Sustainable Top 100 Destinations

Call for Nominations 2020
Sustainable Top 100 Destinations
2020 Competition & Awards

For the 6th time, the Sustainable Top 100 Destinations competition is organised to showcase sustainable tourism stories and good practices of local and regional destinations, as inspiring examples to others, to tour operators and to travelers.

Using the Green Destinations criteria helps in enhancing tourism sustainability, in avoiding overtourism and in building local community support. It also helps making tourism more profitable, by alerting destinations to hidden costs connected to tourism development.

Why take part?
The Top 100 competition is an opportunity for destinations to share good practice stories and acknowledges initiatives making tourism destinations more sustainable, responsible and attractive.

Destinations benefit from participation by using the online platform of the GSTC recognised Green Destinations Standard, which is the basis of the GSTC accredited Green Destinations certification.

Nomination timeline

2 January
Application deadline for 2020 top 100 pre-selection and ITB Top 100 Awards

11 January
Initial feedback on the eligibility of Good Practice Stories

1 February
Feedback on 2020 Top 100 nominations (pre-selection)

4 March
2020 ITB Berlin Sustainable Top 100 Awards ceremony

1 May
Deadline to submit 2020 Top 100 nominations

October 2020
Presentation of the 2020 Top 100 at Global Green Destinations Days

2019 Top 100 and 2020 Top 100 destinations qualify for the Sustainable Top 100 Destination Awards presented at ITB Berlin 2020.

Being selected for Top 100 is recognition that the destination is making a good effort and promising progress in sustainable tourism.

Looking forward to proudly displaying the sustainability efforts of your destination and sharing good practices as inspiring examples to others in the tourism field?
Join the Top 100 competition!

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Who can participate?

Participation is open to cities, towns, islands, and protected areas who have qualified individuals, teams or organizations responsible for tourism destination management and sustainability. In exceptional cases, countries and regions may be eligible when their size is less than 50,000 square km. Accommodations, single buildings, attractions and theme parks are not eligible. However, eco-lodges and privately-owned protected areas are eligible if there is effective stewardship for a considerable area that is otherwise not managed. Nominations can be submitted by any person, organization or company on behalf of the destination.

How to apply?

Any interested destination or stakeholder can complete the registration form and apply by sending it to Team@SustainableTop100.org. After a destination is considered eligible, it will receive a login to the Green Destinations' online platform and instructions to complete the nomination which shall consist of:

- Brief destination description, map, sustainability pitch, and 5 copyright-free pictures (high resolution, 1 MB or more).
- Summarize what the destination is doing to adhere to the relevant policy and management criteria of the Green Destinations Standard.
- Quantitative information on ca. 30 indicators (Indicator Report) and the Good Practice Story (explained below).
- Two independent references (names and contact information).

Important notice and selection requirements

The following rules apply to keep the competition open to new destinations

All 1st year applicants need to address at least 15 of the most relevant core criteria of the Green Destinations Standard and the Indicator Report.

All Sustainable Top 100 Destinations will be subject to an independent third-party assessment (audit) once every 2 years. Destinations are required to facilitate this audit.

All applicants are expected to pay a Top 100 assessment fee to cover the costs of this independent assessment. See the overview of selection requirements and fees below.

As a 2nd-year applicant you are expected to actively participate in a destination support program or training (offered by a Top 100 Partner organization), and in the events acknowledging and exchanging good practice stories (e.g. the annual Global Green Destinations Days). Destinations are expected to show that they are making progress in sustainability and are monitoring progress from year to year.

For the Green Destinations ACP-members - including QualityCoast, GD Certification, Slovenia Green, Ecotourism Australia - selection is based on their latest assessment results:

- Certified, Gold and Platinum Award destinations are automatically selected to the Top 100.
- Bronze and Silver Award destinations are required to demonstrate having an appropriate 3rd-party certified or verified green travel offer.
Overview of selection requirements and fees

For 1st and 2nd-year applicants, differences apply in terms of number of criteria to be addressed and registration fees as specified below.

1st-year applicants

All Private Destinations
Comply with at least 15 Core criteria
Provide data on applicable indicators
Fee: € 350 (regardless of the deadline).

