

Guidelines for preparing a proposal

TUI Sea the Change Programme



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The TUI Sea the Change Programme paves the way for a sustainable blue economy in tourism destinations. It focuses on ocean, coastal and marine ecosystems and on creating and expanding marine protected areas. The sea and coast are vital for sustainable tourism development and are the lifeline of many communities, particularly in island destinations. Protecting and restoring mangroves, coral reefs, seaweed, seagrass and safeguarding sea animals ensures the survival of important ecosystems and supports the economic wellbeing of coastal communities which also rely on tourism. The TUI Care Foundation is committed to maintaining healthy seas and protecting all life below water.

In your proposal we want to learn about the area; the problem it's facing, the long-term solution you're proposing and the impact it will have on beneficiaries, the marine ecosystem, climate, community, and destination. A link to the tourism industry should be considered in the solution as we believe tourism can be a force for good and can provide economic sustainability to the project which will sustain the project beyond the grant. Include numbers and sources to support your proposal. Describe the community, context, challenge, and solution based on the programme background.

Location

Tell us about the ocean, marine or coastal area(s) that need to be protected from harmful human activity and restored to its natural beauty. This can include existing marine protected areas (MPA) or those in progress of becoming one, national parks, and areas important for the livelihood of the local community in the tourism destination. Describe the location.

Project Durations

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 and see a visible impact and design an economically sustainable model to continue funding the conservation activities beyond the grant. Propose a timeline.

Beneficiaries

In addition to the underwater marine life, the beneficiaries should include stakeholder groups, such as marginalized coastal communities, fisher associations, schools, tourism businesses and local municipality. Describe the main and secondary 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 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 marine and coastal protection and restoration interventions

- Indicator 1: Number of squared kilometres of coast and seascapes (restored/protected)

Outcome 2: Improve the sustainable management of marine life in tourism destinations

- Indicator 2: Number of local people trained in marine conservation (male/female)
- Indicator 3: Number of organisations engaged

Outcome 3: Increase the amount of people participating in sustainable tourism experiences that support marine conservation

- Indicator 4: Number of people participating in sustainable tourism experiences (domestic/international/school children)





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 project would be called: TUI Sea the Change in [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
- 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, restoration and sustainable management of the ocean, marine and coastal resources. 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 business
-  Diversity in the organisation is valued
-  Local organisations are preferred
-  No religious affiliation and act free of discrimination

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