



## **Green Destinations 2023 Top 100 Stories**

### **TERMS AND CONDITIONS**

Registration to our services (“Green Destinations 2023 Top 100 Stories competition”) constitutes acceptance of the Terms and Conditions.

1. Definition and interpretation
  - 1.1. Organisation: Green Destinations
  - 1.2. Program: the Green Destinations 2023 Top 100 Stories competition
  - 1.3. Services: includes all services provided by Green Destinations to destinations registered to the 2023 Green Destinations Top 100 Stories competition: i.e. Top 100 training, Top 100 evaluations, Top 100 communication.
  - 1.4. Top 100 Training: refers to all services provided by Green Destinations for destinations that have registered to the 2023 Green Destinations Top 100 Stories as part of the Top 100 training program: i.e. access to the online course composed of pre-recorded video, access to live training sessions organised with experts and Q&A sessions.
  - 1.5. Top 100 evaluations: refers to all services provided by Green Destinations for destinations that have registered to the 2023 Green Destinations Top 100 Stories competition evaluations (for STEP 1: Sustainability Check and STEP 2: Good Practice Story).
  - 1.6. Top 100 communication: refers to all communication services provided by Green Destinations for destinations that have registered to the 2023 Green Destinations Top 100 Stories competition: i.e. creation of a Destination Report upon completion of the program, promotion of their Good Practice Story upon selection, promotion of their destination when selected to the list, coordination of the creation of their Good Travel Guide basic page when they have passed STEP 1: Sustainability Check.

## 2. Scope of the organisation's services

- 2.1. The organisation's program can only be purchased by destinations that are eligible for participation:
  - municipalities (includes towns, cities and rural communities),
  - islands,
  - protected areas,
  - private destinations - must include tourism facilities on the premises (preferably accommodation), include, control or manage a considerable area or asset which offers ecological, natural, cultural, geological or landscape values and include resident local communities in their supply chain or operations.
  - Countries or regions smaller than 50,000 sq km.
- 2.2. The name that the destination uses to register
  - should indicate the geographic name (name of region, town, municipality, island, valley, (protected) area);
  - should be the English translation (e.g. 'National Park' in stead of 'Parque National'); unless the destination is internationally marketed under the local translation.
  - can be accompanied by a specification or marketing indication (e.g. 'Dark Sky Alqueva'). Green Destinations reserves the right to remove the marketing indication when judged as not appropriate.
- 2.3. The purchase of the program will include: Top 100 training, Top 100 evaluations and Top 100 communication for the 2023 edition. Upon completion of the program, the services will not be renewed automatically. The organisation will contact the destination to discuss renewal.
- 2.4. Top 100 training will be provided to the destination upon reception of the payment of the Top 100 Fee (see 3. Fees for more information).
- 2.5. Registration to the organisation's program does not guarantee successful selection to the 2023 Green Destinations Top 100 Stories list.
- 2.6. Any data shared with the organisation in relation to the program (a) will not be subject to confidential treatment (unless agreed otherwise), (b) may be used by the organisation for communication with the destination, (c) may be used to promote the destination without restriction or further consent by the destination.
- 2.7. Destinations that are not part of the organisation's Awards and Certification program are only allowed to be selected to the 2023 Green Destinations Top 100 Stories list twice. If a destination has already been selected twice and wants to join the program again, they must join the organisation's Awards and Certification program.
- 2.8. Considering the infliction of atrocities against peaceful people in various countries, participations to the Green Destinations' programs is currently suspended for:

- 2.8.1. Any entities who are subject to international sanctions imposed by the UN, the EU and the USA;
  - 2.8.2. Any government-related entities from Russia, Belarus, Syria, Iran, China (PRC), Myanmar, North Korea, Afghanistan, and Eritrea. For more information, see the Statement on Peace, UNiversal Human Rights and Justice in the [Green Destinations website](#).
3. When the destination successfully completes STEP 1 of the competition (achieving at least 60% compliance with the Core Criteria they were evaluated on):
- 3.1. The destination will receive a destination report, including its score on the Core Criteria, a scorecard to use for publication of scores and feedback on their Good Practice Story
  - 3.2. The destination will receive a free basic space in the Good Travel Guide.
    - 3.2.1. This space will be available for 12 months after the publication on the Good Travel Guide website.
    - 3.2.2. This space will be located inside the destination's country Good Travel Guide page and include:
      - 3.2.2.1. Location on the country's map at the top of the country page.
      - 3.2.2.2. A photo of the destination.
      - 3.2.2.3. A paragraph (maximum 100 words) describing the destination.
      - 3.2.2.4. A link to their Good Practice Story
      - 3.2.2.5. A link to their scorecard for public results.

