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**Subject: Congratulations from Green Destinations**

Leiden, 1 June 2020

Dear Mr. Mayor, Dr. Kusovac,

First of all we warmly congratulate you for the successful COVID-19 mitigation policies and action of Montenegro and the municipality of Tivat, which as of today, the 1<sup>st</sup> of June 2020, allows to continue the recovery process as a successful destination.

Hand in hand with that success, we acknowledge your timely decision to bring together sustainable development and tourism policies with the systematic support of [Green Destinations](#) and the Global Sustainable Tourism Criteria. The Global Sustainable Tourism Council (GSTC) shared the good news in their global newsletter, including the fact that these global standards are now also available in your language, fully translated:  
<https://www.gstcouncil.org/gstc-criteria-available-in-western-balkan-languages/>

Tivat as the first mover in Montenegro is a pilot destination with very good prerequisites to be successful on the ambitious path to a green and truly sustainable tourism future – a goal in your strategy to 2024 as well as the Montenegro's Tourism Development Strategy to 2020 – and according to the UN Sustainable Development Goals 2030.

To improve in all necessary aspects the choice for the GSTC-accredited certification body Green Destinations has been a good choice from the viewpoint of destination management and marketing: Tivat has now joined over **200 destinations in 50+ countries, dedicated to sustainability. Our joint aim is to “build back better”,** with effective opportunities to improve your sustainability, quality, competitiveness, visibility and marketing, while receiving independent recognition for the efforts – in a systematic, neutral and transparent manner.

We are also delighted to take Tivat into consideration as a possible host of the Global Green Destinations Days 2022 or 2023.

For now, we wish you and your team of the municipality, the destination management organization of Tivat and your citizens all the best and joy with the future achievements!

Staying at your disposal for any questions or suggestions you might have,

Kind regards,

A handwritten signature in blue ink, appearing to be 'AS', followed by a long horizontal line extending to the right.

Albert Salman, President

Annex: **Green Destinations – in a nutshell**

## Green Destinations – in a nutshell

Green Destinations is a non-profit foundation for sustainable tourism development and recognition, leading a global Partnership of representatives, expert organisations and academic institutions. We work for the benefit of the Green Destinations Community: more than 200 destinations in 50+ countries, dedicated to sustainability through one of our programs. Together, we aim to make tourism better and more sustainable.

### [Award & Certification Program \(ACP\)](#)

We offer effective opportunities to improve your sustainability, quality, competitiveness, visibility and marketing, while receiving independent recognition for your efforts. Currently, more than 90 destinations worldwide participate in the ACP, directly or through our global network of [representatives and partners](#). Other benefits of participation include:

- Access to our comprehensive [online management system](#) for assessment and reporting, guiding you towards improvements and realizing your sustainable destination management ambitions.
- Based on the [GSTC-recognised Green Destinations Standard](#), the management system makes destination sustainability operational by building a dossier of records, policies and evidence.
- A bi-yearly **independent evaluation** of sustainability performance and progress, resulting in incremental recognition for achieved levels of sustainability with Bronze, Silver, Gold, Platinum Awards and, for ambitious destinations, [GSTC-Accredited Certification](#).
- **Training and support** opportunities from our Training Centre and trained Advisors around the world, including general guidance or topical modules on e.g. gastronomy, (plastic) waste, climate impact, tourism impact analysis or ecotourism.
- Connection to a [global community of destinations striving for sustainable tourism](#), coming together each year in our Global Green Destinations Days conference. The network and events create unique opportunities for destinations around the world to share good practice stories and examples of reaching sustainability objectives.
- **Market visibility:** members are licensed to use their achieved status in marketing and are featured on an increasing number of responsible travel promotion platforms ([Good Travel Guide](#), [Bookdifferent.com](#), [Green Destinations Collection](#)).

### [Sustainable Top 100 competition](#)

Destinations committed to sustainability are invited take part in the yearly Top 100 competition for their best Sustainability Good Practice Stories. This competition offers ‘incubator’ opportunities for destinations who embark on a sustainability journey by recognising their Good Practice Stories and basic policy requirements. High-level destinations are automatically pre-selected.

### **Sustainable Destinations Awards**

From the submitted Good Practice Stories, a separate yearly Award competition selects the best stories in several categories. In 2018 and 2019, the [Award ceremony](#) was held at ITB Berlin’s main stage.

### **Who can participate?**

Our programs are open for all destinations: municipalities, cities, regions, islands and protected areas. A combination of local communities can participate as one destination. Private destinations (e.g. resorts, estates, conservancies and game reserves) are eligible if they include tourism facilities and a considerable area or asset with ecological, natural, cultural, geo- or landscape values.

Countries and regions can benefit from our [Country Framework Program](#), a comprehensive approach towards elevating sustainable tourism in entire regions or countries, with options to include the private tourism sector (accommodations, operators) and establish a national or regional brand (see '[Slovenia Green](#)', our first Country Framework program implemented since 2016).