



THE 2023 ECOWARRIOR AWARD
**‘Sustainable Tourism; A Brighter Future for People,
Planet and Profit.’**
AWARD CATEGORIES & DESCRIPTIONS

A. ACCOMMODATIONS CATEGORY

This award category is open to accommodations that are Eco-rated. (Valid)

Sub-category	Description	What the Judges will be looking for:
<p>1. Promoting Local Economies</p>	<p>This category seeks to recognize accommodation facilities that engage with local businesses and invest in the local economies.</p> <p>Only accommodations certified by Ecotourism Kenya can apply for this category.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Contribution to local economies and measurable impacts. ❖ Innovative approaches to promoting local economies. ❖ Clear description of collaborations and partnerships to promote local economies. ❖ How you educate or inform guests on the importance of supporting local economies.
<p>2. Addressing Climate Change through Adaptation and Mitigation.</p>	<p>The category is aimed at recognizing accommodations that reduce their greenhouse gas emissions, practice sound resource management, and raise awareness on actions that help address climate change.</p> <p>The eligible accommodations must be members of Ecotourism Kenya and Ecorated.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Efforts on responsible use of energy and water in the facility ❖ Other Measures/Initiatives in place to reduce carbon footprint. ❖ Clear description of waste management measures implemented. ❖ Description of engagements with different types of stakeholders.

3. Promoting Biodiversity Conservation	This category seeks to recognize accommodation facilities that support biodiversity conservation with clear outcomes for people, planet, and profit	Evidence of effective involvement in: Strategies in place to conserve and protect biodiversity. Description of measurable impacts on biodiversity and livelihoods of local communities.
4. Promoting Heritage and Cultural Integration	This category seeks to recognize the facility that promotes and preserves local heritage and culture in a sustainable manner. The eligible accommodations must be members of Ecotourism Kenya and Ecorated.	Evidence of effective involvement in: <ul style="list-style-type: none"> ❖ Promotion of local heritage and culture. ❖ Inclusion of sustainable practices into the culture and heritage offering. ❖ Mitigation of negative impacts of tourism on host communities and helping maintain their culture.

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), Tour Operators Society of Kenya (TOSK), or Kenya Association of Travel Agents (KATA)

Sub-category	Description	What the Judges will be looking for
1) Promoting Biodiversity Conservation	This category seeks to recognize tour operators that have demonstrated efforts in conserving and protecting biodiversity.	Evidence of effective involvement in: <ul style="list-style-type: none"> ❖ Strategies in place to conserve and protect biodiversity. ❖ Impacts of the strategies on biodiversity conservation. ❖ Collaborations/Partnerships to support biodiversity conservation and its impacts.

<p>2) Promoting Responsible Tourism Practices in Operations</p>	<p>This category recognizes the efforts by the tour operator in promoting responsible tourism practices in their operations.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Demonstration of a clear commitment to sustainability. ❖ Description of the measures the company undertakes to reduce its carbon footprint (Chemical, Waste, Energy, Water, etc.) ❖ Description of how you have influenced the supply chain towards sustainable practices. ❖ Description of measures to engage and benefit local communities. ❖ Description of how you promote diversity, equality and inclusion in the company.
<p>3) Promoting Local Economies</p>	<p>This category seeks to recognize tour operators that support the growth of local economies.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Strategies or measures in place to ensure that tourism revenue is shared within local communities' economies. ❖ Projects or programs in place that support local communities and the measurable impacts. ❖ Description of how guests are educated or informed on the importance of supporting local economies.

C. Air Safari Operators

This is a category for air safari operators operating within the tourism destinations and shall be required to meet the specifications as described in the category.

Sub-category	Description	What the Judges will be looking for:
<p>1. Addressing Climate Change through Adaptation and Mitigation.</p>	<p>This category seeks to recognize Air Safari Operators that address climate change through offsetting and reducing carbon emissions and sound resource management.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Initiatives or programs that offset and reduce carbon emissions. ❖ Description and effectiveness of the commitments made in mitigating climate change. ❖ Engagements or collaborations to ensure climate change mitigation. ❖ Responsible use of energy in operations.
<p>2. Promoting Best Practices in Operations</p>	<p>This category recognizes the Air Safari Operator that employs responsible tourism practices in regard to the well-being of the environment, social and economic aspects.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Measures in place to minimize environmental footprint and the impacts achieved. ❖ Engagement and support of the local communities. ❖ Collaborations/ engagements in place to promote sustainability in the sector. <p>How you monitor your sustainability performance</p>

D. Conservancies

This is a category for conservancies in Kenya and shall be required to meet the specifications as described in the category. Open to all types of conservancies.

