

THE 2024 ECOWARRIOR AWARDS

Realizing Sustainable Development Goals through
Sustainable Tourism

AWARD CATEGORIES' CRITERIA DESCRIPTION & TERMS DEFINITIONS

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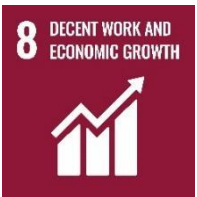
Ecotourism Kenya supports Sustainable Development Goals




In 2024, the Ecowarrior Awards takes on the theme of "Realizing Sustainable Development Goals for Sustainable Tourism," marking a significant milestone in the journey towards a more responsible and resilient tourism industry. With a diverse range of award categories carefully curated to encompass all seventeen Sustainable Development Goals (SDGs), the awards serve as a platform for celebrating the multifaceted efforts from across the tourism stakeholders in driving positive change through sustainable tourism practices. With the focus of striving towards environmental, social and economic sustainability in the Kenyan tourism and conservation sectors, the awards not only honor exemplary achievements but also inspire collaborative action towards a more sustainable, equitable, and resilient future for tourism and conservation.



A. ACCOMMODATIONS CATEGORY

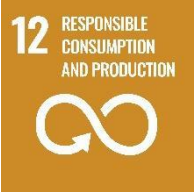
This award category is open to accommodation facilities certified by Ecotourism Kenya in the Ecorating Certification and whose certification is valid.



Sub-category	Description	What the Judges will be looking for:
1. Leading Accommodation Facility in Responsible Business Practices 	<p>This category seeks to recognize accommodation facilities that employ practices to ensure the efficient use of resources and sustainable waste management practices in their operations.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Measures and strategies in place to ensure your services are provided in a sustainable manner. ❖ Strategies used to engage guests on responsible consumption of tourism products and services. ❖ Measures/Strategies on sustainable waste management. ❖ Partnerships and collaborations the facility has undertaken in pursuit of responsible consumption and production.
2. Leading Accommodation Facility in Promoting Viable Tourism Practices 	<p>This category seeks to recognize accommodation facilities that play a more proactive role by ensuring that the fundamental way of conducting tourism businesses strikes a balance by generating more economic value and maintaining benefits to a wider range of beneficiaries, consequently changing livelihoods.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Measures to ensure incorporation of decent work practices and benefits in professional development ❖ Initiatives the business has put in place to engage local communities for socio-economic development. ❖ Engagement with green/eco supplier companies. ❖ Partnerships and collaborations the facility has undertaken to promote decent work and economic growth.

<p>3. Leading Accommodation Facility in Climate Action</p> 	<p>This category seeks to recognize accommodation facilities active in climate action (SDG 13) through their own operations and activities that champion for climate change adaptation and mitigation.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Strategies and activities the facility has adopted to reduce your carbon footprint in their operations. ❖ Measures and strategies in place to ensure efficient natural resource management. ❖ Initiatives undertaken to support climate action externally, outside their geographical area of operations. ❖ Partnerships and collaborations undertaken to advance climate action.
<p>4. Leading Accommodation Facility in Conservation of Aquatic Life</p> 	<p>This category seeks to recognize the facility that has notable initiatives in conservation of aquatic life as presented in SDG 14 (Life below Water)</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Initiatives implemented to ensure sustainable conservation and use of aquatic life. ❖ Demonstrations of measures and monitoring of initiatives' sustainability initiative targets. ❖ Demonstrations of engagement with the local community in conservation of aquatic ecosystems. ❖ Partnerships and collaborations undertaken in pursuit of conservation of aquatic life.
<p>5. Leading Accommodation Facility in Conservation of Terrestrial Life</p> 	<p>This category seeks to recognize the facility that has notable initiatives in conservation of terrestrial life as presented in SDG 15 (Life on Land)</p>	<ul style="list-style-type: none"> ❖ Initiatives implemented to ensure sustainable conservation and use of terrestrial life. ❖ Demonstrations of measures and monitoring of initiatives' sustainability initiative targets. ❖ Demonstrations of engagement with the local community in conservation of terrestrial ecosystems. ❖ Partnerships and collaborations undertaken in pursuit of conservation of terrestrial life.

