

# 1. Conservation

## Best Tourism Business in Supporting Conservation Efforts

### Award Description

This award recognizes commitment of tourism businesses towards active participation in supporting conservation efforts.

### Award Criteria

Preference will go to businesses showing strong partnerships with conservation NGOs, either through financial support or donations-in-kind. The award category will look for enterprises that support conservation as a core value, or those that can show conservation support as a priority in their business plan.

It is important that you can show through documentation that your involvements in conservation support are delivering tangible results. Evidence that the Judges will be looking and assessing are;

- ❖ Evidence of conservation policy supported at the highest management level within the business.
- ❖ Evidence on documented or written statement of commitment towards supporting conservation, eg project plan, MoU.
- ❖ Evidence of donations and sustainability initiatives/investments going direct to support conservation from business and proof that they are not one-off events.
- ❖ A clear strategy with defined results towards wildlife conservation with proven records
- ❖ Evidence of your efforts to influence other businesses to invest in and/or support conservation projects

### Application questions

1. Please provides evidence of donations and sustainability initiatives/investments going direct to support conservation from business and proof that they are not one-off events. ***Try to keep short under 100 words***
2. Please provides documented or written a statement of commitment towards supporting conservation, eg long project plan, MoU. ***Try to keep short under 100 words, please provides a link to your Mou***
3. Please describe some tangible outcomes of conservation projects as a result of your involvement. ***Try to keep to under 100 words.***

## 2. Resources

### Best Accommodation in Resource Efficiency

#### Award Description

This award recognizes tourism facilities that have invested and use eco-friendly energy and have sustainable approaches and mechanism in reducing energy consumption, waste, and water usage that have resulted in big financial savings without harming the environment.

#### Award Criteria

Preference will go to enterprises that maximize resource efficiency for both the guests and the business. Top candidates will show the effectiveness of their efforts through clear documentation of records and evidence of sustainable and energy efficient management in their day to day operations.

This award category looks for businesses that focus on long-term sustainable solutions to resource management and who are showing clear results where their business has successful strategies using clean or green energy.

Evidence that the Judges will be looking and assessing are;

- ❖ Evidence of environmental policy supported at the highest management level within the business.
- ❖ Plan and proven records and reports of water consumption per guest, energy and fuel usage.
- ❖ Evidence of efforts to manage wastes generated through prevention, reduction, recycling and reuse, AND active separation of wastes into at list three categories compost, recyclable, landfill.
- ❖ Promotion and active use of renewable energy such as electricity and heating water system.

#### Application questions

1. Please describe how your business monitors consumption of water and or energy resources. Include data on meter readings, monthly consumption analysis and reduction targets over time. You can provide graphs and other pictorial representation as evidence. Records submitted should be up to the last 2 years. ***Try to keep short under100words, insert a link to your records.***
2. Describe how your business is managing all the categories of wastes generated during operations and provide monitoring records for the last 2 years. ***Try to keep short under100 words, insert a link to your records.***
3. Describes how your business utilizes use of eco-friendly energy and reduces pollutions. ***Try to keep short under 100 words.***

## 3. Local Development

### Best in Community Engagement and Local Development

#### Award Description

This award recognizes exceptional commitment for tourism companies and tourism accommodations that are working to improve the lives and opportunities for communities in which it operates.

#### Award Criteria

Preference will be given to businesses that demonstrate involvement with the local community such as supporting local development and employing local community members and any involvement must be tangible and evidenced through documentation.

This award category looks for enterprises incorporating fair employment practices and a commitment to local involvement through their business plan.

Evidence that the Judges will be looking and assessing are;

- ❖ Evidence of community empowerment policy supported at the highest management level within the business.
- ❖ Evidence of donations and sustainability initiatives/investments going direct to support local development projects and proof that they are not one-off events.
- ❖ Evidence in Supporting and empowerment of the community through training, sponsorship and purchase of the local produces.
- ❖ Evidence for Fair employment practices for local people employed by the business and proven evidence of contracts, clear overtime procedures and compensation

#### Application Questions

1. Please provides evidence of donations and programs initiatives/investments going direct to support local development projects and proof that they are not one-off events. ***Try to keep short under 100 words***
2. What involvement does your business have with the local community? Do you purchase goods or services, have any agreements in place such as an MOU with the community? ***Try to keep short under 100 words and please provides a link to your Mou***
3. What procedures does your business have in place to ensure fair employment practices for local employees? ***Try to keep short under 100 words.***

## 4. Gender Supports

### Best Accommodation Facility in Promoting and Supporting Female Employment

#### Award Description

This award recognizes a tourism facility with the highest number of females employed and has provided them with opportunities and training for advancement into higher paid and the managerial positions.

