Green Destinations Standard v3

for Destination Certification

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Introduction

The Green Destinations Standard is a tool to assess, recognise and certify how destinations manage tourism sustainably. It is the basis of the Green Destinations Awards & Certification Programme in which destinations are assessed against the criteria set out here, and the level of conformity demonstrated determines the certification granted. Destinations worldwide can use the Standard to build, operate and continually improve a sustainability management system, and to obtain independent recognition or certification of that system.

The Standard assesses management capability. Its criteria examine whether the policies, strategies, action plans, procedures, monitoring systems, engagement mechanisms and reporting processes needed to manage tourism sustainably are in place, implemented, monitored and reviewed. Recognition and certification confirm that such a system is functioning and that the applicable criteria are met. They are not a ranking of a destination's environmental, social or economic condition.

All conformity decisions within the Programme are based solely on the criteria contained in this Standard and on the evidence pathways it defines. Certification is granted following assessment by an external certification body.

This version outlines the third edition of the Green Destinations Standard. The first version was released in 2016. Version 2, released in 2021, consisted of 84 criteria across six themes. Version 3 restructures the Standard into 61 criteria organised around a plan–do–check–act management cycle, so that each criterion addresses one management instrument, one assessment question and one evidence pathway. This structure supports the progressive levels of the Awards & Certification Programme, as a destination's management system is built up, verified, and reviewed over time.

Scope

The geographic scope of the Standard is global: it can be applied to any destination, regardless of size, location or level of tourism development. The conceptual scope is the tourism sector of the destination. The impacts addressed and the stakeholders involved shall therefore relate to tourism.

The Standard assesses the destination and the entity managing it. Hotels, tour operators and other organisations within the destination are not part of the assessment scope. They are not entitled to use the name or logo of any recognition or certification granted under the Standard.

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Eligibility

A destination is a defined and accessible geographic area with a resident community and a set of natural, cultural or recreational assets that visitors can experience, such as landscapes, heritage, attractions, local activities or other place-based offerings. A destination provides facilities and services for visitors to stay overnight, is positioned as a destination in the tourism market, and is represented for certification purposes by a destination management entity with a mandate to coordinate, promote or influence tourism strategy and action plans within a defined scope.

The following elements should be in place for a destination to be eligible for certification under the Green Destinations Awards & Certification Programme:

- Defined geographic area, supported by a map or equivalent documentation showing the certification scope.
- Resident community, except where the assessment scope is extended to surrounding or gateway communities.
- Freely accessible areas or visitor experiences, not limited exclusively to paying guests or residents, noting that access or entry fees may be applied to manage overtourism or fund conservation and restoration, provided the area or experience remains genuinely accessible to the public.
- Accommodation facilities or equivalent visitor-stay infrastructure within the destination or its gateway area.
- Natural, cultural, recreational or other tourism assets that visitors can experience.
- Positioning as a destination in the tourism market.
- A destination management entity, normally a DMO or equivalent legal entity, with a clear mandate to coordinate, promote, implement or influence tourism strategy and action plans.

Private and protected destinations

Privately owned islands, resorts, game reserves, eco-lodges, protected areas and other low-resident areas may be assessed as destinations. The assessment scope shall then be extended to the relevant surrounding or gateway communities for criteria on community well-being, stakeholder involvement and business participation.
Note: Eligibility, and the assessment boundary that follows from it, shall be evaluated at application review.

Scope of responsibility

Destination sustainability is a shared responsibility. Beyond the destination management entity, many others contribute to it, including local, regional and national authorities, public service providers, protected-area managers, tourism enterprises and communities. These organisations

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are not assessed under the Standard. The assessment focuses on how the destination management entity works with them.

The assessed entity is not expected to control matters outside its legal mandate. It is expected to demonstrate how it manages destination sustainability within its scope of responsibility and influence. Evidence may relate to three levels:

- Direct implementation: actions, policies, plans and decisions under the entity's own control.
- Coordination, promotion or influence: actions through which the entity works with competent authorities, enterprises and communities to facilitate improvement.
- Collection, documentation and reporting: information obtained from competent bodies on matters the entity does not implement but must understand, monitor and communicate.

