

TOURISM RECOVERY PROGRAMME

FREQUENTLY ASKED QUESTIONS



Supported by the



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enpact

TUI CARE
FOUNDATION

**Empowering
Entrepreneurship
Initiative**

1 GENERAL QUESTIONS

- **Who is behind the Tourism Recovery Programme and why was it launched?**

The Tourism Recovery Programme is part of the Empowering Entrepreneurship Initiative by enpact, a non-profit organization from Berlin founded in 2013 with the aim of empowering entrepreneurs, ecosystems, and international cooperation. The programme is supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by enpact in Partnership with TUI Care Foundation.

- **I want to be a mentor for the Tourism Recovery Programme. How can I participate?**

We are always on the lookout for experienced entrepreneurs and experts who are able to share their expertise and provide time to provide the participants with dedicated mentors that are suitable for their business needs. If you are interested, please contact <mentors@enpact.org>

- **What is the Empowering Entrepreneurship Initiative and how is it different from the Tourism Recovery Programme?**

The Empowering Entrepreneurship Initiative is an umbrella initiative aiming to support entrepreneurs in emerging markets. It launched in 2020 with two programmes that provided support to 330 businesses in Egypt, Jordan, Ghana, Kenya, Indonesia, and Mexico in overcoming the challenges of the COVID-19 pandemic. The Tourism Recovery Programme is the third programme of the initiative. It aims to provide support for 315 travel and tourism MSMEs and innovative businesses in Egypt, Mexico, Kenya, and South Africa through dedicated mentoring, financial backing, and business development support.

2 APPLICATION AND SELECTION PROCESS

- **For which countries is the programme available?**

The Tourism Recovery Programme would be available for Travel and Tourism businesses registered in Egypt, Mexico, Kenya, and South Africa.
- **Does my business need to be legally registered?**

The business needs to be legally allowed to operate in Egypt, Mexico, Kenya, or South Africa to be eligible for the Tourism Recovery Programme. The business needs to comply with the legal requirements for operation applicable in the respective target countries. Regularly, this will require a business registration; where a tax registration is sufficient to run a business, this will serve as proof of eligibility regarding this programme.
- **When should my business be legally registered?**

The business must be legally registered between January 2010 and December 2019
- **What is the relevance of the COVID-19 pandemic to my business?**

This programme is focused on providing support for Travel and Tourism businesses who suffered from the impact of the COVID-19 pandemic on the industry. Thus, your business has to have been impacted by the COVID-19 pandemic in any capacity (reduced customers, layoffs, shutting down operations, etc...)
- **What stage of business do you support?**

The business needs to be legally registered and have proof of previous revenue along with proof of paying clients and customers in 2019 or 2020.
- **I have an idea for a business. Would this programme be relevant to me?**

Unfortunately, no. This programme is aimed at businesses that are already legally registered, have been previously operational and have proof of previous revenue or paying clients and customers.
- **How many team members can apply for financial support per business?**

The business must have THREE participants to the programme that are either co-founders or key team members that are essential to the success of the business.

- Can any team member apply for the programme?**
The main Team Lead must be a co-founder or a legal representative of the business (i.e, able to represent the business in legal context) as can be showcased via the business registry.
- Can I apply if my company's founder(s) is not a National of the country?**
The three participants from the business must have valid documentation showcasing their permission to work in the project country. This means that the three participants must be either nationals of the country or have a valid work permit in that country.
- Is there an age limit for team members' eligibility?**
We do not have an upper age limit for participants. However, there is a minimum age for eligibility of 18 years in order to be able to be represented in a legal document.
- Is there a limit to the business team size?**
Our target group for the programme is Micro-, small-, and medium-sized businesses. This puts our upper limit of employees at 250. If you are actively employing more than 250 employees, we are not able to support your business through this programme.
- What types of businesses are eligible to apply for the Tourism Recovery Programme?**
Eligible for application are businesses that fit the selection criteria as outlined on [our project page](#). The Tourism Recovery Programme specifically targets businesses from the travel and tourism sector, such as accommodation, food and beverage, destination management, recreation, culture & sporting facilities, retail, tour operators, transportation, or tech and consultancy with a travel and tourism focus. However, this may also include direct suppliers of the tourism industry, as long as the main revenue-producing products of an applying company are an essential part of the travel and tourism supply chain. If in doubt whether your business qualifies as such, please submit your application for further consideration with particular attention to your connection with the travel and tourism sector as requested in the [application survey](#).

- **Can I apply if I have investors as shareholders in my business?**

Generally, yes. Having investors or shareholders in your business does not affect your application as long as non-local entities do not control more than 50% of your company's shares. Non-local means that your investors or shareholders are not rooted in the business environment of your region, such as multinational venture capitalists or corporations without a substantial client or partner base in your area.

[Example: If you and your two business partners each hold 20% of your company's shares while a local investor holds another 40%, your business is eligible for the programme. If your company has a multinational parent corporation owning 50% of your shares without this corporation having substantial connections to your region, your business is not eligible.]

