



PARTNERS FOR SUSTAINABLE TOURISM: **SHARING A MARKET, SHARING A COMMITMENT**

Latin America and the Caribbean

November 2009 – July 2010





Introduction



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Partners for Sustainable Tourism looks to harmonize local needs, business opportunities and sustainability in the tourism sector in Latin America and the Caribbean. It goes beyond traditional corporate social responsibility, focusing on how partners' products and services can bring innovative solutions to the final beneficiaries of the tourism projects co-financed with the Multilateral Investment Fund (MIF). Partners will be involved in the design, development and operation of projects, allowing them to add value and innovation to the tourism sector, while also reaching new markets and tapping into one of the largest global consumer bases.

Our end goal is to promote innovative tools and strategies for small businesses in the region's tourism sector to improve their access to finance, technology, knowledge and markets, building their capacity to sustainably plan and manage tourist destinations.

To reach this goal we are looking for partners to participate in 3 main parts of a process, which will be described in greater detail later in the presentation:



Who we are

THE FOUNDING PARTNERS



ABOUT THE NATIONAL GEOGRAPHIC SOCIETY CENTER FOR SUSTAINABLE DESTINATIONS

The **National Geographic Society** is one of the world's largest non-profit scientific and educational organizations. Founded in 1888 to “increase and diffuse geographic knowledge,” the Society works to inspire people to care about the planet. It reaches more than 370 million people worldwide each month through its official journal, National Geographic, and other magazines; National Geographic Channel; television documentaries; music; radio; films; books; DVDs; maps; exhibitions; live events; school publishing programs; interactive media; and merchandise. National Geographic has funded more than 9,000 scientific research, conservation and exploration projects and supports an education program promoting geographic literacy.

The **Center for Sustainable Destinations (CSD)** is dedicated to protecting all the world's distinctive places through wisely managed tourism and enlightened destination stewardship. The core strategy for achieving this mission is **geotourism**, defined as **tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.**

(www.nationalgeographic.com/travel/sustainable/)





ABOUT THE MULTILATERAL INVESTMENT FUND

The **Multilateral Investment Fund (MIF)** is an autonomous fund comprised of 38 member countries that is administered by the Inter-American Development Bank (IDB), the main source of multilateral financing for development in Latin America and the Caribbean. Since 1993, the MIF has been providing grants, loans and equity investments for innovative projects that promote economic growth and poverty reduction through private sector development, focusing primarily on micro, small and medium enterprises (MSMEs). It is the largest private sector-focused development donor in the region, with an extensive network of over 650 local executing agency partners. (www.iadb.org/mif)

Created in 2004, the **MIF's Sustainable Tourism Cluster (STC)** is a group of 27 projects in 19 countries aiming to increase the competitiveness of locally-owned micro, small and medium enterprises (MSMEs) by mainstreaming sustainability in the tourism sector.

THE MULTILATERAL INVESTMENT FUND PROJECT



STC Project Distribution



The STC focuses on promoting coordination and planning among the different actors involved in tourist destinations in order to improve the products and services offered, make connections with the global tourism market, conserve natural and cultural resources, and ultimately, improve the livelihoods of local communities.

Who we are



ABOUT ASHOKA

Ashoka is the global association of the world's leading social entrepreneurs—men and women with system-changing solutions for the world's most urgent social problems. Since 1981, Ashoka has elected more than 2,000 social entrepreneurs as Fellows, providing them with living stipends, professional support, and access to a global network of peers in more than 60 countries.

(www.ashoka.org)

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ABOUT CHANGEMAKERS

It is a global online community of action that connects people to share solutions for social change, inspire and mentor each other, and identify and support the best ideas in social innovation. The Changemakers online community - built on Ashoka history - expands its vision by creating an “Everyone a Changemaker” world through networking, relationship-building, and the sourcing of funding opportunities.

Through its collaborative competitions and open-source platform, Changemakers has created one of the world's most robust laboratories for launching, refining, and scaling ideas for solving the world's most pressing social problems.

Our 25 successful online competitions have attracted groundbreaking organizations, social entrepreneurs, media, corporate leaders, community organizers and fans who want to be part of our collaborative process of finding solutions to address community concerns.

(www.changemakers.com)



Why did we
come together?

We came together to collaborate in an innovative process of knowledge generation and to respond to the needs of the tourism sector in Latin America and the Caribbean, starting with the **Changemakers Geotourism Challenge 2009 “Power of Place” Competition.**

Background FEBRUARY TO SEPTEMBER 2009



For small businesses in the region's tourism sector, it's all about ACCESS – access to finance, to technology, to global markets, to information and to networks.

