

New Claim:

CT AWARD – CONNECTING CULTURES 2024



CT AWARD 2024: Criteria
CT AWARD- CONNECTING CULTURES 2024

VALUES AND APPROACHES

- People, locals
- Bridges/Crossing Bridges
- Crossing borders
- Cultures, intercultural exchange
- Humanity,
- Sustainability
- What brings people together

WHAT ARE WE LOOKING FOR?

- Ideas
- Initiatives
- Grassroot work
- Local initiatives
- NEW alignment for the CT Award and claim!

CRITERIA FOR THE SUBMITTING

- Text of max 600 words (German or English) 1 DinA4 page with 3 pictures (300dpi)
- Sender of the project/measure: ...
- 1 Video max 1 minute (60 Sec)
- Nomination: 3 winners, 6 nominees
(Last year winners can not hand in same Project in 2024)
- Submitted Vai Tourism Board...
- Submission 30 November 2023 to CT Board/President in German or English.

THE PROJECT:

- Must have existed for at least one year
- Should be a new comer idea/project, startup,
- Should promote the local community
- Shall promote smaller companies
- Shall be an innovation
- To be marketed digitally
- May include inter-religious dialogue
- Shall preserve culture, cultural legacy
- Shall prove an "openness"

Promoting intercultural exchange:
The prize could be awarded to projects or initiatives that promote exchange between different cultures and nations. This can be done, for example, by building partnerships, exchanging travelers or organizing intercultural events.

Promoting interfaith dialogue:
The prize could also be awarded to projects that promote interreligious dialogue in tourism. This could be done, for example, by organizing interfaith meetings, visiting religious sites or promoting understanding and respect for different religious traditions.

Sustainable Tourism:
An important aspect of international understanding is the promotion of sustainable tourism. The award could be given to companies or organizations that promote environmentally friendly practices in tourism, support local communities and preserve cultural diversity.

Education and awareness:
The award could be given to initiatives that work to educate and raise awareness among travelers. This can be done by providing informational materials, training, or workshops to promote understanding of other cultures and traditions and reduce prejudice.