

Guidelines for preparing a proposal

TUI Turtle Aid Programme



Guidelines for preparing a proposal

TUI Turtle Aid Programme

TUI Turtle Aid is a key environmental programme that protects endangered and vulnerable sea turtles, especially around nesting beaches. In cooperation with local NGO's, it aims to safeguard baby turtles hatching on beaches and mature turtles swimming in coastal areas. By working with beachfront tourism businesses, optimal conditions are created for hatchlings to make their journey from nest to sea, by using clear signage to ensure beaches are turtle friendly, monitoring beaches day and night and collecting climate data. Injured turtles are rescued from the sea and rehabilitated back to full health. Ongoing outreach also helps to engage tourists by teaching them about sea turtles and how they can help to protect and responsibly observe them whilst on holiday.

In your proposal we want to learn about your efforts in protecting sea turtles; the problem they are facing in your destinations, the long-term solution you're proposing and the impact it will have on beneficiaries, the marine ecosystem, climate, community, and destination. A link to the tourism industry should be considered in the solution as we believe tourism can be a force for good – stakeholders can be strong allies and tourism can provide economic sustainability to the project which will sustain the project beyond the grant. Include numbers and sources to support your proposal. We also welcome the use of technology to support conservation efforts, such as drones, turtle tracking systems, etc.

Describe the community, context, challenge, and solution based on the programme background

Location

Areas should be in or around tourism areas. Please make sure to mention the turtle species that are observed in the water and on the beaches, in the case of nesting beaches.

Tell us about the area(s) where you're protecting sea turtles, why you chose this location and the destination specific challenges.

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 protecting sea turtles beyond the grant. Propose a timeline.

Beneficiaries

In addition to the sea turtles, the beneficiaries should include several stakeholder groups, such as marginalized coastal communities, fisher associations, schools, tourists, 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 sea turtle protection

- Indicator 1: Number of hatchlings protected
- Indicator 2: Number of nests protected
- Indicator 3: Number of sea turtles saved (released from by-catch/rehabilitated)

Outcome 2: Introduced a turtle-friendly certification for beachfront hotels & tourism businesses

- Indicator 4: Number of beachfront businesses engaged
- Indicator 5: Number of beachfront businesses that received the turtle-friendly tourism certification

Outcome 3: Increased the number of people educated on protecting sea turtles and their ecosystem

- Indicator 6: Number of people educated in marine conservation and turtle friendly tourism (community members/tourists/school children)

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.





Content examples: fun facts about sea turtles and the efforts to protect them, practical tips for individuals to have a turtle-friendly holiday, stories on how beachfront tourism businesses are turtle-friendly, stories from community volunteers

Visual examples: close up photos of turtles, hatchlings, eggs on the beach protected by cages, swimming turtles

- The TUI Care Foundation would refer to the project in our communications: TUI Turtle Aid Programme in [insert 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 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 sea turtles in tourism destinations. 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 organisation and team will help ensure the success of the project. Share the expertise and roles of key team members.