



15th UNWTO AWARDS

GUIDELINES

Madrid, 14 August 2018

INTRODUCTION

1. The UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and accessible tourism for all.
2. The UNWTO, as the leading international organization in the field of tourism, advocates tourism that contributes to economic growth, inclusive development and environmental sustainability, and offers leadership and support to the sector to expand its knowledge and tourism policies throughout the world.
3. Its members include 158 countries, 6 Associate Members and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.
4. One of the current priorities of UNWTO is to promote connections among the actors that form part of the entrepreneurship and innovation ecosystem in tourism as a means for the generation of employment and business opportunities, as well as for the sustainable development of the sector.
5. The UNWTO Awards aim to acknowledge the contribution of institutions - public, private or NGOs - to competitive and sustainable tourism development at the local, national, regional and international levels.
6. The contribution of the awardees is in line with the Global Code of Ethics for Tourism and the principles and Sustainable Development Goals.

CATEGORIES

7. There are four categories of Awards for specific tourism initiatives:
 - a. UNWTO Award in Public Policy and Governance
 - b. UNWTO Award in Enterprises
 - c. UNWTO Award in Non-Governmental Organizations
 - d. *UNWTO Ethics Award for signatories of the Private Sector Commitment to the Code of Ethics¹*

CRITERIA

8. The **UNWTO Awards** merit distinction for the significant contribution of tourism initiatives which are both competitive and sustainable. Candidates shall have been highly inspirational and have made a significant impact on the tourism sector which can be replicated.

¹ The UNWTO Ethics Award is carried out through a separate process (<http://ethics.unwto.org/event/2019-unwto-ethics-award-call-applications>). This Award is foreseen for institutions that are official signatories of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism. For more information, please contact ethics@unwto.org

a. UNWTO Award in Public Policy and Governance:

An initiative is highly innovative and managed by a public or public-private institution that reflects tangible and sustainable improvements in policy, processes, and governance. It works towards an inclusive model of tourism governance which involves diverse tourism stakeholders.

b. UNWTO Award in Enterprises:

An initiative presented by an enterprise that operates projects or offers products or services that are innovative in the tourism field. This innovation could be demonstrated through environmentally-friendly applications, social corporate responsibility engagement and other innovative contributions.

c. UNWTO Award in Non-Governmental Organizations:

An initiative managed by a non-governmental organization with a clear non-profit scope using grassroots, partnership, governance, and/or civil society actions as key factors for its achievements. The initiative is original and inspiring in its nature, objectives, resource management and results, highlighting tourism as a strategic tool for balanced and sustainable development in economic, social and/or environmental aspects.

9. The Jury Committee will also give consideration to the following in assessing and comparing applications against the above criteria:

- Demonstrated creativity and authenticity
- Contribution in the relevant field
- Contribution to economic and/or social development of international, national, regional or local community
- Length of activity or project and its impact
- Educational or training features
- Future goals and likely impact
- Environmental conservation and preservation of natural and cultural heritage
- Ethical aspect in relation to the UNWTO Global Code of Ethics for Tourism and to the achievement of the United Nations' Sustainable Development Goals

LANGUAGE

10. English is the working language of the UNWTO Awards; therefore, all documents shall be submitted in English. Exceptionally, the UNWTO will accept support and recommendation letters in languages other than English provided they are accompanied by an English translation, whose content shall prevail in the event of discrepancy with the original. The applicant is responsible for collecting, translating and sending the recommendation letters along with the application form. The UNWTO will only contact the referees for matters related to the application if deemed necessary.

ELIGIBILITY

11. Applications for the UNWTO Awards can be made by any institution whose accomplishments are related to the tourism sector. The UNWTO Awards are not open for individual application.

12. The submitted initiatives are expected to have attained a certain degree of implementation to demonstrate its effectiveness. Non implemented initiatives shall not be considered.

13. Both current and former staff members of the UNWTO shall be ineligible to submit an application or receive the UNWTO Awards. Nor shall be considered initiatives which have or have had UNWTO's participation in their design and/or implementation.
14. Applications that are incomplete or received after the deadline (**31 October 2018 - 23:59 Central European Time**) will not be considered.
15. Organizations are advised to present one initiative per year. Previously awarded initiatives without any further development will not be considered.
16. Applications shall be submitted online through the UNWTO website containing all the mandatory documents before the deadline, **31 October 2018 (23:59 Central European Time)**. Applicants may also submit additional documents.

JURY

17. The awardees will be selected by an international Jury of experts, appointed by UNWTO.
18. The names of Jury members will be published on the UNWTO website. Any attempt to contact the Jury members will result in immediate dismissal from the Awards.
19. Jury members shall receive no financial compensation for their service.

ANNOUNCEMENT OF AWARDEES

20. UNWTO will tentatively announce the awardees of the **UNWTO Awards** by middle of December 2018 through direct communication using the contact details provided in their application. Subsequently, winners of all categories are expected to be announced in January 2019.
21. The UNWTO Awards will take the form of a trophy or a medal which will be accompanied by a certificate. No financial compensation will be given in connection with the Awards.

TIMETABLE OF EVENTS

22. The list underneath provides the tentative dates relevant to the UNWTO Awards. UNWTO, at its sole discretion, may adjust these Guidelines as well as the Timetable of Events at any time and in any way deemed necessary in order to carry out the procedures herein established.

31 October 2018	Deadline of reception of applications
Mid-December 2018	Announcement of the finalists
January 2019	Announcement of the winners

INDUSTRIAL AND INTELLECTUAL PROPERTY AND PERSONAL DATA PROTECTION

23. By submitting their application, participants expressly grant their consent to the use of their name and initiatives in connection with the UNWTO Awards process and the recording and maintenance of related files. Participants may exercise their rights to access, modify, cancel and oppose the processing of their personal details by sending an email to awards@unwto.org indicating which right they wish to exercise and attaching a copy of their passport, national ID card or equivalent documentation

24. By submitting their application, participants acknowledge that referenced projects are their own originals and/or they own the necessary right to ownership or property rights thereover. Participants agree to hold harmless UNWTO from any and all losses, claims, damages, expenses or liabilities which could arise in relation to intellectual property rights or personal data of third parties in relation to the applications submitted.
25. UNWTO shall not claim any property on the initiatives submitted or any other industrial or intellectual property contained in their application. Participants do not cede UNWTO industrial or intellectual property rights arising as a result of their applications.

ACCEPTANCE OF THE GUIDELINES

26. By submitting their application, participants acknowledge their acceptance of the entire content of these Guidelines. Failure to accept any of the provisions contained in the present Guidelines shall constitute the non-participation of the applicant in the UNWTO Awards and rejection of the awarded prize, if applicable.

APPLICABLE LAW

27. The present Guidelines shall be interpreted in accordance with the General Principles of International Law to the exclusion of any national law.
28. Nothing in or relating to these Guidelines shall be deemed to represent a waiver of the Privileges and Immunities of UNWTO.