Sustainable Top 100 Destinations

Call for Nominations 2020
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*, indicators and a Good Practice Story. Submitting a nomination not only recognizes 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 share good practice stories and get recognised and known for initiatives that make tourism more sustainable, responsible and attractive on a destination level.

Benefits of participation

- Guidance and good practices available on the nomination platform provided by Green Destinations
- Learning about the steps of becoming a sustainable destination
- Exposure at the Global Green Destinations Days 2020 Award Ceremony, and collection of the Top 100 Certificate
- Presentation slot at Global Green Destinations Days 2020 and discount to GGDD 2020
- Exposure as a finalist or winner at the Sustainable Destinations Awards at 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 www.sustainabletop100.org 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 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.
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 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:

- **General information (description, scope, map, pictures, external references)**
- **Explaining compliance on key sustainability criteria**
- **Submitting sustainability related indicator data**
- **Submitting a sustainability Good Practice Story, addressing:**
  - **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 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 tackle the issues?

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

Sustainable Destination Awards at ITB Berlin

The most outstanding Good Practice stories are nominated for the Sustainable Destination Awards, announced at ITB Berlin in March 2021. 2020 Top 100 Destinations have until January 2021 to improve their stories or submit a new story.
Overview of selection requirements and fees

In order to keep the competition equally accessible on a global scale, different conditions apply to destinations from different parts of the world. Requirements also vary based on the number of years a destination is entering the competition. Special requirements apply to destinations that are already part of the Award and Certification Program.

1st-year applicants

- 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

2nd-year applicants

- 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)
  - Address all mandatory criteria of the Green Destinations Standard and Indicator Report

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

Private Destinations

- Evaluation Fee: € 350

3rd (+) year applicants

From the 3rd year and onwards, all destinations are required to join the Awards & Certification Program.

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, 6-8 October in Bodrum, Turkey. Pre-registrations: greendestinations.org/ggdd20
The following rules apply to ensure the competition's quality from year to year:

- 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
- Participation from the 2nd year and on requires a new or updated good practice story from all destinations.

Conditions for Green Destinations Award & Certification Programme members (QualityCoast, Green Destinations and Mountain IDEAL Certification, Slovenia Green, Ecotourism Australia)

- Gold, Platinum and Certified Destinations are automatically selected (submitting a Good practice story by 1 June is strongly suggested for its publicity opportunities).
- Bronze and Silver Award destinations are required to demonstrate having an appropriate 3rd-party certified or verified green travel offer.

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

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
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 at ITB, please see our FAQ section or contact us at Team@SustainableTop100.org.