These levels apply across all criteria. They keep assessment fair and proportionate, while ensuring that the destination is evaluated as a system and not only through the internal management of one organisation.

Nature of the Standard

The Green Destinations Standard V3 consists of 61 criteria in six themes. Themes A to E look at whether the right management arrangements are in place and working. Theme F goes a step further: it recognises destinations that create positive, measurable benefits for nature, climate and communities, and is assessed on those results.

Theme	Focus
A. Destination Management	Governance, strategy, action planning, stakeholder involvement, visitor management, reporting and communication
B. Environment	Nature and biodiversity, natural resources, pollution, water, waste, climate and mobility
C. Socio-Cultural	Tangible and intangible heritage, accessibility, human rights, community well-being, health and safety, ethics
D. Economy	Economic impact and retention, seasonality, employment, green economy, sustainability standards, local value chains
E. Data for Monitoring	A structured indicator set supporting trend analysis over time
F. Transformation & Regeneration	Innovation, knowledge-sharing, net-positive outcomes and leadership beyond the destination

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Application and levels

The Green Destinations Standard is applied through five levels on one progressive certification pathway: three levels under a Green Destinations Awards Track and two under the Green Destinations Certification Track. Each level requires conformity with a pre-defined set of mandatory criteria. Levels are cumulative so that every level includes all mandatory criteria of the levels below it.

Level	Type	No. of Criteria	Focus
GD Awards			
Committed	Recognition	34	**Establishing the foundation.** A destination management entity with a clear mandate, a tourism strategy and action plan, and stakeholder involvement are in place, supported by basic policies across environment, culture and economy.
Advanced	Recognition	42	**Monitoring and responding.** The system moves from being set up to being actively used and publicly reported: risks and opportunities are assessed, visitor satisfaction and impacts on nature are tracked, and safety, wildlife and seasonality are effectively managed.
Outstanding	Recognition	51	**Evidence-based management.** The strategy is grounded in an assessment of tourism impacts, and environmental quality, climate mitigation, accessibility and economic benefits are measured and managed.
GD Certified			
Certified - Sustainability Management	Certification	55	**Sustainable management across the whole destination.** All requirements in Themes A to E are met and independently audited. Environmental, socio-cultural and economic sustainability are managed together as one system, monitored over time, and applied by the management entity to its own operations as well.
Certified - Regeneration Pathway	Certification	61	**Beyond compliance: regeneration and leadership.** The destination delivers net-positive results for nature, climate and communities, drives innovation, and shares its knowledge and support with other destinations.

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GD Award levels

Committed, Advanced and Outstanding recognise destinations that have put a sustainability management system in place and are extending its coverage. They mark progress towards certification. Destinations at these levels shall not describe themselves as "certified".

GD Certified levels

Certified – Sustainability Management confirms full conformity with every criterion in Themes A to E: the complete management system, operating and reporting across all themes.

Certified – Regeneration Pathway additionally confirms conformity with Theme F. It is reserved for destinations that deliver demonstrable regenerative outcomes and share their approach beyond their own boundaries.

Assessment

The depth of assessment corresponds to the level applied for, as defined in the Green Destinations Awards & Certification rules. Assessments require an independent audit by an external Certification Body.

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Code	Title	Description	Mandatory Criteria				
			GD Awards Track			GD Certification Track	
			Committed	Advanced	Outstanding	Certified - Sustainability Management	Certified - Regeneration Pathway
			34	42	51	55	61
A. DESTINATION MANAGEMENT							
A1	**Destination Management Entity**	The destination has a DMO or equivalent destination management entity with a clear mandate for coordinating, promoting or influencing sustainable tourism development and management. The entity is adequately funded for its role and staff responsible for tourism sustainability are adequately trained and/or experienced.	x	x	x	x	x
A2a	**Tourism Strategy: Inventory**	The destination has a publicly available multi-year tourism strategy that follows sustainability principles and is based on a proportionate inventory of key tourism assets. The strategy specifies goals, targets or milestones related to reducing greenhouse gas emissions, improving resource efficiency, protecting nature and biodiversity, upholding human rights, preserving cultural identity and promoting local prosperity. The strategy is developed with meaningful stakeholder participation and is periodically reviewed against measurable objectives and, where relevant, is aligned with commitments or plans of competent public authorities.	x	x	x	x	x

