Green Destinations

GSTC-Recognised

Standard & Reporting System

1.   Introduction

The **Green Destinations Standard** is a tool to measure, monitor and improve the sustainability profile of destinations and regions. The **Green Destinations Standard** for sustainable destination development and management satisfies the need to make sustainable development concrete, objective and demonstrable. Destinations worldwide can adapt their sustainability management system and implementation actions to the requirements the Green Destinations standard and obtain recognition of their efforts.

The Green Destinations standard is inspired by internationally recognised standards such as ETIS, ISO 14001, EMAS and the Global Reporting Initiative. The standard has been "Recognised" by the Global Sustainable Tourism Council (GSTC), in March 2016.

The **Green Destinations Standard** originates from an assessment system to gauge sustainability and quality of coastal destinations: the QualityCoast programme. Based on this system, an initial Global Sustainable Tourism Review (GSTR) was developed to cover also non-coastal destinations. Through a consultation round in the months of July-August 2015 under Green Destinations partners, the current Green Destinations Standard was developed.

2.   Scope

The scope of the standard refers the tourism sector of destination. Hence, the environmental impacts to be addressed, and stakeholders to be involved, should be related to the tourism sector.

However, the standard only assesses and awards the destination and its management organisation. Other organisations and companies such as hotels and tour operators in the destination are not part of the scope of the standard and therefore not entitled to use the logo / name of the standard as promotion of their own company. Individual enterprises are advised to pursue a relevant, GSTC recognized /approved, standard and certification system for accommodations or tour operators.

Currently, Green Destinations is not awarding individual destinations, but allows countries, regions and existing or new sustainability certification programmes to use the Green Destinations standard and its reporting system. Current programmes that apply the standard are:

- QualityCoast (www.qualitycoast.info)
- QualityDestination (www.qualitydestination.info)
- Slovenia Green (in development)

3.   Organisation and ownership

The Green Destinations standard is owned based on equal shares by a consortium of 3 organisations based in The Netherlands:

- Green Destinations
- Coastal & Marine Union – EUCC
- European Centre for Eco and Agro Tourism (ECEAT)

The daily management of the standard is performed by Green Destinations.

The **Green Destinations Partnership** is forming the Advisory board of the Green Destinations Standard and its related Reporting System. The role of the advisory board is to provide input to review and improvement processes, and to support the and application of the standard in various corners of the world.

The Partnership and Advisory Board consists of individual experts from around the world related to tourism in the field of Education/Science, National and International NGOs, and members with a tourism industry background. An overview of founding partners can be found in Annex II.

4.   Standard review and revision

The Green Destinations Standard criteria review and revision processes described below are designed to be in line with the requirements and provisions of GSTC Recognised Manual Version 2.0 and other relevant international standard requirements.

Criteria review process

The Green Destinations Standard shall be reviewed on a periodic basis for continued relevance effectiveness in meeting its stated objectives and compliance with any update of the GSTC benchmark criteria for destinations. If necessary, the Standard shall be revised in a timely manner. A review process shall occur at least every five years. The date of any revisions or reaffirmations of the Standard shall be noted in the Standard.

Revision process

The secretariat makes a proposal for the revision of the standards. Such proposal will consider:

- Feed-back from certified destinations.
- Feed-back from relevant stakeholder groups.
- Feed-back from expert organizations.
- Feed-back from auditors.
- The secretariat's own observations.
- Newly developed tools (which make implementation more practical / feasible).
- General industry performance (benchmark results).
- Adaptations of international standards and guidelines on which the Green Destinations standard is based upon (e.g. GSTC).
- Recommendations from the Advisory Board.

The revised draft standard will then be submitted for consultation to key stakeholders and further adapted. The final proposal is endorsed by the Advisory Board.

The revisions will be communicated to any bodies that have recognized the standard, such as the Global Sustainable Tourism Council.

Compliance with the new standard

The Green Destinations Standard Secretariat may establish the period within which all destinations will have to comply with the new standard. This period may differ for the various criteria. The minimum period is however six months. The maximum period is 2 years.