B. TOUR OPERATORS' CATEGORY:



This award category is open to tour operators, travel agents and destination management companies 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). Valid TRA license and Proof of association membership is required.

Sub-category	Description	What the Judges will be looking for
1. Leading Tour Operator in Responsible Tourism Practices 	This category seeks to recognize tour operators that have demonstrated efforts in adoption of responsible tourism practices in their operations and service offerings aligning to Responsible Consumption & Production (SDG 12).	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Strategies to ensure resource use efficiency and sustainable waste management during the creation and execution of travel itineraries.❖ Engagement with travelers to raise awareness about your sustainable products and services as well as the environmental and social impacts of their travel choices.❖ Initiatives or measures that support the development of local economies and promote inclusive growth through responsible tourism practices❖ Partnerships and collaborations undertaken to champion responsible consumption and production.
2. Leading Tour Operator in Advancing Gender Equality & Reducing Inequalities	This category recognizes notable efforts by the tour operator in promoting equality, diversity and inclusivity in the services they offer and destinations they work with to encourage a more wholistic tourism participation.	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Promotion of equality, diversity, and inclusivity in your operations.❖ Demonstration of contribution to the socio-economic wellbeing of local communities in the tourism destinations worked with.❖ Description of how the company addresses

<div data-bbox="191 99 384 289"> <p>5 GENDER EQUALITY</p>  </div> <div data-bbox="191 324 384 514"> <p>10 REDUCED INEQUALITIES</p>  </div>		<p>and mitigates discrimination or inequalities experienced by staff and guests during tours.</p> <ul style="list-style-type: none"> ❖ Partnerships and collaborations the company has established to advance gender equality and reduce inequalities.
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C. Air Operators

This is a category for air operators operating within Kenyan tourism destinations. Documentation indicating official registration of the air operator is required.

Sub-category	Description	What the Judges will be looking for:
1. Leading Air Operator in Adopting Sustainable Practices  	This category seeks to recognize Air Operators in the frontline in sustainably managing their environmental footprint in order to meet key goals outlined in SDG 12 (Responsible Consumption & Production) and SDG13 (Climate Action).	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Strategies and measures taken to reduce carbon footprint and mitigate climate change impacts.❖ Strategies and measures in place to ensure responsible consumption of your services and product in your operations.❖ Measures to support green economy businesses❖ Partnerships or collaborations you have formed to adopt sustainable practices.



D. PROTECTED AREAS

This category is open to Kenyan private and community-owned conservancies, national parks, national reserves, sanctuaries. Documentation indicating official registration and permit as a protected area is required.

Sub-category	Description	What the Judges will be looking for:
1. Leading Protected Area in Biodiversity Conservation  	This category seeks to recognize the notable efforts of protected and conserved areas that employ sustainable practices to support and ensure conservation of biodiversity. The category looks at aspects presented in SDGs 14 and 15, Life Below Water and Life On Land, respectively.	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Strategies and measures to ensure conservation of the biodiversity in your geographical areas of operations.❖ Strategies and measures to ensure balance between conservation goals and the needs of surrounding communities to ensure human-wildlife coexistence.❖ Strategies and measures to address the impacts of climate change on biodiversity in ecosystems.❖ Partnerships and/or collaborations undertaken in pursuit of Life Below Water and Life On Land.

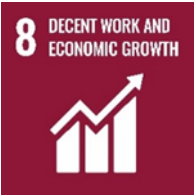
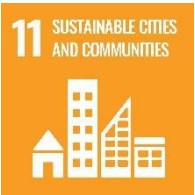


E. COUNTIES

This category is open to all 47 counties in Kenya through their respective tourism department.

Sub-category	Description	What the Judges will be looking for:
1. Leading County in Sustainable Tourism Development 	<p>This subcategory aims to recognize counties significantly contributing to the sustainable development of tourism within counties through ways that respect and improve local cultures and communities, businesses and environment. Key features are hinged in Sustainable Cities & Communities- SDG 11.</p>	<ul style="list-style-type: none"> ❖ Demonstration of involvement in the advancement of sustainable urban infrastructure in which tourism depends. ❖ Promotion of regeneration and preservation of cultural and natural heritage assets. ❖ Engagement of communities in tourism development and sharing of the tourism proceeds. ❖ Partnerships and collaborations undertaken in promoting sustainable cities and communities.
2. Leading County in Addressing Climate Change Impacts 	<p>This subcategory aims to recognize counties leading in climate change mitigation and adaptation through various ways. It aligns with SDG 13- Climate Action.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Initiatives/measures taken to integrate climate action into policy and institutional support. ❖ Promotion of climate education and awareness within the county. ❖ Demonstrations of support to climate change initiatives in the county. ❖ Partnerships and collaborations undertaken to promote climate action.

