

# Guidelines for preparing a proposal



TUI Futuroshapers Programme

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## TUI Futuroshapers Programme

TUI Futuroshapers is a programme that offers tools, expertise, and workspace to entrepreneurial people in tourism destinations. It is funding partners that deliver technical assistance to entrepreneurs in order to increase impactful solutions that improve the well-being of communities and nature in destinations. Finding and supporting people who are passionate about turning social and environmental challenges into entrepreneurial opportunities is at the core of the programme. A TUI Futuroshaper programme may be aiming to incubate a cohort of new businesses, accelerate a selection of existing ones, or provide support for small and medium enterprises (SMEs) at scale.

TUI Futuroshapers is focussing on people with an appetite for social and environmental change for which different themes can be at the forefront of a programme. For example, female-led enterprises, social inclusion, nature-based experiences, education, art and culture or sustainable tourism experiences, depending on the needs and opportunities of the tourism destination. Importantly, the programme aims to create support programmes for people, particularly women and youth, to build market-based solutions to advance the Sustainable Development Goals in tourism destinations. Through TUI Care Foundation's Changemaker Network, the programme may take advantage of additional non-financial support such as pro-bono mentoring by mentors from TUI Group.

### Craft a Problem Statement

In your proposal, we want to learn about how you aim to support people to become entrepreneurs that address the needs of the environment and communities. What are the main barriers for the community to engage in entrepreneurship e.g. access to training, capital, markets? What interventions do you propose to create an enabling environment for entrepreneurs to start up new businesses or to improve the performance of already existing businesses? Please include references, figures, and their sources to support your proposal. Describe the community, context, challenge, and solution based on the programme background.

#### Location

Tell us about the region, geography and proximity to a tourism destination. Please note that TUI Care Foundation's mandate is to advance sustainable development in tourism destinations for which location is an important aspect when reviewing your proposal. Describe the location and target area of your project.

#### Project duration

Projects should have a duration of at least two years. Proposals should consider enough time to set up the project, engage key stakeholders, carry out the planned activities, see a visible impact and establish an economically sustainable model to continue addressing pollution beyond the grant. Propose a timeline.

#### Beneficiaries

Please describe who your main beneficiaries are and why it is important to provide assistance to them. Who are they, what barriers do they face, and what age groups and socio-economic background do they have? Describe your direct and indirect beneficiaries.

#### Budget

Please provide a low and high budget scenario. The budget lines should include project activities, visibility and communications, like shirts and signs, and can include staff and investment materials (e.g. equipment). Propose a budget plan.

## Outcomes, outputs and indicators

The project proposal should include at least two of the three outcomes listed below, but additional outcomes may be crafted by the project applicant. It is important to note that at least two of the listed Outcomes and their respective indicators need to be applied to the programme design and its Monitoring and Evaluation (M&E). When crafting your proposal, please choose a target for your chosen indicators. Describe the activities that will help achieve the outcome and set a target number for each associated impact indicator.

### Outcome 1: Increased technical assistance for entrepreneurs

- Indicator 1: Number of people gaining access to technical assistance (male/female)

### Outcome 2: Increased livelihoods support through entrepreneurial activity

- Indicator 2: Number of jobs created or maintained (male/female)
- Indicator 3: Number of livelihoods supported (male/female)

### Outcome 3: Increased activity in collaborative spaces for entrepreneurship in tourism destinations

- Indicator 4: Number of people using the space (male/female)
- Indicator 5: Number of events organised

## Visibility

Communicating the successes of the project and the people involved is essential. It's how TUI Care Foundation displays to their donors that their donations make a real impact in tourism destinations. All communication materials should be developed with respect towards the beneficiaries and with their consent. Read the basic guidelines and share your feedback.

Some guidelines:

- The project would be called: TUI Futureshapers [insert destination]
- Communicate through positive narratives
- Regularly communicate about our joint project using several channels
- Regularly send high quality photos that can be used
- Regularly send testimonials from beneficiaries that can be used (translated to English)
- Produce at least one co-branded item such as signs, shirts or other
- Produce a professional summary video of our joint project
- Support the organisation of at least one international press trip

## Eligibility Criteria

We are looking to partner with NGOs working in tourism destinations to support the protection of cultural heritage and the empowerment of creatives. The right organisation and team will help ensure the success of the project, so it's important to share the expertise and roles of key team members. We also welcome proposals to co-fund projects and jointly apply to institutional grants.

- 🕒 Registered Non-profit, Foundation, or social enterprise
- 🕒 Diversity in the organisation is valued
- 🕒 Local organisations are preferred
- 🕒 No religious affiliation and act free of discrimination

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