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Code	Title	Description	Mandatory Criteria				
			GD Awards Track			GD Certification Track	
			Committed	Advanced	Outstanding	Certified - Sustainability Management	Certified - Regeneration Pathway
A2b	**Tourism Strategy: Impacts**	The tourism strategy referred to in A2a is based on a proportionate assessment of tourism impacts.			**x**	**x**	**x**
A2c	**Tourism Strategy: Risks and Opportunities**	The tourism strategy referred to in A2a is based on a proportionate assessment of tourism risks and opportunities.		**x**	**x**	**x**	**x**
A3	**Internal Sustainability Management**	The destination management entity leads by example by implementing an internal sustainability management policy. This policy covers responsible environmental, ethical and economic operational practices, including procurement guidelines that give preference to local, responsible and lower-impact products and services where possible and practical.				**x**	**x**
A4	**Stakeholder Involvement**	The destination management entity identifies key stakeholders from local communities, civil society, the private sector and competent authorities, and involves them in planning, managing, monitoring and evaluating tourism sustainability. The level of involvement shall be proportionate to the destination context and to the entity's mandate, but must be documented and meaningful. Stakeholder engagement is maintained as an ongoing and documented process throughout the implementation and review of the tourism strategy.	**x**	**x**	**x**	**x**	**x**

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A5	**Tourism Action Plan**	The sustainability challenges, targets and milestones of the Tourism Strategy are addressed through tourism action plans using indicators, assigned responsibilities and timelines. The destination management entity is responsible for actions under its direct control, and for coordinating, promoting or documenting actions led by other competent entities where these are relevant to the tourism strategy. The action plan is periodically reviewed and updated as part of a continuous improvement process.	**x**	**x**	**x**	**x**	**x**
A6	**Managing Tourism Pressure**	Tourism pressure is monitored and managed with priority given to local community well-being, cultural values, nature and visitor experience. Where relevant, the destination management entity collects or uses data on visitor flows, mobility and traffic, housing pressure, short-term rentals, cost-of-living concerns and pressure on sensitive sites, and works with competent bodies to prevent or reverse overtourism.	**x**	**x**	**x**	**x**	**x**
A7	**Sustainability Reporting**	A sustainability report or equivalent public reporting mechanism is made available at least every two years. It presents progress against the Tourism Strategy and Action Plan, key sustainability indicators, relevant destination-level risks, measures taken by the destination management entity, and information collected from competent entities where		**x**	**x**	**x**	**x**

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		implementation falls outside the destination management entity's mandate.					
A8	**Visitor Satisfaction**	Visitor satisfaction with the sustainability and quality of the destination is regularly monitored. Results are evaluated and used to inform improvement actions. Key findings are publicly reported or included in sustainability reporting in a proportionate manner.		**x**	**x**	**x**	**x**
A9	**Visitor Management**	Impacts of tourism activities and visitor numbers are regularly monitored, particularly where they may affect residents, cultural heritage, nature or sensitive areas. Where negative impacts are identified, the destination management entity implements, promotes or coordinates appropriate visitor management measures with relevant authorities, community stakeholders and experts.	**x**	**x**	**x**	**x**	**x**
A10a	**Destination Promotion Focus**	Destination promotion focuses on authentic attractions, activities and events that benefit local communities, local employment, cultural identity and low-impact or regenerative tourism objectives.	**x**	**x**	**x**	**x**	**x**
A10b	**Destination Promotion Exclusions**	The destination management entity avoids promoting activities, attractions, events, facilities or services that are known to have significant negative impacts on local communities, environmental values, animal welfare or cultural heritage.	**x**	**x**	**x**	**x**	**x**

