



Агенција за промоција и поддршка на туризмот на
Република Северна Македонија
Agjencia për Promovimin dhe Përkrahjen e Turizmit
në Republikën e Maqedonisë së Veriut

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Memorandum of Understanding

Promotion of Green Destinations among members of the APST, destinations and regions in North Macedonia

PARTIES

Државен знак:	_____
Рок на чувалство:	_____
_____ 20__ год.	_____
Потпис:	_____

GREEN DESTINATIONS FOUNDATION, registered as a not-for-profit organisation in the Chamber of Commerce of The Hague, the Netherlands, under number 66827620, represented by its President Albert Salman, and manager of the GSTC-Accredited Green Destination Awards & Certification Programme, hereinafter referred to as 'GREEN DESTINATIONS'.

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the Agency for Promotion and Support of Tourism for the Republic of North Macedonia, Skopje, North Macedonia, represented by its Director Ljupcho Janevski, PhD, hereinafter referred to as 'APST'

§ 1

Background

- 1.1 Both the APST and GREEN DESTINATIONS have a strong commitment towards promoting and introducing sustainability within destinations and regions in North Macedonia.
- 1.2 This agreement rules the co-operation on the GREEN DESTINATIONS Awards & Certification Programme, which is a Sustainability Management System for destinations and regions.
- 1.3 Co-operation is foreseen for the following topics:
 - Promotion of sustainability and GREEN DESTINATIONS among APST members selling destinations and regions in North Macedonia.
 - Promotion and possible introduction of GREEN DESTINATIONS training and exam process.
 - Promotion and possible introduction of GREEN DESTINATIONS Awards & Certification Programme for action planning and reporting.
 - Promotion of GREEN DESTINATIONS Global Leaders Network.
- 1.4 APST is committed to introduce and promote the GREEN DESTINATIONS tools among its members, destinations and regions in North Macedonia.



- 1.5 GREEN DESTINATIONS grants APST Observer Status to the GREEN DESTINATIONS Global Leaders Network as per the commencement date of this agreement. APST is encouraged to apply for Global Leaders Network Membership.
- 1.6 APST and GREEN DESTINATIONS agree to promote and open up the partnership to other associations, destinations and regions in North Macedonia.

§ 2

Promotion of sustainability and GREEN DESTINATIONS among APST members

- 2.1 APST will actively promote the GREEN DESTINATIONS' Programmes among member companies, destinations and regions through available communication channels.
- 2.2 GREEN DESTINATIONS will support the promotion activities with standard messages.
- 2.3 APST will inform GREEN DESTINATIONS of any major milestones or events in order to be included in the international GREEN DESTINATIONS newsletter. Likewise, GREEN DESTINATIONS will inform APST on any international relevant developments in order to be included in any communication by APST.

§ 3

Green Destinations training

- 3.1 GREEN DESTINATIONS and APST will further consider the possibilities to introduce in North Macedonia the GREEN DESTINATIONS Training Package.
- 3.2 GREEN DESTINATIONS will facilitate the exam process in co-ordination with APST once actual and after mutual agreement about financing and implementation.
- 3.3 After agreement (see 3.2), APST is permitted to hand out the GREEN DESTINATIONS personal certificate (diploma) to members who have passed the exam. The GREEN DESTINATIONS certificate will include the logo of APST. The certificate can be handed out electronically (automatic) or in person. The certificate is personal and has an unlimited validity. The certificate will be registered at the GREEN DESTINATIONS web site.



§ 4

GREEN DESTINATIONS Awards & Certification Programme (action planning and reporting system)

- 4.1 APST will actively engage in promoting the GREEN DESTINATIONS Awards & Certification Programme among its members, destinations and regions in North Macedonia.
- 4.2 Once actual and after agreement about implementation and finances, GREEN DESTINATIONS will take responsibility, in the frame of a stakeholder meeting, for the adaptation of the GREEN DESTINATIONS action planning and reporting tool to the situation in North Macedonia. The reporting questions will be translated from English into local language if needed. Once actual, APST staff and members will support the process.
- 4.3 APST will actively engage in promoting the GREEN DESTINATIONS Awards & Certification Programme with the intention to create a future based pool of coaches and auditors in North Macedonia capable to evaluate the compliance with the GREEN DESTINATION standard.
- 4.4 APST will consider extending the cooperation with GREEN DESTINATIONS to business certification through the Good Travel Program.

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Green Destinations support

- 5.1 GREEN DESTINATIONS will provide APST with user manuals for all the GREEN DESTINATIONS tools including the registration process, training and exam and the planning and reporting.
- 5.2 The GREEN DESTINATIONS Helpdesk will be available for APST in case of technical or other questions.

§ 6

Financial conditions

- 6.1 Participating APST members, destinations/regions in North Macedonia will pay any participation fees directly to GREEN DESTINATIONS.
- 6.2 In case APST agrees to obtain formal 'Green Destinations Preferred Partner Status' and related responsibilities, APST will receive 35% of the fees paid by destinations or regions.



- 6.3 When APST is sufficiently trained and experienced to obtain formal 'Green Destinations Representative Status' and related responsibilities, APST will receive 67% of the fees paid by destinations or regions.
- 6.4 APST and GREEN DESTINATIONS will jointly look for support opportunities in order to be able to run the programme industry wide (e.g. EU-programs).

§ 7

Communication and information

- 7.1 Both parties keep each other duly informed on everything that may serve the proper observance of this co-operation agreement.
- 7.2 GREEN DESTINATIONS will refer to the co-operation with APST within relevant publications, conferences, etc. GREEN DESTINATIONS will promote GREEN DESTINATIONS certified regions/destinations among EU tour operators as sustainable regions/destinations.
- 7.3 APST is permitted to refer to its co-operation with GREEN DESTINATIONS in all its internal and external communication. The logo GREEN DESTINATIONS PARTNER (**see annex 1**) can be used for that. The logo cannot be used by individual APST members, unless agreed. This is restricted to those destinations/regions that have received the GREEN DESTINATIONS Award or Certification.

§ 8

Intellectual property and exclusivity

- 8.1 The APST recognizes that GREEN DESTINATIONS is owner of the GREEN DESTINATIONS trademark and all other intellectual property associated with the GREEN DESTINATIONS Standard and the GREEN DESTINATIONS Training/Award and Certification Programs. After GREEN DESTINATIONS agreement, the APST will have the right to use the GREEN DESTINATIONS tools, techniques, programs, logos etc. within the territory of North Macedonia. APST must obtain GREEN DESTINATIONS' prior written consent to such use, which consent may be withheld in GREEN DESTINATIONS' sole discretion.



§ 9

Planning of activities

APST and GREEN DESTINATIONS agree to the following planning for the promotion of the GREEN DESTINATIONS programme:

- Provide information in newsletters of APST
- Mention the co-operation on the APST and GREEN DESTINATIONS web site.
- APST will partner in EU support programs to promote sustainability in destinations and regions.
- APST and GREEN DESTINATIONS investigate the use of the GREEN DESTINATIONS online reporting platform for the assessment of the destinations and regions in North Macedonia.

§ 10

Duration of the agreement

- 10.1 This agreement shall be signed in two identical copies of which APST and GREEN DESTINATIONS shall each have one.
- 10.2 This agreement is valid for an unlimited amount of time. At the initiative of each party the agreement can be cancelled or adapted with a 3 months announcement.

Signed at the ITB, international tourism fair, Berlin
Date: 7th March 2023

The undersigned:

Mr. Ljupcho Janevski, PhD
Director, APST
Skopje, North Macedonia



Mr. Albert Salman
President, GREEN DESTINATIONS
Leiden, The Netherlands