

Entry  
kit

# GF&EENWORLDKING

nor  
mal®



With the participation of  
  
UN Tourism



# Introduction

**The Greenworking Awards**, co-organized by the **International Committee of Tourism Film Festivals (CIFFT)** and the Media and Creativity Agency **Normmal**, with the participation of **UN Tourism**, are a prestigious competition recognizing excellence in sustainable advertising production within the tourism industry. As an integral part of the CIFFT Circuit 2025, the Greenworking Awards highlight advertising campaigns that combine tourism messaging with sustainability, inspiring a shift toward responsible and conscious communication.

Whether entering the CIFFT Circuit categories or exclusively applying for the Greenworking Awards, participants contribute to showcasing innovative solutions that align with the United Nations Sustainable Development Goals (SDGs).

norm  
mal





# MOST SUSTAINABLE PRODUCTION AWARD



# 1

### Greenworking Production Award

- ☼ Recognizes excellence in sustainable production practices in tourism videos.
- ☼ Evaluates the use of renewable energy, minimal environmental impact, on-set recycling, sustainable transportation, digital workflows, and other practices.

#### Video Thematics accepted:

We're looking for video productions that highlight sustainable tourism initiatives aligned with the UN Sustainable Development Goals (SDGs):

Airports & Airlines; Rail & Cruise Companies; Bus & Car Rental Operators; Hotels, Resorts & Spas; Eco-Lodges; Restaurants; Gastronomy; Tourism Destinations; National & Natural Parks; Tour Operators & Travel Agencies; Booking Platforms & Travel Tech; Community & Cultural Projects; NGOs & Conservation Groups; Event Organizers & Adventure Providers; Inclusive & Accessible Tourism Initiatives; Corporate Social Responsibility Initiatives; Innovations in Sustainable Tourism; Environment Conservation, among others.

# MOST SUSTAINABLE MESSAGE AWARD

## 2

### **Greenworking Message Award**

- ☀ Celebrates the most impactful sustainability message in tourism videos.
- ☀ Focuses on communicating themes aligned with the UN SDGs, using creativity and originality to inspire change.

#### **Video Thematics accepted:**

We're looking for video productions that highlight sustainable tourism initiatives aligned with the UN Sustainable Development Goals (SDGs):

Airports & Airlines; Rail & Cruise Companies; Bus & Car Rental Operators; Hotels, Resorts & Spas; Eco-Lodges; Restaurants; Gastronomy; Tourism Destinations; National & Natural Parks; Tour Operators & Travel Agencies; Booking Platforms & Travel Tech; Community & Cultural Projects; NGOs & Conservation Groups; Event Organizers & Adventure Providers; Inclusive & Accessible Tourism Initiatives; Corporate Social Responsibility Initiatives; Innovations in Sustainable Tourism; Environment Conservation, among others.



# MESSAGE & PRODUCTION GLOBAL AWARD

# 3

## Greenworking Global Award

- ✿ Honors videos that excel in both sustainable production and messaging.
- ✿ Considers integration, consistency, leadership, and the potential to inspire positive change.

### Video Thematics accepted:

We're looking for video productions that highlight sustainable tourism initiatives aligned with the UN Sustainable Development Goals (SDGs):

Airports & Airlines; Rail & Cruise Companies; Bus & Car Rental Operators; Hotels, Resorts & Spas; Eco-Lodges; Restaurants; Gastronomy; Tourism Destinations; National & Natural Parks; Tour Operators & Travel Agencies; Booking Platforms & Travel Tech; Community & Cultural Projects; NGOs & Conservation Groups; Event Organizers & Adventure Providers; Inclusive & Accessible Tourism Initiatives; Corporate Social Responsibility Initiatives; Innovations in Sustainable Tourism; Environment Conservation, among others.



