

# 2010 ECO WARRIOR AWARD

## Rewarding Innovation and Leadership in Responsible Tourism

### Guidelines for Nomination

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**The Eco Warrior Award** is designed to recognize, encourage and applaud leadership and innovation in tourism business planning, development and management centred on community participation and natural resource conservation.

The race for the 2010 Award has now kicked off with all sustainable tourism initiatives in Kenya now eligible to participate under the following categories:

- ✿ Most Sustainable Tour Packagers / Operators
- ✿ Most Responsible Accommodation
- ✿ Most Responsible carrier (air or road)
- ✿ Most sustainable and responsible Community Based Tourism Enterprise (CBTI) / Community Based Natural Resource Management (CBNRM)
- ✿ An individual who has initiated or demonstrated strong leadership in an innovative project or product, or program that advocates for uniting communities, tourism and conservation.

#### How to participate:

##### Step 1: Nomination

Ecotourism Kenya will invite the members of the public, tourism industry organizations and development NGO's to nominate one entity or individuals in each category who exemplifies best practice examples in tourism and sustainable development. The nominated organizations do not have to be members of Ecotourism Kenya. The nomination form is available at the Ecotourism Kenya offices or can be downloaded the website [www.ecotourismkenya.org](http://www.ecotourismkenya.org).

##### Step 2: Application

Ecotourism Kenya will invite the nominated entity to agree on their nomination and fill out an entry form. All applications must be submitted by **20th August 2010** via email to [info@ecotourismkenya.org](mailto:info@ecotourismkenya.org). Once submitted, applicants consents text, photos, links, and references for any advertising, promotions, or publicity purposes Ecotourism Kenya deems proper but in line with the award.

##### Step 3: Judging the applicants

Ecotourism Kenya will invite a minimum of 10 experts to rate the applications. This network of experts will be drawn from universities, certification bodies, environmental and conservation management organizations, Ministry of Tourism representatives etc. The highest rating will then be presented to an International jury who will make a final selection of the best entity in each category.

##### Step 4: Awards

The finalist list will be published on the Ecotourism Kenya website, quarterly newsletter and monthly e-shots. The winner will be announced during the awarding ceremony which will be held in **October 2010** (The exact date and venue will be communicated).