CALL FOR APPLICATIONS
2024
GREEN DESTINATIONS
TOP 100 STORIES

Inspire responsible tourism leadership
Every year, the Green Destinations Top 100 Stories competition generates an amazing collection of Good Practice Stories, covering many aspects of sustainable destination management and regeneration. They illustrate the leadership of their storytellers, and they are a great inspiration for destinations, businesses and travellers.

This 10th edition of the Top 100 competition is supported by the Future of Tourism Coalition and partner organisations: ITB Berlin, the Asian Ecotourism Network, the Global Ecotourism Network, Ecotourism Australia, and Travelife for Tour Operators and Travel Agents.

We warmly welcome destinations from all around the world, to tell their story, to share their experience and successes, and to inspire the future’s tourism leadership.

ALBERT SALMAN
Founder of Green Destinations
HOW TO APPLY

WHO CAN PARTICIPATE*?

- MUNICIPALITIES**
- PROTECTED AREAS
- PRIVATE SECTOR STAKEHOLDERS***
- ISLANDS & REGIONS
- PRIVATE DESTINATIONS****

REGISTER HERE
Deadline for registration: 18 March 2024

JOIN US FOR ONE OF OUR LIVE TOP 100 INTRODUCTORY SESSIONS TO FIND OUT ALL ABOUT THE COMPETITION!

These 6 sessions will share the same content, please register for only 1 of them.

- 15 December 2023 at 9 am CET at 4 pm CET
- 24 January 2024 at 9 am CET at 4 pm CET
- 20 February 2024 at 9 am CET at 4 pm CET

*Green Destinations reserves the right to decline participants considered as not eligible to compete. The Top 100 team will confirm eligibility once you have filled in the registration form. You have the right to appeal the eligibility decision if your registration is declined.

**Includes cities, towns or rural communities.

***As a pilot, this year, the competition will be opened to a limited number of private sector stakeholders (legal entities, e.g. businesses, non-profit organisations, tourism boards and DMOs) audited in the Good Travel Seal with a minimum of 60% compliance.

****Must include tourism facilities on the premises (preferably accommodation); and 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.

www.greendestinations.org
AFTER REGISTRATION

GREEN DESTINATIONS TOP 100 TRAINING
All participants will gain access to the Top 100 training to develop skills and expertise for a strong foundation to start or continue their sustainability journey:

1. Access to online self-paced training with different modules such as the GD Core Criteria
2. Live online Masterclasses (3x) by experts in Sustainable Tourism on how to write the best Good Practice Story

SUSTAINABILITY CHECK
Participants not in our Awards & Certification Program are required to self-report on 15 or 30 Core Criteria of the Green Destinations Standard, to identify their basic sustainability performance. Participants must reach a 60% score* in Step 1 to be eligible to submit their Good Practice Story in Step 2 of the competition.

GOOD PRACTICE STORY
Participants are invited to submit a compelling story describing their solution or project addressing a particular sustainable tourism challenge, highlighting innovation, effectiveness and transferability. Stories should be illustrated with at least 3 copyright-free photos.

The selection to the annual Top 100 list is fully based on the results of the Good Practice Story evaluations.

REGISTER FOR AN INTRODUCTORY SESSION HERE

Unveiling of the 2024 Green Destinations Top 100 Stories list
GD2024 Global Conference
Sept–Oct 2024

Best stories of 2024 Top 100 list
Green Destinations Story Awards at ITB Berlin 2025
GD Story Awards
ITB Berlin
March 2025

www.greendestinations.org
WHY PARTICIPATE?

FOR ALL PARTICIPANTS

- Get **insight** in your **Sustainability performance**
  against our widely used Core Criteria covering social, cultural and environmental guidelines

- **Demonstrate** your sustainability **Commitment**
  through participating in this competition on sustainability

- **Build** your team’s **Capacity**
  with training on sustainable tourism and storytelling.

GET **Promotion** and **Visibility**
...with a free Good Travel Guide basic page

GET **Recognition** for achieved **performance**
...with a scorecard on the Core Criteria to share with the general public

BECOME an **Inspiration** for other **Destinations**
...by sharing your Good Practice Story with the industry

WHEN YOU PASS STEP 1

ON THE TOP 100 LIST

- **Celebrate selection** at the Top 100 unveiling ceremony
  ...and get your destination’s name in the international press.

- Be eligible for a **Green Destinations Story Award**
  ...at ITB Berlin, that recognises the most excellent stories of each category from the Top 100 list.

- **Get Promotion** and sustainability **Recognition**
  ...through the Green Destinations marketing channels and the 2024 Top 100 logo.
COMPETITION FEES

700€ ex VAT
Standard destinations

350€ ex VAT
Destinations from low and middle-income economies*

*check your destination’s status in the World Bank classification here. These fees only apply to 1st or 2nd year participants. 3rd year participants are required to join the Green Destinations Award and Certification Program.

Competition fees for private sector stakeholders:
€200 (€100 for low- and middle-income countries)

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GET SUPPORT FROM EXPERTS FOR YOUR 2024 TOP 100 SUBMISSION

Looking for more hands-on support in submitting your application to the 2024 Green Destinations Top 100 Stories Competition?
The Top 100 Application Support helps applicants deliver a strong submission to the competition. Get one-on-one supervision and coaching in submitting your sustainability check and writing a compelling Good Practice Story.

GREEN DESTINATIONS FEE WAIVER PROGRAM
Providing free registration in the competition for selected destinations

In an effort to enable less advantaged destinations to participate in the competition, we offer free registration to selected destinations from low and middle-income economies that cannot afford to pay the registration fee.

Free Waiver Program
Apply here

www.greendestinations.org
Contact us:
Website: www.greendestinations.org
Email: top100@greendestinations.org
Leiden, The Netherlands