#### Award Criteria

Preference will be given to businesses with high ratios of female to male employees, in addition to human resource policies that ensure either non-discrimination to any gender or are sensitive to women in the workplace.

This award category looks for businesses that not only offer opportunities for women to advance but provide resources to develop their capacity as managers and leaders. Evidence that the Judges will be looking and assessing are;

- ❖ The highest number of female employees employed by the facility compared to male and they are at high managerial positions.
- ❖ Evidence of non-discriminatory Human resource policies that are gender sensitive to women.
- ❖ Facilities that are friendly to female employees, especially where a business is located in remote areas and offers accommodation.

#### Application Questions

1. What kind of human resources policies does your business have in place that is sensitive to gender supports especially women? **Try to keep to under 100 words also please provides a link to your HR policies**
2. What resources does your business provided to support female employee's and can attract and motivates other females within the tourism industry to join your business? And what sort of programs and plans your business have to help develop your female employees' capacity to lead? **Try to keep to under 100 words**
3. What is the percentages of women to men employed at your property? **Try to keep short under 100 words**

## 5. Culture

### Best Accommodation Facility in Cultural Promotion and Preservation

#### Award Description

This award recognizes the commitment and efforts of tourism facilities or operators to preserve enhance and promote local cultures and heritage.

#### Award Criteria

Preference will be given to businesses that respect and preserve local cultures through cultural experiences offered by the enterprise, opportunities to engage and learn about local cultures within the facilities, and authentic presentation and compensation of local people.

This awards will look for businesses that incorporate a respectful code of conduct for visitors interacting with local cultures.

Evidence that the Judges will be looking and assessing are;

- ❖ Demonstration of respect of local people cultures and belief through the establishment of a code of conduct for visitors.
- ❖ Elements of local art, architecture and/or cultural heritage used in the interior design of the facility.
- ❖ Authentic presentation of a culture where performances are involved.
- ❖ Demonstrated efforts for cultural preservation and/or revitalization.

#### Application Questions

1. Please explain how you promote local cultures at your business and how the guests are being involved? ***Try to keep to under 100 words.***
2. How do you structure the benefits from a tourism experience to local communities involved in your enterprise? ***Try to keep to under 100 words.***
3. Can you provide a code of conduct and how does your product ensure that it does not affect the cultures in a negative manner? ***Try to keep to under 100 words.***

## 6. Youth

### Best in Supporting Youth Empowerment and Future Leaders in Conservation

#### Award Description

This award recognizes commitments and efforts of tourism facilities or operators in supporting the youth and providing opportunities for them to grow and excel.

#### Award Criteria

Preference will be given to businesses providing opportunities for local youth to engage in conservation of natural habitat and environment through programs, outreach, and training.

This award category will look for businesses invested in contributions to education through sponsorship and efforts made to assist unemployed youth.

Evidence that the Judges will be looking and assessing are;

- ❖ Demonstrations of activities and programs supporting youth and education through sponsorship and it is not like one-off event.
- ❖ Active engagement of eco-clubs for youth around schools
- ❖ Making efforts to significantly reduce the proportion of youth not in employment.
- ❖ Can show and demonstrates youth in training programs be employed by the business or associates.

#### Application Questions

1. What kind of youth programs your business supports and does these programs actives all the time? ***Try to keep to under 100 words***
2. Please explain how your business is contributing financially to sponsor youth's empowerment and does your business have long term strategies, plans and budgets set for youth supports? ***Try to keep to under 100 words***
3. What tangible results have you achieved as a result of involvement with youth development? ***Try to keep to under 100 words***

## 7. Tour Operator

### Best and Responsible Tour Operator

#### Award Description

Tour operators have a critical role to play in influencing decisions of their suppliers and clients towards responsible tourism.

This award recognizes efforts and commitments of tour operators towards caring for the environment through best practices and innovations, maximization of positive economic and social impacts and creation of local employment and improving welfares and working conditions for staffs.

**Award criteria:** Preference will be given to the tour operator which has successfully addressed community, cultural or environmental issues in tourism in a new and innovative way through the inspiring example of innovation and best practices at the office with measurable success in providing responsible tourism experiences which can be replicated across the industry.

