

2025



Green Destinations Support Solutions

EXECUTIVE SUMMARY

www.greendestinations.org/support

What is Green Destinations?

Green Destinations is a globally recognized organization that champions a sustainable tourism model by providing expert support, training, action planning, and sustainability certification to destinations, individual businesses, and attractions

Supported by 60+ global experts and advisors in the sustainability sector, our foundation is one of just three certification bodies accredited by the Global Sustainable Tourism Council (GSTC) for destinations, as well as being one of ten globally-leading recognized certification bodies for businesses that founded the Tourism Sustainability Certifications Alliance (TSCA).

Our *Mission*

Our mission is to help tourism businesses and destinations unlock their value through a sustainable tourism model that contributes to the livelihoods of residents, energizes local economies at the micro and macro level, and becomes a key economic driver while embracing the UN Sustainable Development Goals.

Our *Approach*

Green Destinations offers a pioneering, sustainability-driven approach to our partners, delivering a thorough assessment of their destination management or business before working alongside them to build and implement a sustainable tourism model. We do this through a bottom-up approach by providing ongoing support and tailor-made solutions to address the unique challenges, economic needs, and issues facing our partners.



We *Work With*



DESTINATIONS

(municipalities, regions, towns, islands, nature and heritage sites)



BUSINESSES & ATTRACTIONS

(accommodations, attractions, museums, restaurants, etc.)



DESTINATION MANAGEMENT ORGANIZATIONS (DMOS)



TOURISM & TRAVEL PRODUCTS

How We *Benefit Our Partners and Members*

Improved tourism product/destination

Reporting platform for key sustainability KPIs

Enhanced promotion and marketing tools for your destination or business

Recognized sustainability certifications for destinations and businesses

Roadmap to improve sustainability of destination

Access to a community of like-minded members pursuing a sustainable tourism mode

More suitable visitors for the destinations' profile

Help you protect your local culture and authenticity, one of the key elements visitors want.

Accredited certification based upon the GSTC-recognized standard

We have carefully separated

Certification and *Support* actions

GREEN DESTINATIONS FOUNDATION

Responsible for **Destination Certification** and for recognition through the **Top 100 Stories Competition**.

[Brochures can be found here](#)

GREEN DESTINATIONS SOLUTIONS

A different legal entity, offers **Destination Assessment**, along with tailored **Coaching, Training, Consultancy Solutions** and **Promotional Events** for selected destinations. This is how we strictly avoid conflicts of interest.



Training & Support Solutions

Green Destinations has developed a suite of Training & Support Solutions for our partners. These solutions complement one another and provide you with tailored support and unique benefits in sustainability recognition, promotion, and marketing.

Before implementing a Training & Support Solution, first we listen to your needs and offer a coaching program that applies the best possible combination of training and support tools. You can start your participation at any time, combining several solutions.

Destination Assessment

Sustainable Tourism Action Planning

Awards and Certification Support

Business Sector Engagement

Climate Action Planning

Data-Driven Management

Visitor Experiences and Market Access



Destination Assessment



Goal: To evaluate your level of sustainability in relation to SDGs or GSTC Destination Criteria.

In this solution we can support you in several different ways:

- **Destination Assessment:** Based upon the GSTC Criteria or the Green Destinations . Standard, applying our innovative SWOT-based approach. This will help you identify actions in relation to Green Destinations Certification.
- **GD and GSTC Destination Assessment:** Only Green Destinations provides you with a unique GSTC Destination Assessment Report with clear recommendations and actions for GSTC-Accredited certification.
- **SDG Sustainability Assessment:** This solution helps you identify your main strengths, weaknesses and opportunities in relation to the UN Sustainable Development Goals.

Why choose *this solution*?



- It is the first step in being globally recognized for your sustainability efforts.
- It helps you understand whether you are already eligible for certification.
- It enables you to evaluate your strategy and action plan based on the SDGs or GSTC.



Sustainable Tourism Action Planning



Goal: To identify and plan smart actions for improvement and certification.

Depending on your objectives, Green Destinations can support you in a tailored approach that matches your needs. For example, in the follow-up to a destination assessment this solution can offer either of the below.

- **Strategy and Action Planning:** We have developed two sophisticated action planning tools, one for destination managers (on our online reporting and certification platform), and one for the destination council. In the latter, we identify specific actions you need in order to meet your certification target.
- **Training & Capacity Building:** Online and in-house training of your team and stakeholders.

Why choose ***this solution?***



- You want to evaluate your tourism vision, strategy and action plan.
- Your team needs training and to gain a better understanding of the management of the public domain, including visitor management, avoiding overtourism, and creating the conditions for the protection (and visitor experience) of cultural, natural and scenic values.



Awards & Certification Support



Goal: To train, guide, and provide strategic and technical support in preparing for destination certification.

