 100 Award** winners will additionally receive a special ITB Award logo for destination marketing, and the best success stories will be presented at ITB Berlin's main stage (see 2018 event [here](#))

## International Awards Jury

The selection procedure of the Best of Top 100 Awards is supervised and supported 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), Glenn Jampol, Costa Rica.
- Linking Tourism & Conservation (LT&C), Norway. Peter Prokosch.
- QualityCoast Awards, the Netherlands: Hugo de Jong.
- Sustainable Travel International (STI), USA: Paloma Zapata.
- The Long Run, United Kingdom: Anne-Kathrin Zschiegner.
- Travelife for Tour Operators and Travel Agents, the Netherlands: Naut Kusters.
- TravelMole's VISION on Sustainable Tourism, UK/Italy: Valere Tjolle.

The evaluation of nominations is supported by experts connected to the Award Partners.

On behalf of the Sustainable Top 100 Awards Team,  
Martina Catte, Sustainable Top 100 Team Leader  
2 January 2019 (version 2.1)