

# Sustainable Top 100 Destinations



*Call for Nominations*  
2020



# 2020 Sustainable Top 100 Destinations Competition & Awards



The **6th edition** of the Sustainable Top 100 Destinations Competition is organised to provide a **list of destinations sharing their stories and good practices in sustainable tourism as inspiring examples** to other destinations, tour operators and travelers.

Nominations are evaluated based on **Green Destinations' set of 30 core criteria** and a **Good Practice Story**. Submitting a nomination not only recognises good sustainability performance but also helps making tourism more profitable by building awareness on the negative impacts and hidden costs of tourism development.

## Why take part?

Selection for the Top 100 list is an opportunity to **get recognised and known for initiatives** that make tourism more sustainable, responsible and attractive on a destination level.

As a platform for connecting, supporting and promoting destinations, we have launched the initiative to collect stories **copied with the COVID19 crisis and solutions for restarting tourism**.

What are we learning from this crisis? How to prepare for the reopening of destinations? How to adapt to the changed tourist behaviour? How is this crisis making your destination become more sustainable?

## Benefits of participation

Getting internationally recognised for your efforts in sustainability, crisis management and recovery aiming for a more sustainable tourism.

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

Receiving guidance and good practices available on the nomination platform provided by Green Destinations.

Learning about the steps of becoming a sustainable destination

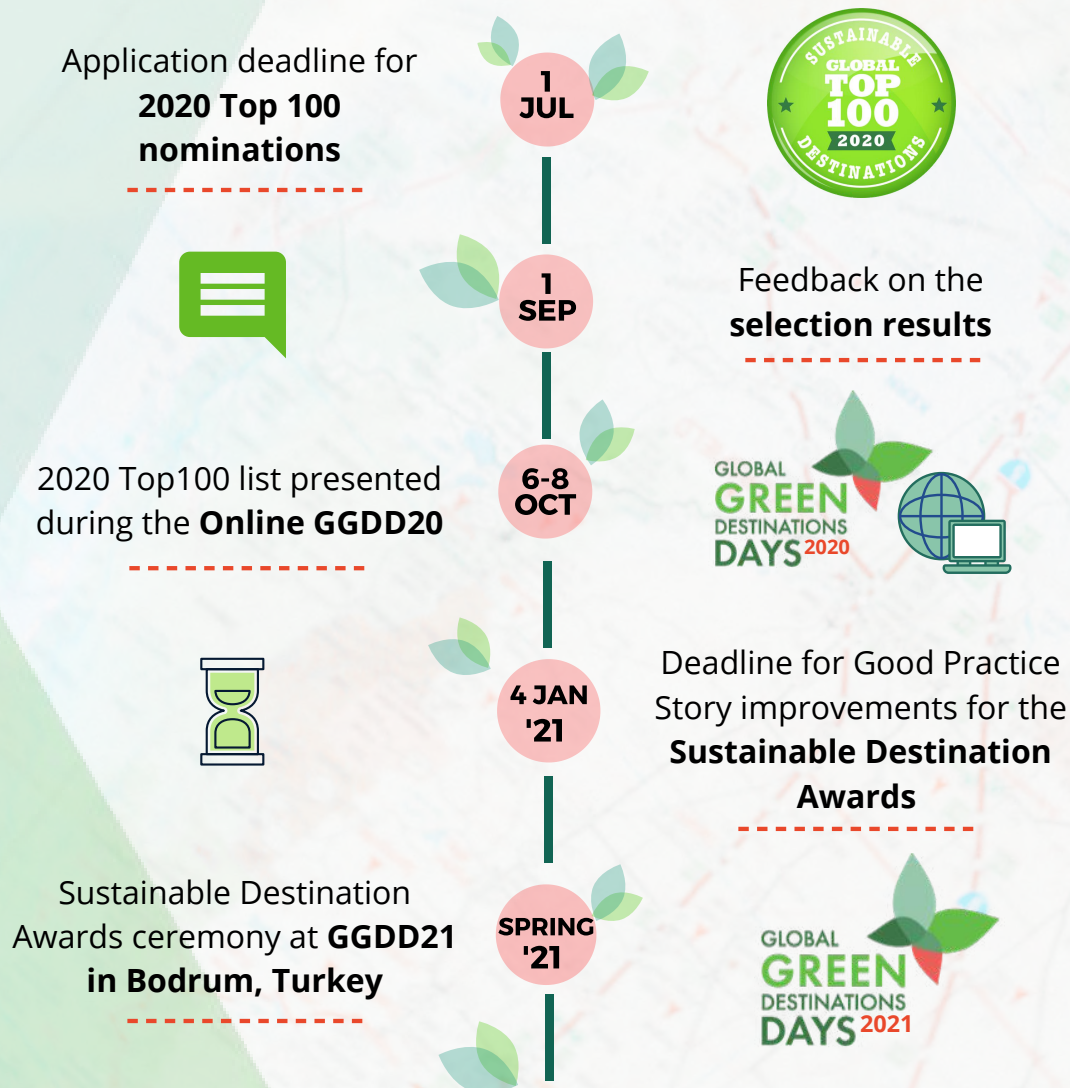
Media exposure at the Global Green Destinations Days 2020 Online Award Ceremony and in publications about the competition throughout the year

Exposure as a finalist or winner at the Sustainable Destinations Awards at Global Green Destinations Days 2021 in the case of a selected Good Practice Story, and collection of the Award certificate

Publication and promotion of the destination on [www.sustainabletop100.org](http://www.sustainabletop100.org) and social media

Connect with other destination representatives and sustainability professionals, while getting visibility among responsible tourists.