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A10c	**Avoiding Greenwashing**	Sustainability-related communication and claims are accurate, evidence-based and avoid misleading environmental or social claims.	**x**	**x**	**x**	**x**	**x**
A11	**Accurate Marketing and Promotion**	The entity ensures that all promotional and marketing communications are accurate, transparent, and not misleading with regard to its products, services, and sustainability-related claims, and do not create unrealistic expectations regarding sustainability impacts or outcomes.	**x**	**x**	**x**	**x**	**x**
A12	**Sustainable Customer Choices and Behaviour**	The entity promotes and prioritises more sustainable products, services, and visitor behaviours through clear information, customer guidance, and the active promotion of more sustainable alternatives. Customers are provided with appropriate guidance on responsible behaviour and, where relevant, applicable codes of conduct for sensitive activities and destinations.	**x**	**x**	**x**	**x**	**x**
B. ENVIRONMENT							
B1a	**Nature Conservation**	The destination management entity supports the conservation and/or restoration of valuable ecosystems and biodiversity within its scope of responsibility and influence.	**x**	**x**	**x**	**x**	**x**
B1b	**Tourism Impacts on Nature**	It monitors or collects information on tourism-related impacts on nature and works with competent authorities and stakeholders to prevent, correct or mitigate negative impacts.		**x**	**x**	**x**	**x**

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B2	**Invasive Alien Species**	Risks related to the introduction and spread of invasive alien species associated with tourism are identified where relevant. The destination management entity supports prevention and awareness actions and coordinates with competent environmental authorities when ecosystem, biodiversity or wildfire risks are identified.	**x**	**x**	**x**	**x**	**x**
B3	**Natural Resources**	Natural resources such as water, soil, minerals, wood, rock and landscapes are protected through applicable policies and regulations. The destination management entity collects relevant information from competent authorities and promotes responsible tourism practices that avoid unsustainable use of natural resources.	**x**	**x**	**x**	**x**	**x**
B4a	**Wildlife Protection**	Applicable regulations for the conservation of protected species are respected and promoted.	**x**	**x**	**x**	**x**	**x**
B4b	**Wildlife Interaction**	Wildlife viewing and organised interactions between visitors and free-roaming wild animals follow applicable regulations and recognised good practice to protect wildlife and people. The destination management entity communicates expectations to tourism stakeholders and visitors where relevant.		**x**	**x**	**x**	**x**
B5	**Animal Welfare**	The destination management entity informs relevant tourism stakeholders about applicable laws and recognised standards for the welfare of animals used or displayed in tourism. Where animal welfare risks		**x**	**x**	**x**	**x**

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		are identified, it supports reporting, awareness and cooperation with competent authorities.					
B6	**Land Use Planning**	Tourism-related infrastructure and development projects are subject to applicable planning and impact assessment requirements. Where the destination management entity does not have planning authority, it shall demonstrate how it collects relevant information, participates where possible, and promotes the consideration of socio-cultural, environmental, climate and ecosystem impacts in tourism-related development.	**x**	**x**	**x**	**x**	**x**
B7a	**Noise Pollution**	Noise pollution affecting residents, wildlife, sensitive sites and visitor experience are monitored or considered where relevant. The destination management entity implements or promotes measures to minimise tourism-related noise impacts, including cooperation with competent authorities on high-impact vehicles, events or activities.			**x**	**x**	**x**
B7b	**Light Pollution**	Light pollution affecting residents, wildlife, sensitive sites and visitor experience are monitored or considered where relevant. The destination management entity implements or promotes measures to minimise tourism-related light impacts, including cooperation with competent authorities on events or activities.			**x**	**x**	**x**

