

**Invitation Global Green Destinations Day –
Sustainable Destination Top 100 nominations**



Dear member of the NALAS Task Force on Sustainable Tourism,

We hereby invite you, as representative of the Taskforce of Sustainable Tourism within the Network of Associations of Local Authorities of South-East Europe **to nominate destinations for the Sustainable Destinations Top 100** of which the award ceremony will take place during the Global Green Destinations Day, which will be held in Ljubljana, Slovenia from the 27th-28th September 2016.

The indicators and the evaluation process used for the TOP 100 Sustainable destinations is part of the Toolkit for Green Destinations of SEE, which NALAS prepared with your cooperation. The invitation to take part in this competition is in line with our discussions at the Task Force meeting in Ljubljana in September 2015. The Association of Municipalities and Towns of Slovenia is already a partner of the process and the event in Ljubljana and NALAS is following with an active role.

Global Green Destinations Day – the flagship event of Green Tourism is hosted by Slovenia and Ljubljana, the European Green Capital 2016. Its goal is to convene and inspire sustainability leaders from different destinations and the industry. The program offers state-of-the-art “green solutions” for tourism sustainability, good practices, industry’s leaders keynotes, the sustainable Top 100 destinations and the largest green destinations community in the world.

Sustainable Destinations Top 100

Green Destinations, Travelmole’s VISION on Sustainable Tourism, the Destination Stewardship Center, and QualityCoast launched the competition for the next Sustainable Destinations Top 100 at ITB Berlin 2016, the world’s largest tourism expo, at 10 March. The Sustainable Destinations Top 100 is the follow-up to *National Geographic Traveler’s Destination Stewardship surveys* (2004-2010) and the [2014 Sustainable Destinations Global Top 100](#).

The nomination process: how does it work

As a member of the Taskforce of Sustainable Tourism, you are invited to disseminate this call to all local governments you deem are appropriate for nomination and make sure there is a minimum of 3 destinations that apply. In the appendix of this document, a step-to-step instruction is provided on how to pick destinations and which information they should provide.

In case of questions concerning the instructions and the process of picking destinations, an e-mail can be sent to info@greendestinationsday.com.

All destinations, those competing and those feeling not being ready in this year are welcome to join the event in Ljubljana and learn more about how to become a successful sustainable tourism destination.

We are looking forward to your support in making SEE destinations visible in this important process of promoting the values of sustainable and green tourism development at local level.

More information are available at:

<http://greendestinationsday.com> / <http://greendestinations.info/2016-top100/>

Appendix 1: Instructions nomination process (for Taskforce of Sustainable Tourism – NALAS)

As representative of the Taskforce of Tourism within NALAS, your goal is to disseminate the call to all LGs you find appropriate and to make sure at least 3 destinations within your country submit nominations for the contest Sustainable Destinations Top 100 of 2016.

- 1) Send the information on the contest to all LGs in your network – they may be interested to apply
- 2) Based on desk research and information of destinations within your country, select 3 destinations that you as a representative consider sustainable and work with them in more depth. These destinations can be regions/states within a country, cities, towns or (nature) protected areas. However, accommodations, single buildings, attractions and theme parks are considered not eligible.
- 3) Contact the 3 destinations directly and instruct them on how to become officially nominated for the Sustainable Destinations Top 100. The instruction for the nominated destinations can be found on the next page 'appendix 2.' For a destination to be fully nominated, they need to send in the following information:

- A sustainability pitch, which is a short text (one paragraph) or video (1 minute) on why their destination is sustainable.
 - 5 pictures to illustrate the sustainability pitch (think about photos of the nature, specific area highlights or ambiance impressions).
 - A Brief Clarification on how the destination complies with the 15 Core criteria of the Green Destinations Standard (based on the GSTC-D standard). Instructions on which information to provide with every core criteria can be found in appendix 2 'instructions for nominated destinations.'
- 4) After all destinations are instructed, write a press release, nominating the candidates (destinations) publicly. Included in the press release should be the names of the destinations being nominated (optional: photos and links to their websites). Extra information which could be included in the press release can be found in 'appendix 3'
- 5) Send a list of the selected destinations including contact details and the link to the press release to info@greendestinationsday.com

Appendix 2: Application instructions for nominated destinations (send the letter with the following text to your selected destinations)

Congratulations, as a destination you are nominated by the Taskforce of Tourism, a body of the Network of Associations of Local Authorities of South-East Europe (NALAS) for the contest Sustainable Destinations Top 100 organized by Green Destinations – an organization supporting destinations to become more sustainable worldwide. The award ceremony of the Top 100 will take place during the 1st Global Green Destinations Day, which will be held in Ljubljana, Slovenia from the 27th-28th September, 2016 (<http://greendestinationsday.com>).

Global Green Destinations Day

Global Green Destinations Day – the flagship event of Green Tourism is hosted by Slovenia and Ljubljana, the European Green Capital 2016. Its goal is to convene and inspire sustainability leaders from different destinations and the industry. Our program offers state-of-the-art “green solutions” for tourism sustainability, good practices, industry’s leaders keynotes, the sustainable Top 100 destinations and the largest green destinations community in the world.

What’s in for you as a destination:

- As a destination you get free press coverage and your destination being promoted as a sustainable destination.
- As a nominated destination, you will be represented on conference website of Global Green Destinations Day (<http://greendestinationsday.com>).
- When making it into the top 100, Green Destinations will cover your destination during Global Green Destinations Day including the official award ceremony.
- When making it into the top 100, your destination will get free press coverage by Green Destinations, Global Green Destinations Day and involved media-partners covering the event and the top 100.
- Since you already took first step in becoming a green destination by complying for the first 15 criteria during the process, becoming a fully recognized sustainable destination is not far away.

