Press Release Stuttgart, September 04, 2023

fairwärts – the Competition for Responsible Tourism – Launches Its Next Round

The consulting and certification organization TourCert, together with KATE Umwelt & Entwicklung e.V., is once again organizing the fairwärts competition for responsible tourism. This time, the competition is looking for outstanding good practice examples in the Sustainable Development Goals (SDGs) action areas of "Decent Work for All" (SDG 8), "Circular Economy" (SDG 12), "Climate Resilience" (SDG 13), and "Guest Involvement" (SDGs 14 & 15). In principle, tourism is connected to all 17 SDGs. However, five goals are currently of particular relevance to Germany's diverse tourism industry.

Moving fairwärts – Join Us!

The fairwärts Good Practice Competition is part of a multi-year educational project (2023–2024), funded by Engagement Global on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). The aim of fairwärts is to motivate tourism businesses and organizations to engage with topics related to sustainable tourism development, strengthen their sustainability efforts holistically, and contribute to the sustainable transformation of tourism.

In addition to the competition itself, a range of educational and informational resources is being provided free of charge, including e-learning courses, explainer videos, and webinars.

The Competition

From September 4, 2023, to December 22, 2023, all tour operators, accommodation providers, and destinations based in Germany are invited to apply in the four focus areas "Decent Work for All," "Circular Economy," "Climate Resilience," and "Guest Involvement."

The competition is looking for outstanding good practices – meaning innovative and creative measures, actions, or concepts that holistically and credibly promote environmentally and socially responsible tourism.

Apply now here: https://tourcert.org/fairwaerts-jetzt-bewerben/

An independent jury of tourism and sustainability experts will select the winners from all submissions. Winners will receive customized sustainability workshops from the experts at TourCert as their competition prize.

Free Knowledge Modules

Participants and other interested stakeholders can also use the fairwärts website to access free, practice-oriented learning resources on sustainability topics, including e-learning modules, explainer videos, and webinars. These resources are designed to support participants in reflecting on their own actions and preparing their Good Practice submissions. Throughout the course of the project, the educational offerings will continue to expand, making it worthwhile to regularly visit the fairwärts website.

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Further information about the fairwärts competition can be found here: https://tourcert.org/training/fairwaerts-wettbewerb/. Stay up to date via LinkedIn: https://www.linkedin.com/company/fairwaerts/

Image and text materials related to this press release are available online.

About TourCert
The independent certification organization TourCert gGmbH was founded in 2009 with the mission of promoting ecological, social, and economic corporate responsibility in tourism. TourCert advises and supports tourism companies and destinations in implementing sustainable and successful business practices and offers qualification programs through seminars and online training provided by the TourCert Academy. In addition, the company certifies and awards the TourCert Seal for sustainability and corporate responsibility in tourism. As an entry-level recognition, TourCert also awards the distinction “TourCert Qualified.”

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About KATE Umwelt & Entwicklung e.V.
KATE Umwelt & Entwicklung e.V. is a non-profit consulting and educational organization based in Stuttgart. For more than 20 years, the KATE team has supported and empowered companies and organizations in implementing, maintaining, and digitalizing their climate and sustainability management systems.
On behalf of various German federal ministries, KATE develops innovative and future-oriented solutions and systems through its project work in the fields of sustainability management, climate and climate adaptation, employee participation, education for sustainable development, and development cooperation in sustainable tourism in Latin America.

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