Press Release Stuttgart, November 16, 2021

fairwärts – the Competition for Responsible Tourism – Launches Its Fourth Round on November 16, 2021

The consulting and certification organization TourCert, together with KATE Umwelt & Entwicklung e.V., is once again organizing the fairwärts competition. Following the success of the previous competitions in 2015, 2017, and 2019, this year's competition concept has been adapted to address the current challenges of the COVID-19 crisis and its impact on the tourism industry.The competition is seeking Good Practice examples across six fields of sustainable tourism, including "Sustainable Restart and Resilience," that inspire change and motivate others to act. Winners will benefit from broad public visibility and communication support.

Moving fairwärts Again – Join Us

The fairwärts Good Practice Competition is part of a multi-year educational project (2019–2022), funded by Engagement Global on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ) as well as the Protestant Church Development Service.The aim of fairwärts is to motivate tourism businesses, travelers, and students to engage with topics related to sustainable tourism development and to contribute to change in line with the Sustainable Development Goals (SDGs). In response to the severe impact of the COVID-19 crisis on global tourism, the *fairwärts* project also aims to prepare tourism stakeholders for a responsible restart, provide practical solutions, and encourage businesses to position themselves more sustainably.To support this, numerous free online learning resources and awareness-raising activities are provided through the fairwärts Good Practice Competition.

Competition Concept

From November 16, 2021, to February 13, 2022, tour operators, accommodation providers, and other tourism service providers based in Germany are invited to submit Good Practice examples in the following fields of sustainable tourism development:

- Human Rights & Participation
- Environmental Protection & Biodiversity
- Climate Change Mitigation
- Responsible Business Model & Partnership
- Sustainability Communication
- Sustainable Restart & Resilience

The competition is looking for Good Practices that align with the company's sustainable values and contribute to the well-being of people and the environment throughout the entire tourism value chain. A key requirement is that the submitted Good Practices are embedded within the core business activities of the applicants and do not represent isolated one-time measures.

TourCert gGmbH
Blumenstraße 19, 70182 Stuttgart
Amtsgericht Stuttgart, HRB 753972
GF: Marco Giraldo

Tel: +49 711 248397-0
Fax: +49 711 248397-22
E-Mail: info@tourcert.org
Web: www.tourcert.org

GLS Gemeinschaftsbank eG
IBAN: DE 2743 0609 6770 3627 7900
BIC: GENODEM1GLS
UID/VAT: DE301725515

An expert jury will evaluate all submissions and select the winners based on objectively defined quality criteria.

Free Learning Opportunities
Participants and other interested stakeholders have the opportunity to expand their knowledge on sustainability topics through free and practice-oriented resources available on the fairwärts website, including e-learning courses, explainer videos, and webinars.The acquired knowledge is intended to support participants in implementing a sustainable restart, reflecting on their own actions, and preparing their Good Practice submissions.Throughout the project, the educational offerings will continue to expand with additional explainer videos for companies and webinars for students. Regular visits to the fairwärts website are therefore worthwhile.

Visibility and Communication Campaign for Winners
Anyone who wants to drive change needs a broad audience. Therefore, fairwärts offers participants, and especially the winners, extensive public relations support through TourCert and its network, social media channels, and numerous tourism industry platforms.

Further information about the fairwärts Good Practice Competition can be found at: www.tourcert.org/fairwaerts. Stay up to date via Facebook: www.facebook.com/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 businesses and destinations in implementing sustainable and successful business practices and provides qualification programs through seminars and online training offered 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 Check."

Contact
Cilia Mayer
Phone: +49 (0) 711 24 83 97-27
cilia.mayer@tourcert.org

About KATE Umwelt & Entwicklung e.V.

KATE Umwelt & Entwicklung e.V. is a non-profit consulting and educational organization founded in 1997, focusing on sustainable business practices, sustainable tourism, and digitalization in environmental and sustainability management. In line with the UN Agenda 2030, the organization's project focuses on promoting sustainable economic practices, vocational education for sustainable development, and international development cooperation for responsible tourism.

Contact

Katharina Bütow
Phone: +49 (0) 711 24 83 97-0
Katharina.Buetow@kate-stuttgart.org