# Benefits of Participation

- ☀ **Global Recognition:** Winners will be celebrated at the World Tourism Film Awards in November 2025, gaining international exposure.
- ☀ **Networking Opportunities:** Connect with leaders in tourism and sustainability industries.
- ☀ **Showcase Excellence:** Highlight your organization's commitment to sustainability and innovation.  
Positive Impact: Inspire others in the tourism sector to adopt greener practices.

# Evaluation Criteria



## Production Award

- Carbon footprint reduction.
- Use of renewable and clean energy.
- Sustainable transportation practices.
- Waste management and recycling efforts.
- Innovation in sustainable production.

## Message Award

- Clarity and effectiveness in communicating sustainability.
- Relevance to the UN SDGs.
- Creativity and originality in presentation.
- Alignment with the video's purpose to promote responsible

## Global Award

- Integration of sustainable practices and messaging.
- Consistency and cohesion across all aspects of the campaign.
- Inspirational leadership and industry impact.

Note: Submissions must include specific examples of sustainable practices implemented and evidence of their impact on reducing carbon emissions. A detailed report on sustainable practices used in the campaign production must also be submitted, highlighting their contribution to sustainability and alignment with the SDGs.

# Eligibility and Submission Rules

Open to the public & private sector!

The Awards are open to government organizations, ministries, administrative regions, tourism boards, DMOs, creative agencies, production companies, tourism businesses, as well as marketing agencies and other entities working in tourism.

To qualify for the awards, the campaigns must focus on promoting sustainable tourism. They may showcase responsible audiovisual production, deliver messages promoting tourism destinations, products, or services aligned with the United Nations Sustainable Development Goals (SDGs), or combine both approaches within the tourism sector.

☀ Videos must be published after January 1, 2023.

☀ Accepted media types:

- Ads
- Promotional videos
- Campaigns/video series
- Online videos
- CSR videos

Participants can register for CIFFT Circuit categories and apply for the Greenworking Awards if eligible. Greenworking-only submissions are also accepted.



# Entry Fees and Deadlines

The following fees apply for submissions to the GREENWORKING Award:

Award	Early Bird	Standard Fee
	July 21, 2025	September 15, 2025
Greenworking Production Award	250 €	300 €
Greenworking Message Award	250 €	300 €
Greenworking Global Award	350 €	400 €

## Payment Details

All fees are to be paid via bank transfer or through the payment platform available on the Filmservice Entry Tool. Entry fees are non-refundable.

## Submission Process

1. Create an Account: Register or log in via the CIFFT Filmservice Entry Tool.
2. Complete the Entry Form: Provide essential details about your video, including:
  - Title, release date, and target group.
  - Brief project description.
  - Sustainability report (for Production Award).
3. Upload Files: Submit video files and any supporting materials.
4. Pay Entry Fees: Complete the payment process to finalize your submission.

## Recognition and Awards

Winners of the Greenworking Awards will be announced during the World Tourism Film Awards. Additionally, their work will be showcased on CIFFT's communication platforms, gaining exposure to a global audience. Honorable mentions may also be awarded for outstanding contributions.

## Terms and Conditions

- Entries must meet eligibility criteria to qualify.
- Participants must grant CIFFT permission to showcase winning entries for promotional purposes.
- All submissions must adhere to copyright regulations.

## Contact Information

For questions or assistance, contact:

Hugo Marcos  
General Secretary, CIFFT  
[hugo.marcos@filmservice.at](mailto:hugo.marcos@filmservice.at)

Carolina Fontana  
Marketing Coordinator, CIFFT  
[carolina.fontana@filmservice.at](mailto:carolina.fontana@filmservice.at)

Alberto Minguez  
Innovation & Tech Director  
[aminguez@normmal.com](mailto:aminguez@normmal.com)

Cristina Diago  
PR & Sustainability Manager  
[cdiago@normmal.com](mailto:cdiago@normmal.com)

Visit [www.cifft.com](http://www.cifft.com)  
for more details.

**nor  
mal**



# GENEWARKING