

Guidelines for preparing a proposal

TUI Colourful Cultures Programme



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TUI Colourful Cultures inspires and supports cultural expression and growth in tourism destinations. The programme empowers artists and artisans to professionalise, gain access to new markets and promote authentic arts and culture. From traditional dance, to visual arts, weaving, or theatre performances, it creates new opportunities through tourism for cultural heritage.

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.

In your proposal we want to learn about the community, their culture and their environment; the problem they are facing, the long-term solution you're proposing and the impact it will have on beneficiaries, the community, and the 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 and provide a statement of how you're ensuring consent and the protection of intellectual property. Describe the community, context, challenge, and solution based on the programme background.

Location

Tell us about the region, geography and proximity to a tourism destination, and how these impact the community and culture that need to be protected. Describe the location.

Project Durations

Projects should have a duration of at least two years. Proposals should consider enough time to set up the project, engage key stakeholders, carry out the planned activities and see a visible impact and design an economically sustainable model to continue funding the activities beyond the grant. Propose a timeline.

Beneficiaries

The beneficiaries should include stakeholder groups, such as marginalized communities, Indigenous and rural communities, associations, schools, tourism businesses and local municipality. 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 support services for people preserving cultural heritage and creativity

- Indicator 1: Number of people that received support services (male/female)
- Indicator 2: Number of organisations, cooperatives and associations supported

Outcome 2: Increased the promotion of cultural heritage and arts in tourism destinations

- Indicator 3: Number of events organised and supported
- Indicator 4: Number of people attending events

Outcome 3: Increased income possibilities through tourism

- Indicator 5: Amount of partnerships with the tourism sector
- Indicator 6: Number of tourism experiences created





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 the basic guidelines and share your feedback.

- The project would be called: TUI Colourful Cultures in [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 (translated to English)
- 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 of cultural heritage and the empowerment of creatives. 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
-  Local organisations are preferred
-  No religious affiliation and act free of discrimination

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