



# 2025 EDITION RULES



# About the Awards

The Skål International Sustainable Tourism Awards recognize excellence in sustainability across the global tourism industry.

Established in 2002 to promote responsible tourism, these awards highlight innovative and impactful initiatives that balance environmental, social, and economic sustainability.

The awards serve as a prestigious platform to showcase best practices, inspire industry-wide change, and reinforce the importance of sustainability in tourism development.

Skål International  
Sustainable Tourism Awards 2025  
Deadline 31 May 2025



# Who can participate and conditions

- Open to public & private sector, NGOs, educational institutions, and government agencies related to Tourism worldwide.
- Participants can submit only one entry.
- Participation is free.
- All sustainable initiatives and activities presented must be implemented and in operation. Projects that are yet not in operation are not eligible.
- The application form must be completed in English.
- Entries must be endorsed by a Skål International Club to qualify for participation (except Government Bodies).
- A Skål International Club can support more than one project but in different categories.
- Submit application form before 31 May at 23:59 hours (CET)

# Application Process

- Verify that you are eligible to participate.
- Look at the information to be provided on the [Application Form](#):

Skål International Sustainable Tourism Awards Application Form



- Obtain Skål International Club endorsement.
- Submit the application form by 31 May 2025.

# Renewed Categories

- 1 Accessible Tourism
- 2 Accommodation, Food & Hospitality Services
- 3 Communication
- 4 Community, Government & Service Projects
- 5 Educational & Social Programs
- 6 Innovative Sustainable IT Solutions
- 7 Land & Marine Biodiversity
- 8 Tour Operators & Travel Agencies

Skål International will publish the name of the participants on its website, social media, press releases and newsletters in order to enhance their visibility and recognition.

# 1 Accessible Tourism Category

## Eligibility Criteria

- Type of organization: Open to tourism-related businesses, non-profits, governmental bodies, and other organizations involved in promoting accessible tourism.
- Project scope: Projects must focus on making tourism more accessible. This can include infrastructure improvements, accessible transportation, inclusive services, and the development of accessible tourism activities and experiences.
- Impact and innovation: The project should demonstrate innovative approaches and measurable positive outcomes. It should significantly enhance the accessibility of tourism services and facilities, contributing to a more inclusive tourism industry.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including disability advocacy groups, local communities, and tourism operators. Effective stakeholder engagement and partnerships are crucial for the project's success.
- Sustainability integration: The project should integrate sustainability principles into its core operations. This includes considerations for long-term environmental, social, and economic impacts.

*Recognise initiatives and projects that promote inclusive and accessible tourism for all individuals, regardless of their physical, sensory, or cognitive abilities.*

*These awards aim to highlight efforts that ensure tourism experiences are available to everyone, fostering social inclusion and equal opportunities.*



# 2 Accommodation, Food & Hospitality Services Category

## Eligibility Criteria

- Type of organization: Hotels, restaurants and other hospitality service providers.
- Project scope: Projects must address key sustainability challenges such as reducing carbon footprint, minimizing waste, conserving water, and promoting local and sustainable sourcing of food and materials.
- Impact and innovation: The project should demonstrate innovative approaches and measurable positive outcomes. It should contribute to the overall sustainability goals of the organization and have a significant impact on the environment and community.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including suppliers, local communities, and environmental organizations. Effective stakeholder engagement and partnerships are crucial for the project's success
- Sustainability integration: The project should integrate sustainability principles into its core operations. This includes considerations for long-term environmental, social, and economic impacts.



*Recognise businesses and organizations that have implemented exemplary sustainable practices within the hospitality industry.*

*These awards aim to highlight initiatives that significantly contribute to environmental conservation, social responsibility, and economic sustainability.*

# 3 Communication Category

## Eligibility Criteria

- Type of organization: Open to individuals, media organizations, influencers, and content creators who use their platforms to promote sustainability.
- Project scope: Projects must focus on communicating sustainability topics such as environmental conservation, social responsibility, and economic sustainability. This can include campaigns, series, individual posts, or episodes that effectively engage and educate the audience.
- Impact and innovation: Projects must focus on communicating sustainability topics such as environmental conservation, social responsibility, and economic sustainability. This can include campaigns, series, individual posts, or episodes that effectively engage and educate the audience.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including environmental organizations, community groups, and other influencers. Effective stakeholder engagement and partnerships are crucial for the project's success.
- Sustainability integration: The project should integrate sustainability principles into its core message and delivery. This includes considerations for long-term environmental, social, and economic impacts.

