# 2022 ECO WARRIOR AWARD

**Rethinking Tourism: Celebrating Change Makers**

## AWARD CATEGORIES AND DESCRIPTIONS

### A. ACCOMMODATIONS CATEGORY

This award category is open to accommodations who are members of Ecotourism Kenya and are Ecorated.

<table>
<thead>
<tr>
<th>Sub-category</th>
<th>Description</th>
<th>What the Judges will be looking for:</th>
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</table>
| **1. Best Accommodation Collaboration with Impact Partners** | This category seeks to recognize accommodation facilities that positively impact sustainable development in destinations where they conduct business through collaborations with impact partners. The category further seeks to highlight and celebrate collaboration related achievements by accommodation facilities. Only accommodations certified by Ecotourism Kenya can apply for this category. | **Evidence of effective involvement in:**  
❖ Collaborated with positive impact partners in the destination where you conduct business and measurable impacts.  
❖ Balancing ecological, social and economic development outcomes of sustainability stated and evidence provided.  
❖ A proper description of the factors leading to the achievement of the sustainability outcomes stated. |
| **2. Best Accommodation in Communities, Heritage and Cultural Preservation** | The category is aimed at recognizing accommodations that seek to promote local and authentic cultural experiences, preservation of the local sites important to the local culture or history and development of community owned and | **Evidence of effective involvement in:**  
❖ Efforts to mitigate negative impacts of tourism on host communities.  
❖ Preservation of the local sites |
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<th>managed tourism enterprises within their areas of operation. The eligible accommodations must be members of Ecotourism Kenya and Ecorated.</th>
<th>important to the local culture/history. ❖ Promotion of local culture to the guests. ❖ Contribution to the development of community owned and managed tourism enterprises.</th>
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<tr>
<td>3. <strong>Best Accommodation in Conservation through establishment of Conservancies</strong></td>
<td>This category seeks to recognize accommodation facilities that promote conservation in various tourism destinations in Kenya through; securing critical wildlife habitats by establishing conservancies and paying lease fees to the land owners. This category also seeks to highlight the benefits from tourism to community development projects associated with the establishment of conservancies. It is open to accommodation facilities that have established conservancies and are certified by Ecotourism Kenya.</td>
<td><strong>Evidence of effective involvement in:</strong> ❖ Proper management and conservation of land, on which wildlife and people depend for their livelihoods, through the establishment of conservancies. ❖ Projects as part of a facility’s social responsibility and the impact on the community. ❖ Engaging the community in conservation and their participation in decision making. ❖ Equitable sharing of benefits and improving community access to services such as health, water and education.</td>
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<td>4. <strong>Best Accommodation in Marine Conservation</strong></td>
<td>This category seeks to recognize the Coastal accommodation facilities that are involved in actions, projects, initiatives, best practices or campaigns inclined towards conserving marine life and ecosystem and the impacts.</td>
<td><strong>Evidence of effective involvement in:</strong> ❖ Initiatives aimed at ensuring protection of marine life and ecosystem and the impacts.</td>
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ecosystem restoration within their areas of operation.

The eligible accommodations must be members of Ecotourism Kenya and Ecorated.

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<th>5. Best Accommodation in responding to COVID-19 Impacts</th>
<th>Evidence of effective involvement in:</th>
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<td>This category seeks to highlight some of the innovative and creative ways that accommodation facilities used to keep afloat during the pandemic. It further seeks to celebrate intentional efforts that were made to continue supporting communities and conservation despite the tough situations. The eligible accommodations must be members of Ecotourism Kenya and Ecorated.</td>
<td>Development of creative ways to keep businesses afloat in the face of the COVID-19 pandemic. Providing support to communities and conservation efforts over the last two and half years and the measurable impact realized. Developing strategies to gain new business or retain and re-invigorate old ones and how you are preparing to be resilient in the future.</td>
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- Reduction, reuse and/or recycling strategies for plastic waste management.
- Company policy on plastic reduction that guides your operations.
- Clear community participation in different aspects of planning and management of conservation and protection initiatives.
**B. TOUR OPERATORS’ CATEGORY:**

*This award category is open to tour operators who are members of either Ecotourism Kenya (EK), Kenya Association of Tour Operators (KATO) and Tour Operators Society of Kenya (TOSK) and/or are actively engaged and reporting on the Travelife Sustainability Certification platform.*

