

2011 ECO WARRIOR AWARD

Celebrating Innovation and Leadership in Responsible Tourism



Guidelines for Presentation of Information

Introduction

The information provided under the headings listed below is intended to describe the enterprise in a way that brings out the reasons it is believed to meet the criteria for the award, and to enable the enterprise to be assessed against these criteria. It is also meant to provide basic data about the enterprise, which can be used to assess the impacts of the enterprise on its surrounding/immediate environment and the state of conservation.

The information provided should be as precise and specific as possible and should be quantified where possible. While making a justification, opinion should be supported by reference and verifiable facts to support them should be provided. For each of the information areas, the answers/information provided should not exceed specified number of words. Information should be provided in the format in which the form is designed.

An authorized signatory of the applying enterprise and who can be called upon to make clarifications on information provided should sign for the information given.

REQUESTED INFORMATION

1. Category of Award entered (*tick or highlight the relevant category*)

Conservancy of the Year 2011

- Private Conservancy
- Community Conservancy

Ecotourism Enterprise of the Year 2011

- Accommodation
 - i. Lodge
 - ii. Tented Camp
 - iii. Holiday Home
- Community Based
- Tour operator
- Airline
- Eco-Rated Facility of the Year 2011
- Ecotourism Partnership of the Year 2011
- Ecotourism Journalist of the Year 2011
- Ecotourism Student Innovation Award 2011
- Ecotourism Training Program of the Year 2011

2. Enterprise identification details

The purpose of this section is to provide basic data to enable entities to be precisely identified.

- a. Type of enterprise
- b. Name of enterprise
- c. Location of enterprise
- d. Size of the enterprise in terms of bed capacity & acreage (for hotels/lodges/camps), membership for CBOs and size of operation for tour operators.

3. Innovation

Information provided under this section is intended to vividly describe the innovation for which the enterprise should be considered for an award. All the innovations should demonstrate sustainability (they are long-term) and contribution to sustainable resource use, conservation of natural areas, integration of local community in tourism, improved community livelihoods.

The innovation could be any of the following areas:

- Community mobilization, partnerships & benefit sharing;
 - Sustainable use of resources & conservation;
 - Business packaging, marketing/promotion, product interpretation;
 - Tour planning, training, visitor education & conservation education,
 - Cultural preservation and promotion,
 - Fundraising for conservation
- a. Describe the enterprises outstanding innovation for which it should be considered for the award. **((Maximum 1000 words))**
- b. What are the key achievements? **(maximum 500 words)**
- c. How sustainable is the initiative. **(Maximum 200 words)**
- d. Is the innovation replicable? **(maximum 200 words)**

4. Documentation

It is recommended that information provided is supported by additional documentation like photographs, brochures, Newsletters, Annual Reports, mission statements, letters of commendation, copies of environmental management plans, relevant plans/policies/CBO constitution and extracts of other plans relevant to the enterprise should be provided where possible.

5. Signature on behalf of enterprise

The information should conclude with the signature of the official authorized to sign on behalf of the enterprise.

Name: _____

Position in Organization: _____

Signature: _____ Date: _____

Company Stamp: