

Guidelines for preparing a proposal







TUI Junior Academy Programme

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Many children living in holiday destinations rich with natural capital such as beaches or national parks often never think of or don't have the opportunity to visiting these sites that millions travel to see. We believe it's important for the sustainable management of destinations to address this disconnect. The TUI Junior Academy programme empowers young people to become Eco Champions and enables them to discover their passion to protect, serve and live in harmony with nature and wildlife. Children and young people benefit from learning opportunities that build competencies to protect and preserve nature and wildlife in tourism destinations. By creating awareness for the beauty and fragility of nature, the TUI Junior Academy programme supports future generations in understanding the importance and vulnerability of our planet at a young age. The programme does not stop in the classroom but goes above and beyond by taking children, young people and their educators on environmental journeys to unique places such as national parks or in the school's backyard to create memorable experiences in addition to theoretical knowledge.

In your proposal we want to learn about the community and their social and environmental context; challenges, a long-term solution and the impact it will have on beneficiaries, the natural environment and community. The project can build on an existing environmental programme, introduce an after-school programme or introduce environmental education as an integral part of the curriculum. A link to the tourism industry should be considered in the proposal (e.g. many parents work in tourism, collaborate with dive schools, national parks). Include numbers and sources to support your proposal. Describe the community, context, challenge, and solution based on the programme background and include the following activities in the solution:

-  Developing an environmental curriculum with destination relevant content
-  Creating experiential excursions that complement the curriculum
-  Training educators and staff
-  Optimizing the learning space to be more sustainable (recycling, garden, solar panels)

Location

Describe the learning space or partner schools and proximity to the tourism destination.

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 design an economically sustainable model to continue providing environmental education to young people beyond the grant. Propose a timeline.

Beneficiaries

Beneficiaries should include the wider public education system – marginalized communities, families, schools, teachers and educators. This programme is for children younger than 17 years old. Describe the main and secondary beneficiaries. .

Budget

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 the three outcomes listed below, but additional outcomes may be included. Describe the activities that will help achieve the outcome and set a target number for each associated impact indicator.

Outcome 1: Increased access to environmental education for children and young people

- Indicator 1: Number of students benefitting (male/female)
- Indicator 2: Number of schools participating

Outcome 2: Increased the number of adults trained in environmental education topics

- Indicator 3: Number of educators trained (male/female)

Outcome 3: Enabled nature-based experiences to raise awareness

- Indicator 4: Number of students participating
- Indicator 5: Number of adults participating
- Indicator 6: Number of excursions and workshop organised





Visibility

Communicating the successes of the project and the people involved is important to us. It's how we measure success qualitatively and how we show donors that their donation to the TUI Care Foundation is going towards making a real impact in tourism destinations and in the lives of communities. All communication materials should be developed with respect towards the beneficiaries and with their consent. Read the basic guidelines and share your feedback.

- The TUI Care Foundation would refer to the project in our communications: TUI Junior Academy in [destination] in partnership with [insert Partner]
- 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
- Do not expose children too much and follow basic protection guidelines
- Produce at least one co-branded item such as signs, shirts or other
- Produce Eco Champion certificates/badge/pinback buttons for children completing the curriculum and participating in the excursions
- Produce a partnership plaque that would be displayed at the school
- 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 development and implementation of environmental school programmes that are relevant for the school children in the proposed tourism destination. We also welcome proposals to co-fund projects and jointly apply to institutional grants.

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

The right organisation and team will help ensure the success of the project. Share the expertise and roles of key team members.