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| 1) Best Tour Operator in Promoting Community-Based Tourism Organizations and Enterprises | This category seeks to highlight the importance of interaction between tour operators and the community tourism enterprises for the promotion of community-based tourism. The other objective of the category is to celebrate and acknowledge efforts of tour operators in supporting the effective development of community-based tourism products. | **Evidence of effective involvement in:**  
❖ Sustainability practices that support community tourism programs (align with SDG’s).  
❖ Initiatives owned and/or managed by local host communities.  
❖ Ensuring integration of community tours in your packages.  
❖ Marketing and promotion of community tourism products.  
❖ Hosting of community tourism enterprise web addresses supporting social media visibility etc.  
❖ Identifying and granting community tourism enterprises access to networking and training opportunities. |
| 2) Best Tour Operator in Promoting Community Development                     | This category recognizes efforts made by the tour operator to promote community development that fosters business inclusivity and whose top management is directly involved in the initiatives.                       | **Evidence of effective involvement in:**  
❖ Initiatives meant to address key development challenges in the destinations where you operate.                                                                                                                                                                           |
| 3) **Best Tour Operator in Promoting Decent Work for Special Groups** | This category seeks to recognize tour operators whose practices or operations explicitly involve inclusion of special groups e.g. People living with disabilities (PLWD) all through the work spectrum from employment to creating practical and decent working conditions for and with them. |  | ✤ Initiatives/projects that contribute to inclusivity and engagement of the local community.  
✤ Involvement of the organization's top management in social impact projects.  

**Evidence of effective involvement in:**  
✤ Recruitment of PLWD within its work space as permanent or temporary employees  
✤ Providing decent and practical working conditions that are fit for purpose.  
✤ Continued support to staff living with disability as a way of staff empowerment.  
✤ Assessment of satisfaction of staff living with disabilities at their place of work.  
✤ Evidence of a grievance handling procedure accessible to all staff including PLWD. |

| 4) **Best Tour Operator in Promoting Women Initiatives and Youth Integration** | This category seeks to recognize tour operators that have integrated women and youth as a core component of their business strategy. |  | **Evidence of effective involvement in:**  
✤ Ensuring involvement of youth in responsible tourism practices e.g. through employment, |
The category further seeks to highlight best practices, interventions or approaches implemented by the tour operator to address factors affecting either women or youth negatively.

❖ Using responsible tourism as a tool to address the challenges faced by the youth.
❖ Promotion of women initiatives in tourism and other related fields at any level.
❖ Demonstrating efforts for addressing challenges that are faced by women enterprises in tourism.

C. INDIVIDUAL WARRIORS’ CATEGORY

This is a category for individual applicants only and shall be required to meet the specifications as described in each sub category.

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<td>1. Guide Warrior (Only TRA Licensed Guides)</td>
<td>This category seeks to recognize guides who continue to support sustainable tourism in various tourism destinations in Kenya as individuals or in partnership with other stakeholders. Applicants under this category must be up to date members of registered guides associations and in good standing by the time of application.</td>
<td>Evidence of effective involvement in: ❖ Guiding activities with legal compliance and proof of licensing. ❖ Initiatives that contribute to inclusivity and partnerships with other individuals or organizations while promoting responsible tourism. ❖ Measures taken to promote responsible tourism practices among the tourists while on a trip.</td>
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### 2. Research Warrior (For academic or institutional researchers Only)

This category aims to highlight and appreciate the role of research in guiding transformative responsible tourism actions. The research warrior category further aims to recognize individuals making exceptional efforts in developing research informed recommendations for promoting responsible and sustainable tourism practices.

**Evidence of effective involvement in:**
- Publication of tourism related research work that provides solutions or greater insight into any tourism issue.
- Contribution to forward looking articles in reputable publications to support the tourism industry’s recovery phase.
- Initiatives spearheaded, co-created or coordinated from 2017 to date as an effort towards promoting responsible tourism.

### 3. Young Warrior (Students only - 25 years old and below)

This category seeks to recognize individuals that impact positively on society and contribute towards conservation. It involves partnerships, collaborations, actions, projects, initiatives, or campaigns aimed at promoting environmental preservation and/or conservation and socio economic development.

The eligible individuals must be in an academic institution and under the age of 25 years.

**Evidence of effective involvement in:**
- Any well described ongoing initiative contributing to conservation.
- Partnerships and collaborations with other individuals or organizations.
- A conservation initiative that has had positive impacts outlining the status before and after the initiative.

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**D. COMMUNITY CATEGORY**
This category is open to any community-based tourism organizations, initiatives, and/or enterprises engaging in tourism as a tool for development, while implementing development projects in the destinations within which they operate.

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<td>I. Best Community Tourism Initiative in Community Development</td>
<td>This category is aimed at celebrating community tourism initiatives that are making efforts in promoting local community development through effective stakeholder engagement, community involvement, good governance and implementation of community development projects. The category further seeks to highlight best practices in the management of community tourism initiatives as a driving factor for transformation at community level. Through this category, community-led development solutions will also be recognized.</td>
<td>Evidence of effective involvement in:</td>
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<td>❖ Community initiatives aimed at addressing key development challenges your destination.</td>
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<td>❖ Initiatives, projects and programs contributing to inclusivity and engagement of the local community.</td>
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<td>❖ Integration of strategies to ensure proper and effective management of community initiatives.</td>
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<td>❖ Giving equal opportunities for leadership and mentorship to community members involved in the activities of your community initiatives.</td>
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