

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.

2 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

3 GETTING INVOLVED

WHO CAN APPLY?

- All 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

4 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

5 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

Community Impact in Sports Tourism

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

Innovation in Sports Tourism Development

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

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.

7 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

8 DEADLINES & TERMS OF PARTICIPATION

SEPTEMBER 2025
Awards Launch & Call for Entries

SEPTEMBER – DECEMBER 2025
Submission Period

END OF DECEMBER 2025
Shortlisting by Internal Panel

JANUARY 2026
Jury Evaluation & Winners Selection

FEBRUARY 2026
Winners Notification & Preparations for Ceremony

19 MARCH 2026
Awards Ceremony

SUBMISSION FORM:

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

9 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

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

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

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AWARDS CEREMONY DETAILS

DATE & PLACE

Date: Thursday, 19 March 2026

Location: Madrid, Spain

Venue: Hotel Mandarin Oriental Ritz, Madrid

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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