5. Nature of the standard

The Green Destinations Standard consists of 118 criteria, covering the following 6 main themes:

1. Destination Management
2. Nature & Scenery
3. Environment & Climate
4. Culture & Tradition
5. Social Well-being
6. Business & Hospitality

The standard has several 'special' criteria:

- **"Optional"** these criteria are not mandatory
- **"Optional: can be required by specific certification programmes":** these are not mandatory by the 'base' standard, but may be required by specific countries or programmes, such as ecotourism destination programmes, or by countries where community development is of high importance
- **"Extra":** these criteria show where the 'base' standard goes beyond GSTC requirements
- **"Not Applicable":** these criteria are important enough to be included in the base standard, but may in certain circumstances not apply to certain destinations.

In order to comply with the Green Destinations standard, destinations should comply with every criterion except those marked 'Optional' or in case 'Not Applicable' is justified.

Countries or programmes that use the standard may decide to recognise the efforts of destinations that party comply with the standard, by attributing for example Awards to certain levels of compliance.

Details of the standard can be found in Annex I.

Leiden, The Netherlands, 18 March 2015

Annex I: Green Destinations Standard (18 March 2016)

Green Destinations Standard v 2.1 2016			*Optional = not required for GD standard *Extra = mandatory for GD standard, not for GSTC		
Sub-theme		**Criterion**	**Option./ extra***	**N/A**	**Explanation N/A**
Theme 1: DESTINATION MANAGEMENT					
The destination demonstrates appropriate destination planning and environmental management of the territory.					
1 COMMITMENT & ORGANISATION Sustainable development and management of the destination is supported by an adequate organizational structure.	**1.1** Sustainability coordinator	A person has been assigned the responsibility and authority for the adequate implementation and reporting of sustainable destination management.			
	1.2 Management structure	An appropriately funded organisation or management structure suited to the size and scale of the destination is responsible for coordinating and promoting sustainable tourism development and management.			
	1.3 Vision	The destination has defined, in consultation with stakeholders, a Vision which has integrated sustainability principles and is publicly communicated.	extra		
	1.4 Trained coordinator/ team	The person or team responsible for destination development and management is adequately trained on sustainability.			
	1.5 Tourism sector involvement	The destination management organisation or structure cooperates with the private and public sector in sustainable destination management.			
2 PLANNING & DEVELOPMENT Tourism in the destination is carefully planned.	**2.1** Inventory	The destination has a publicly available and regularly updated inventory of its assets and attractions including natural and cultural sites.			
	2.2 Baseline Assessment	The destination has conducted a Baseline Assessment analysing tourism impacts on nature & scenery, environment & climate, culture & tradition, and the local community; and describing the visitor profile.			
	2.3 Tourism policy	The destination has an up-to-date, publicly available, multi-year tourism policy or strategy addressing environmental, aesthetic, social, cultural, economic, quality, health and safety issues.			
	2.4 Transparency and enforcement	The development of destination planning is conducted in close inclusive consultation with stakeholders and is subject to a thorough public review process. Planning regulations and decisions are publicly communicated and are enforced.			
	2.5 Tourism action plan	The destination is implementing a sustainable tourism action plan, including targets, actions, measures, responsibilities and time planning.			