Other destinations from Europe, Russia, Canada, US, AUS, New Zealand, China, Taiwan, Korea, Japan
Comply with at least 15 Core criteria
Provide data on applicable indicators
Fee: € 600 (contact us about discount options for small destinations)

2nd-year applicants

All private destinations and any other destinations from Europe, Russia, Canada, US, AUS, New Zealand, China, Taiwan, Korea, Japan

To be addressed: the applicable criteria of the GD Standard and Indicator Report update
Fee: GD ACP-membership fee (ACP-membership required).

All other destinations
Comply with at least 30 Core criteria
Provide updated Indicator Report
Fee: € 350

A two-step selection process

Selection for the Sustainable Top 100 Destinations Competition

The criteria used for this first selection are those of the Green Destinations Standard, that has been recognised by the Global Sustainable Tourism Council (GSTC) as a basis for destination assessment and certification. Adherence to the Standard is assessed through:
Information provided by DMOs or nominators how the destination adheres with the criteria, with special attention on 30 Core criteria (see Methodology).
Quantitative information on ca. 30 relevant quality and sustainability indicators (Indicator Report).
First priority is given to destinations that have been successfully assessed with the full GSTC recognised Green Destination Standard (100 criteria, 3rd party audited). The result of the competition is the 2020 Sustainable Top 100 list which will be unveiled during the 2020 Global Green Destinations Days (take a look at GGDD19 here).
Selection for the Sustainable Top 100 Destinations Awards

2019 and 2020 Sustainable Destinations Top 100 Winners can become finalists for one of the Sustainable Top 100 Destinations Awards at ITB 2020 when they submit a Good Practice Story, a good example of sustainable tourism in any relevant field of destination sustainability (keep in mind the Awards categories). Further information about the Awards at ITB 2020 can be found here.

For 2020 applicants the selection of the Good Practice Story will be only confirmed in case of a successful nomination for the 2020 Top 100 competition.

Submission of your Good Practice Story

**Author, organization / affiliation Email address**

**Title of Good Practice Story Destination name Country**

**Submission for the following Award(s)**

**Issues faced**

What was the problem/issue solved with the good practice?

**Methods / steps/ tools used**

How was the good practice implemented?

**Results, benefits and recognitions**

What were the qualitative and quantitative results of the good practice? Has it received any rewards?

**Lessons learned**

While implementing the Good Practice Story, what challenges were faced, and how were they overcome?

**Additional references**

Provide links to further information, video, images, documents, etc.

**Key success factors**

What helped you to tackle the issues? Please summarise in 3 points.

*By submitting a good practice story you authorise Green Destinations and ITB Berlin to disseminate it in writing and pictures, unless expressed otherwise.*
Benefits of successful participation

**Guidance and good practices available on the nomination platform provided by Green Destinations.**

**Exposure at the GGDD 2020 Award Ceremony, and collection of the Top 100 Certificate.**

**Presentation slot at GGDD 2020 and discount to GGDD 2020.**

**Exposure as a finalist or winner at the Sustainable Destinations Top 100 Awards (ITB Berlin) in the case of a selected Good Practice Story, and collection of the ITB Award certificate.**

**Publication and promotion of the destination on the promotional webpage and social media.**

**Right to use the 2020 Top 100 logo in your marketing.**

**Right to use the ITB Award logo in your marketing.**

The procedure and evaluation of the Top 100 competition and the Top 100 Destination Awards are supervised and supported by:

**Sustainable Destinations Top 100 International Jury**

- Green Destinations foundation, the Netherlands: Albert Salman, founder and Jury President
- ITB Berlin, Germany: Rika Jean-François, CSR Commissioner
- 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
- GLP Films: Rob Holmes, Founder & Chief Strategist

**Sustainable Top 100 Team**

The evaluation of nominations will be managed by the Sustainable Top 100 Team and supported by the international pool of experts.

For questions about the Sustainable Top 100 competition or the Sustainable Destinations Top 100 Awards, please see our FAQ section or contact us at Team@SustainableTop100.org.
On behalf of the Sustainable Top 100 Awards Team,
Albert Salman, Green Destinations, Jury President
Martina Catte, Sustainable Top 100 Team Leader
Leiden (NL) / Sardinia (Italy), 15 November 2019