F. COMMUNITY ENTITIES


This is a category for community-based enterprises and community-based organizations in the tourism and environment sectors. Documentation indicating official registration as a community owned entity is required.

Sub-category	Description	What the Judges will be looking for:
1. Leading Community Entity in Sustainable Tourism Practices    	<p>This category seeks to recognize the community-based enterprise/organization (CBE/CBO) that incorporates sustainable tourism practices into their operations and offering of products and services. The sustainable development goals in focus include; SDG 8 (Decent Work and Economic Growth), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 16 (Peace, Justice, and Strong Institutions).</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Initiatives or strategies the CBO/CBE that ensures social, economic and environmental development of the local communities. ❖ Promotion of sustainable travel behaviors among visitors. ❖ Promotion of inclusive and participatory governance within the CBO/CBE. ❖ Measures/strategies to ensure transparency and accountability in its decision-making ❖ Partnerships or collaborations your organization/enterprise has formed to achieve sustainable tourism.

2. Leading Community Entity in Conservation of Aquatic Life	<p>This category seeks to recognize the community led and owned enterprises/ organizations that have notable initiatives in conservation of aquatic life as presented in SDG 14 (Life below Water)</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Initiatives implemented to ensure sustainable conservation and use of aquatic life. ❖ Demonstrations of measures and monitoring of initiatives' sustainability initiative targets. ❖ Demonstrations of engagement with the local community in conservation of aquatic ecosystems. ❖ Partnerships and collaborations undertaken in pursuit of conservation of aquatic life.
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G. GREEN BUSINESSES

This category is open to businesses offering eco-friendly or green products and/or services in Kenya. Documentation indicating official registration is required; Certificate of Incorporation or Business License.

Sub-category	Description	What the Judges will be looking for:
<p>1. Leading Green Ancillary Business in Responsible Practices</p> 	<p>This category seeks to recognize ancillary businesses in the green economy that offer products and services which respect the environment and communities. It aligns with key aspects presented in SDG 12- Responsible Consumption and Production.</p> <p>Ancillary businesses are those that supplement and/or support the primary tourism amenities/offers- accommodation, travel and attractions.</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Demonstrations of innovations or improvements in tourism products and services production or delivery. ❖ Measures that minimize waste throughout the production process and supply chain. ❖ Initiatives taken to engage consumers about sustainable consumption. ❖ Partnerships and collaborations undertaken to advance responsible production and consumption.


H. TRAINING INSTITUTIONS

This category is open to institutions of higher learning in Kenya. Documentation indicating official registration is required.

Sub-category	Description	What the Judges will be looking for:
1. Leading Training Institution Ensuring Inclusive & Equitable Quality Education 	This category seeks to recognize training institutions committed to and proactively seeking and providing quality education for all its services to and works closely with as advocated for in SDG 4- Quality Education.	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Descriptions of policies and guidelines the training institution has implemented to foster diversity and inclusion within the institution's network.❖ Demonstrations of professional development opportunities for faculty and staff to enhance their knowledge and skills in diversity, equity, and quality education.❖ Descriptions of how the institution assesses and evaluates the effectiveness of programs and initiatives in promoting quality education.❖ Partnerships and/or collaborations undertaken towards promoting quality education.


I. NON-PROFIT ORGANIZATIONS



This category is open to non-governmental organizations, civil organization, member associations registered and operational in Kenya. Documentation indicating official registration is required.