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B8	**Water Management**	Water resources and use are managed or monitored to support long-term sustainability. Where water risks exist or may arise, measurable targets, actions or cooperation mechanisms are established to reduce water use from sources at risk, particularly in tourism and related sectors, within the entity's scope of responsibility and influence.	**x**	**x**	**x**	**x**	**x**
B9a	**Drinking Water Quality**	Drinking water quality is monitored by competent authorities and quality issues are addressed and communicated in a timely and appropriate way. The destination management entity collects or links to relevant official information and communicates it to visitors and tourism stakeholders where appropriate.			**x**	**x**	**x**
B9b	**Recreational Water Quality**	Recreational water quality is monitored by competent authorities and quality issues are addressed and communicated in a timely and appropriate way. The destination management entity collects or links to relevant official information and communicates it to visitors and tourism stakeholders where appropriate.			**x**	**x**	**x**
B10	**Wastewater**	Wastewater treatment and discharge are managed according to applicable regulations. The destination management entity collects relevant information from competent authorities and promotes tourism practices that prevent negative impacts on communities, ecosystems and water bodies.			**x**	**x**	**x**

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B11	**Waste Management and Reduction**	The destination has measurable objectives or actions to reduce solid waste, improve waste separation and increase effective recycling. The destination management entity promotes waste reduction in the tourism sector, including reduction of single-use items and food waste, and monitors progress using feasible indicators or credible proxies.	**x**	**x**	**x**	**x**	**x**
B12	**Climate Footprint of Tourism**	The destination monitors or estimates the main sources of greenhouse gas emissions from tourism, including transport to, from and within the destination where feasible. Targets or improvement objectives are set to reduce the climate footprint of tourism, supported by an action plan and periodic reporting. Priority is given to direct greenhouse gas emission reductions before considering carbon credits or compensation mechanisms.				**x**	**x**
B13	**Low-impact Mobility**	The destination promotes and supports walking, cycling, public transport and other lower-impact mobility options. The destination management entity implements or coordinates measures to reduce traffic-related air pollution and congestion in touristic zones and works with competent authorities to restrict or manage high-impact vehicles where appropriate.	**x**	**x**	**x**	**x**	**x**

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B14	**Energy Transition**	The destination promotes reduced fossil fuel use, renewable energy, energy efficiency and responsible energy practices in tourism. Where energy policy is outside the destination management entity's mandate, the entity supports awareness, partnerships and data collection from competent bodies and tourism enterprises.	**x**	**x**	**x**	**x**	**x**
B15	**Climate Change Mitigation**	The destination management entity promotes and supports measures aimed at reducing tourism's carbon footprint. Carbon credits or offsetting shall not be used as the primary justification for continued high emissions; priority should be given to direct reductions and, where relevant, insetting initiatives such as renewable energy, ecosystem restoration or local resilience projects.			**x**	**x**	**x**
B16a	**Climate Risk Information**	Climate-related risks and opportunities relevant to tourism are identified, including heat stress, water scarcity, flooding, coastal erosion, wildfire risk or other context-specific risks. Residents, tourism enterprises and visitors are informed about relevant risks and emergency information.	**x**	**x**	**x**	**x**	**x**
B16b	**Climate Adaptation**	Climate adaptation measures are pursued for the siting, design, development and management of tourism facilities where relevant. Tourism enterprises are informed about relevant risks.				**x**	**x**

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B17	**Environmental Awareness and Information**	Visitors, tourism enterprises and local communities are informed about key environmental challenges in the destination and how they can contribute to reducing environmental impacts. Information on protected areas, wildlife sensitivity, responsible behaviour in natural settings, water, waste and climate-related issues is actively shared through appropriate channels.	x	x	x	x	x
C. SOCIO-CULTURAL							
C1	**Tangible Cultural Heritage**	Tangible cultural heritage is protected and promoted respectfully in consultation with competent experts or authorities. This includes built heritage, traditional architecture, urban design, cultural landscapes, historical and archaeological sites. The destination management entity supports responsible visitor integration and avoids promotion that may damage heritage values.	x	x	x	x	x
C2	**Intangible Cultural Heritage**	The destination identifies and supports its intangible cultural heritage, including local traditions, performing and visual arts, crafts, music, language, rituals and gastronomy. Promotion and visitor engagement are developed in consultation with appropriate community stakeholders to protect local cultural identity and avoid trivialisation or misuse.	x	x	x	x	x

