



UN Tourism

POWERED BY



# AWARDS

FOR EXCELLENCE IN SUSTAINABLE  
SPORTS TOURISM

# 1st UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA

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# 1

## INTRODUCTION

Sports tourism is a powerful catalyst for tourism growth, sustainable development, and economic progress.

Recognising its growing significance, UN Tourism and the Fédération Internationale de l'Automobile (FIA) have partnered to launch the first ever **UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA**.

These prestigious awards celebrate initiatives that champion sustainability, innovation, and social impact within the sports tourism sector, strengthening the relationship between tourism, sport, and responsible mobility.

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## ABOUT THE AWARDS

### OBJECTIVE

The Awards celebrate the best sustainable practices in sport tourism, recognising FIA and UN Tourism members who are shaping the future of the sector.

**Fact:** The global sport tourism market reached \$609 billion in 2023 and is projected to grow to \$2,327 billion by 2032.

### MISSION

- Promote sustainable sports tourism by encouraging responsible practices that align with the United Nation's Sustainable Development Goals
- Foster environmentally responsible sports tourism, supporting technological innovation, and championing accessibility and social inclusion that is driven by FIA's Mission
- Showcase innovation and collaboration in sustainable mobility and tourism
- Enhance public-private cooperation by fostering partnerships that integrate sports, tourism, and sustainability
- Raise global awareness about the positive impact of sports tourism

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## GETTING INVOLVED

### WHO CAN APPLY?

- FIA Member Clubs
- UN Tourism Members
- Other stakeholders in sports and tourism
- **Conditions:** The initiative / project must be completed, ongoing, or launched since 2022; Entities can participate individually or through joint initiatives of two different entities; Applications must be submitted in English; Applicants may submit entries to more than one category, provided that each submission corresponds to a different initiative or project.

### WHY PARTICIPATE?

- Gain global visibility through UN Tourism and FIA networks and channels
- Be recognised as leaders in sustainable sports tourism
- Participate in networking and collaboration opportunities with top stakeholders in sports, mobility, and tourism
- Receive an official certificate and trophy, endorsed by UN Tourism and FIA
- Feature in promotional campaigns and high-level events, amplifying their impact and outreach

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## CATEGORIES IN DETAILS



1. **Award for Most Sustainable Sport Event:** Highlighting sport events that successfully integrate sustainability, accessibility, and local engagement



2. **Award for Community Impact in Sports Tourism:** Awarding initiatives that create significant positive social and economic impact within local communities through sports tourism



3. **Award for Innovation in Sports Tourism Development:** Recognising the cutting-edge projects that transform the sports tourism experience



4. **Award for Outstanding Public–Private Partnership in Sports Tourism:** Celebrating successful collaborations between public institutions, private companies, and civil organisations in developing sustainable sports tourism initiatives

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## AWARDS CRITERIA

### EVALUATION CRITERIA

Entries will be assessed based on:

#### Most Sustainable Sport Event

- Environmental Sustainability
- Accessibility & Inclusion
- Community Involvement
- Educational Value & Awareness
- Long-term Impact & Legacy

#### Innovation in Sports Tourism Development

- Originality & Creativity
- User Experience Enhancement
- Scalability & Replicability
- Sustainable Impact
- Demonstrated Results

#### Community Impact in Sports Tourism

- Local Economic Benefit
- Community Leadership & Ownership
- Social Inclusion & Equity
- Sustainable Legacy
- Capacity Building & Empowerment

#### Outstanding Public-Private Partnership in Sports Tourism

- Quality of Collaboration
- Shared Vision & Objectives
- Balance of Contributions
- Measurable Achievements
- Model for Others

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## SELECTION PROCESS

### SELECTION PROCESS & ASSESSMENT PROTOCOL

- 1. Application Submission:** Applicants complete the online form and provide evidence for all criteria in their chosen category.
- 2. Eligibility Check:** Joint UN Tourism & FIA team screens applications for completeness and eligibility.
- 3. Shortlisting:** Internal panel scores entries against published criteria; only those meeting the minimum score (15 out of 25) advance.
- 4. Jury Evaluation:** Finalists assessed by an independent jury comprised of 1 UN Tourism rep, 1 FIA rep, and 3-5 external experts in sport, tourism and sustainability. Each juror scores independently using a transparent rubric.
- 5. Final Selection:** Jury discusses results to ensure fairness, resolves ties by vote. All decisions are final.
- 6. Winners Announcement:** Winners notified confidentially and announced at the official Awards Ceremony. Results published on UN Tourism & FIA channels.

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## JURY

### WHO ARE THE JUDGES?

- The Jury is composed of leading figures in sport, tourism, and sustainability – combining representatives from UN Tourism, FIA, and renowned external experts
- The Jury is responsible for the final evaluation and selection of winners, ensuring objectivity, diversity, and sector-wide expertise
- Confirmed Jury members will be publicly listed on the Awards webpage

### HOW ARE ENTRIES JUDGED

- All entries are evaluated strictly against the five detailed criteria for each category
- Scoring rubrics are published in advance; each criterion is scored on a 1–5 scale; scores are aggregated for a total; the minimum score to pass the first review is 15 out of 25

### ADDITIONAL NOTES

- The process is designed to ensure impartiality, fairness, and recognition of true excellence
- No application or finalist will receive preferential treatment due to organizational affiliation or prior relationships

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## DEADLINES & TERMS OF PARTICIPATION

**SEPTEMBER 2025**

Awards Launch &  
Call for Entries

**END OF NOVEMBER 2025**

Shortlisting by Internal Panel

**JANUARY 2026**

Winners Notification &  
Preparations for Ceremony



**SEPTEMBER – NOVEMBER 2025**

Submission Period

**DECEMBER 2025**

Jury Evaluation &  
Winners Selection

**JANUARY 2026**

Award Ceremony –  
Date & Place TBC

### REGISTRATION FORM:

Through the official website, at the following link: <https://www.untourism.int/1st-un-tourism-fia-awards-for-excellence-in-sustainable-sports-tourism>

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## ORGANISING COMMITTEE

The 1st UN Tourism Awards for Excellence in Sustainable Sports Tourism powered by FIA are a collaborative effort between:

**The World Tourism Organization (UN Tourism)** – The leading international organization for tourism.

For more information: [www.untourism.int](http://www.untourism.int)

**Federation Internationale de l'Automobile (FIA)** – The global governing body for motor sport and the federation for mobility organisations worldwide.

For more information: [www.fia.com](http://www.fia.com)

Together, we are committed to promoting sustainable Sports Tourism worldwide.

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## AWARD CEREMONY DETAILS

### DATE & PLACE

**Date:** January 2026 (exact day TBC)

**Location:** TBC

### CEREMONY HIGHLIGHTS

**Joint Presentation** – Awards presented by UN Tourism Secretary-General & a member of FIA's Executive Leadership

**Media Coverage & Live Streaming** – Press releases, interviews, and social media promotion

**Panel Discussion** – Leading experts in the field will discuss the future of sports tourism



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