See an example of a Good Travel Guide free basic space below:



Located in Western Cambodia and neighboring the country's largest national park, the Botum Sakor National Park, Cardamom Tented Camp is one of the most important "conservation-friendly business" established in Cambodia. The success and sustainable efficiency of nine tented accommodation is the result of a strong collaboration between locals, associations and guests having the same goal of preserving wildlife and natural resources surrounding the camp



KNOW THEIR  
STORY

THEIR SCORE  
CARD

- 3.2.3. The destination is allowed to refuse 3.2.2.5; should they not wish to make their scores public through the Good Travel Guide.
- 3.2.4. The Good Travel Guide will allow destinations to submit the text and photo they would like to feature in their space. Should the destination not submit anything, the Good Travel Guide team will create the space.
- 3.2.5. The Good Travel Guide actively promotes all destinations featured on their website. The destinations can therefore expect to be featured on the Good Travel Guide social media platforms or blog (subject to Good Travel Guide digital marketing strategy). Please contact Malu Mayorga for more information <[malu@greendestinations.org](mailto:malu@greendestinations.org)>.
- 3.2.6. The Good Travel Guide will offer opportunities for destinations to expand their space and visibility through the website / social media channels / blogs / newsletter / direct link to destination's website / etc. should they

want to invest in their Good Travel Guide space. Please contact Malu Mayorga for more information <[malu@greendestinations.org](mailto:malu@greendestinations.org)>.

4. When the destination is selected to the 2023 Top 100 list:
  - 4.1. The destination will be featured on the Green Destinations website, with a link to their Good Practice Story and Good Travel Guide page.
  - 4.2. The destination will receive a Top 100 certificate and logo. Please see here [Terms of Use for the 2023 Green Destinations Top 100 Stories marks](#).
  - 4.3. Green Destinations will actively work to promote the destination through partner organisations. Photos, videos and the writer contact information shared by the destination as part of the program may be shared with such partner organisations.
    - 4.3.1. Partner organisations must use the images and videos in correlation with the name of the destination and their Good Practice Story.
5. Fees
  - 5.1. Fees published (600€ for destinations in high-income countries and 300€ for other destinations) are excluding VAT.
  - 5.2. Destinations that are part of the Green Destinations Awards and Certification Program, or any affiliate program (e.g. Slovenia Green) benefit from a 50% discount on fees (300€ for destinations in high-income countries and 150€ for other destinations excluding VAT).
  - 5.3. The organisation is responsible for Dutch VAT. Destinations outside of the Netherlands but in the European Union are responsible for VAT regulations in their own country. Destinations outside of the EU may be eligible for fee exemption. There are a limited number of spaces available in the program for destinations with exempted fees. The organisation reserves the right to allocate fee exemptions or not when requested by the destination.
  - 5.4. Destinations that are part of the Green Destinations Award and Certification Program, or affiliate programs (e.g. Slovenia Green) that purchased the Top 100 training as part of their 2022 Top 100 participation but did not get selected to the 2022 Top 100 list will receive a fee waiver for their participation in the 2023 competition.
6. Payment
  - 6.1. Payment will be done through the organisation's payment platform by credit or debit card before the Top 100 evaluations.
  - 6.2. Alternatively, if the destination cannot pay through credit or debit card, an invoice will be issued by the organisation to the destination.
  - 6.3. Payment is due 1 month upon reception of the invoice.
7. Complaints

7.1. Any complaints are to be addressed to [top100@greendestinations.org](mailto:top100@greendestinations.org).

## 8. Liability

8.1. The organisation is not liable for any loss of business or revenue that could come as a result of purchasing the program.

8.2. The organisation is not liable for any amount of money that the destination might demand from them as recompensation for loss of business or revenue. Consequently, the cap for monetary liability is zero.

8.3. The organisation is not liable for any type of damages the destination might come across after or during the purchase and use of the program.

8.4. The destination is not entitled to a refund once they have accessed any of the services provided in the program: Top 100 training, Top 100 evaluation or Top 100 communication. Not being selected to the 2023 Top 100 list does not entitle the destination to a refund of program fees.

## 9. Intellectual property

9.1. All logos used and displayed by the organisation in any of its products, services or events are part of the organisation's brand and therefore not to be used by outside parties unless explicit approval for use is given by the organisation.

9.2. The services are the intellectual property of the organisation and therefore should not be replicated in any way, unless explicit approval is given from the organisation.

9.3. If the organisation's intellectual property is violated by the destination. The organisation reserves the right to remove any deal between the organisation and the destination and terminate the destination's participation in the program.

## 10. Confidentiality and personal data

10.1. Destinations are obligated to follow European GDPR rules.

10.2. By registering to the program, the destination gives permission to the organisation to use personal data as part of their participation in the program (communication). This data will be shared internally in the organisation and with key Top 100 partners, for the best benefit of the destination.

10.3. When the destination benefits from the exemption of fee, and the organisation assigns a sponsor to their participation in the program, some personal data may be shared with the sponsor. Prior notification will be sent to the destination by the organisation.

10.4. The Good Practice Story writer contact information can be shared with third party organisations for promotion of the story.

## 11. Termination

- 11.1. If the destination is found to have broken any of the terms and conditions mentioned in this document the organisation reserves the right to terminate services with said destination, without a return.
  - 11.2. The destination is able to terminate their participation in the program at any time for any reason. However, in that case, said destination will not be entitled to a refund, unless agreed otherwise.
12. Force majeure
  - 12.1. If the organisation is prevented from delivering the services as identified in the program description for any unexpected or exceptional circumstances outside of its control, the organisation shall be relieved of any liability incurred under the agreement whenever and to the extent to which the fulfillment of its obligation thereunder is thereby prevented or frustrated.
13. Choice of law and jurisdiction for any lawsuits and legal disputes
  - 13.1. Dutch law applies to this agreement.
14. Severability
  - 14.1. If any one of these clauses is found to be void or inapplicable, the remaining clauses shall nonetheless apply.