



Star Awards

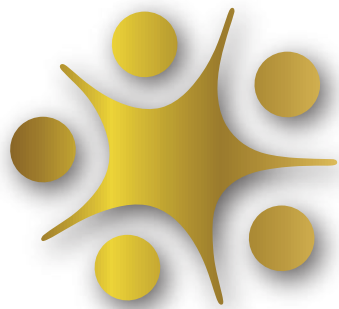
The Sustainable Tourism **Partners** Awards

Guidelines for Candidates

europarc.org/star-awards-2019



EUROPARC
Sustainable Tourism
in Protected Areas



Star Awards

The Sustainable Tourism **Partners** Awards

Welcome to the EUROPARC Sustainable Tourism Partners' Award.

Tourism is one of the main economic drivers of Europe's rural areas. EUROPARC has long recognised the need to ensure we have a thriving, living, working landscapes that support nature and people.

Tourism therefore has to be developed and managed along sustainable principles, if we are to ensure a positive future. Parks and Protected Areas are at the core of the natural and cultural assets of an area and are often the main reason for visiting.

However to be a **Sustainable Destination**, depends on businesses, community and municipalities all working to that common purpose.

In these **STAR Awards**, EUROPARC seeks to celebrate, champion and acknowledge the effort and investments made by tourism businesses to be more sustainable and help care and protected their natural and cultural heritage.

To be less impactful on the environment in which the businesses reside, to work alongside the park, and to play a supporting role in the community are all the excellent actions of **"Charter Partners"**.



Eligibility

If you are a business of any kind or tour operator, who has a **current validated partnership with a park or protected area itself currently awarded by EUROPARC**, then you are eligible to apply! If you are unsure of your eligibility, please contact your Park for further information.

Categories

We really want to learn of your experiences and share your stories, so we have endeavoured to ask question in different areas in which you may contribute to the Sustainable Destination. We have tried to make the questions as intuitive as possible to answer.

There is one compulsory category- **Contribution to Conservation**, which each applicant must complete and 3 optional ones.

EUROPARC therefore invites all current **Charter Partners and Tour Operators** to apply for the awards in order to highlight the sustainable action being done which is

**Good for Nature,
Good for People &
Good for Business.**

Contribution to conservation will appear in the end of each category.

As this is a fundamental of the Charter for Sustainable Tourism in Protected Areas, we are asking you to tell us about your direct actions or contributions for habitats and species of your Protected Area.

1. Reducing impact on the Environment

In this category we want to hear of the efficient ways you are reducing your energy, waste, waste in order to have a lighter impact on the environment.

2. Building my Community

Here you can show us how your business contribute to the cultural and social fabric of your community.

3. Communicating the Values of my Park and my Business

Show us how you communicate your commitment to sustainability and the fantastic area you invite your guests to value and enjoy.

The Application Process

We invite you to apply in as many categories as you like.

Using the online form in either French, Italian, Spanish or English. These will be assessed by an in-country jury and a representative from EUROPARC.

The best from each country, in each category, will be adjudicated by an international jury who will select the overall winner in each category.

These will be announced at the **EUROPARC Charter Award Ceremony 2019**. A local handover ceremony can be arranged for each winner, but **winners will be invited to attend the Award Ceremony at the European Parliament**, in Brussels, in late November / early December 2019. (Date to be confirmed)

Applications are open until

**21st June
2019**

The winner in each category will go to a **public vote**, where the overall winner will receive, along with a representative from the park or Protected Area with which they are a partner, **a free place at the EUROPARC Conference 2020!**

Who can apply?

Sustainable Business Partners and Tour Operators that hold currently the certificate (Charter Part II or Charter Part III) in a currently awarded Sustainable Destination.

Check the network of EUROPARC Sustainable Destinations at:

europarc.org/network-sustainable-destinations

Criteria

• **Collaborative work**
(with parks or other partners)

• **Effectiveness**
(is what is being done affecting a change)

• **Replicability**
(could others learn from what has been done and do it again)

• **Originality**
(is it new)

• **Innovation**
(does it do something different)

• **Durability**
(is the effect lasting)

• **Impact on the community**
(has the business improved or benefited the wider community)

• **Quality**
(impact the initiative or project in the 4 dimensions of sustainability)



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applications and info at:
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