Sub-category	Description	What the Judges will be looking for:
1. Leading Non-Profit Organization in Championing Climate Action 	This category seeks to recognize organizations or associations that contribute significantly to climate change adaptation and mitigation targeting Climate Action- SDG 13.	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Initiatives and strategies undertaken to promote climate change mitigation❖ Initiatives and strategies your organization is undertaking to promote climate change adaptation.❖ Descriptions of effective solution to challenges faced in pursuing climate action.❖ Partnerships and collaborations undertaken to support climate action.

I. INDIVIDUALS

This is a category for individuals in Kenya. They are required to provide a copy of their Identification Card/Passport, and proof of membership in any relevant membership organization/association.

Sub-category	Description	What the Judges will be looking for:
1. Leading Advocate in Championing Climate Action 	<p>This category seeks to recognize individuals that showcase exemplary actions and efforts in climate change adaptation and mitigation to pursue SDG 13- Climate Action.</p> <p>Open to individuals with a professional certificate from a professional body within the tourism and environment sectors.</p>	Evidence of effective involvement in: <ul style="list-style-type: none">❖ Initiatives or projects undertaken aimed at climate action.❖ Descriptions of the outcomes of the initiatives or projects undertaken.❖ Descriptions of how challenges encountered in climate action have been addressed and solved.❖ Partnerships and collaborations

		undertaken to champion climate action.
<p>2. Leading Advocate in Championing Equality and Inclusion</p>  	<p>This category aims to recognize individuals who champions equality, inclusion and diversity within the tourism sector aligning with SDGs 5 (Gender Equality) and SDG 10 (Reduced Inequalities).</p>	<p>Evidence of effective involvement in:</p> <ul style="list-style-type: none"> ❖ Demonstrations of challenging gender stereotypes and promoted gender equality in the tourism industry. ❖ Initiatives undertaken to reduce inequalities and promote inclusion for marginalized communities in the tourism sector. ❖ Measures taken to ensure advocacy is inclusive of diverse voices and experiences within the broader context of gender equality and reduced inequalities. ❖ Partnerships and collaborations established in championing equality and inclusion.

	KEY WORD	DEFINITION
1.	<u>Sustainable Development Goals (SDGs)</u>	They are goals and targets adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity. They are presented as 17 aims capturing different aspects of life.
2.	Sustainable Tourism	Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.
3.	Climate action	The effort(s) taken to combat climate change and its impacts.
4.	Carbon footprint	The total amount of greenhouse gases (e.g. carbon dioxide and methane) that are generated by human or entity actions.
5.	Natural resource	Raw materials and sources of energy provided by nature.
6.	Marine ecosystems	Aquatic environments with high levels of dissolved salt, such as those found in or near the ocean.
7.	Sustainable Conservation	Long-term maintenance and restoration of nature done with sustainability principles.
8.	Terrestrial ecosystems	Land-based environments with living and non-living organisms.
9.	Decent work	Involves opportunities for productive work and personal development, fair income, security and social integration, freedom of expression, participation in decisions affecting staff lives and fair treatment for all.

10.	Green companies/businesses	incorporate sustainability principles into their operations and offerings.
11.	Responsible consumption	Utilizing products and services which minimize negative impacts on the environment and local communities.
12.	Responsible production	Creating and improving products and services which minimize negative impacts on the environment and local communities.
13.	Green economy business	Enterprises that are low carbon, resource efficient and socially inclusive.
14.	Sustainable tourism practices	Those that take into account current and future economic, social and environmental impacts of tourism.
15.	Climate change mitigation	Actions that reduce or prevent greenhouse gas emissions from human activities.
16.	Climate change adaptation	Preparing for and adjusting to the current and projected impacts of climate change.
17.	Climate change impacts	the effects of long-term shifts in temperatures and weather patterns.
18.	Gender equality	Implies that the interests, needs and priorities of both women and men are taken into consideration
19.	Reduced inequalities	Efforts and actions taken to address disparities and gaps within societies.
20.	Gender stereotype	A generalized view or preconception about attributes or characteristics, or the roles that are or ought to be possessed by, or performed by, women and men.
21.	Sustainable waste management	Involves strategies that reduce environmental impact of waste from a product's or service's life cycle.

22.	Sustainable products and services	Those designed, produced, and utilized in a manner committed to economic, social, and environmental responsibility throughout their entire lifecycle.
23.	Contact Address	This is the physical address of a company or organization.

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