



Star Awards

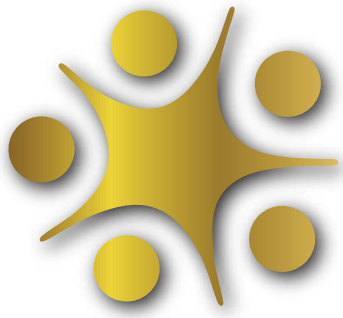
The Sustainable Tourism **Partners** Awards

Guidelines for Applicants

europarc.org/star-awards-2024



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 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".



Winners of the 2019 STAR Awards, top to bottom:

Sud Randos © Chantal Breuillaud; © La calma; © Hotel Caminetto; © Delta Polet

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 questions 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 are 4 categories:

Contribution to Conservation, Reducing impact on the Environment, Building my Community & Communicating the values of my Park and my Business

- **Contribution to Conservation**

Tell us your direct actions or contributions for habitats and species of your Protected Area.

- **Reducing impact on the Environment**

Tell us your efficient ways to reduce your energy, waste so have a lighter impact on the environment.

- **Building my community**

Tell us how your business contributes to the cultural and social fabric of your community.

- **Communicating the values of my Park and my Business**

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

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.

All categories will include some questions regarding **Contribution to Conservation**, as it is a fundamental principle of the Charter for Sustainable Tourism.

The Application Process

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

Use 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 then select the overall winners.

The winners will be announced at the EUROPARC Charter Award Ceremony 2021. Winners will be invited to attend the Award Ceremony at the European Parliament, in Brussels in late November / December 2024 - if pandemic circumstances allow. A local award ceremony however, can be arranged instead if preferred.

Applications
are open until

31st May
2024

The overall winner will receive, along with a representative from the park or Protected Area with whom they are a partner, a free place at the EUROPARC Conference 2025 or at the 2026 Charter meeting.

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)

• Results & impacts achieved
(what is being done is affecting a change)

• Originality & Innovation
(is it new? Does it do something different?)

• Replicability
(how readily could it be followed by others)

• Quality
(amount and level of action taken)



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applications and information can be found under
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