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C3	**Accessibility**	The destination management entity actively coordinates and promotes progressive and inclusive access to tourism facilities, services, natural and cultural sites for residents and visitors with diverse abilities. Improvements are planned, prioritised and monitored within the entity's scope of responsibility and influence, while safeguarding cultural and natural values.			**x**	**x**	**x**
C4	**Human Rights**	The destination management entity upholds internationally recognised human rights standards by operating in compliance with applicable laws and implementing documented policies, practices or a code of conduct to prevent, identify and report risks of human trafficking, modern slavery, commercial or sexual exploitation, discrimination, harassment or abuse linked to tourism. It communicates expectations to tourism stakeholders, provides or signposts accessible reporting channels, and cooperates with competent authorities where risks are identified.	**x**	**x**	**x**	**x**	**x**
C5	**Community Well-being and Tourism Acceptance**	The destination regularly monitors local communities' aspirations, concerns, satisfaction and perceptions related to tourism through structured dialogue mechanisms, surveys or other proportionate methods. Community feedback is documented, analysed and addressed through defined actions, responsibilities and timelines, and outcomes are	**x**	**x**	**x**	**x**	**x**

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		publicly reported or included in sustainability reporting. The destination communicates how community feedback has informed planning, decision-making and improvement actions.					
C6	**Health and Safety**	Tourism-related health and safety risks are identified and addressed, including crime-related risks, safety hazards, public health threats and climate-related risks. The destination management entity maintains or coordinates access to up-to-date tourism-relevant emergency and safety protocols, developed with competent authorities, and communicates relevant safety information to visitors and tourism stakeholders.		**x**	**x**	**x**	**x**
C7	**Legal Compliance**	The destination management entity operates in compliance with applicable laws and maintains mechanisms to identify, manage and, within its scope of responsibility and influence, promote legal compliance across tourism-related activities and partnerships. Where compliance is the responsibility of other authorities or private operators, the entity shall provide guidance, signposting or cooperation mechanisms where relevant.	**x**	**x**	**x**	**x**	**x**
C8	**Ethical Code**	The destination management entity has an ethical code or equivalent policy in place, including provisions to prevent corruption and bribery and to protect whistle-blowers. Commitment to the code is recorded by relevant personnel and governing	**x**	**x**	**x**	**x**	**x**

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		bodies, and reporting channels are communicated where appropriate.					
C9	**Socio-Cultural Awareness and Information**	Visitors and residents are provided with clear, accessible and culturally appropriate information about local culture, traditions, sensitive sites and community norms. Information is kept up to date and disseminated through appropriate channels in coordination with relevant local stakeholders, especially where cultural sensitivities or visitor pressures are identified.	**x**	**x**	**x**	**x**	**x**
D. ECONOMY							
D1	**Economic Impact and Retention of Tourism**	The destination regularly monitors and analyses tourism's economic impact and local retention using proportionate and relevant data sources. Where direct measurement is not feasible, credible proxy indicators may be used. The analysis considers distribution and equity of tourism-related benefits across the community and informs destination planning.			**x**	**x**	**x**
D2	**Seasonal Variability and Economic Stability**	The destination monitors the monthly or seasonal distribution of tourist arrivals, overnight stays or other relevant indicators and analyses implications for resilience and economic stability. In cooperation with tourism providers and community stakeholders, the destination management entity promotes measures to encourage a more balanced temporal and spatial		**x**	**x**	**x**	**x**

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		distribution of tourism where this supports community well-being, local economy, culture and the environment.					
D3	**Fair Employment and Workforce Development**	The destination collects or uses up-to-date data on tourism employment and workforce trends and identifies key challenges such as seasonal employment, labour shortages, local workforce participation, skills gaps and demographic change. Within its scope of responsibility and influence, the destination management entity promotes fair, inclusive and family-friendly working conditions through awareness, dialogue, capacity-building and good-practice initiatives, without imposing employment conditions on individual employers unless legally mandated.	**x**	**x**	**x**	**x**	**x**
D4	**Green Economy**	The destination management entity promotes and facilitates the adoption of environmental policies and practices by tourism enterprises, focusing on local priorities such as waste reduction, food waste, reduction of single-use items, energy and water efficiency, responsible purchasing and renewable energy. Progress is monitored using feasible aggregate indicators, uptake data or credible proxies.	**x**	**x**	**x**	**x**	**x**

