*Sustainable Tourism Ambassador Award*

*“Sustainable Tourism actively fosters appreciation and stewardship of the natural, cultural and historic resources and special places by local residents, the tourism industry, governments and visitors. It is tourism which is viable over the long term because it results in a net benefit for the social, economic, natural and cultural environments of the area in which it takes place.”*

* Tourism Industry Association of Canada

**Who can submit nominations?**

* Any tourism business, organization or initiative from any sector
* Anyone can submit a nomination
* You can nominate yourself

**How are winners selected?**

The winners will be selected by members of the Long Point Biosphere Reserve Foundation Board of Directors. The winner will be announced January 18th at the Economic Development Symposium.

The decisions of the judges are final. Submissions must qualify based on the category guidelines. **Nomination Deadline: December 16, 2016**

**What are the benefits of winning the award?**

* Recognition for outstanding stewardship and service
* Promotion of your organization on the Long Point Biosphere’s website
* Ability to highlight your award and achievements on your own promotional materials
* Opportunity to gain media coverage which enhances your profile in the community and beyond
* Free one-year Long Point Biosphere membership and decorative plaque to display at your location

**How to nominate:**

To nominate an individual please complete the nomination form and mail or fax the nomination to:

Norfolk County

Tourism & Economic Development

c/o Patti O’Reilly, Sustainable Tourism Project Manager

185 Robinson Street, Suite 200

Simcoe, ON N3Y 5L6

Fax: 519-426-9689

Nominated by:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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City: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Postal Code: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| Sustainable Tourism Ambassador AwardNominee: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| This award is presented to honour leaders in sustainability tourism whose businesses have made significant differences in the social, economic, natural and/or cultural environments of Norfolk County. Each question will be weighed equally. Up to 10 points for each question. |
| Social and Economic Leadership- How does your project or business bring direct and tangible economic and social benefits to local people?Demonstrate Environmental and/or Cultural Leadership- How does your project/business support cultural heritage and/or environmental best practice? Community Engagement- How do you engage with and educate people about the goals and outcomes of your sustainable projects? Achievements - What achievements are you proud of related to sustainable tourism? https://www.surveymonkey.com/r/C2TRDF9 |

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