To promote access to all of these things, the MIF joined forces with the National Geographic Society and Ashoka through the **Changemakers Geotourism Challenge 2009 “Power of Place” Competition** to:

- Capture regional creativity and demand
- Provide co-financing opportunities for small geotourism initiatives in LAC that benefit local communities by improving the competitiveness, social use and sustainability of the tourism sector

MIF received **319 proposals** from **24 countries**, selecting **7 projects** for co-financing.

A flyer for the National Geographic and Ashoka's Changemakers Geotourism Challenge 2009 "Power of Place" Competition. The flyer features the logos of National Geographic, Ashoka's Changemakers, and the IDB MIF. It includes a photograph of a building at night and a list of seven winning proposals. The text on the flyer reads: "National Geographic and Ashoka's Changemakers present: Geotourism Challenge 2009 POWER OF PLACE Sustaining the Future of Destinations". Below this, it says "Announcement of Winning Proposals IDB/MIF Opportunity for Latin America and the Caribbean". The flyer also mentions that the challenge received 327 ideas from throughout the region and that a committee of experts selected seven of them based on their level of innovation and institutional capacity. The seven proposals will be considered to receive the co-financing once they have gone through the MIF project cycle. The flyer concludes with "Many thanks to our panel of expert judges!" and the website "www.Changemakers.com".



The opportunity **WHY SHOULD YOU PARTICIPATE?**

PARTNERS FOR SUSTAINABLE TOURISM: **SHARING A MARKET, SHARING A COMMITMENT**

Today, many companies are making important contributions through their corporate social responsibility (CSR) programs.

However, what if these interventions could be improved, going beyond traditional corporate giving and towards a more targeted, efficient approach that meets the expressed needs of local communities and the core commercial goals of the business?

Together, we can make this happen.

The opportunity

HOW CAN YOU PARTICIPATE?

As mentioned earlier, this initiative has 3 main parts in which you can participate:

01 Nov – Jan 31, 2009 Community Building

Online thematic groups related to sustainable tourism:

- » Network with other partners and local organizations online
- » Discover new basic business opportunities related to the tourism sector in LAC, tapping into its huge consumer base
- » Make your sustainable tourism efforts more visible

02 Feb 2-3, 2010 The Summit

National Geographic Geotourism Summit:

- » Attend the Summit in Washington, DC
- » Engage with other partners in roundtable discussions
 - » Form agreements on post-Summit actions

03 March-July 2010 Co-financing

Opportunities for future support:

- » Co-finance targeted thematic Changemakers competitions
 - » Leverage resources by co-financing a new generation of MIF geotourism projects in LAC
 - » Get involved in the design & implementation of the projects you co-finance
- » Contribute with non financial support (knowledge, services or products) for the projects generated.

COMMITMENT:

Human Resources

Human Resources

Human & Financial Resources

The opportunity

COMMUNITY BUILDING

HOW CAN YOU PARTICIPATE BETWEEN NOW AND THE SUMMIT IN FEBRUARY 2010?

We've created 5 online thematic groups which will include at least 100 out of the 319 organizations that applied to the IDB/MIF co-financing opportunity in the Changemakers Geotourism Challenge Competition, as well as our corporate and institutional partners.

The **objective** of these groups is to create a dynamic Community of Practice where members can have a space to share concerns and ideas about their projects, learning from each other's experiences and interacting with experts, including MIF specialists. Members will also benefit by enhancing their knowledge about the region's tourism sector, improving their sustainability strategies, sharing best practices and lessons learned, and learning about innovative solutions proposed by partners.

The discussions will be in English, Spanish and Portuguese.

The 5 online thematic groups are:

- ACCESS TO FINANCE
- ENVIRONMENT, ENERGY AND CLIMATE CHANGE
- ICT, MEDIA AND MARKET ACCESS
- SOCIAL INCLUSION, YOUTH, GENDER AND TRAINING
- TERRITORY, DESTINATION PLANNING AND LOCAL COMMUNITIES

