

Ecotourism Kenya



Eco-Warrior Award

REWARDING INNOVATION IN TOURISM PLANNING, DEVELOPMENT AND MANAGEMENT

ECO- WARRIOR AWARD

About Ecotourism Kenya

Ecotourism Kenya is a membership based tourism organization with more than 10 years experience in promoting sustainable tourism in Kenya. Founded in 1996, the organizations mandate includes development of standards for the tourism industry, promotion of ecotourism and its tenets, and promotion of Kenya as a sustainable tourism destination. Our strategic position in the industry is evident in the diversity of our membership which includes Community Based organizations (CBOs), tour operators, hotels/lodges/camps, conservation NGOs, donors, universities, tourism training institutions, government departments, professionals and students

About the Eco- Warrior Award

Ecotourism Kenya launched the Eco-warrior Award in 2005. The award provides Ecotourism Kenya with an opportunity to recognize and reward innovations in sustainable tourism while supplying information on best practices. Among the values emphasized by the award are innovations that respect the environment, respect local people and cultures, impacts on local economies and empower local communities, practice of ecotourism, provide opportunities for linkages with local communities and promote good environmental governance. The winners must demonstrate innovation in any one or more of these areas.

Apart from recognizing and rewarding best practices, the award will in the long-term act as a scorecard for responsible tourism in Kenya by creating performance benchmarks against which the destination and its products can be evaluated. Through a review of the operations, practices and programs of award winners, the industry, can delineate what constitutes best practices and use this as basis for improving performance towards sustainable tourism. Further, the information gathered from nominees and winners could be used by industry to

develop actions for reduction of effects of global warming and contribute to achievement of some of the MDGs.

Participation

Participation is open to all members of Ecotourism Kenya. Awards are given in the following categories:

1. Community Based Organizations / Community Trusts
2. Tour operators
3. Lodges/ Camps and Hotels

Evaluation Criteria

The following are areas targeted by the award:

- Innovation in environment conservation
- Strategies to increase benefits to community
- Innovative practices that reduce environmental impacts of operations
- Choice of site, use of sustainable / efficient technologies
- Sustainable use management of non-renewable resources e.g. water, energy
- Strategies to increase interaction between visitors and local people
- Choice of destinations/products
- Tour packaging
- Innovations in skill transfer to community
- Initiatives to safeguard local livelihoods while promoting conservation
- Innovation on visitor education and product interpretation
- Innovative linkages that empower communities

- Responsible marketing
- Corporate Social Investment

Evaluation of Applications

An award committee comprising of representatives from key tourism institutions, both private and public, will review all applications and award scores. Incomplete applications will be disqualified. Ecotourism Kenya, which is also the award secretariat, will tally the scores by the evaluators and based on these scores, list two finalists in each category. Those selected will be visited to verify the information presented in the application document before the winners are picked. Winners will be notified in advance in writing.

To ensure credibility, there will be different evaluators each year and their identity will not be made public until the winners are announced.

Frequency of Awards

This is an annual award. Nominations are open from August of each year. All nominations must be received by 15th September of each year and applications by nominees received by 15th October of each year. Awards will be presented at an end of year event to be organised annually by Ecotourism Kenya and sponsoring organisations.

How to Participate

To be eligible for the award, an organisation will be nominated by an independent party and the statement of nomination sent directly to Ecotourism Kenya. Ecotourism Kenya will notify the nominee of the nomination and ask them to provide information requested in the application guideline document. This document is available at www.ecotourismkenya.org as PDF. Applicants will print, complete and attach the requested documents and mail the information to:

Ecotourism Kenya

P O Box 10146

00100- GPO

Nairobi

Kenya.