

TUI Colourful Cultures Programme – Storytelling Theatre

Call for expression of interest

Content

- 1. Overview**
- 2. Objectives of the TUI Colourful Cultures programme**
- 3. Scope of the Call**
- 4. Application Process and Schedule**
- 5. Evaluation Criteria**

1. Overview

Tourism destinations are home to unique, rich and diverse cultures. TUI Colourful Cultures offers tourists the opportunity to experience and appreciate these cultures and empowers communities to preserve and promote them through tourism.

By inspiring and supporting cultural expression and growth in tourism destinations. The programme empowers artists and artisans to professionalise, gain access to new markets and promote authentic local arts and culture. From traditional dance to local visual arts, handicraft, or theatre performances, it creates new opportunities through tourism for creatives in destinations.

We are now looking to expand our TUI Colourful Cultures programme into storytelling theatres. Through captivating narratives, we're aiming to transport audiences across time and space, immersing them into the rich heritage of tourism destination.

- > Does your organisation help to protect cultural heritage?
- > Does your organisation see the potential of tourism as a tool for sustainable development and promotion of cultural heritage?
- > Does your organisation want to multiply its impact?

If the answer is yes to all three questions, then this Call may be right for you!

2. Objectives of the TUI Colourful Cultures Programme

The TUI Colourful Culutures Programme is an opportunity to support initiatives promoting and preserving cultural heritage which include the following outcomes:

1. Increased support services for people preserving cultural heritage and creativity
 - a. Measured by number of people that received support services (male/female)
 - b. Measured by number of organisations, cooperatives and associations supported
2. Increased promotion of cultural heritage and arts in tourism destinations
 - c. Measured by number of events organised and supported
 - d. Measured by number of people attending events
3. Increased income possibilities through tourism
 - e. Measured by number of partnerships with the tourism sector
 - f. Measured by number of tourism experiences created

3. Scope of the Call

What are we looking for?

TUI Colourful Cultures programme will award grants for projects that can implement initiatives in the prioritised destinations.

We're looking to partner with local organisations with a track record in impactful cultural interventions and community engagement. These could be drama schools, performing arts organisations, theatres, cultural centres and associations, etc.

We want to learn about how this project will work towards the protection and promotion of cultural heritage and what impact it will have on beneficiaries, the community, and the destination.

A link to the tourism industry is essential as we believe tourism is a force for good and can provide economic sustainability to the project which will sustain the project beyond the grant.

The project should consider the following elements:

- Strengthening community livelihoods: Involve local communities, artists, and storytellers in co-creating content and celebrating their unique heritage. Collaborate with historians, elders, and local communities to gather stories.
- Story preservation: Curate and preserve traditional stories, historical events, folktales, rituals and legends passed down through generations.
- Collaborative expression: Consider integrating music, performance, and dance to enhance the storytelling experience. Partner with musicians, dancers, and visual artists to create captivating performances.
- Education and capacity building: Consider hosting workshops for artists and storytellers to exchange ideas and refine their craft. Provide capacity building for young aspiring storytellers, both locals and tourists. Educate the younger generation about their roots, fostering pride and a sense of belonging.
- Experiences: Develop storytelling experiences, inviting diverse audiences – from visitors and locals to school children and elders.

Selection criteria for evaluating proposals are listed in *Section 5. Evaluation Criteria*.

How much funding is available?

Successful applications can receive grants from €10,000 to €40,000 per year depending on their proposal, track record, impact and other evaluation criteria (*Section 5*). We welcome match and co-funding opportunities.

How long can each project be?

The project should aim to run for 2-3 years. As part of the project proposal, applicants must submit a workplan with outcomes and activities expected to be achieved by quarter.

List of priority destinations

Priority destinations have been selected using a variety of criteria, which are mainly based on where the need is greatest, where tourism is an important contributor to the economy, and the priority destination focus for TUI Care Foundation.

Albania, Aruba, Barbados, Bonaire, Bulgaria, Cambodia, Cape Verde, Costa Rica, Croatia, Curacao, Cyprus, Dominican Republic, Egypt, Greece, Indonesia, Italy, Jamaica, Malaysia, Maldives, Mauritius, Mexico, Morocco, Namibia, Peru, Philippines, Portugal, Saint Lucia, Senegal, Slovenia, South Africa, Spain, Sri Lanka, Tanzania, Thailand, Tunisia, Türkiye, Vietnam

What types of costs are eligible?

The project must be delivered on a not-for-profit basis. Eligible costs include:

- Direct cost related to activities that increase the protection and promotion of cultural heritage and enhance the social and economic benefits tied to the tourism value chain for the local people in prioritised destinations.
- Visibility on the ground and communications
- Consultancy and/or staff time required to deliver activities above, up to 30% of total budget costs.
- Maximum overhead is 10%
- Other costs directly related to activities and outputs.
- We cannot award funding for land acquisition, leasing of lands or territories, or property or high capital tangible assets. This might change depending on the context, and project activities and goals.

4. Application Process and Schedule

Project proposals for our TUI Colourful Cultures programme – Storytelling Theatre can be made until the end of September 2025 and applications will be reviewed on an ongoing basis. Only selected organisations will be contacted.

The application consists of the following steps:

- Step 1: All organisations are welcome to complete an expression of interest form ([Google Form](#))
- Step 2: Select organisations will be contacted and invited to an introductory meeting to explore possible partnership opportunities
- Step 3: Following a successful meeting, select organisations will be invited to submit a detailed project proposal online
- Step 4: Upon completing at least two proposal review rounds, projects are subject to approval by the TUI Care Foundation's Board of Trustees

Important dates:

- 30 September 2025: Deadline to submit an expression of interest form

5. Evaluation Criteria

- Organisations must be legally registered organisations.
- Projects should take place in tourism destinations.
- Quality and relevance of actions and projects proposed, in terms of addressing the requirements and prioritised destinations.

- Quality and experience of organisations who will deliver proposals. (e.g. track record of the organisation in delivering similar activities in the previous years, size of funding executed, tourism linkages, etc.)
- The extent to which the applicants seek to co-ordinate actions with other groups and other initiatives to create a wider impact.
- Value for money in terms of achieving the objectives for the TUI Colourful Cultures programme.