

## Welcome to the EUROPARC Sustainable Tourism Partners' Award.

We believe that 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.

### About you and your business

Please provide us your contact details and information about your business.

1. Please provide us the name of the contact person
2. What is the position of the contact person?
3. Please provide your email address
4. Please provide us your address (including country)
5. What is the name of your organisation?
6. Please provide the website of your organisation
7. Please select below the main activities of your business (select all that apply)
  - Accomodation
  - Restaurant
  - Nature/culture guide
  - Touristic Activities Provider
  - Incoming tourism agency
  - Environmental education center
  - Artisan / traditional handcrafted products
  - Farmer / traditional agricultural products producer
  - Other
8. What is the name of the Protected Area / Park you are working with?
9. Are you cooperating with the Protected Area under Charter Part II - Sustainable Business Partners, or Charter Part III - Sustainable Tour Operators?

## Communicating the Values of the Park and of my Business

Tell us how the communications you produce is showing your commitment and consistency to sustainability and to the values of the Park.

How do you describe to clients what your business is doing? How do you ensure the staff of your business is also consistent with your sustainability messages messages? Do you make good use of traditional and online/social media? Are you responsibly promoting the area? Which positive messages are you using to inspire visitors to value sustainability, and change their behaviour?

### **10. Do you have a communication policy for your business? Can you summarise it?**

Knowing what you want to say to your guest/customer is important, so if you don't have a document already then take the chance here to put down your thoughts.... if you can describe your thinking behind what you want/are communicating and why. You need to show them you are a sustainable business partner of the park and what that means to you.

### **11. Can you give us examples of communications messages you use about your business, its relation with the park and your commitment to sustainability?**

Being a sustainable business partner in the park makes you special. And you will have some specific communications to get across about that. You will provide communication to guests and staff that is consistent with park's messages and that show your sustainability credential.

Examples can be include messages of the park, providing information about the natural and cultural aspects of the region, your connection to the Park and the Charter, etc

Please note you can add links in the answer, or send some evidence of your communications to [b.pais@europarc.org](mailto:b.pais@europarc.org).

### **12. How do you ensure your staff is consistent in the communications about your business, its relation with the park and sustainability?**

Ensure staff has training in park /sustainable messages.

### **13. What feedback system do you use to gather information from your guests/visitors?**

Please share some examples of feedback given and the impact this had on your business. Getting feedback is valuable for you to manage your business. Can you show comments/scores? You may use your own feedback system or rely on others for third-party sites such as Trip advisor or booking.com etc

### **14. Do you make use of social media?**

**15. If applicable, please give us examples of how you use social media to communicate with your guests / visitors and Park. Which platforms are you using the most?**

## Your Involvement in the Stakeholders Forum

**16. Are you a member of the Permanent Stakeholders Forum of your Park / Sustainable Destination?**

As a charter business starter, it is important to stay connected to the park and its work.

- Yes
- No
- I've only joined some meetings
- I am not, but I would like to be part of it
- Other

**17. How frequently do you attend meetings?**

**18. If you are not a member of the Permanent Stakeholders Forum, how do you sustain relations with the Park?**

**19. How do you inspire others to a more sustainable lifestyle through the work of your business?**

As Sustainable Business Partner / Tour Operator, you should seek to inspire staff/clients to be more sustainable. It should be evident overall in the messages/communications provided.

## Contribution to Conservation

A fundamental priority for the development and management of sustainable tourism is the need to protect the area's natural and cultural heritage and to enhance awareness, understanding, and appreciation of it. We are all more conscious of the need to care for and appreciate our natural environment.

We try to use fewer resources by recycling, we support the protection of plants, birds, and animals, we enjoy the peace, fresh air, and calmness that we get from being in nature. Here we give you the opportunity to share the actions and activities you may have support or undertaken that directly involve you in the care and protection of species and habitats.

**1. Can you share with us when you have actively participated in practical conservation activities**

Please detail the activity, what as involved, and the number of days you took part.

Here, for example, you may have been involved in monitoring species such as taking surveys of birds, butterflies, plants or even invasive species with or on behalf of the park. You may have taken part in some practical conservation work such as clean ups (river, beach, forests). Or it may be that you

manage your office of facility garden in a wildlife-friendly way that is compatible with the park's landscape

**2. Can you share with us if you have given any money or benefit in kind to the park, sponsored an event or given to an organisation working with the park locally that helps protect nature?**

You may have given a donation the park, sponsored an event, or given to an organisation working with the park locally that helps protect nature.

It may that you have not given money directly, but a benefit in kind, such as provided some support to help volunteer for conservation activities of the park. Such as providing food, given vehicles or driving

**3. Can you say what conservation activities of the park you helped support? Can you estimate how many days/hours your business has given?**

It may that you have not given money directly, but a benefit in kind, such as provided some support to help volunteer for conservation activities of the park. Such as providing food, given vehicles or driving.

**4. If relevant, what percent of the cost to the visitor or guest is part of the payback scheme, that contributes to the work of the park?**

If you instead have a visitor payback scheme, where a percentage of the money made in your business is donated back to the park or organisation working with them.

**5. How much in total do you believe, you have raised for the work of the park?**

**6. It may be that your business has created specific programmes/projects/activities that provide a direct contribution to the conservation of the park. Can you describe what these are and how they help protect the species and habitats of the park?**

Such activities may be *voluntourism* (definition of touristic projects made by communities for guests to actively participate in conservation during their holiday): could also be one-off activities during a holiday or a full volunteering programme, conservation holidays or tasks inside a holiday.

Other activities like providing special information about specific nature / agri-species and how your business is working to conserving/preserving that resource may also be included in this answer (example: include in restaurants' menu; events/talks to clients etc)

**7. How many guests/staff have been involved a in these programme described in the previous question, and for how many days?**

- 8. You are a charter business partner and for sure will be aware of how your business operates sustainably. Can you let us know if any ways in which you have changed the nature of your business to be more sensitive to the needs of species and habitats of the park since you joined the Charter?**

This may involve, for example, avoiding nesting areas in guided walks, taking care in the storage of waste material as not to attract wildlife, etc.

Thank you for your application!

You are invited to apply to one of the other categories. Find all the information at [www.europarc.org/star-awards-2019](http://www.europarc.org/star-awards-2019).

Winners will be contacted by the end of July.

The winner of each category will then be invited to attend the Charter Award Ceremony at the European Parliament in Brussels, in late November/early December 2019. (Date to be confirmed)

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.