		2.6	**Stakeholder involvement**	The destination involves stakeholders in the implementation of the action plan and acknowledges them as partners for successful and continuous sustainability improvements.	**Optional (ISO)**		
		2.7	**Visitor Management**	Adequate visitor management is applied to optimise tourism impacts on the natural, cultural and social assets of the destination, as identified in the Baseline Assessment.			
		2.8	**Financial strategy**	Through a financial strategy and planning the destination aims to strengthen its long-term financial viability and independence.	**Optional,** can be required by national certification programmes		
3	MONITORING & REPORTING Sustainability issues and developments are monitored and reported	3.1	**Indicators**	Relevant destination sustainability indicators and developments including environmental, economic, social, cultural, tourism, and human rights issues are adequately monitored and publicly reported; and the monitoring system is periodically reviewed			
		3.2	**Review and evaluation**	The objectives and targets of the policy and action plan are regularly monitored and updated, making use of documented procedures.	**optional (ISO)**		
		3.3	**Corrective measures**	In case evaluation shows any discrepancy between planned objectives and actual performance, the causes are identified and effective corrective measures are taken.			
		3.4	**Communication**	Stakeholders are regularly updated on the destination's sustainability policy, activities, and results.	**optional (ISO)**		
		3.5	**Records**	The destination establishes and keeps records and documents that are necessary to demonstrate conformity to the requirements of its sustainability management system.	**extra**		
		3.6	**Management reporting**	At least once a year the sustainability co-ordinator reports to the highest political body on the effect of the implemented policies and actions, and on the status towards the defined objectives, and formulates recommendations for improvements and next steps.	**extra**		
		3.7	**Public Reporting**	The key sustainability results are reported to the public at least every two years and are available on the destination's public website.			
4	LEGAL & ETHICAL COMPLIANCE The destination adheres to legal and ethical requirements.	4.1	**Legal requirements overview**	The destination maintains an up-to-date list of international, national and local legal requirements applicable to its tourism operations. Legal requirements to be considered include health, safety, labour and environmental aspects.	**Optional (ISO),** can be required by national certification programmes		
		4.2	**Legal compliance**	The destination's development and management activities comply with all applicable laws and regulations.			
		4.3	**Ethical code**	The destination has an ethical code for its management and other staff.			

		4.4	**Corruption**	A guideline against corruption and bribery exists and is complied with. Non-compliance by the destination or its suppliers is contested. No negative consequences for staff who, in good faith, inform relevant authorities on non compliance.	**Optional** (ISO), can be required by national certification programmes	
		4.5	**Non-compliance**	In the event of sanctions imposed as a result of non-compliance with legal requirements and ethical principles, the destination explains the cause and the corrective measures that have been taken.	**Optional** (ISO), can be required by national certification programmes	
		4.6	**Fair competition**	The destination complies with national laws for public procurement and rewards contracts on the basis of quality, price and sustainability aspects.	**Optional** (ISO), can be required by national certification programmes	

Theme 2: NATURE & SCENERY

The destination is carefully avoiding substantial damage to its typical natural and scenic values, and natural wildlife in and around the destination

5	NATURE & CONSERVATION: Nature is enhanced and effectively protected	**5.1**	**Nature protection**	The protection of natural sites, habitats, species, and ecosystems (incl. marine and aquatic) is effectively addressed and enforced. Nature degradation is mitigated and where necessary addressed and reversed, or compensated.			
		5.2	**Natural resource protection**	The protection of natural resources is adequately organised and enforced, and unsustainable use is avoided.			
		5.3	**Exotic species**	The introduction or spread of invasive alien species is adequately addressed and prevented.			
		5.4	**Wildlife protection**	Harvesting, capture, display, and sale of plants and animals is effectively regulated in order to comply with local and national regulations and international conventions and agreements, ensuring their protection and sustainable management.			
		5.5	**Monitoring tourism impacts on nature**	The destination monitors the impact of tourism on ecosystems, natural sites, species and their habitats as identified in the Baseline Assessment (criterion 2.2).			
6	NATURE EXPERIENCE: Tourism is respectful to nature and wildlife, and supportive to its protection.	**6.1**	**Nature experience**	Tourism is respectful to nature and wildlife, and supportive to its protection. Nature and wildlife experience is genuine and responsible.		X	N/A if nature (flora; fauna) is no such tourism asset
		6.2	**Animal ethics**	The use of animals in tourism is effectively controlled in order to decrease the risk of unnecessary suffering, disease, and death.			
7	LANDSCAPE & SCENERY: Open landscapes and scenic views are protected, and landscape degradation is avoided	**7.1**	**Landscape & Scenery**	Natural and rural scenic views are protected and the sense of place is maintained; landscape degradation and urban sprawl into scenic landscapes is effectively avoided.			

