



## 31<sup>st</sup> TO DO Award Ceremony

**3<sup>rd</sup> March 2026, 6:00 pm  
Green Stage, Hall 7.1b**

### **TO DO Award 2026 – Contest Socially Responsible Tourism**

At ITB Berlin, the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.) will present the equal winners of the TO DO Award 2026 – International Contest Socially Responsible Tourism. The two winners of the 31<sup>st</sup> contest edition are from Nepal and Tunisia. What distinguishes this project is its strong emphasis on community involvement, fostering intercultural encounters and meaningful exchanges between hosts and guests. These efforts are closely connected with local culture and traditions, promoting sustainable and socially responsible tourism development.

### **TO DO Award Human Rights in Tourism**

For the tenth time, the Institute for Tourism and Development also awards the TO DO Award Human Rights in Tourism. This year, the award is granted to an outstanding initiative from Germany

**NEPAL**  
**3 Sisters Adventure Trekking P. Ltd**  
[www.3sistersadventuretrek.com](http://www.3sistersadventuretrek.com)



Founded by the Nepalese sisters Lucky, Dicky, and Nicky Chhetri, 3 Sisters Adventure Trekking and the NGO Empowering Women of Nepal (EWN) have been pioneers in women-led adventure tourism since the early 1990s. At a time when it was almost unimaginable for Nepalese women to work as trekking guides, the sisters challenged deep-rooted social norms that limited women's education, mobility, and employment. Their inspiration came from meeting female travelers who shared uncomfortable and unsafe experiences with male guides, combined with their own awareness of the lack of opportunities for local women.



In 1994, they established 3 Sisters Adventure Trekking as a trekking company run by women for women, alongside a structured training program through EWN to equip local women with professional guiding, trekking, and leadership skills. Since then, nearly 2,000 women from across Nepal – including women from low-caste, remote, and socially disadvantaged backgrounds – have completed the training. Many have gone on to work as guides, while others gained confidence and skills that helped them find employment in other sectors. The program has been life-changing for participants and has helped demonstrate that women are mentally, physically, and emotionally as capable as men.

The organization's mission is to empower women through sustainable adventure tourism by offering safe, ethical, and transformative trekking experiences led by well-trained female guides, while supporting local communities and protecting Nepal's natural and cultural heritage. Its vision is to be a global leader in responsible and inclusive tourism. Core values include empowerment, environmental sustainability, social responsibility, integrity, safety, cultural respect, community engagement, and excellence, ensuring that tourism creates lasting social and environmental benefits.



Founded in 2021, WildyNess is a Tunisian travel tech startup focused on promoting sustainable tourism by co-creating unique, off-the-beaten-path experiences with local communities. Through a model of co-creation, WildyNess empowers local people, ensuring that 80-90% of the revenue from each booking goes directly to local partners. The company provides a wide range of activities,



from cultural tours and culinary experiences to adventure-based excursions, all designed to benefit both the community and travelers. WildyNess actively supports women's empowerment, with 60% of experiences led by female entrepreneurs. Moreover, the project fosters local economic development by creating over 300 jobs and promoting local craftsmanship. WildyNess is committed to environmental sustainability, incorporating eco-friendly practices and tracking its environmental performance. With plans to expand to new markets, WildyNess continues to strengthen Tunisia's tourism sector by offering authentic, sustainable, and community-driven travel experiences.

Since their launch in 2022, they have partnered with 100+ local micro-businesses, curating a collection of over 150 unique travel experiences across several countries.

**TO DO Award Human Rights in Tourism**  
**GERMANY: ECPAT Germany**  
[www.ecpat.de](http://www.ecpat.de)



ECPAT Germany e.V. – Working Group for the Protection of Children from Sexual Exploitation – is a nationwide association of 26 institutions and groups that was founded in 2001 to protect children from sexual exploitation and is involved in various areas of work (politics, justice, business, and education). ECPAT Germany is part of ECPAT International, an international children's rights organization based in Bangkok, Thailand. The international network currently has 142 members in 115 countries.



Since 30 years the Reporting platform "Don't Look Away" – "Nicht Wegsehen" by ECPAT Germany e. V. explains what to do if you suspect sexual violence against minors, particularly in the context of travel and tourism. The platform helps people recognize warning signs, for example during holidays, in hotels, resorts, transportation, or while traveling abroad, and provides guidance on appropriate next steps and responsible authorities. If you have concerns, are unsure about a situation, or need support while traveling or in everyday life, you can report sexual violence against children and adolescents, sexual exploitation of minors, and child trafficking directly to ECPAT Germany.

## Jury Members 2026



Angela Giraldo, TourCert  
Matthias Leisinger, Swiss Foundation for Solidarity in Tourism (SST)  
Dr. Dietmar Quist, Consultant  
Alien Spiller, Bread for the World  
Laura Steden, DER Touristik  
Petra Thomas, forum anders reisen  
Prof. Dr. Harald Zeiss, Harz University of Applied Sciences

## Award Ceremony followed by a networking reception

### Keynote

Rika Jean Francois, Member of the Board

### Award Winners

#### TO DO Award

Lucky Karki Chhetri, 3 Sisters Aventure Trekking P. Ltd, Nepal  
Achraf Aouadi, WildyNess, Tunisia

#### TO DO Award Human Rights in Tourism

Antje Monshausen, ECPAT Germany, Germany

The logo for Studiosus, featuring the word "Studiosus" in a bold, green, sans-serif font.

The logo for Brot für die Welt, with "Brot" in bold black and "für die Welt" in smaller black text below it.

The logo for TOURISM WATCH, with "TOURISM WATCH" in blue, uppercase, sans-serif font.

The logo for SST, with "SST" in large, bold, dark red letters. Below it, the text reads "Schweizerische Stiftung für Solidarität im Tourismus" and "Swiss Foundation for Solidarity in Tourism".

The logo for aer KOOPERATION, with "aer" in large, red, lowercase letters and "KOOPERATION" in smaller, red, uppercase letters below it.



The logo for ITB BERLIN, with "ITB" in large, bold, black letters and "BERLIN" in smaller, black, uppercase letters below it. To the right, the text reads "The World's Leading Travel Trade Show®".

The logo for FORUM ANDERS REISEN, with "FORUM ANDERS REISEN" in white, uppercase, sans-serif font on a teal square background.

Application for the TO DO Award 2027 is available: [www.todo-award.org](http://www.todo-award.org)

### Contact

Studienkreis für Tourismus und Entwicklung e.V.  
Bahnhofstraße 8  
82229 Seefeld  
Germany

Phone. +49 8152 999015  
[info@studienkreis.org](mailto:info@studienkreis.org)  
[www.studienkreis.org](http://www.studienkreis.org)