*Recognise outstanding efforts in promoting sustainability through various media channels, including social media, television, radio, podcasts, and influencers.*

*These awards aim to highlight innovative and impactful communication strategies that raise awareness and drive positive changes towards sustainable practices.*



# 4 Community, Government & Service Companies Projects Category

## Eligibility Criteria

- Type of organization: Service companies from the public and private sector, NGOs and governmental bodies including utilities and other entities providing essential services to the tourism and travel community.
- Project scope: Projects must address key sustainability challenges within the community, enhancing environmental quality, promoting social inclusion, or fostering economic development.
- Impact and innovation: The project should showcase innovative approaches and measurable positive outcomes. It should contribute to the community's well-being and demonstrate a clear alignment with sustainability goals.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including local governments, community organizations, and residents. Effective stakeholder engagement and partnerships are crucial for the project's success.
- Sustainability integration: The project should integrate sustainability principles into its design and implementation. This includes considerations for long-term environmental, social, and economic impacts.

*Recognise public service companies, community organizations, and government-led initiatives that have implemented outstanding projects contributing to sustainable development.*

*These initiatives should demonstrate significant positive impacts on local communities and align with the principles of sustainability, including environmental protection, social equity, and economic viability.*

# 5 Educational & Social Programs Category

## Eligibility Criteria

- Type of organization: Open to all educational institutes, including universities, colleges, and higher education institutions.
- Project scope: Projects must focus on educational and social initiatives that promote sustainability. This can include research projects, community outreach programs, and educational campaigns that address environmental, social, and economic sustainability.
- Impact and innovation: The project should demonstrate innovative approaches and measurable positive outcomes. It should contribute to the development of human talent and have a significant impact on the community and environment.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including students, faculty, local communities, and organizations. Effective stakeholder engagement and partnerships are crucial for the project's success.
- Sustainability integration: The project should integrate sustainability principles into its core operations. This includes considerations for long-term environmental, social, and economic impacts.

*Recognise outstanding study projects and initiatives that foster human talent and contribute to sustainable development.*

*These awards aim to highlight innovative educational programs and social projects that address sustainability challenges and promote positive change in communities.*



# 6 Innovative Sustainable IT Solutions Category

## Eligibility Criteria

- Type of organization: Open to businesses, non-profits, governmental bodies, and other organizations that have developed innovative IT solutions addressing sustainability challenges. For example, cruise liners, airlines, airports, and other transportation related businesses.
- Project scope: Projects must focus on innovative approaches to solving environmental or social issues. This can include new technologies, products, services, or processes that significantly contribute to sustainability.
- Impact and innovation: The project should demonstrate a high level of innovation and measurable positive outcomes. It should provide a novel solution to a pressing sustainability challenge and have a significant impact on the environment or society.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including research institutions, community groups, and industry partners. Effective stakeholder engagement and partnerships are crucial for the project's success.
- Sustainability integration: The project should integrate sustainability principles into its core operations. This includes considerations for long-term environmental, social, and economic impacts.



*Recognise projects, products, or services that provide innovative and sustainable solutions to environmental or social challenges.*

*These awards aim to highlight groundbreaking initiatives that drive sustainable development through creativity and technological advancements.*



# 7 Land & Marine Biodiversity Category

## Eligibility Criteria

- Type of organization: Open to a wide range of organizations, including non-profits, governmental bodies, research institutions, and private companies involved in biodiversity conservation.
- Project scope: Projects must focus on the protection, restoration, or sustainable management of land and marine biodiversity. This can include habitat restoration, species conservation, sustainable fisheries, and marine protected areas.
- Impact and innovation: The project should demonstrate innovative approaches and measurable positive outcomes. It should contribute to the conservation of biodiversity and have a significant impact on the environment and local communities.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including local communities, governments, and environmental organizations. Effective stakeholder engagement and partnerships are crucial for the project's success.
- Sustainability integration: The project should integrate sustainability principles into its core operations. This includes considerations for long-term environmental, social, and economic impacts.