Step-by-step instructions for the nomination

In order to be fully nominated for Top 100, you need to send in the following information to . The process of being fully nominated takes up only one to two hours.

- 1) A sustainability pitch, which is a short text (one paragraph) or video (1 minute) on why your destination is sustainable.
- 2) 5 pictures to illustrate the sustainability pitch (think about photos of the nature, specific area highlights or ambiance impressions).

- 3) A Brief Clarification on how the destination complies with the 15 Core criteria of the Green Destinations Standard (the measuring tool on which destinations will be rated concerning sustainability). (see next page for explanation of providing prove for the 15 core criteria).

4) 15 Core criteria

Criteria:	Explanation:	Proof needed:
Sustainability Coordinator	A person has been assigned the responsibility and authority for the adequate implementation and reporting of sustainable destination management	Name, contact details and role description of coordinator
Tourism Policy	The destination has an up-to-date, publicly available, multi-year tourism policy or strategy addressing all important issues	Link to policy report, or/ send tourism policy report by e-mail
Nature protection	The protection of natural sites, habitats, species, and ecosystems is effectively addressed and enforced. Nature degradation is addressed.	Brief explanation (paragraph) (optional, include good practices)
Animal Ethics	The use of animals in tourism is effectively controlled in order to decrease the risk of unnecessary suffering, disease, and death.	Brief explanation (paragraph)
Landscape & Scenery	Natural and rural scenic views are protected and the sense of place is maintained; landscape degradation and urban sprawl is avoided.	Brief explanation (paragraph)
Waste water treatment	Waste water treatment is adequately organised and relevant regulations are enforced, aimed to minimise impacts to people and the environment.	Brief explanation (paragraph)
Solid waste reduction	Any solid waste is monitored, reduced, separated and recycled, and quantitative goals are set, especially regarding the reduction of plastic waste.	Brief explanation (paragraph)
Reduction fossil fuel dependency	Adequate measures and incentives exist to reduce reliance on fossil fuels and to encourage renewable energy technologies.	Brief explanation (paragraph)
Cultural heritage conservation	The conservation, authenticity and aesthetic presentation of cultural resources, sites and built heritage, is adequately organized and enforced.	Brief explanation (paragraph)
Intangible heritage	Intangible cultural heritage and local life and culture, are adequately protected and respected.	Brief explanation (paragraph)
Protection of people	The destination takes adequate measures to protect all people legally and effectively against commercial, sexual, or any other form of exploitation.	Brief explanation (paragraph)
Inhabitants involved in tourism	Inhabitants are regularly involved in discussions on opportunities, challenges and sustainability of tourism development.	Brief explanation (paragraph)
Promoting local products	The inclusion of local artisans, producers and service providers in the tourism value chain is supported; local and sustainable products are promoted.	Brief explanation (paragraph)
Health & safety prevention	Crime, safety, and health hazards are adequately prevented and addressed.	Brief explanation (paragraph)
Accessibility	Access to tourism sites is supported for individuals with disabilities, where appropriate, whilst not harming the sites and their sense of place.	Brief explanation (paragraph)

More information about Green Destinations can be found on <http://greendestinations.info>. Also if you are interested in becoming a full acknowledged sustainable destination on a worldwide scale, visit us.

Appendix 3: Additional press release information

The following information can be used in the press release of the Sustainable Destinations Top 10:

Destinations of Future Generations

The overall theme of the Top 100 is “Destinations of Future Generations”. Typical Top 100 candidates are destinations that cherish and celebrate their Authenticity, their Biodiversity and nature, their Cultural values, the Destination’s local community and entrepreneurs, and their Environment, for future generations of citizens and travelers.

Associations of Local Authorities of South-East Europe NALAS and representative bodies in each country developed in year 2015 a Toolkit for Green Destinations of South East Europe taking that aspect in to consideration. A comprehensive toolkit leading municipalities through a step by step approach how to develop attractive sustainable tourism destinations. A toolkit is based on global and European indicators for sustainable destinations developed by Global Sustainable Tourism Council and European Commission.

The toolkit aims to encourage public and private stakeholders in destinations of SEE to adopt sustainable tourism practices. The same goes for a global competition of TOP 100 Sustainable Destinations being developed and run by international network of Green Destinations using the same approach for evaluation and development of sustainable destinations. By publishing an annual list, the initiators acknowledge the best initiatives, making tourism destinations greener, cleaner, more responsible and better from a perspective of authenticity, and from a cultural, social, and economic point of view. Selection of a destination in the Top 100 does not mean it is fully sustainable. It means that it has made good efforts, and is making progress towards sustainability.

The Selection will be supported by an Expert Team, a special Selection Panel, and a public vote on social media.

The results of the competition will be announced during Global Green Destinations Day, on 27 and 28 September 2016 in Ljubljana (Slovenia), a city that kept its historic core attractive and well preserved, and was elected by the European Union as European Green Capital 2016. During these days, the awarded destinations around the world will celebrate their selection. Top 100 Ambassadors will present the Destination Awards to destination management officials, partly through video conferencing. **Global Green Destinations Day** will be an event bringing together the **Green Destinations Community**: representatives of the world’s leading sustainable destinations, international organizations, governments, expert organizations, and the media.

SAVE THE DATE!! 27-28 September 2016 - Global Green Destinations Day

The Flagship Event for Green Tourism! This will be the annual event for all Green Destinations Partners, including industry and media partners, to commonly discuss and define the way ahead for the partnership and the Community. Destination: Sustainability!

Register Now in <http://greendestinationsday.com>.

Albert Salman, Green Destinations, the Netherlands

Valere Tjolle, TravelMole's Vision on Sustainable Tourism, UK / Italy

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