

## 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 provides 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 once per fiscal year 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 10 hours of 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 the project.
- Complete modules in Planeterra's Learning Hub relevant to grant scope (including but not limited to up to 3 -responsible travel- modules).
- Complete baseline and monitoring surveys to report on impact.
- Host a Community Hour with fellow grant recipients 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 made the switch to the new [Learning Hub platform](#) in Teachable (Note: If you are already an Impact Partner, please reach out to your Regional representative to get a quick registration link).
- CTE has been an Impact Partner of the Global Community Tourism Network for at least 15 days at the time of application (Note: If you are not already an impact partner please complete the "[Become a Community Impact Partner](#)" module on Teachable).
- 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.
- Provide a product or service differentiated from local competitors.
- Has a responsible value chain (supply chain).
- Are innovative and are based on existing research and/or proven models.
- Work to solve at least one of the 17 Sustainable Development Goals (SDGs).

### **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 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 and domestic travel.

### **Implementation:**

- The 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 Memorandum of Understanding (MOU) established by Planeterra, including financial management and disbursements.

### **Application process**

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

To apply to Planeterra's Global Community Tourism Fund, the CTE must complete an Online application form in English or Spanish. Through the application process, you will be asked to:

- Answer questions about your organization and project.
- Upload proof of organizational registration, it can be a certificate or any supporting legal document.
- Include photos (maximum 5 photos) and a video (maximum 3 minutes long) as visual representation of current state to showcase need for proposed change.
- If relevant, provide simple details on any previous grants received by your organization, preferably most recent grants.

### **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.

The results will be reported to applicants and published on Planeterra's website [www.planeterra.org](http://www.planeterra.org) according to the established deadlines, and GCTN communication channels.

### **Contest calendar and inquiries**



## Planeterra Foundation

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The upcoming funding calendar is:

April 30, 2023 - Application Deadline
May 1-30, 2023 - Grant Application Review
June 1, 2023 - Grantees notified
June 6, 2023 - Public announcement of Grantees

*If you have any question or require further clarification on a specific topic, please contact your Planeterra Regional Representative or send an email to [community@planeterra.org](mailto:community@planeterra.org)*