*Recognise projects and initiatives that significantly contribute to the conservation and enhancement of biodiversity in terrestrial and marine environments.*

*These awards aim to highlight efforts which protect ecosystems, promote biodiversity, and ensure the sustainable use of natural resources.*



# 8 Tour Operators & Travel Agencies Category

## Eligibility Criteria

- Type of organization: Open to tour operators and travel agencies of all sizes that have implemented sustainable tourism practices.
- Project scope: Projects must focus on promoting sustainable tourism. This can include initiatives such as eco-friendly travel packages, responsible tourism practices, community-based tourism, and efforts to reduce the environmental impact of travel.
- Impact and innovation: The project should demonstrate innovative approaches and measurable positive outcomes. It should contribute to the overall sustainability goals of the organization and have a significant impact on the environment and local communities.
- Collaboration and stakeholder engagement: Successful projects often involve collaboration with various stakeholders, including local communities, environmental organizations, and other industry partners. Effective stakeholder engagement and partnerships are crucial for the project's success.
- Sustainability integration: The project should integrate sustainability principles into its core operations. This includes considerations for long-term environmental, social, and economic impacts.

*Recognise outstanding efforts to promote sustainable tourism practices.*

*These awards aim to highlight initiatives that contribute to environmental conservation, social responsibility, and economic sustainability within the travel industry.*



# Evaluation & Awarding Process

- On receipt of entries, these are reviewed by the Skål International General Secretariat, which forwards eligible applications to three independent judges, who are experts in sustainability and represent prominent organisations.
- Over 2–3 months, judges evaluate the projects independently, based on sustainability leadership and tangible benefits to the environment, business, and communities.
- When the evaluation period finalizes, each judge return the results of their evaluation to the General Secretariat, who sums up the scores that each judge has provided to each entry.
- The entry obtaining the highest total score in each category is the winner of that category. These results are supervised by the Skål International Internal Auditors.
- All participants are contacted by the General Secretariat to inform them whether they are winners in their respective category.
- Winners are invited to personally collect the award.



# Evaluation criteria

## Environmental sustainability:

- Biodiversity protection.
- Carbon footprint reduction.
- Resource efficiency.
- Pollution control.

## Social sustainability:

- Cultural sensitivity and inclusion.
- Community well-being and local engagement.
- Human rights and fair labor practices.
- Health and safety for employees and customers.

## Economic sustainability:

- Local employment and economic growth.
- Employee participation and training.
- Long-term profitability and cost-effectiveness.
- Resilience to market changes.

# Winner Recognition

The winners of the Skål International Sustainable Tourism Awards will be officially announced during the 2025 Skål International World Congress to be held in Cuzco, Peru, from 25 to 30 September.

*Their identity remains confidential until the Awards Ceremony, where winners receive their trophies, and their achievements are highlighted in press releases and on the website.*

Benefits for winners:

- Personalized Skål International Sustainable Tourism **Awards'** Trophy.
- Invitation for one person working for the winning entity to travel to the Skål International World Congress site and pick up the trophy in person during the Awards Ceremony, including food and accommodation during the period established by Skål International. Travel expenses are not included in any case.
- Visibility in Skål International publications.

