**Badge System Description**

Organisation(s): who will be involved in the implementation of this recognition system?

Describe objectives of your recognition system

1. Increase understanding of environmental issues and the importance of sustainable practices within the tourism industry.
2. Motivate individuals to adopt eco-friendly behaviors and practices in their personal and professional lives.
3. Acknowledge the efforts and contributions of individuals and organizations that promote and engage in sustainable tourism.
4. Provide educational opportunities and resources that enhance knowledge and skills related to sustainable tourism and environmental stewardship.
5. Inspire innovation in sustainable tourism by recognizing and promoting new ideas and technologies that contribute to environmental conservation.

**The logical framework.** Explain the logic of your badge system

The logic of the badge system is to recognize and encourage individuals who demonstrate a commitment to sustainable tourism and environmental stewardship. The sequence of the badges – *Sustainable Tourism Advocate*, *Environmental Stewardship Champion*, *Digital Eco-Explorer*, and *Green Skills Ambassador* – is likely structured to guide participants through a progressive learning and engagement journey in sustainable tourism and environmental stewardship. **Sustainable Tourism Advocate** (foundation) badge serves as an entry point, encouraging individuals to become aware of sustainable tourism practices and the importance of environmental conservation. It sets the stage for understanding the basics of sustainable travel. **Environmental Stewardship Champion** (community engagement) is related to a step further: after gaining foundational knowledge, participants are encouraged to engage with online communities, share their commitment, and take a more active role in promoting environmental stewardship. This badge emphasizes the importance of community and collaboration in driving change. **Digital Eco-Explorer** (digital engagement) is further advancement: with a solid understanding of sustainable practices and community engagement, participants are then encouraged to explore and engage digitally, reflecting the modern reality of online activism and the significant role of digital platforms in spreading awareness and promoting sustainable initiatives. Finally, the **Green Skills Ambassador** badge represents the final level of the sequence, recognizing individuals who have demonstrated a high level of knowledge, skills, and commitment to sustainable tourism and environmental sustainability. This badge signifies the highest achievement and the ability to advocate and educate others.

**The system of badges –** describe badges using the table below

| **Badge name and image** | **Description** | **Task/ Criteria. Specify what evidence should be uploaded.** | **Assessment: self / peers / external** |
| --- | --- | --- | --- |
| Badge 1. **Sustainable Tourism Advocate** | This badge recognizes individuals who actively promote sustainable tourism practices and advocate for environmental conservation in the tourism industry. It highlights their commitment to fostering eco-friendly travel and community engagement. | Attend one online workshop on environmental conservation | Self |
|  |  | Review course material: advice on how to communicate about sustainable tourism practices effectively | Peers (discussion) |
|  |  | Create a plan for an online campaign to promote eco-friendly travel | Peers / external |
| Badge 2. **Environmental Stewardship Champion** | This badge acknowledges individuals who show exceptional dedication to environmental stewardship in online communities. It highlights their efforts in implementing sustainable practices and raising awareness about environmental issues through digital platforms. | Review and (or) revise course material on how to communicate, raise awareness and organise initiatives related to environmental issues | Self / peers (discussion) |
|  |  | Using ideas and the result of a plan for an online campaign, write a description of a possible virtual environmental awareness event | Peers / external |
| Badge 3. **Digital Eco-Explorer** | This badge celebrates individuals who prioritize eco-friendly choices in their online activities and actively support sustainable tourism initiatives through digital means. It showcases their commitment to reducing their environmental impact virtually. | Participate in online discussions on environmental conservation (during workshops and (or) online course) | Peers |
|  |  | Engage in a virtual eco-challenge: focusing on and documenting personal daily sustainable practices | Self and external |
| Badge 4. **Green Skills Ambassador** | This badge recognizes individuals who have demonstrated comprehensive knowledge and skills in sustainable tourism, eco-friendly travel, and community engagement. It validates the commitment to promoting environmental conservation and sustainability. | Complete 1 online activity each week (6 activities in total); for example, reflect on reading about sustainable tourism by writing a few paragraphs, watching a webinar about the impact of tourism on local ecosystems and answering some questions or discussing community tourism online | Self / peers (peer review) |
|  |  | Group project (or a reflective essay on a chosen topic related to activities if there’s no possibility to do group work) | Peer / external |
|  |  | Final project: an essay about environmental impact assessment (locally or globally) | External |

Add more lines, if needed.

**For Future Consideration**

**How to launch the badge based recognition system?**

**What stakeholders should be involved in launching/ monitoring/ endorsing badge system? (**young people, local administration, support people, educators, etc.)

| **Stakeholder** | **Why it is important to have this stakeholder?** | **What do you need from them?** | **Why would be their interest to join and contribute?** |
| --- | --- | --- | --- |
| Ministry of Environment (Aplinkos Ministerija) | Provides policy direction and ensures the system aligns with national environmental goals. | Official endorsement, policy guidance, and potential funding. | To advance environmental conservation and sustainable practices. |
| Ministry of Economy and Innovation (Ekonomikos ir inovacijų Ministerija) | Supports economic aspects of sustainable tourism. | Promotion of innovation and sustainable practices within the industry. | To foster economic growth that is environmentally responsible. |
| Lithuania Travel (Keliauk Lietuvoje) | Integrates the system into tourism development strategy. | Promotion of the system to tourism businesses and visitors. | To enhance Lithuania’s reputation as a sustainable tourism destination. |
| Educational Institutions (VU, VMU, KTU, MRU, etc.) | Integrates the system into educational programs. | Provision of educational content and workshops. | To enhance curriculum and provide students with practical skills related to sustainability. |
| Youth Organizations (Lithuanian Youth Council, Lithuanian National Union of Students, Lithuanian centre of non-formal youth education, etc.) | Engages the next generation in sustainability. | Engagement activities tailored to youth. Providing venues and (or) target audience for workshops and events related to sustainable tourism and environmental stewardship, promoting the badge system among youth. | To provide meaningful activities and leadership opportunities for young people. |