Sub-category	Description	What the Judges will be looking for:
1. Promoting Community Development	This category seeks to recognize the conservancy that employs sustainability practices to ensure the economic and socio-cultural needs of the community are met.	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Strategies and measures undertaken to contribute to community development and measurable impacts.❖ Collaborations with other stakeholders and their impacts.
2. Promoting Human-Wildlife Coexistence	This category aims to recognize the conservancy that balances human and wildlife interaction.	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Engagement of the local communities in addressing human-wildlife conflict.❖ Partnerships/collaborations you have conducted to address human-wildlife conflict and their impacts.❖ Application of Innovative/creative solutions that mitigate human-wildlife conflict.

E. Training Institutions

This is a category for training institutions in Kenya and shall be required to meet the specifications as described in the sub-category.

Sub-category	Description	What the Judges will be looking for:
<p>1. Training Institution Integrating Sustainability into Tourism Curricula (Open to training institutions of higher learning).</p>	<p>This category aims to recognize the institution that offers quality education that incorporates sustainability principles in its tourism curricula</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none">❖ How you have incorporated sustainability principles in the tourism curriculum.❖ Partnerships undertaken to foster sustainability and their measurable impacts.❖ Research you have undertaken and how it contributes to sustainable tourism.❖ How you ensure the quality of education in tourism and hospitality courses are aligned with the current sustainability trends

F. Community Based Enterprise

This is a category for community-based enterprise operating within tourism destinations and shall be required to meet the specifications as described in the category.

Sub-category	Description	What the Judges will be looking for:
1. Promoting Heritage and Cultural Preservation (Open to community-based enterprises/organizations/initiatives that are duly registered).	This category seeks to recognize the community-based enterprise that preserves heritage and culture in a sustainable manner.	Evidence of effective involvement in: <ul style="list-style-type: none"> ❖ Initiatives/projects/activities carried out to support the heritage and cultural preservation. ❖ Engagements undertaken with other stakeholders to promote heritage and cultural preservation and their achievements.

G. Youth-led Initiative

This is a category for Youth-led initiative in Kenya and shall be required to meet the specifications as described in the category.

Sub-category	Description	What the Judges will be looking for:
1. Advocating for Conservation in Tourism (Open to all youth-led groups, organizations, enterprises and initiatives etc)	This category seeks to recognize youth-led initiative that inspire action, creativity, and innovation to address challenges that face conservation thereby contributing to sustainable tourism.	Evidence of effective involvement in: <ul style="list-style-type: none"> ❖ Strategies employed by your initiative to raise awareness about conservation and their impacts. ❖ Innovative and creative approaches that your initiative uses to engage and educate young people about the importance of conservation and their effectiveness.

		<ul style="list-style-type: none"> ❖ Engagement with other organizations or stakeholders in the tourism industry and their impacts on your initiative's goals and objectives.
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H. Individuals

This is a category for individuals in Kenya and shall be required to meet the specifications as described in the sub-categories.

Sub-category	Description	What the Judges will be looking for:
<p>1. Students</p> <p>Addressing Climate Change through adaptation and mitigation</p> <p>(Open to students up to undergraduate level)</p>	<p>This category aims to recognize the student that is proactively involved in climate action to promote climate change adaptation and mitigation.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Advocacy/awareness-raising activities. ❖ Initiatives and activities aimed at addressing climate change. ❖ Achievements you have attained through the initiatives and activities undertaken.
<p>2. Tour Guide</p> <p>Promoting Responsible Tourism Practices</p> <p>(Open to all types of tour guides in Kenya: community, safari, driver, marine guides etc.)</p>	<p>This category seeks to recognize the tour guide that conducts their operations by ensuring sustainability principles are observed.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Measures you take to minimize negative environmental impacts. ❖ How you actively engage with local communities to support their sustainable development. ❖ How you educate your clients about the importance of responsible behavior.

		<ul style="list-style-type: none"> ❖ How you stay up to date with the latest practices and how you incorporate them in your operations.
<p>3. Digital Content Creator Advocating for Conservation in Tourism</p>	<p>This category aims to recognize digital content creator that uses storytelling methods on different platforms to create awareness and promote action to support conservation efforts.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Posted content on conservation in tourism and an outline of the 3 with the highest reach. ❖ Creative efforts/approaches used and an outline of engagement rates of the creatively showcased content. ❖ Collaborations/partnerships your digital brand has undertaken to advocate for conservation.
<p>4. Journalist Advocating for Conservation in Tourism</p>	<p>This category seeks to recognize journalist that actively advocates for conservation in tourism.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Sharing content on conservation and the audience are engaged. ❖ Ethical and integrity practices observed while collecting and sharing information on conservation. ❖ Collaborations/partnerships undertaken to advocate for conservation.

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