The judges will be looking for the following evidence;

- ❖ Evidence of promoting best practices in responsible procurement, paper use, energy, water and controlling waste and pollution.
- ❖ Evidence of reduction of single-use plastics e.g. plastic bottles, drinking straws, packaging.
- ❖ Evidence of innovation in any kind of re-use or recycling of plastic waste
- ❖ Evidence of public reporting on the achievements in the reduction of plastic use e.g. on the website, newsletters, blogs or any form of social media
- ❖ Effective monitoring of resource consumption (energy and or water). This includes metering, monthly consumption analysis

#### Application Questions

1. Describe all the best practices that your office is implementing and you think is the best practices that take care of the environment and supporting community and staff's welfare and working conditions. **Try to keep short under 100 words**
2. Reporting is an integral part of responsible tourism. How you report regularly on your sustainability achievements to the public. **Try to keep short under 100 words and please provides a link to your sustainability reports and achievements.**

## 8. Climate Action

### Best Tourism Business in Climate Action

#### Award Description

This award recognizes those companies and tourism facilities that have taken action to reduce the impact of their business activities on climate change. This is based on your company or tourism facility measuring – reducing – offsetting carbon emissions in a verifiable way that follows international guidelines.

#### Award Criteria

Preference will go to businesses that have measured their carbon dioxide emissions, have taken actions to reduce those emissions and who have committed to offsetting the remaining or at least part of their unavoidable emissions. Top candidates will be able to show that they understand which parts of their business generate carbon emissions, they will have measured these carbon emissions, will have taken significant actions to reduce their carbon emissions and have then offset a significant amount of unavoidable carbon emissions.

Evidence that the Judges will be looking and assessing are;

- ❖ Evidence of sustainability policy supported at the highest management level within the business.
- ❖ At least the company has identified sources of carbon dioxide emissions
- ❖ If the company understand the various sources of carbon dioxide emissions
- ❖ Proven records and amount of carbon dioxide being offsite through the recognized scheme
- ❖ Any evidence or actions plans as indications shown or explained by that the company that has in place mechanism of reducing emissions

Find out more about climate action here: [www.carbontanzania.com](http://www.carbontanzania.com)

#### Application questions

1. Does your company or tourism facility recognize and understand its main sources of carbon emissions? ***Try to keep to under 100 words***
2. Have you measured your company's carbon emissions? **YES / NO**. If so which sources of emissions have you measured and why?
3. Please describe any actions that your company has taken to reduce or replace these sources of carbon emissions. ***Try to keep to under 100 words***
4. Based on the assessment of your company's carbon emissions, have you offset any of these emissions? ***Try to keep to under 100 words***



## 9. Global Goals

### Best for Sustainable Development Goals Implementations and Reporting

#### Award Description

The SDGs, also known as Global Goals, build on the success of the Millennium Development Goals (MDGs) and aim to go further to end all forms of poverty. The new Goals are unique in that they call for action by all countries, poor, rich and middle-income to promote prosperity while protecting the planet. They recognize that ending poverty must go hand-in-hand with strategies that build economic growth and addresses a range of social needs including education, health, social protection, and job opportunities while tackling climate change and environmental protection. Learn more, click here > <http://www.undp.org/content/undp/en/home/sustainable-development-goals.html>

#### Award Criteria

Preference will be given to a tourism company that leverages tourism to contribute to the UN Sustainable Development Goals (SDGs), and then transparently reports on their impacts.

On this award category judges will be looking for the following evidence;

- ❖ Evidence of statements of commitment towards Sustainable Development Goals supported at the highest governance level of the organization
- ❖ Commitments of the business towards Sustainable Development Goals
- ❖ Clear reports of the implementations of Sustainable Development records
- ❖ Measurable records and positive impacts and changes resulted
- ❖ Evidence ongoing or past program, project or initiative working towards achieving sustainable development.

#### Application Questions

1. What SDG goals does your business focus on? ***Try to keep to under 100 words***
2. How is your commitment to these goals evident in your strategic business plan? ***Try to keep to under 100 words***
3. What are some results you have seen and/or plan to see as a result of your commitment to your SDG goals? ***Try to keep to under 200 words***
4. What is your business doing to ensure the sustainability of these goals in your business plan? ***Try to keep to under 100 words***