## Nomination timeline



## Who can participate?

Participation is open to **cities, towns, islands, and protected areas who have qualified individuals, teams or organisations** responsible for destination management and sustainability.

**Exceptional cases:** countries and regions may be eligible when their size is less than 50,000 square km.

**Not eligible:** Accommodations, single buildings, attractions and theme parks. 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, organisation or company on behalf of the destination.**



## How to apply?

Interested destinations can complete the [Registration form](#) and send it to [team@sustainabletop100.org](mailto:team@sustainabletop100.org) for eligibility check.

When considered eligible, nominators will receive a login to Green Destinations' online platform and instructions to complete the nomination which consists of:

### 1. General information (description, scope, map, pictures, external references)

### 2. Explaining compliance on key sustainability criteria

### 3. Submitting a sustainability Good Practice Story, addressing:

<b>Issues faced</b>  What was the problem/issue solved with the good practice?	<b>Methods / steps / tools</b>  How was the good practice implemented?	<b>Key success factors</b>  What helped you tackle the issues?
<b>Lessons learned</b>  While implementing the Good Practice what challenges were faced, and how were they overcome?	<b>Additional references</b>  Provide links to further information, video, images, documents, etc.	<b>Results, benefits and recognitions</b>  What were the qualitative and quantitative results of the good practice? Has it received any rewards?

### Focus your story on one of the following areas:

- Culture & Communities
- Environment & Climate
- Nature & Ecotourism
- Islands & Seaside
- Or any of the 17 SDGs
- Immediate responses in dealing with the COVID-19 crisis
- Preparing for a smart and sustainable post - COVID-19 recovery

**The weight of the story will be equal to the weight of the overall assessment results in selecting the nominations.**

## Conditions for Green Destinations Award & Certification Programme members

- **Gold, Platinum and Certified Destinations** are automatically selected but required to update exist or submit a new Good Practice Story
- **Bronze and Silver Award** destinations are required to demonstrate having an appropriate 3rd-party certified or verified green travel offer as well as update exist or submit a new Good Practice Story

## The following rules apply to ensure the competition's quality from year to year:

- Participation from the 2nd year and on requires a new or updated good practice story from all destinations
- All destinations will be subject to an independent (desk) evaluation once every 2 years
- Evaluations are subject to an assessment fee unless the assessment is performed by a Top 100 partner

### Overview of the participation fees

#### 1st-year applicants

**Destinations must address 15 of the 30 core criteria\***

**Destinations from Europe, Russia, Canada, US, AUS, New Zealand, China, Taiwan, Korea, Japan**

- Evaluation Fee: € 600 (small destinations may qualify for discounted fees)

##### **All other destinations**

- No fee for small destinations (below 5000 inhabitants) which are independently assessed by a Top 100 Partner organisation
- In all other cases the fee is € 350

##### **Private Destinations**

- Evaluation Fee: € 350

#### 2nd-year applicants

**Destinations must address all 30 core criteria**

**Private destinations and destinations from Europe, Russia, Canada, US, AUS, New Zealand, China, Taiwan, Korea, Japan**

- Join Green Destinations Award & Certification Program (inquire for membership fees at [certification@greendestinations.org](mailto:certification@greendestinations.org))
- Address all mandatory criteria of the Green Destinations Standard

##### **All other destinations**

- Comply with 30 core criteria
- Evaluation Fee: € 350

#### 3rd (+) year applicants

From the 3rd year and onwards, all destinations are required to join the [Awards & Certification Program](#).

\*The core criteria are part of the **Green Destinations Standard**, which has been recognised by the **Global Sustainable Tourism Council** (GSTC) as a basis for destination assessment and certification.



## Presentation of the 2020 Top 100 selection

The result of the 2020 Sustainable Top 100 Destinations Competition will be unveiled during the **2020 Global Green Destinations Days online conference** in October; [greendestinations.org](https://greendestinations.org)



## Sustainable Destination Awards at Global Green Destination Days '21

The most outstanding Good Practice stories are nominated for the Sustainable Destination Awards, announced at **GGDD21 in Spring 2021 (Bodrum, Turkey)**. 2020 Top 100 Destinations have until January to improve their stories or submit a new story. The Award Categories will be based on the focus areas of the stories.



**The procedure and evaluation of the Top 100 competition and the Sustainable Destination Awards are supervised and supported by the Sustainable Top 100 Destinations' 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 Destinations Team

The evaluation of nominations is managed by the Sustainable Top 100 Team and supported by the international partnership.

For questions about the Sustainable Top 100 competition or the Sustainable Destinations Awards, please contact us at

[team@sustainabletop100.org](mailto:team@sustainabletop100.org).