Theme 3: ENVIRONMENT & CLIMATE

The destination is carefully avoiding substantial damage to a healthy and clean environment.

8	LAND USE & POLLUTION: Sustainable land use and pollution is effectively addressed.	**8.1**	**Environmental risks**	Environmental risks are adequately addressed, based upon the risks and impacts identified in the Baseline Assessment (criterion 2.2).			
		8.2	**Air pollution**	Air pollution is adequately addressed, based upon the risks and impacts identified in the Baseline Assessment (criterion 2.2); impacts of tourism related air pollution are effectively controlled.			
		8.3	**Noise**	Noise is adequately regulated and minimised, based upon the risks and impacts identified in the Baseline Assessment; enterprises and visitors are encouraged to minimise noise.			
		8.4	**Light pollution**	Impacts of light pollution to wildlife and to visitor experience are adequately addressed, based upon the risks and impacts identified in the Baseline Assessment.			
		8.5	**Land use & planning**	Land use and maritime spatial planning is subject to environmental, economic and social impact assessment, aiming to optimise the impacts of development and infrastructure projects during planning, design, construction and demolition.			
9	WATER MANAGEMENT: water quality, water management, and efficient water use are adequately addressed	**9.1**	**Water sourcing**	The destination's water resources and usage are adequately managed and monitored and it is ensured that water use by tourism enterprises does not jeopardise the water requirements of residents			
		9.2	**Water quality monitoring**	Drinking and recreational water quality is adequately monitored and the results are publicly available.			
		9.3	**Water quality response**	There is an adequate response system to water quality problems.			
		9.4	**Waste water treatment**	Waste water treatment is adequately organised and relevant regulations are enforced, aimed to minimise impacts to people and the environment; this also relates to siting, maintenance and testing of discharge from septic tanks.			
10	SUSTAINABLE MOBILITY: Impact from transportation to people, environment and climate is adequately addressed.	**10.1**	**Soft mobility**	The destination has a soft mobility strategy to minimize high-impact transportation (as identified in Baseline Assessment) in touristic zones; walking and cycling is facilitated and encouraged.		X	N/A if soft mobility measures are no viable solution(explain in detail why; and re-consider viability every 2 years based on current developments)
		10.2	**Public Transport**	Public transportation is adequately organised and its use is encouraged.		X	N/A if public transport is not viable (e.g. remote destinations).
		10.3	**Travel & Climate**	The destination has a strategy aimed at measuring and minimising the carbon footprint connected to the travel of its visitors.	**Optional**, can be required by national certification programmes		

		10.4	**Carbon compensation**	The destination considers the carbon footprint related to the travel of its visitors, and promotes appropriate measures aimed at an effective carbon compensation.	**Optional**, can be required by national certification programmes		
11	WASTE & RECYCLING: Separate waste collection, recycling and re-use of waste is adequately addressed.	11.1	**Solid waste reduction**	Any solid waste is adequately monitored, reduced, separated and recycled, and quantitative goals are set, especially regarding the reduction of plastic waste.			
		11.2	**Waste separation**	Facilities are in place for an adequate separation of municipal and industrial waste.			
		11.3	**Waste disposal**	Any residual solid waste that is not reused or recycled is disposed of safely and sustainably.			
12	ENERGY & CLIMATE CHANGE Renewable energy and reduction of greenhouse gases are promoted.	12.1	**Energy consumption monitoring**	Measures are taken to reduce energy consumption in the destination; residents and visitors are encouraged to reduce energy consumption without compromising service or safety			
		12.2	**Reduction fossil fuel dependency**	Adequate measures and incentives exist to reduce reliance on fossil fuels and to encourage renewable energy technologies.			
13	CLIMATE CHANGE ADAPTATION: Adaptation to climate change is getting all necessary attention.	13.1	**Responding to climate risks**	Climate change adaptation receives all necessary attention in accordance with the Baseline Assessment; this includes identification of risks and opportunities, addressing development, siting, design, and management of facilities, enhancing the resilience of the destination.			
		13.2	**Climate change information**	Residents, tourism enterprises and visitors are informed about climate change, in an appropriate way.			

