

# Guidelines for preparing a proposal

Destination Zero Waste Programme



Green Phenix

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## Destination Zero Waste Programme

Destination Zero Waste Programme tackles the global crisis, particularly in island destinations. The programme cultivates a new mindset to look at waste as a resource and boosts innovative and community-driven solutions that collect, process and upcycle waste. This creates upcycled products whilst creating green jobs and new income opportunities for people with a distance to the labour market. This will inspire locals and tourists to learn and act against pollution. The programme creates eco-tourism experiences like visits to upcycling workspaces.

In your proposal we want to learn about the area where you would like to address pollution; the environmental context and/or stresses caused by waste, the long-term solution you're proposing and the impact it will have on beneficiaries, the natural environment and community. 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.

**Describe the community, context, challenge, and solution based on the programme description and include the following activities in the solution:**

- 🌱 Develop an upcycling programme that includes a unique tourism experience and raises awareness in an engaging way
- 🌱 Train young people working in tourism businesses on upcycling and pollution
- 🌱 Create or support green jobs and accessible income opportunities for local people
- 🌱 Produce and sell upcycled products

### Location

Locations should be in or around tourism destinations – either where direct littering takes place or where indirect littering takes place from wind or ocean currents transporting waste into the natural environment. Describe the location's recycling infrastructure and what businesses are doing to address pollution if anything at all.

### Project duration

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, see a visible impact and establish an economically sustainable model to continue addressing pollution beyond the grant. Propose a timeline.

### Beneficiaries

**Please, describe the main and secondary beneficiaries.**

In addition to the natural environment, the beneficiaries should include several stakeholder groups, such as marginalized coastal communities, fisher associations, schools, tourism businesses and local municipality.

### 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 four 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: Reduced solid waste in the natural environment

- Indicator 1: Amount of kg of plastic/glass waste collected, recycled and upcycled

### Outcome 2: Increased the involvement of businesses in the green economy

- Indicator 2: Number of businesses engaged

### Outcome 3: Increased the amount of people participating in sustainable experiences that reduce pollution

- Indicator 3: Number of people participating in sustainable tourism experiences (domestic/international)

### Outcome 4: Enabled green job opportunities for marginalised communities

- Indicator 4: Number of green jobs created or maintained (male/female)
- Indicator 5: Number of people learning new skills (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 the basic guidelines and share your feedback.**

- The project would be called: Destination Zero Waste 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
- Do not expose children too much and follow basic protection guidelines
- Produce at least one co-branded item such as signs, shirts, water bottles or other
- Produce a professional summary video of our joint project
- Support the organisation of at least one international press trip

## Eligibility Criteria

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