



GUIDELINES

Madrid, May 2016

Introduction

1. The “UNWTO Ethics Award” is the new category that has been incorporated into the UNWTO Awards and will be conferred by the World Committee on Tourism Ethics to tourism companies and trade associations that have signed the *Private Sector Commitment to the Global Code of Ethics*.
2. As a subsidiary organ of the UNWTO General Assembly, the World Committee on Tourism Ethics is the independent body responsible for overseeing the implementation of the UNWTO Global Code of Ethics for Tourism (GCET), a set of principles designed to guide sustainable tourism development.
3. The Private Sector Commitment to the Global Code of Ethics for Tourism summarizes the provisions of the UNWTO Code of Ethics that are most clearly related to the private sector and Corporate Social Responsibility:
 - a. Article 2: Promote gender equality, human rights and combat the exploitation of human beings, particularly children;
 - b. Article 3: Safeguard the natural environment, protect natural heritage, preserve resources and avoid waste production;
 - c. Article 5: Integrate and consult locals in the destination’s economic and social fabric development and evaluate the environmental impact of development projects;
 - d. Article 6: Provide tourists with objective and honest information and contribute to their cultural and spiritual fulfilment; and
 - e. Article 9: Guarantee fundamental rights of salaried and self-employed workers. And contribute to sustainable development of tourism and equitable distribution of benefits of its growth.

Categories

4. There are four categories of Awards for specific tourism initiatives:
 - a. UNWTO Award for Innovation in Public Policy and Governance
 - b. UNWTO Award for Innovation in Enterprises
 - c. UNWTO Award for Innovation in Non-Governmental Organizations
 - d. UNWTO Award for Innovation in Research and Technology
5. There are two categories of Awards for individuals:
 - a. UNWTO Ulysses Prize for Excellence in the Creation and Dissemination of Knowledge
 - b. UNWTO Award for Lifetime Achievement
6. **There is now a new Award for signatories of the Private Sector Commitment to the Global Code of Ethics for tourism:**
 - a. UNWTO Ethics Award



Criteria

7. The eligible candidates for the UNWTO Ethics Award, all signatories of the Private Sector Commitment to the Code, will have to showcase excellence in the implementation of the principles of the Code within their business operations and practices in the sphere of Corporate Social Responsibility.
8. The candidates must demonstrate long-lasting and positive impact of their actions in at least two of the following fields related to the principles of the Code:
 - a. Corporate governance and business ethics;
 - b. Employment quality;
 - c. Social Equity and Human Rights;
 - d. Community Well-Being;
 - e. Environmental sustainability.
9. The major criteria for the Award are:
 - a. Have responded to at least one of the Reporting Questionnaires received from the WCTE;
 - b. Social impact of the initiative;
 - c. Proven track record in CSR policies with the commitment of the highest representatives of the company/association and involvement of staff;
 - d. Exportability and proved international outreach of the initiative;
 - e. Local impact and community involvement;
 - f. Alignment with the United Nations' Sustainable Development Goals.

Form of the Awards

10. The UNWTO Awards will take the form of a trophy or a medal which will be accompanied by a certificate. No financial compensation will be given in connection with the Awards.

Eligibility

11. Applications for the UNWTO Ethics Award can be made by any company or association that has signed the Private Sector Commitment to the Global Code of Ethics at an official signing ceremony and complies with the criteria indicated.
12. The submitted initiatives are expected to have attained a certain degree of implementation. Non-implemented initiatives shall not be considered.
13. In support of the application, each candidate must provide recommendation letters from three independent referees who can confirm the veracity of the application.
14. Current Members of the WCTE and staff members of the UNWTO shall be ineligible to submit an application or receive the UNWTO Ethics Award. Nor shall be considered initiatives which have or have had UNWTO's or the Committee's participation in their design and/or implementation.
15. Applications that are incomplete or received after the deadline (**30 September 2016**) will not be considered.



16. Organizations are advised to present one initiative per year. Previously awarded initiatives without any further development will not be considered.
17. Applications shall be submitted to the UNWTO Ethics and Social Responsibility Programme which will forward them to the World Committee on Tourism Ethics. The applications should be received in a digital format containing all the mandatory documents as listed in the “Statement of Understanding and Acceptance” and should be addressed to ethics@unwto.org before the deadline, 30 September 2016. Applicants may send additional documents, which will be made available to the Jury members only upon their request.
18. The Guidelines of the UNWTO Ethics Award, the Statement of Understanding and Acceptance, and the Award application form shall be available for download at the UNWTO website (<http://ethics.unwto.org>).

Jury

19. The Members of the World Committee on Tourism Ethics will act as Jury for the Award.
20. The names of the Jury members (Members of the Ethics Committee) will be published on the UNWTO website. Any attempt to contact the Jury members will result in immediate dismissal from the Awards.
21. The Chair of the Committee, or his/her representative, will deliver the prize to the winner on behalf of the Committee during the official ceremony.

Announcement of Awardees & Awards Ceremony

22. UNWTO will announce the awardee of the UNWTO Ethics Award in the first week of November 2016.¹
23. The UNWTO Awards Ceremony will be held with the support of the International Tourism Trade Fair (FITUR / IFEMA) on 18 January 2017 in Madrid, Spain.
24. Prior to the ceremony, the UNWTO Awards Forum will be held on 16 January 2017 to highlight and share the knowledge and best practices of the UNWTO Awards finalists.

Timetable of events

25. The list underneath provides the dates relevant to the UNWTO Awards. UNWTO, at its sole discretion, may adjust these Guidelines as well as the Timetable of events at any time and in any way deemed necessary in order to carry out the procedures herein established.

30 September 2016	Deadline of reception of applications
1st week November	Announcement of the Awardees
16 January 2017	UNWTO Awards Forum
18 January 2017	13th UNWTO Awards Ceremony

¹ The Jury reserves the right to not designate an awardee if the initiatives fail to fulfill its exigencies.