

Guidelines for preparing a proposal

TUI Forests Programme



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The TUI Forests Programme puts forests at the centre of thriving communities and destinations. Forests provide a wealth of economic and social benefits, including clean air, water, shelter and food to local communities and wildlife. As well as protecting land from desertification, erosion and flooding, they play a vital role in helping to stabilise the climate by capturing carbon, regulating ecosystems and protecting biodiversity. The programme will plant new trees and support local people to build thriving livelihoods through community managed tree nurseries and creating forest-based experiences.

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 wider 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.

Location

Tell us the story, current tree cover and geography of the land that needs to be restored to its natural beauty, and about the nearest town or village. This can include existing protected areas or those in progress of becoming one, national parks, and areas important for the livelihood of the local community in the tourism destination.

Project Duration

Projects should have a duration of at least three years. Proposals should consider enough time to set up the project, engage key stakeholders, carry out the planned activities and see a visible impact.

Beneficiaries

Please describe the main and secondary beneficiaries. In addition to the wildlife and their habitats, the beneficiaries should include several stakeholder groups, such as marginalised and indigenous communities, forestry authorities, schools, tourism businesses, rangers, guides, and local municipality.

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

Outcome 1: Increased forest land and habitat protection and restoration

- Indicator 1: Number of squared metres (protected/restored)
- Indicator 2: Number of trees planted

Outcome 2: Increased the conservation of endangered animal species

- Indicator 3: Number of endangered animal species protected

Outcome 3: Increased support to communities adjacent to protected areas

- Indicator 4: Number of jobs created or maintained (male/female)
- Indicator 5: Number of community members trained in conservation

Outcome 4: Increased the amount of people participating in nature-based tourism experiences

- Indicator 6: Number of people participating in nature-based 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.

Content examples: fun facts about animals, how tree and plant species can impact the wider ecosystem and community, stories from local community members about how they value the forest and work in harmony with nature

Visuals examples: close up photos of animals, animals in the wild, landscapes

- The project would be called: TUI Forest [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 forests. 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



Preferably local organisations, or have a local office with local staff