Destination Certification requires careful planning and reporting. We can help you in several ways:

- **Training & Capacity Building:** Provided to the destination team in preparing for certification.
- **Preparing for Recognition & Certification:** Accessing our dedicated online platform.
- **Certification of Attractions:** Implementing tourism business certification through the Good Travel Seal (*optional*).
- **Destination Certification:** After an Engagement phase, our desk assessment will reveal whether you can be certified with GSTC Accreditation. This can be reassessed every 2 years. Certification will be done by our sister entity, the Green Destinations Foundation.

Why choose *this solution*?



- Your destination team needs training, which is a requirement for certification.
- You seek recognition of your sustainability efforts through global Awards, including the Top 100, QualityCoast and Green Destinations.
- You aim for **GSTC-Accredited certification**. In this case, it is highly recommended to also consider our solutions for **Business Sector Engagement** and **Data-Driven Management**.



Business Sector Engagement



Goal: To evaluate private sector sustainability and support business certification.

We will work with you based on a two-step approach that ensures private sector entities will be engaged and supported in sustainability:

- **Business Sector Sustainability Scan (BSSS):** The BSSS evaluates the sustainability performance of your destination's tourism businesses and provides recommendations for specific training and support in fields where businesses demonstrate weak performance. Businesses that are already eligible for certification will be supported in participating in the Good Travel Seal (GTS).
- **White Label Certification:** We will provide you with a certification program adopting the name of your destination, region or country. The Slovenia Green program is a successful example of this.

Why choose **this solution?**



- International surveys show that travellers highly appreciate or even expect hotels to adopt sustainability principles and certification.
- For destination certification it is necessary to have a list of certified suppliers.
- GTS certified accommodations will be featured in the booking pages of Booking.com and Google.
- You would like to promote your destination through a branded business or event certification program.



Climate Action Planning



Goal: To evaluate your carbon footprint and action planning for climate mitigation and resilience.

Destinations seeking Climate Action Planning from Green Destinations can greatly benefit from a variety of solutions, including:

- **Destination Carbon Footprint Calculator:** Even with only a limited set of data, European destinations can receive estimations from this tool, developed by Breda University of Applied Sciences in the Netherlands. Other carbon calculator solutions will be employed outside the EU.
- **Climate Mitigation Action Planning:** Depending on your targets, we can support you in developing action plans based upon the Glasgow Declaration and UN-supported tools.
- **Climate Resilience Assessment:** A variety of tools are available for enhancing resilience depending on your destination's vulnerability.
- **Climate Adaptation Action Planning:** We can help you identify experts who can support you.
- **Climate Action Standard:** We recommend identifying and supporting a group of tourism businesses in their efforts to adopt climate-friendly practices.

Why choose *this solution*?



- It will enable you to truly contribute to a low-carbon future and to climate resilience.
- It will appeal to many tour operators and visitors who will love to learn about what you do for the global climate. We can help you to disseminate this message.



Data-Driven Management



Goal: To monitor and report your progress with key performance indicators using advanced technologies.

Participation will greatly improve your destination management and planning:

- **Indicator system and KPIs:** We invite you to adopt the unique approach we are developing together with BeCause, a leading data company in tourism sustainability data.
- **The solution for monitoring and benchmarking:** Adopting a unique set of indicators will allow you to compare your performance with other destinations, with your overall country performance, and with business-level performance.

Why choose *this solution*?



- It will help you stand out in using a state-of-the-art data solution.
- It can be combined with all other Training & Support Solutions presented here.
- It will support your businesses in measuring their impacts and benefits with real data, which will be essential for making any green claims in view of emerging consumer protection legislation such as the EU Green Claims Directive.



Visitor Experiences & Market Access



Goal: To improve the destination's tourism offer to meet emerging visitor demands.

As a destination, you must not only promote a destination certification result or certified hotels, but also a range of visitor experiences. With our solutions you can develop and promote activities that are socially beneficial while avoiding a high environmental impact. This solution includes:

- **Indicator system and KPIs:** We support you in measuring the impact of your travel products.
- **Optimising your Travel Offer:** We help you optimise the social, economic, environmental and climate impacts of your tourism offer.
- **Developing 'Good Travel Experiences':** We will support you in developing new travel offers.
- **Good Travel Alliance:** Free membership in the new expert community of destination managers and experts. For more information, go to: www.alliance.greendestinations.org

Why choose *this solution*?



- To gain support and peer-to-peer cooperation in making your destination experience more attractive and positive, bringing clear benefits in terms of marketing, promotion and market access.
- To benefit from the same support for your businesses as in our solutions for data-driven management.



More information?

Ask your Green Destinations contact for more information on any of these solutions, including the financial commitment.

 www.greendestinations.org/support

 contact@greendestinations.org