- **Can I apply for the Tourism Recovery Programme having taken part in the COVID-19 Relief Programme or COVID-19 Relief Programme for Tourism?**

No. If you have participated in enpact's COVID-19 Relief Programme or COVID-19 Relief Programme for Tourism in 2020, you are not eligible for the Tourism Recovery Programme. This is because we want as many businesses as possible to profit from the resilience-building content we provide in the programs of our Empowering Entrepreneurship Initiative. If you have applied but have not been accepted to those programmes, you can apply for this programme!

- **How much do I have to pay for participating in the programme?**

You do not have to pay anything to participate in the programme. We provide you with financial support of up to 9,000 EUR per company for the duration of the programme to ensure your business survives and thrives in the face of uncertainty faced due to the COVID-19 pandemic.

- **Will enpact take equity or options from my company if I participate in the programme?**

No. The Tourism Recovery Programme was created to provide direct support for Travel and Tourism businesses to provide financial and business support. We do not take any equity or options of the participating companies. No strings attached.

- **How and when do I apply?**

Please visit [the application page](#) on the enpact website. The deadline for the first application round for the Tourism Recovery Programme is Sunday, 20th of June 2021 at 23:59 Berlin time.
- **What does the selection process look like?**

The selection process consists of several rounds. In the first round, you submit basic data about yourself and your business. In the second round, you will have to submit more detailed information about your motivation, competitors, finances, etc. Only shortlisted candidates will proceed to the third round, where they will be interviewed by different staff of enpact's headquarters and local offices as well as tourism experts.
- **How long does the selection process take and how quickly can I start after being selected?**

The aim is for our selection process to conclude by the end of July and the programme to start its official activities by mid-August. This will wholly depend on the volume of the applications we receive and how long it takes to process all of them through the different rounds of application.
- **Will you protect my intellectual property?**

The application and selection process does not include any information that is considered part of your proprietary technology. The questions asked focus on the team, market potential, business model, financial status, amongst others. You can read more on our general [enpact data privacy](#) and our [data protection policy](#) in relation to the Empowering Entrepreneurship Initiative.
- **Can I get feedback in case of rejection?**

Due to the widespread impact of COVID-19 pandemic on Travel and Tourism businesses, we are anticipating a large volume of applications. This would limit our capacity to provide individualized feedback for all businesses in case of rejection. However, you can see our knock-out criteria, selection criteria and their weights on our [selection criteria document](#).
- **If my business does not fulfill some of the selection criteria, can I still apply?**

Only businesses and founders that fit the selection criteria as outlined [here](#) can be selected for participation.

3 PROGRAMME PHASE

- **How will my business benefit from participating in the Tourism Recovery Programme?**

By getting accepted in this programme, your business will receive direct financial support (Up to €9,000 per business) over 6 months.

Your business will receive technical support in the form of business development workshops that help your business cope with the current market changes due to COVID-19 pandemic and individual mentoring sessions, adapted to your business' needs.

In addition, you will be granted access to enpact's global network of +1000 startups, +300 mentors, experts and investors across five different continents.

- **What is the duration of the Tourism Recovery Programme?**

The programme will be running for a duration of six months. The business and technical support as well as the financial support will take place during the six months between August 2021 - January 2022. Some programme activities will be taking place afterwards including post-programme monitoring and reporting.

- **What is the level of commitment required during the Tourism Recovery Programme?**

To actively participate in the programme through the workshop/training phase and the mentoring phase, consisting of expert workshops, virtual coursework, events, group work, assignments, we would expect participants to dedicate around 4 hours to programme activities weekly.

- **What language is the content delivered in during the Tourism Recovery Programme?**

The programme will be running in English. Thus, the ability to communicate and conduct business in English is essential for participating in the programme.

- **Will the financial support (up to €9,000) be directly transferred to my registered company's bank account?**

No. The financial support will be transferred to the personal bank accounts of the three participants representing the business in the programme. The three participants will receive up to €500 per month. In order to receive the financial support each of the three participants must have bank accounts in their own name.

- **What kind of support will I get from an enact mentor or an enact expert?**

enact mentors will be providing you and your business with a holistic approach towards your overall business development. You will be paired with an enact mentor with relevant experience to the sector in which your business operates. Your relationship with your assigned mentor is long-term and can continue even after the programme ends.

enact experts will be providing you and the other participants with deep-dive workshops that focus on specific business verticals during the programme duration.

- **What happens if I do not fulfill the commitment requirements of the Tourism Recovery Programme?**

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4 AFTER THE PROGRAMME

- **What happens at the end of the Tourism Recovery Programme?**

After the end of the programme, you will become an enact fellow. As a fellow, you will have access to the international enact community of entrepreneurs, support organisations, mentors and experts that will either directly support your business or unleash new opportunities and potential collaborations for you and for your business.

- **Will I be able to continue receiving financial support after the conclusion of the six-month period?**

No. Our ambition is to help your business develop its own resilience, and pivot (if needed) and adapt its offering by the end of the programme to be able to stand on its own by the end of the programme. No further direct financial support is to be expected after the six-month period.

- **Can I continue scheduling meetings with my mentor after the programme?**

There is no obligation to you or your mentor to stay in touch after the programme concludes and that is entirely up to the relationship that the two of you foster during the programme.

Have more questions?

If you are having trouble submitting your application, please reach out to **eei_support@enpact.org** Please note this is the only official channel of communication to receive timely application support.