

# Guidelines for preparing a proposal



TUI Wildlife Programme

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## TUI Wildlife Programme

Globally, an increasing number of species are threatened and endangered by the loss of their natural habitat, the changing climate, poaching, expanding human settlements and increasing human-wildlife conflict. The TUI Wildlife programme protects endangered animals and their natural habitats and empowers local communities to benefit from tourism. The programme also aims to achieve a more responsible wildlife tourism where we shift from touching to observing. Wildlife is important for tourism and tourism is a key economic driver that enables the conservation of wildlife and the expansion of protected areas.

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, the wider 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 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 ocean, marine or coastal area(s) that need to be protected from unsustainable management, harmful human activity and/or restored to its natural beauty. This can include existing protected areas or those in progress of becoming one, national parks, and areas important for the livelihood of the local community in the tourism destination.

### 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.

### Beneficiaries

Please describe the main and secondary beneficiaries. In addition to the wildlife and their habitats, the beneficiaries should include several stakeholder groups, such as marginalized and indigenous communities, fisher associations, schools, tourism businesses, rangers, guides, 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 ideally include 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 biodiversity and habitat protection and restoration

- Indicator 1: Number of squared metres (protected/restored)
- Indicator 2: Number of trees planted

### Outcome 2: Increased the conservation of endangered animal species

- Indicator 3: Number of endangered animal species protected

### Outcome 3: Increased support to communities adjacent to protected areas

- Indicator 4: Number of jobs created or maintained (male/female)
- Indicator 5: Number of community members trained in conservation (male/female)

### Outcome 4: Increased the amount of people participating in nature-based tourism experiences

- Indicator 6: Number of people participating in nature-based tourism experiences (domestic/international/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.

Content examples: fun facts about animals, how one animal can impact the wider ecosystem and community, stories from local and indigenous community members on how they live peacefully with animals

Visuals examples: close up photos of animals, animals in the wild, landscapes

- The project would be called: TUI Wildlife Programme 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 NGOs working in tourism destinations to support the protection, restoration and sustainable management of the habitats of wild animals. 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



Preferably local organisations, or have a local office with local staff