The opportunity | ONLINE THEMATIC GROUPS



Group Name	ACCESS TO FINANCE	ENVIRONMENT, ENERGY AND CLIMATE CHANGE	ICT, MEDIA AND MARKET ACCESS	SOCIAL INCLUSION, YOUTH, GENDER AND TRAINING	TERRITORY, DESTINATION PLANNING AND LOCAL COMMUNITIES
Group Objective	To increase and improve financial products targeted towards MSMEs.	To find innovative ways to involve MSMEs in the conservation and sustainable use of the natural resources and attractions that their businesses depend on.	To generate and disseminate ICT solutions to help MSMEs gain a foothold in global markets.	To integrate youth - and other underrepresented groups including women, migrants and the disabled - into the tourism value chain.	To strengthen local capacity in destination planning and management, looking towards bringing the different parts together to work as a whole.
Members: Organizations from the Competition	Participants wishing to access targeted financial products in order to enhance the quality and competitiveness of their tourist product or service.	Participants willing to bring useful tools to the sector to enhance the participation of the global tourist market in environmental conservation efforts.	Participants aspiring to use the power of technology to link local supply with tourist demand.	Participants aiming to develop innovative ways to increase access to tourism job skills training and to conserve cultural patrimony by involving targeted social groups.	Participants requiring coordination and planning among an often diverse set of stakeholders in order to ensure the viability and sustainability of its products and services.
Partners	Corporations and institutions involved in developing innovative solutions and strategies for MSME financing, and in expanding financial literacy and access.	Corporations and institutions whose businesses and experiences directly relate to protecting the world's natural patrimony and environmental resources as tourism assets.	Key innovators in the IT and communications sectors involved in the generation of information and content, as well as its analysis and dissemination. Savvy social networking partners can also play an important role.	Organizations that have experience working with youth and/or the other target beneficiary groups, as well as training and IT solutions providers.	Key actors in information management and those directly involved with tourist destination management and natural and cultural resource conservation.

The opportunity

THE NATIONAL GEOGRAPHIC GEOTOURISM SUMMIT

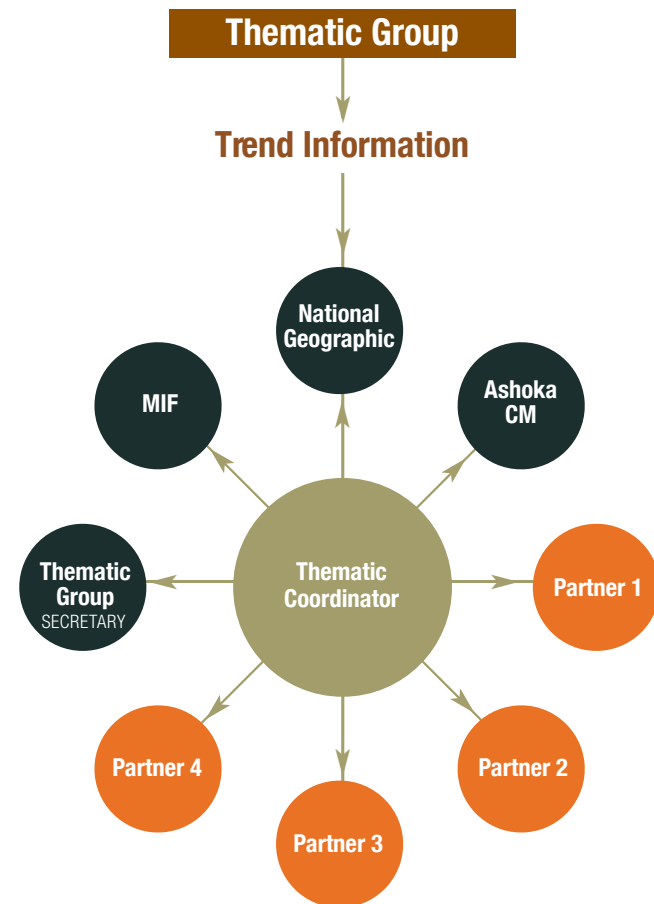
FEBRUARY 2-3, 2010 - WASHINGTON, DC

The Geotourism Summit is a two-day conference highlighting innovative partnerships, practices, programs, and policies that support geotourism around the globe. The top 10 finalists of the Geotourism Challenge will showcase the real world application of geotourism in the field.

DAY 2 OF THIS EVENT WILL FOCUS ON PARTNERS FOR SUSTAINABLE TOURISM ROUNDTABLES.

OBJECTIVE - The roundtables are meant to bring partners together to:

- Stimulate conversation around the knowledge and opportunities generated in the online communities from November through January.
- Match financial and non-financial support for the ideas generated.
- Establish an agenda for ongoing support to the online communities and targeted thematic competitions.
- Reach agreements between National Geographic Society/MIF/Ashoka and various partners regarding co-financing (of future thematic Changemakers competitions and/or of innovative geotourism projects).





What will success look like?

- ✓ Positioning **geotourism and sustainable tourism at the forefront of an innovative partnership strategy** - sharing a market, sharing a commitment
- ✓ Forming new alliances through innovative partnerships
- ✓ Opening the door to **new business segments**
- ✓ Promoting **inclusive business development** services for smaller enterprises in the tourism sector
- ✓ Providing **visibility for partners** through our network and online social media strategy
- ✓ Promoting **tourism entrepreneurship** through dynamic networks at local and sector levels
- ✓ **Improving small business** capacity to produce and commercialize their products and tourism packages in response to local and sector market requirements
- ✓ Earning **trust and transparency** with citizens through sustainable tourism projects

THANK YOU

photos by: Yves Lesenfants



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Appendix: CONTACTS

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