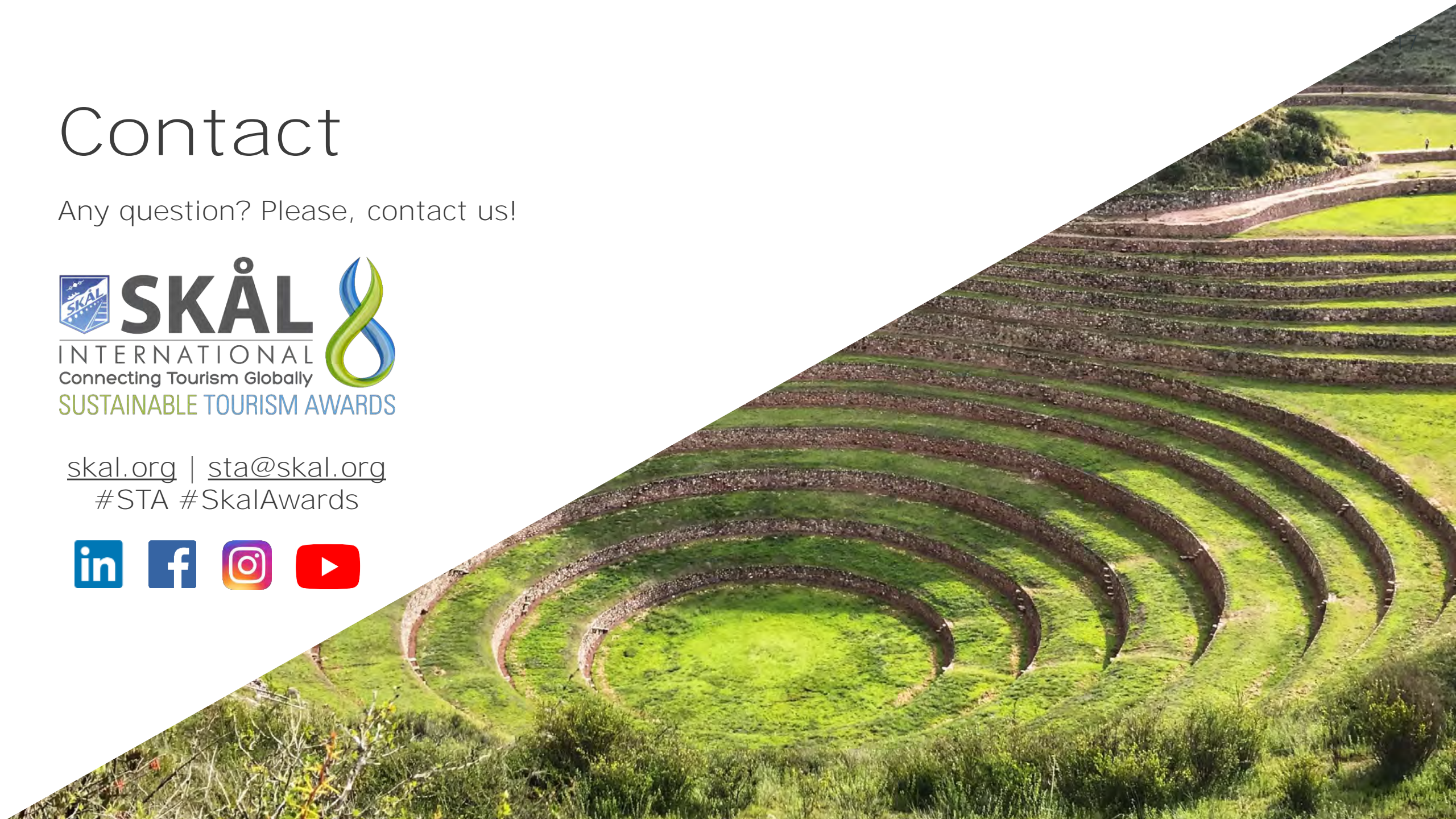


# Contact

Any question? Please, contact us!



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#STA #SkalAwards





# Information on Data Protection

- We inform you that Skål International will treat your data in accordance with European Union Regulation No. 2016/679 on the protection of data of a personal character.
- Participants must accept these Rules to be eligible to participate in the Skål International Sustainable Tourism Awards.
- By accepting these rules, we inform you that you are giving your express consent to: The process of your personal data, including your image, for the participation in the Skål International Sustainable Tourism Awards of the entity or organization you legally represent.
- In case of being one of the winners of the Skål International Sustainable Tourism Awards, we will treat your image, name and surname for public dissemination through publication on its website and social networks, magazines, and press releases.
- To communicate your data to the Judges appointed for the awarding of the prizes, which may change for each edition of the Sustainable Tourism Awards and can be domiciled in countries outside the European Economic Area. These countries might not offer an adequate level of data protection according to the European Commission and the absence of adequate safeguards according to articles 45 and 46 of the European Data Protection Regulation respectively.

## Exercising of rights by the interested parties:

- You can exercise your rights of access, rectification, opposition, limitation and/or portability by contacting [dpd@skal.org](mailto:dpd@skal.org) and should you consider that your rights have been infringed, you can present a claim to the AEPD (Spanish Data Protection Agency).
- In case you feel that your rights concerning the protection of your personal data have been violated, especially when you have not obtained satisfaction in the exercise of your rights, you can contact our Data Protection Officer [dpd@skal.org](mailto:dpd@skal.org) or file a complaint with the Spanish Data Protection Agency through its website [www.agpd.es](http://www.agpd.es).