

Guidelines for preparing a proposal



TUI Field to Fork Programme

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TUI Field to Fork Programme is all about sustainable food and one of the most important sectors on our planet, farming and food production. The programme provides support to farming communities to transition to more sustainable and regenerative practices. These practices maintain and improve biodiversity whilst producing local delicacies. This is most important to maintain the beauty of landscapes as reduce CO2 as industrial agriculture is one of the main emission drivers globally. Through tourism linkages TUI Field to Fork creates better income opportunities for farmers. It enables them to create healthy products that represent the rich history and food culture of the destination and short supply chains with the tourism sector. Communities and visitors are invited to taste products at the farm to learn about sustainable food production and the gastronomic heritage of the destination. TUI Care Foundation further promotes these products to the local tourism sector, particularly hotels and resorts.

In your proposal we want to learn about the area; the problem it's facing, the long-term solution you're proposing and the impact it will have on beneficiaries, land-use, climate, community, and destination. A link to the tourism industry should be made 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.

Location

Tell us about the agricultural land and soil that needs to be protected from harmful agricultural practices and restored through sustainable agricultural practices. This can include public or private land in or near a tourism destination that cultivates local crops, and areas important for the livelihood of the local community.

Project duration

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 and see a visible impact on the land and for the livelihood of the community.

Beneficiaries

Please, describe the main and secondary beneficiaries.

In addition to the soil, the beneficiaries should include several stakeholder groups, such as rural communities, tourism businesses and the 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 for each associated impact indicator..

Outcome 1: Increased sustainable farming practices in tourism destinations

- Indicator 1: Number of square metres sustainably managed
- Indicator 2: Number of people trained on sustainable or regenerative farming (male/female)

Outcome 2: Increased the amount of people participating in rural experiences

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

Outcome 3: Increased partnerships with the tourism sector

- Indicator 3: Number of partnerships with the tourism sector

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.

Green agriculture, biodiversity, but most importantly healthy, organic, regenerative food that represents the gastronomic heritage of the destination.




Content examples: stories about gastronomic heritage, history of food culture in destinations, stories about farmers and farming communities, history of biodiversity increase through sustainable agricultural practices, delicacies.

Visual examples: food pictures, crops, nature, farming, rural communities, landscapes, visitors.

- The project would be called: TUI Field to Fork 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
- 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 organizations working in tourism destinations to support the protection, restoration, and sustainable management of land. The right organization 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
-  Preferably local organisations