Theme 4: CULTURE & TRADITION

The destination is carefully avoiding major damage to its typical local values and character, and cultural heritage in and around the destination.

14	CULTURAL HERITAGE: Cultural sites and landscapes, built heritage and artefacts are effectively protected	14.1	Cultural heritage conservation	The conservation, authenticity and aesthetic presentation of cultural resources such as sites and built heritage, typical or traditional architecture, town design, cultural sense of place, urban scenic views, and archaeological sites, is adequately organised and enforced according to internationally recognized standards.		X	N/A if destination has no cultural heritage
		14.2	Protecting artefacts and fossils	Sale, trade, display or gifting of historical and archaeological artefacts is adequately regulated and enforced.		X	N/A if no cultural/ archaeological artefacts are present (incl sale/trade) within the dest.
		14.3	Managing tourism impacts on culture	Tourism related to cultural sites, built heritage, culturally important landscapes, land-use and sense of place is carefully managed to avoid negative impacts. Any impacts such as damage, disruption and degradation are adequately monitored and addressed.			
15	PEOPLE & TRADITION: Tourism is respectful of the living culture and traditions, and supportive to its protection.	15.1	Intangible heritage	Intangible cultural heritage and local life and culture, are adequately protected and respected.	**extra**	X	N/A if destination has no intangible cultural heritage
		15.2	Respecting authenticity	Tourism is respectful of the living culture and traditions, supportive to its protection and celebration, and not interfering with its practice. The practice of tourism in observing the living culture and traditions is genuine and respectful. When traditions are replicated they remain genuine and authentic.	**Optional**, can be required by national certification programmes		

Theme 5: SOCIAL WELL-BEING

The destination is taking good care of the inhabitants and visitors of the destination.

16	HUMAN RESPECT: Inhabitants and visitors are protected against violations of civil rights and corruption.	16.1	**Property rights**	Property and water rights are adequately registered and protected and are compliant with indigenous and communal rights; regulations are enforced, and are subject to public consultation.			
		16.2	**Resettlement**	Resettlement of residents is only possible with prior informed consent and reasonable compensation.			
		16.3	**Indigenous rights**	Rights of indigenous and local people to access and visit natural and cultural sites are ensured by law, unless this access has adverse effects on destination sustainability.			
		16.4	**Indigenous intellectual property**	Intellectual property rights of indigenous people, locals and communities are effectively protected by law.		X	N/A if there such rights are not present within the destination
		16.5	**Protection of people**	The destination takes adequate measures to protect all people legally and effectively against commercial, sexual, or any other form of exploitation and harassment, particularly of children, adolescents, elderly, disabled, women, and minorities.			
		16.6	**Public communication of laws**	The legal and effective protection of people against exploitation and harassment is publicly communicated, and is obvious to offenders.			
		16.7	**Monitoring human rights**	The destination takes adequate measures to monitor respect of universal human rights.			
17	COMMUNITY PARTICIPATION: Community participation and stakeholder involvement in destination management and development is ensured.	17.1	**Inhabitants involved in planning**	The process of developing general planning policies and guidelines, and of preparing destination management and development, is open and accessible to public stakeholders.			
		17.2	**Inhabitants informed about tourism**	Residents are regularly involved in discussions on opportunities, challenges and sustainability of tourism development.			
		17.3	**Stakeholder contributions**	Enterprises, visitors and the public are offered opportunities to contribute to community and sustainability initiatives, as a volunteer, in cash or in kind.			
		17.4	**Inhabitant satisfaction**	The satisfaction of residents with tourism development and destination management is adequately monitored regularly, and the results are publicly reported in a timely manner.			
		17.5	**Community Empowerment**	The destination is consciously supporting integration of community members in the management of the resources with a view to creating destinations stewards beyond the boundaries of the destination.	**Optional**, can be required by national certification programmes		

