Green Destinations certification and the Top 100 Awards

Terceira, Azores, 5 Dec 2019
About Green Destinations

- Initiative from 2014
- non-profit foundation, 2016
- GD Standard is GSTC-Recognised
- GD Certification is GSTC-Accredited
- 200+ destinations in progress
Our Message to Destinations

Travellers may not select destinations simply because they are “sustainable”

But they will not recommend destinations that are not.
Our Vision: **ALL** destinations can benefit from...

- GREEN policies
- GREEN solutions
- GREEN service providers
- GREEN travellers (not from just more tourists)
Our G.R.E.E.N. values

Genuine and Authentic
Respectful & Responsible
Economically sustainable, locally
Environment & Climate
Nature and Scenery
Green Destinations: a Partnership for training and certification

- 60 experts, auditors, advisors
- 32 Regional representatives
We use the Green Destinations Standard for:

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Benchmarks Awards: marking progress to Certification

- Green Destinations Awards
- QualityCoast Awards
- National Destination Awards
- Green Destinations Certified
Sustainable Destinations Top 100

- Gold+ Awards (80%+ compliance)
- Gold+ Awards
- Gold+ Awards
- GD Certified
- Applications through Top100 Partners
Top 100 Partnership
“Free application” procedure

1. Nomination / Application
   - **Sustainability reporting** on 30 Criteria from GD Standard
   - **Indicator Report** (ca. 30 indicators)
   - **Good practice story**

2. Evaluation by independent experts

3. Procedure supervised by International Top 100 Jury
2018 Sustainable Destinations Top 100
2016 Sustainable Destinations Top 100
Sustainable Top 100 Destination Awards

• 10 Awards presented at ITB Berlin
• ITB Earth Award
• Best of Culture & Communities
• Best of Nature & Ecotourism
• Best of Seaside
• Best of a continent
Impacts of the combined programs

- Many are attracted by competition
- Facilitates access to sustain. guidance
- Destinations community (open)
- Peer-to-peer learning at GD events
- Benchmark Awards motivate to continue
- Publicity benefits from competition, ITB