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D5	**Sustainability Standards**	The destination promotes and supports the adoption of credible sustainability standards and certifications, with particular support for micro and small enterprises through capacity-building, mentoring, group approaches or simplified entry pathways. The destination prioritises internationally recognised schemes with independent verification or audits, and provides guidance on sustainability claims to reduce the risk of misleading communication and greenwashing. Enterprises with recognised sustainability practices and/or certifications are made visible to visitors where feasible. The destination management entity supports tourism enterprises through mentoring, training and capacity-building activities to facilitate the adoption of recognised sustainability standards.	**x**	**x**	**x**	**x**	**x**
D6	**Local Food, Products and Services**	The destination promotes and supports responsible local food, products and services that strengthen local livelihoods, local ownership and cultural heritage, regional value chains and circular economy approaches where appropriate. The development or re-introduction of traditional products and services is supported where appropriate through facilitation and collaboration with local producers, community members and tourism stakeholders.	**x**	**x**	**x**	**x**	**x**

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D7	**Economic Impact Awareness**	The destination raises awareness among local communities, visitors and tourism enterprises about how individual and collective choices can support local livelihoods and the local economy. Awareness actions may include responsible purchasing, local employment opportunities, community-based tourism initiatives and promotion of locally owned services. Key messages are kept consistent and up to date.	**x**	**x**	**x**	**x**	**x**
E. Data for Monitoring							
E1	**Reporting and Monitoring on Important Indicators**	Best available data are collected enabling the local, regional and national authorities to support destination management. Data are collected for indicators that are relevant for the destination's policies and sustainability ambitions in the field of Destination Management, Climate footprint, Environment, Socio-Cultural, and Economy. In order to optimise the monitoring of trends, these data are collected for 2019, for 2024, and for following years, and are made available to the certification body contracted for sustainability certification.				x	x
F. Transformation & Regeneration							
F1	**Innovation & Continuous Improvement**	Mechanisms are in place to identify, pilot, evaluate, and scale innovative approaches that improve the sustainability, resilience, competitiveness, or quality of tourism. Lessons learned are systematically					**x**

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		incorporated into destination planning and management.					
F2	**Research, Knowledge & Learning**	Partnerships and knowledge-sharing mechanisms support the generation, exchange, and application of research, data, and good practices to strengthen evidence-based decision-making and continuous improvement in sustainable tourism management.					**x**
F3	**Regenerative Tourism – Nature Positive**	Policies, programmes, or investment mechanisms drive measurable net gains for biodiversity and ecosystem health beyond avoiding harm, including habitat restoration, species recovery, or ecosystem connectivity, resulting in demonstrable nature-positive outcomes for the destination.					**x**
F4	**Regenerative Tourism – Climate Positive**	Policies, programmes, or investment mechanisms go beyond emissions reduction to generate measurable climate-positive outcomes, including locally-delivered carbon removal through insetting or climate resilience investment benefiting the wider community.					**x**
F5	**Regenerative Tourism – Community & Livelihoods Positive**	Policies, programmes, or investment mechanisms generate measurable net-positive outcomes for cultural heritage, community well-being, and local livelihoods, creating demonstrable benefits beyond reducing adverse impacts.					**x**

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Code	Title	Description	Mandatory Criteria				
			GD Awards Track			GD Certification Track	
			Committed	Advanced	Outstanding	Certified - Sustainability Management	Certified - Regeneration Pathway
F6	**Tourism Leadership**	Mechanisms are in place through which the destination's model, tools, or lessons are shared beyond its own boundaries, including mentoring or capacity-building support to other destinations, contributions to sector standards or policy development, and public dissemination of practices that advance sustainable tourism more broadly.					**x**

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