18	LOCAL ECONOMY Tourism's contribution to the local economy is optimised.	18.1	**Optimising private sector contribution**	Measures are taken to optimise private sector contribution to the local economy, with special attention and support to local small and medium-sized enterprises.			
		18.2	**Promoting local products and services**	The inclusion of local artisans, producers and service providers in the tourism value chain according to fair trade principles is supported; local and sustainable products that are supportive to the area's nature, culture, local identity, and local economy, are promoted. These may include food and beverages, crafts, performance arts, agricultural products, etc.			
		18.3	**Monitoring economic impacts**	The contributions of tourism to the destination's economy are annually monitored and publicly reported, and should include visitor expenditure, revenue per available room, employment, and investment data.			
		18.4	**Socio-economic development**	The destination promotes socio-economic development in the community	**Optional**, can be required by national certification programmes		
19	SOCIAL IMPACT MANAGEMENT: The effects of tourism are adequately managed.	19.1	**Optimising social impacts**	The impact of visitors to the local community and other visitors is appropriately monitored, and measures are taken to optimise their contribution to the local economy.			
		19.2	**Real estate exploitation**	The impact of real estate development on the local community is appropriately monitored, and measures are taken to optimise their contribution to the local economy.		X	N/A if no real estate is privately owned in the dest.
		19.3	**Seasonality**	Options to combat seasonality are investigated and implemented, including a mechanism to identify year-round tourism opportunities, where appropriate—taking into account the needs of the local economy, community, cultures and environment.			
20	HEALTH & SAFETY: A healthy, safe and secure environment is ensured for inhabitants and visitors.	20.1	**Health & safety prevention & response**	Crime, safety, and health hazards are adequately prevented and addressed.			
		20.2	**Health & safety monitoring**	Crime, safety, and health hazards are adequately monitored and publicly reported.			
		20.3	**Crisis & emergency response**	The destination has an appropriate, up-to-date crisis and emergency response plan to address natural and man-made disasters (as identified in the Baseline Assessment). The plan is publicly available and funded; training is provided for staff, visitors, and residents.			

Theme 6: BUSINESS & HOSPITALITY						
The destination ensures involvement of the business sector in sustainability; appropriate destination information and marketing; and acts as a good host.						
21	BUSINESS INVOLVEMENT:The tourism sector takes its responsibility for sustainability in the destination	21.1	Sustainability standards	Internationally recognised sustainability standards consistent with the GSTC Criteria for tourism enterprises are promoted by the destination or the business sector.		
		21.2	Publication of certified enterprises	A list of for sustainability certified or verified tourism enterprises is maintained and publicly available.		
		21.3	Water consumption	Enterprises are encouraged to reduce and publicly report on water usage.		
		21.4	Waste water treatment	Enterprises are assisted to find and implement solutions to effectively treat and reuse wastewater. Local and national regulations are effectively enforced.		
		21.5	Solid waste	Enterprises are encouraged to reduce, reuse, and recycle solid waste.		
		21.6	Energy and greenhouse gas	Enterprises are encouraged to adequately monitor, minimise, mitigate, and publicly report energy consumption and greenhouse gas emissions from all aspects of their operation.		
		21.7	Equal and fair employment	The destination promotes occupational safety, fair wages, fair trade, equal employment and training opportunities in the tourism sector, and enforces the relevant regulations in this field.		
		21.8	Tour guide codes of practice	Tour guides are trained to apply a relevant code of practice, and adhere to the code in order to optimise the impact of the tour.	X	N/A if no tour guides are active
		21.9	Product development	The destination has a functional product development strategy to ensure the competitiveness and financial sustainability of the destination	**Optional**, can be required by national certification programmes	
22	INFORMATION & MARKETING: Destination promotion and information to visitors is accurate	22.1	Respectful promotion	Destination promotion is authentic and respectful to residents and visitors.	X	N/A if dest. does not publish promotion
		22.2	Accurate promotion	Destination promotion is accurate in its description of products, services and sustainability claims.	X	N/A if dest. does not publish promotion
		22.3	Visitor behaviour at sensitive sites	Guidelines for appropriate visitor behaviour are developed and made available, aimed to minimize adverse impacts on sensitive sites and to strengthen positive visitor behaviour. Local stakeholders are involved in the development of information for visitors.		

