



GLOBAL PLANETERRA COMMUNITY TOURISM FUND

Presentation

The Global Community Tourism Fund is an initiative of Planeterra that seeks to promote entrepreneurship and innovation for community tourism enterprises (CTEs) within the Global Community Tourism Network, creating the ability for enterprises to scale up and improve existing tourism experiences with high growth and impact potential. The Global Community Tourism Fund will provide small grants and mentorship in the following areas:

- Creation of new experiences within existing enterprises based on market demand
- Improvements to existing experiences based on market demand
- Investment in infrastructure needed to improve quality or safety of experience
- Marketing initiatives based on demand
- Necessary training or professional development for staff

Goal of the fund

To provide small grants and mentorship to CTEs in order to accelerate growth and impact through new or improved quality of tourism experiences.

It is expected that, by the end of the project, the grantee will have achieved:

- Notable improvement to their existing tourism experience, resulting in increased revenue
- Increase the quality or quantity of community or environmental benefits of the enterprise
- Strengthened leadership and business skills to continue growth of revenue and impact

In order to achieve this, Planeterra will provide:

- Grants on a twice per year (every 6 months) through the Community Tourism Fund
 - Grants up to a maximum size of \$3,000 USD per enterprise
 - average grant size of USD \$1,500
- At least 3 hours mentorship to grant recipients to achieve goals

Grant receiving CTEs are required to:

- Assign a dedicated project lead to ensure implementation and coordination with Planeterra
- Provide in-kind contribution of time to manage project



- Complete relevant modules in Learning Hub as assigned by Planeterra relevant to grant scope (up to 3 modules)
- Complete baseline and monitoring surveys to report on impact
- Host a Community Hour with fellow grant recipient to share with peers your learning and proven model

Who can apply

- CTE is an approved member of the [Global Community Tourism Network](#)
- CTE has been an Impact Partner of the Global Community Tourism Network for at least 15 days at the time of application
- CTE has proven tourism potential, having hosted a minimum of 100 travellers in the past
- CTE must be legally established with an organizational bank account to receive the funds
- CTE must have the ability to track and manage financial reports, or show a willingness to learn
- CTE actively participates within the Global Community Tourism Network activities.

The Global Community Tourism Fund will prioritize projects that:

- Have a proven ability to scale profits and impact
- Provides a product or service differentiated from local competitors
- Has a responsible value chain (supply chain)
- When relevant, projects that are innovative and are based on existing research and proven models

What type of activities can be funded

The activities that can be funded are:

- Consulting, advisory and specialized technical services focused on enterprise growth, including training and capacity building
- Market studies, focus groups and other studies to validate the model of business and inform future growth
- Improvement of tourism facilities that increase functionalities or expansion of the enterprise
- Equipment to improve the tourism services

The activities that can not be funded are:

- Business trips, networking events or participation
- Payment of fees or loans that the CTE has acquired previously
- Administrative costs, including human resources
- Any project activity that would violate intellectual property rights
- International travel



Implementation:

- Project should be completed within six (6) months of receiving the funds
- Project start date is on signing of the agreement between Planeterra and the CTE. The total grant provided by Planeterra is to a maximum of USD \$3,000, with an average of USD \$1,500
- The total project budget (100%) is made up of:
 - Up to 70% grant contribution by Planeterra
 - At least 30% in-kind contribution by the CTE
- The conditions for the donation of the funds will be established in a MOU established by Planeterra, including financial management and disbursements.

Application process

Applications will be accepted in English and Spanish online via the Planeterra Learning Hub. Through the application process, the CTE must complete the following:

- Online application form
- Upload proof of organizational registration
- Include photos (maximum 5 photos) or video (maximum 1 video, 3 minutes long) as visual representation of current state to showcase need for proposed change
- If relevant, provide simple details on the last grants received by your organization

Evaluation and selection

The evaluation will be carried out in two stages, Planeterra will do an internal evaluation and the Technical Committee for the Global Community Tourism Network will do a technical evaluation:

- Internal Review - Planeterra certifies applicant compliance with application above requirements. Organizations that comply are included in a grant recommendation report prepared for external review.
- External Review - Corporate and Strategic Partners of the Global Community Tourism Network (at least two, third party evaluators from corporate or strategic partners) review the applications with respect to the criteria outlined above and provide final recommendations for grants.

The following criteria and weights will be considered for external evaluation:

Criteria	Sub criteria	Criteria weight
Business model 1. Competitive advantage	15%	40%



2. Proposed solution 3. Strong clarity on your customer	15% 10%	
Scalability 1. Proven market demand 2. Clear ability to grow program in the future	10% 5%	15%
Appropriate staffing 1. Composition and capabilities of the team	10%	10%
Impact 1. Proven ability to create local impact 2. Community need, including social or economic challenges I.e. Unemployment, youth migration, environmental degradation, social inequities, etc.)	20% 15%	35%
Total		100%

The results will be reported to applicants and published on Planeterra’s website www.planeterra.org according to the established deadlines, and GCTN communication channels.

Contest calendar and inquiries

The upcoming funding calendar is:

May 2022
US \$9,000 in grants available
Application Deadline- April 5th, 2022

Inquires: Contact your Planeterra Regional Representative or write to community@planeterra.org