



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 31, 2018 at the Economic Development Symposium.

The decisions of the judges are final. Submissions must qualify based on the category guidelines. **Nomination Deadline: December 20, 2017**

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
c/o Patti O’Reilly, Sustainable Tourism Project Manager
22 Albert St. P. O. Box 128
Langton, ON
N0E 1G0
519-875-4789

Nominated by: _____

Address: _____

City: _____ Postal Code: _____

Phone: _____ Email: _____



Sustainable Tourism Ambassador Award

Nominee: _____

This award is presented to honour leaders in sustainability whose businesses have made significant differences in the social, economic, natural and cultural environments of Norfolk County. The award is a symbol of achievement and celebrates the accomplishments of community and business leaders who have actively engaged the tourism community to promote and encourage best practices.

Criteria:

1. **Demonstrate Social and Economic Leadership** - How does your project or business bring direct and tangible economic and social benefits to local people? (*including fair wages, public health, education and training opportunities, etc.*)
2. **Demonstrate Environmental and/or Cultural Leadership** - How does your project/business support cultural heritage and/or environmental best practice?
3. **Community Engagement** - How do you engage with and educate consumers/travellers/guests and other stakeholders about the goals and outcomes of your sustainable projects?
4. **Achievements** - What specific policies and activities do you have in place and how are they implemented and monitored?

Social and Economic Leadership

Environmental and/or Cultural Leadership

Community Engagement

Achievements