and respectful	22.4	Sustainability information	Visitors are adequately informed about relevant sustainability issues in the destination including natural, environmental, cultural and social issues, and including the tourist's role regarding these issues.	**Optional**, can be required by national certification programmes			
	22.5	Interpretive information	Interpretive information provided at natural and cultural sites is accurate, respectful to different cultural values, developed with community collaboration, and communicated in most relevant languages.		X	N/A if no natural or cultural sites or attractions exist in the destination	
	22.6	Green destination marketing	The destination promotes itself as a green destination, as well as the art and culture in the destination for their revitalization	**Optional**, can be required by national certification programmes			
23 HOSPITALITY & SATISFACTION The destination is a good host, caring for feedback from tourists	23.1	Visitor monitoring	The characteristics and preferences of visitors are monitored and publicly reported	Optional			
	23.2	Visitor satisfaction	Visitor satisfaction is systematically measured and the results are taken into account for destination and service improvements.				
	23.3	Sustainability in visitor survey	Visitor surveys collect feedback on sustainability aspects.	**Optional**, can be required by national certification programmes			
	23.4	Accessibility	Access to tourism sites is supported for individuals with disabilities, where possible, whilst not harming the sites and their sense of place.				

Annex II

The Green Destinations Partners

Members of the Green Destinations Partnership include:

- Albert Salman, Green Destinations, the Netherlands.
- Suzanne van der Veeken, Green Destinations, Netherlands - Spain – Latin America.
- Hugo de Jong, Bloemendaal, the Netherlands.
- Naut Kusters, ECEAT, Amsterdam, the Netherlands.
- Lonneke de Kort, HIBS, BookDifferent, the Netherlands.
- Andres Fellenberg van der Molen, GreenPartner, the Netherlands – Chile - Argentina.
- Valere Tjolle, Totem Tourism, Vision on Sustainable Tourism, UK
- Herbert Hamele, ECOTRANS and DestiNet, Germany.
- Siegfried Manzel, Green-Guides, Germany.
- Peter Zimmer, Germany – Scandinavia – Romania.
- Rasmus Brunsgaard Sømod, Denmark – Scandinavia.
- Anula Galewska, CEE Greener, Poland.
- Prof. Ramunas Povilanskas, Dept. of Recreation and Tourism, University of Klaipeda, Lithuania.
- Karl Reiner, Vienna, Austria
- Guillaume Cromer, ID-Tourism, Paris, France.
- Gordon Sillence, ECOTRANS and DestiNet, Portugal
- Juan Pablo Perez Gomez, Galicia, Spain.
- Jana Apih, GoodPlace, Ljubljana, Slovenia.
- Maria Antonaki, Heraklion, Crete, Greece.
- Prof. Magdalena Muir, International Energy, Environment and Legal Services Ltd (IEELS), Calgary, Canada.
- Erika Harms, Planet4People, USA.
- José Maria de Juan Alonso, KOAN Consulting, Spain – Latin America.
- Natalia Naranjo Ramos, CaLatam Consultancy, Universidad Externado de Colombia.
- Prof. D'Arcy Dornan, Sao Paolo, Brazil
- Jorge Moller, Darwins Trails, Chile.
- Prof. Fabián Román, Fundación Plan21, Argentina.
- Nahar Muhammed, Minla Strategies, India.
- KayLi Lum, Kuala Lumpur, Malaysia.
- Thai Van Anh, Bin Minh Water, Ho Chi Minh City, VietNam.
- Kitsie Torres, Philippines
- Dr. Mihee Kang, University of Seoul, South Korea.
- Alexandre Tsuk, BookGreener, Bali, Indonesia.