Ecotourism Kenya
2016 Eco-Warrior Awards

Guidelines for Nominations
About the Award

• Objectives
  Recognise efforts, achievement, and exceptional innovations/initiatives that enhance social-cultural, economic, and ecological sustainability.

• Call for entries
  By Ecotourism Kenya

• Award Timelines
  Call
  List of nominees
  Short list
  Selection of winners

• Judging
  Secretariat
  Judges evaluations
  Selection of winners
Recusal Policy

• The integrity and transparency of the judging process are critical to the success of the Awards. All judges, individually and collectively, are expected to recognise a need on their part to be careful in avoiding real or perceived conflicts of interest in fulfilling their responsibilities.

• Judges must recuse themselves from reviewing or discussing any Award applicant where such a conflict may exist.
Award Categories

Conservancy of the Year
- Private Conservancy
- Community

Eco-rated facility of the year
- Lodge / Tented Camp
- Hotel / serviced Apt / Villas

Community owned enterprise of the year

Travel/ Tour Travel of the Year

Airline of the Year

Journalist/ Blogger of the Year

Training Institution of the Year

Guide of the Year
Conservancy of The Year

What must applicants demonstrate?

- That the principles of ‘Sustainable Tourism’ are integrated into tourism planning and polices, and how this is reflected in day to day practices at the destination level and in the delivery of the tourism product(s).
- Leadership in their region or internationally, through active engagement with the media and wider tourism community to promote and encourage sustainable tourism best practice.
- That the tourism product and its operations have resulted in measured and tangible benefits to the environment – such as through conservation of natural habitat and biodiversity; or through green technology or climate change mitigation/adaptation programmes.

How are the principles of Sustainable Tourism integrated into tourism planning?
Eco-rated Facility of the Year

What must applicants demonstrate?

• That principles of sustainable tourism are integrated in the business model
• A commitment to minimise negative impacts from operations within facility and in the destination
• Environmental best practice
• How community benefit is linked to the wider principles of ‘Sustainable Tourism’ including fair wages, opportunities for local community input and empowerment on tourism development planning, as well as training and educational opportunities that result in economic and social benefits for local communities, including career advancement.
• Economic viability

Evidence

• Years of engagement
• Amounts invested
• Reports / documentation
• Innovation
Community Owned Enterprise

What must applicant demonstrate?

- Direct and tangible economic benefits to members, along with social benefits,
- Transparent benefit sharing mechanisms
- Support for cultural heritage and/or environmental best practice
- Provide direct and tangible professional development opportunities to its members, ensuring there are opportunities for career advancement/business development
- Build the capacity of local peoples, through training and education, so that they can become partners or stakeholders in the project’s success or in developing their own businesses
- Educate consumers/travellers/guests and other stakeholders on the goals of your project
- Communicate your actions to other stakeholders, including the media, in order to promote best practices in the tourism industry

Evidence
Travel /Tour Operator of the Year

What must applicant demonstrate

• Travel life pilot program
• Number and type of social & ecological projects supported
• Advocacy engagements - directly and indirectly
• Policies that support sustainable tourism - e.g. policy on booking eco-rated lodges and camps/hotels book
• Green procurement policies
• Diversified offer of tourism products
• Communication of support for sustainable tourism
• Guest engagement
• Reports on sustainable tourism
• Strategy for engagement

Evidence

Years of engagement
Amounts invested
Change/ impact
Airline of the Year

What must applicant demonstrate
- Number and type of social & ecological projects supported
- Advocacy engagements - directly and indirectly
- Policies that support sustainable tourism - e.g. policy on booking eco-rated lodges and camps/hotels
- Green procurement policies
- Diversified offer of tourism products
- Communication of support for sustainable tourism
- Guest engagement
- Reports on sustainable tourism
- Strategy for engagement

Evidence
Year of engagement
Amounts invested
Change / impact of work
Blogger/ Journalist

What must applicant demonstrate

- Number of articles published that emphasize sustainable tourism
- Coverage of sustainable tourism events

Evidence
Training Institution

**What applicant should demonstrate?**

- Graduates working in sustainable tourism sector
- Curriculum covering sustainable tourism
- Aspects of sustainable tourism are covered in curriculum
- Collaboration in sustainable tourism initiatives
- Green innovations by the institution
- Green initiatives by the institution

**Evidence**
Guide of the Year

What applicants must demonstrate?

• Gold/ Silver in KPSGA
• ???????

Evidence
Evaluation Guide

What are they doing

Why are they doing it

How are they doing it

• How long have the initiatives been running
• Who is benefiting
• What are the benefits
• Who is involved
• How are they communicating to staff/ clients/ society/ industry
• What is role of directors

How much has been invested

Is impact measured?

Are there impact reports?

Is progress checked- evaluation

What is the significant change realised
Awards Questions

1. Describe your approach to sustainable tourism/sustainability in general-
2. What are your outstanding/exceptional sustainable tourism practices (list & description, activities, key impacts/change,
3. What informs your choice of sustainable tourism practices/initiatives (description of process and why it is important. Additional points for linkage with global/regional or national issues)
4. How do you monitor & measure impact of sustainability initiatives (description of how, who, when and how the information is used)
5. What has been the impact of your sustainability initiatives (ecological, economic, social and how it is manifested)
6. How do you communicate your sustainability initiatives to industry/clients/staff (meetings, reports, send e-letters, briefings, website, seminars, papers in conferences)
7. How do you finance your sustainability initiatives (direct from profits, travellers philanthropy, grants etc. Must show percentage of each financing stream)
Being a winner of Eco-warrior Award means:

- Positively working towards being sustainable through having policies, investing in policies, compliance with legislation, partnerships, documenting, sharing and innovation
- Working constructively with communities to minimise negative social impacts of tourism
- Working with communities to optimise opportunities provided by tourism
- Commitment to best practices in energy, water and waste management
- Commitment to protect resources that support tourism
- Working to portray Kenya as a conscious destination