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"Moving fairwärts": Winners of the 2021/2022 Good Practice Competition for Responsible Tourism Announced

Six award winners selected by a panel of experts

The consulting and certification organization TourCert, together with KATE Umwelt & Entwicklung e.V., has organized the fairwärts competition for the fourth time. Following the success of previous competitions, this year's concept was adapted to address the current challenges of the COVID-19 crisis and its impact on the tourism industry. The competition sought Good Practice examples across six fields of action in sustainable tourism, including "Sustainable Restart and Resilience."
The fairwärts initiative is funded by Engagement Global on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ), as well as by Bread for the World through funds from the Church Development Service.

The fairwärts competition and educational project is primarily aimed at tour operators, accommodations, and other tourism service providers based in Germany. It encourages stakeholders to engage with fields of action in sustainable tourism development such as human rights and participation, climate change mitigation, and fair partnerships.
During the application period, tourism businesses were invited to submit sustainable Good Practice examples in one of the six categories. An expert jury evaluated all submissions and selected one winner per category based on defined quality criteria.

The winner in the category "**Human Rights & Participation"** is Gebeco, one of Germany's leading tour operators for study and adventure travel.Together with local partners and the sustainability initiative Futouris, Gebeco is working with a Khwe community in northeastern Namibia to preserve the community's unique knowledge and create stable sources of income beyond tourism.The Khwe are building their own cultural village and developing skills for agricultural self-sufficiency. Learning about the Khwe people and their culture is also integrated into Gebeco's Namibia tours.The project particularly impressed the jury through its empowerment approach and long-term orientation, which continued despite the challenges posed by the COVID-19 crisis.

The winner in the category "Environmental Protection & Biodiversity" is the destinature Dorf by WERKHAUS Design und Produktion GmbH.The "destinature village" was created as a future-oriented holiday destination that promotes respectful interaction with nature while offering unique experiences and lasting memories.Guests stay either in Tiny Houses with different amenities or in movable "Beds to Go" on wheels that can be positioned freely. The offer is complemented by a nature wellness area, an organic bistro, sanitary facilities with washing machines and dryers, and bicycle repair and charging stations.The entire cabin village is consistently constructed from sustainable materials and can be dismantled without leaving any residue. According to the operators, their sustainability efforts are paying off, as guests highly value the commitment and enjoy returning.

The winner in the category "Climate Change Mitigation" is Hauser Exkursionen for the "Climate Trek Langtang" project in Nepal.Together with local lodge owners and travel agencies, the climate protection organization atmosfair, and the association forum anders reisen, lodges destroyed by earthquakes in the Langtang Valley were rebuilt and renovated using ecological principles with a focus on renewable energy.Today, the lodges can operate almost climate-neutrally. All climate contributions from members of forum anders reisen and travelers of Hauser Exkursionen are directed toward financing the Climate Trek.The project demonstrates how a crisis situation can be transformed into an opportunity for rethinking tourism and establishing sustainability standards.

The winner in the category "Responsible Business Model & Partnership" is Schwarzwald Panorama for creating the CSR position "Development of Sustainable Awareness.". Established in 2018, this management-level role aims to promote sustainable awareness within the team, among guests, regional partners, and throughout the industry through education for sustainable development (ESD), while integrating sustainability along the entire value chain.The positive impacts of the role are diverse and range from reducing the CO_2 footprint per overnight stay to achieving climate neutrality and developing new projects and workshops.The expert jury particularly praised the hotel's holistic and well-thought-out concept.

In the category "Sustainability Communication," the tour operator FairAway Travel impressed the jury with its new communication campaign "KarmaKonto.". The campaign playfully encourages customers to reflect on their travel behavior and consciously make more sustainable choices. Participants can collect points in the sustainability areas of ecology, social responsibility, and economy depending on their actions and behavior. The "KarmaKonto" approach focuses on enjoyment and rewards travelers after their return with gifts, free online or on-site activities, or the opportunity to donate to charitable organizations. Through this campaign, FairAway Travel has launched an innovative initiative encouraging travelers to actively make their own journeys more sustainable.

In the category "Sustainable Restart & Resilience," fairwärts honors ahead Burghotel as the largest fully vegan hotel in Germany. Founded in summer 2021, the hotel was established with the goal of implementing sustainability consistently and authentically while preventing the exploitation of animals, people, and the environment without compromising comfort or enjoyment. Despite pandemic-related challenges, the restart has been highly successful, with record guest numbers, high guest satisfaction, and media coverage across numerous channels that helped raise public awareness for sustainable hospitality. The jury particularly highlighted the hotel's consistent implementation of its concept, including social initiatives, efforts toward climate neutrality, and exclusively vegan room furnishings. Despite the many challenges caused by the COVID-19 pandemic, the fairwärts winners are leading the way with creative and innovative sustainability projects and initiatives, serving as role models within the industry.These Good Practice examples are intended to motivate other tourism stakeholders to take action and raise travelers' awareness of responsible tourism.

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 companies 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 Qualified."

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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 work focuses on promoting sustainable economic practices, vocational education for sustainable development, and international development cooperation for responsible tourism.

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