

# Call for Nominations: 2019 Top 100 and Best of Top 100 Awards at ITB Berlin



Destination managers are invited to register for the 2019 Sustainable Top 100 and the Best of Top 100 Awards at ITB Berlin 2019, the world's leading travel and trade show. This is a combined registration and nomination procedure which will be open until 15 December 2018. The competition is organised by 12 organisations with the aim to showcase success stories and good practices of both emerging and established destinations. The presentation of the Awards and Top 100 in March 2019 is sponsored by our Event Partner ITB Berlin.



Destinations that successfully registered to the 2018 or 2019 Sustainable Destinations Top 100 competition are eligible for the **Best of Top 100 Awards** in one of the following categories:

**Earth Award**

**Best of Culture & Communities**

**Best of Cities**

**Best of Nature**

**Best of Seaside**

**Best of each continent.**



The innovative character of the Success Stories will be decisive for the selection of the ten **Best of Top 100 Awards**.

## 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](#))



## Key Dates 2018-2019

- 15 Dec** Final day to complete nominations for the Top 100 Awards.
- 01 Feb** Initial feedback and questions to nominators.
- 06 Mar** 2019 ITB Berlin – *Palais am Funkturm* Awards stage:
  - 2018 Top 100 ceremony, presentation of certificates;
  - 2019 Top 100 ceremony, presentation of certificates (Early Birds);
  - Presentation Best of Top 100 Awards and Best Success Stories.
- 01 May** Final day to complete 2019 Top 100 nominations.
- TBC** Launch of final 2019 Top 100 at Global Green Destinations Day.



## 2019 Top 100 selection requirements

The best way to secure selection in the yearly Top 100 is to participate in [GD Awards & Certification program](#) (incl. QualityCoast, GD Awards, GD Certification, Slovenia Green). Selection is based on the latest Award or Certification application:

- Certified, Gold and Platinum Award destinations are automatically selected to the Top 100;
- Bronze and Silver Award destinations have priority in the selection procedure.

In addition, non- Awards & Certification program members can be nominated via the online Top 100 nomination procedure. Some rules apply to keep the Top 100 open for new destinations:

- **1st-time applicants** need to address at least 15 of the 30-criteria Top 100 Nomination form.
- **2nd-year applicants** need to address all 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](#)). You are expected to show that you are making progress and that you are monitoring this progress from year to year.
- After 2 years of Top 100 selection, destinations are required to participate in the Green Destinations certification & awards program in order to convince the Jury of their sustainability.
- **Destinations in Europe can be selected only once to the Top 100** before Award or Certification is required to secure selection.

Only 2018 and 2019 Top 100 destinations will be eligible to submit their story for the Best of Top 100 Awards. 2018 Top 100 nomination registration has closed, but the 2019 Top 100 Early bird registration is open until 15 December 2018. Late registrations have until 1 May 2019 to submit their nomination.

## Who can participate?

- Cities, towns, islands, and protected areas are eligible if a person, a team or an organization is in charge of tourism destination management and sustainability. In exceptional cases, countries and regions may be eligible when their size is less than 50,000 sq km.
- Accommodations, single buildings, attractions and theme parks are not eligible. However, eco-lodges and privately-owned protected areas are eligible if there is an 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 nominate a destination?

The 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> (new criterion 0.13)</li> </ul>	Notify us on the submission of your Success Story <a href="mailto:team@sustainabletop100.org">team@sustainabletop100.org</a>	15-Dec-2018
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>	15-Dec-2018
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, ca 1 MB or more).
2. A **success story** in any relevant field of destination sustainability (keep in mind the Awards categories Earth Award (environment & climate); Best of Culture & Communities; Best of Cities; Best of Nature; Best of Seaside) 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 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

The organisers are especially looking for destinations that have effective measures in place to prevent tourism impacts on nature & landscape, culture & tradition, environment & climate and on host communities (*overtourism*).

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 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).

Second priority be given to other nominated destinations, which will be evaluated on the basis of information provided by the nominators re: relevant criteria and indicators.

## 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.
- Asian Ecotourism Network (AEN), Thailand: Masaru Takayama, Japan.
- Destination Stewardship Center, USA: Jonathan B. Tourtellot.
- ECEAT – Travelife for Tour Operators and Travel Agents, the Netherlands: Naut Kusters.
- Ecotourism Australia: Rod Hillman
- Global Ecotourism Network (GEN), Glenn Jampol, Costa Rica.
- International Institute or Animal Ethics (IIAE), Netherlands: Marloes van de Goor.
- Linking Tourism & Conservation (LT&C), Norway. Peter Prokosch.
- QualityCoast Awards (EUCC), the Netherlands: Hugo de Jong.
- Sustainable Travel International (STI), USA: Geoff Bolan.
- The Long Run, Switzerland: Anne-Kathrin Zschiegner.
- TravelMole's VISION on Sustainable Tourism: Valere Tjolle, UK/Italy.

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

On behalf of the Sustainable Top 100 Awards Team,  
Martina Catte, review coordinator

