



Jana Apih appointed Executive Director of Green Destinations Foundation

[Leiden, 14 October 2024] – The Board of Green Destinations Foundation is pleased to announce the appointment of Mrs. Jana Apih as its new Executive Director, as per 1 November 2024. Jana, currently the Managing Director at GoodPlace, Factory of Sustainable Tourism in Slovenia, brings a wealth of experience and a proven track record in sustainable tourism development.

As Executive Director, Jana will oversee the Foundation's strategic direction. She will be working closely with the board, directors team, and partners, to promote sustainable tourism practices, and to expand the Foundation's impact through innovative programs and partnerships that foster sustainable development in destinations.

Jana is an insider in Green Destinations. Under Jana's leadership, GoodPlace have been working together with Slovenia Tourist Board and with Green Destinations founder and President Albert Salman since 2015. This resulted in the development of a national Slovenia Green program which has been recognised as one of the most successful national programs fostering sustainable management of destinations and business. Experiences gained through national and global partnerships have led Jana and the GoodPlace team to become an important advocate and support to other countries, regions, destinations and business on their sustainable journey. Jana is also a long-time board member of the Green Destinations Foundation, her expertise in strategic planning, stakeholder engagement and sustainability initiatives is a perfect fit with the Foundation's mission.

"I take this position with awareness of the responsibilities it brings to all our members, partners and friends. Green Destinations has become a global player with a huge impact on management of tourism bringing local benefits and protection of natural assets. Gaining a decision making role feels also as a natural next step in "waking the talk" through support of Green Destinations and all its partners on this quest." said Jana. *"I am very pleased that the board has also approved the appointment of Tina H. Zakonjšek,*

manager of sustainable tourism projects within GoodPlace, as deputy Executive Director. This way we can both continue to take care of GoodPlace from our current office in Ljubljana, and at the same time bring wider expertise to further development of Green Destinations."



Albert Salman is extremely pleased with the appointment. *"Jana and Tina's vision and leadership capabilities are important for Green Destinations and I am looking forward to developing new synergies and opportunities to better assist tourism destinations", said Albert "This will also allow me to commit more time as CEO of Green Destinations Solutions, supporting destinations in preparing and qualifying for certification through capacity building and destination team training."*

About Green Destinations International

Green Destinations International leads the world's largest community of destinations committed to sustainability, supported by more than 50 program partners around the world. Our goal is to support destinations and businesses in improving quality and

sustainability. Over 600 destinations in 60 countries have already joined our programs. The operational team of Green Destinations International consists of two divisions: Green Destinations Foundation, and Green Destinations BV, a LLC also operating as Green Destinations Solutions.

Green Destinations Foundation, established in September 2016, is the world's leading destination certification organisation: supported by regional partners and representatives worldwide, over 160 destinations in more than 25 countries have joined the Award & Certification Program. Since 2014, more than 600 destinations have successfully participated in the annual Top 100 Stories Competition, the world's largest showcase of sustainable tourism good practices. Our Certification Program has been GSTC accredited since 2018 for delivering independent certification that follows the highest standards for sustainability reporting and assessment, and the UN Sustainable Development Goals.

Our history dates back to April 2014 when Albert founded Green Destinations as a company, as a follow-up to his QualityCoast Awards program. QualityCoast was the world's first destination standard combining criteria and indicators since 2005, and is still operated under Green Destinations. Within the company various programs were developed: the Good Travel Seal (GTS) for private sector certification, the Good Travel Guide for the promotion of certified destinations and companies, and a global Support team assisting destinations in making progress in sustainability.

Green Destinations Solutions' advisory work is separated from the accredited destination certification to avoid any conflict of interest. However, the two divisions are working closely together in delivering training courses, communication and social media campaigns, conferences and events since 2016.

For more information, visit: www.greendestinations.org

