



THE 2023 ECOWARRIOR AWARDS

APPLICATION FORM

INDIVIDUALS CATEGORY: DIGITAL CONTENT
CREATOR

Advocating for Conservation in Tourism

Sustainable Tourism; A Brighter Future for People, Planet and Profit.

INTRODUCTION

This is the application form for the 2023 Eco Warrior Awards Individuals–Digital Content Creator Category: Advocating for Conservation in Tourism. The theme for this year’s award is ‘**Sustainable Tourism; A Brighter Future for People, Planet and Profit.**’ We are bringing focus to the three key components of sustainability (people, planet & profit). This is with the aim to recognize, appreciate, accentuate, and increase efforts in the Kenyan tourism and hospitality industry toward achieving sustainable tourism.

Eligibility of entering the award is vital. Check the criteria description to see if you meet the requirements.

This form will be used to collect information and data to enable the applicant to be appropriately categorized, determined their eligibility to participate in the award, and be scored accordingly.

Additional information may be requested from the applicant.

SECTION 1 – APPLICANT INFORMATION DETAILS

| | | | | |
|---|---|---------------------|----------------------------|-------------|
| AWARD CATEGORY: | Best Individual; Digital Content Creator in Advocating for Conservation in Tourism | | | |
| Name(s) of Digital Brand(s): | | | | |
| Name of Digital Brand Owner: | | | | |
| Email Address(es): | | | | |
| Telephone / Mobile Number(s): | | | | |
| Website/Blog | | | | |
| Mention the key themes habitually highlighted in the content shared. | | | | |
| Mention the languages used in the content. | | | | |
| List the active social media platforms. | NAME | YEAR STARTED | NUMBER OF FOLLOWERS | LINK |
| TWITTER | | | | |
| INSTAGRAM | | | | |
| TIKTOK | | | | |
| FACEBOOK | | | | |
| YOUTUBE | | | | |
| PINTEREST | | | | |
| LINKEDIN | | | | |
| PODCAST | | | | |
| OTHER | | | | |

SECTION 2 – QUESTIONS AND INFORMATION ON THE AWARD CATEGORY (65%)

The number of internet users worldwide has grown to 5.18 billion, with an average daily usage of 6 hours and 35 minutes. Mobile users are increasing by 2.9% annually to 5.48 billion([DATAREPORTAL,2023](#)). Digital content creation is on the rise, offering unique storytelling methods across various platforms. Conservation is crucial to preserving biodiversity and tourist destinations, and digital content creation can aid in raising awareness and promoting action to support conservation efforts.

Question 1

Highlight content that you shared that portrayed the conservation efforts (people & planet) in the tourism industry, or current conservation topics and trends. Mention three contents with the highest reach.

(Max 500 words)

Question 2

Briefly describe how you have creatively showcased content on conservation advocacy (people & planet) while outlining the engagement rates of the showcased content. (Max 500 words)

Question 3

Briefly describe engagements with conservation (people & planet) organizations/initiatives/influencers/tourism industry stakeholders your digital brand has undertaken. (Max 500 words)

Question 4

As a digital content creator, what are your future plans in your efforts toward advocating for conservation in tourism? What would be the significance of achieving this award towards these plans? (Max 300 words)

SECTION 3 - DOCUMENTATION (35%)

These are the requested attachments. They should be supporting evidence to the answers provided in section 2. The more **relevant** evidence you are able to provide, the better it will be for the judging process.

- The information provided must be supported by additional documentation like a social media content calendar, slideshow presentation, photographs or short video clips.
- Social media analytics such as reach, engagement (likes, comments, shares, etc.) letters of commendation, MOUs/letters of commitment, communication materials e.g., articles, etc.
- Other forms of evidence can include; extracts of other relevant documents.

All applications shall be presented as soft copies.

Attachments shall be sent as PDFs and Zipped into one file.

Only requested attachments should be sent with the application.

SECTION 4 - SIGNATURE ON BEHALF OF THE APPLICANT

The information should conclude with the signature of the official authorized to sign on behalf of the applicant.

Name: _____

Position in Organization/Company: _____

Signature: _____ Date: _____

Company Stamp:

DECLARATION:

I confirm that the information contained herein is a true representation of my facility:

| Name | Designation | Date |
|------|-------------|------|
| | | |

*Please return the fully completed application form by email to ecowarriors@ecotourismkenya.org. The deadline for submitting this application is **21st of July 2023 Midnight**.*

Best of Luck!

Brought to you by Ecotourism Kenya

Linking tourism, conservation & communities.



The 2023 Eco Warrior Award

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