

# Guidelines for preparing a proposal



TUI Academy Programme

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## TUI Academy Programme

The TUI Academy programme offers vocational education and sustainable career opportunities to young people from vulnerable communities. Focussing on women in unique circumstances, it combines theoretical education with on-the-job training and life skills coaching. The programme builds on the potential of tourism as an established driver of global job creation and growth, and the fact that one in ten jobs worldwide are in this sector. Each destination programme is unique and offers recognised qualifications in a variety of areas, including tour guiding, gastronomy, facility management, administration, housekeeping and horticulture, as well as more technical skills such as carpentry, plumbing and electrics. The TUI Academies are linked to the local tourism industry through our network, to ensure that graduates have access to job opportunities in the labour market.

**Target Group:** Opening up career opportunities in tourism for disadvantaged youth (17-25y) and a strong focus on engaging young women (70%).

**The TUI Academy approach:** Vocational training in hospitality or tourism (e.g. bartender, kitchen assistant, hotel reception, housekeeping, tour guides) + Special life skills trainings, which includes personal communications, life goals, work readiness + English + Sustainability in hospitality + Internships at TUI and non-TUI accommodations + Guidance into job placement.



In your proposal we want to learn about the community and their social context; challenges, a long-term solution and the impact it will have on beneficiaries, the community and hotels. The project should provide vocational training, life skills, coaching and guiding before during and after their participation in the programme. A link to the tourism sector should be highlighted in the proposal (e.g. partnerships with 4 to 5 star hotels and restaurants for internships). Include numbers and sources to support your proposal.

Describe the community, context, challenge, and solution based on the programme background and include the following activities in the solution

### Location

Describe the learning space or partner schools and proximity to the tourism destination

### Project Durations

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, see a visible impact and establish a sustainable model to continue providing education and job opportunities to young people beyond the grant. Propose a timeline.

### Beneficiaries

Beneficiaries should include the wider public education system – marginalized communities, families, schools, teachers and educators. This programme is for disadvantaged young people from 17 – 25 years old. 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 access to dual vocational training for young people

- Indicator 1: Number of people enrolled in the programme (male/female)
- Indicator 2: Number of graduates (male/female)

### Outcome 2: Increased support services for vulnerable students and their families

- Indicator 3: Number of people benefitting from support services (male/female)

### Outcome 3: Increased employment of young people in tourism destinations

- Indicator 4: Number of people securing jobs within 6 months of graduating (male/female)





## 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 these basic guidelines and share your feedback.

- The TUI Care Foundation would refer to the project in our communications: TUI Academy in [destination] in partnership with [insert Partner]
- 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
- Do not expose children too much and follow basic protection guidelines
- Produce at least one co-branded item such as signs, shirts or other
- Produce graduation certificates
- Produce a partnership plaque that would be displayed at the schools
- 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, local vocational training schools and 4 to 5 star businesses (hotels, restaurants) in tourism destinations to support high quality education and sustainable career opportunities that are relevant for young people (with a focus on women and their unique circumstances) from vulnerable communities in the proposed tourism destination. 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

The right organisations and teams will help ensure the success of the project. Share the expertise and roles of key team members