



UNWTO ETHICS AWARD 2019

Guidelines

Madrid, 27 August 2018

Introduction

1. The UNWTO is the United Nations agency responsible for the promotion of responsible, sustainable and accessible tourism for all.
2. The UNWTO, as the leading international organization in the field of tourism, advocates tourism that contributes to economic growth, inclusive development and environmental sustainability, and offers leadership and support to the sector to expand its knowledge and tourism policies throughout the world.
3. The “UNWTO Ethics Award” is a category that has been incorporated into the UNWTO Awards in 2016 and is 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* and have reported on its implementation.**
4. 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.



5. 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 fulfillment; 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

6. The UNWTO Awards, created in 2003 currently consist of the following categories of Awards for specific tourism initiatives:
 - a. UNWTO Award in Public Policy and Governance
 - b. UNWTO Award in Enterprises
 - c. UNWTO Award in Non-Governmental Organizations
 - d. UNWTO Ethics Award
7. The last category, the UNWTO Ethics Award, was created in 2016 and is foreseen for institutions that are signatories of the Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism.



Criteria

8. The eligible candidates for the UNWTO Ethics Award, all signatories of the Private Sector Commitment to the Code that have reported on its implementation, 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.
9. 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.
10. 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

11. 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

12. 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.
13. The submitted initiatives are expected to have attained a certain degree of implementation. Non-implemented initiatives shall not be considered.
14. In support of the application, each candidate must provide recommendation letters from three independent referees who can confirm the veracity of the application.
15. 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.
16. Applications that are incomplete or received after the deadline (**31 October 2018, 23:59 Central European Time**) will not be considered.
17. Organizations are advised to present one initiative per year. Previously awarded initiatives without any further development will not be considered.
18. 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 ecsr@unwto.org before the deadline, **31 October 2018 (23:59 Central European Time)**. Applicants may send additional documents, which will be made available to the Jury members only upon their request.
19. 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

20. The Members of the World Committee on Tourism Ethics will act as Jury for the Award.
21. 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.
22. Jury members shall receive no financial compensation for their service.
23. 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

24. UNWTO will contact the awardee through direct communication using the contact details provided in the application in January 2019.
25. UNWTO will publically announce the awardee of the UNWTO Ethics Award in January 2019 (tentative).¹
26. In case UNWTO organizes a Ceremony for the UNWTO Awards, UNWTO expects the Awardee of the UNWTO Ethics Award to attend it.
27. The Awardee will be responsible for the entire cost (travel and accommodation) of its participation in the Ceremony.

¹ The Jury reserves the right to not designate an awardee if the initiatives fail to fulfill its exigencies. Participants shall not be entitled to any claim to the Jury or the World Tourism Organization as a result of this decision.



Timetable of events

28. 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.

31 October 2018	Deadline of reception of applications
January 2019 (tentative)	Announcement of the Awardee

Industrial and Intellectual Property and Personal Data Protection

29. By submitting their application, participants expressly grant their consent to the use of their name and initiatives in connection with the UNWTO Ethics Award process and the recording and maintenance of related files. Participants may exercise their rights to access, modify, cancel and oppose the processing of their personal details by sending an email to ecsr@unwto.org indicating which right they wish to exercise and attaching a copy of their passport, national ID card or equivalent documentation
30. By submitting their application, participants acknowledge that referenced projects are their own originals and/or they own the necessary right to ownership or property rights thereover. Participants agree to hold harmless UNWTO from any and all losses, claims, damages, expenses or liabilities which could arise in relation to intellectual property rights or personal data of third parties in relation to the applications submitted.
31. UNWTO shall not claim any property on the initiatives submitted or any other industrial or intellectual property contained in their application. Participants do not cede UNWTO industrial or intellectual property rights arising as a result of their applications. Participants expressly agree that their data might be used by UNWTO or the Jury of the Ethics Award for the purpose of communicating the name of the awardee.



32. Participants agree to the transfer of their data to UNWTO upon completion of the UNWTO Ethics Award process and expressly authorize UNWTO to use their data to communicate information on the events or activities of interest to them.

Acceptance of the Guidelines

33. By submitting their application, participants acknowledge their acceptance of the entire content of these Guidelines. Failure to accept any of the provisions contained in the present Guidelines shall constitute the non-participation of the applicant in the UNWTO Ethics Award and rejection of the awarded prize, if applicable.

Applicable Law

34. The present Guidelines shall be interpreted in accordance with the General Principles of International Law to the exclusion of any national law.
35. Nothing in or relating to these Guidelines shall be deemed to represent a waiver of the Privileges and Immunities of UNWTO.