

TOURISM RECOVERY PROGRAMME

TARGET GROUP AND SELECTION CRITERIA



Supported by the



Federal Ministry
for Economic Cooperation
and Development

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

enpact

 **TUI CARE
FOUNDATION**

**Empowering
Entrepreneurship
Initiative**

TOURISM RECOVERY PROGRAMME

1 PROGRAMME DESCRIPTION

The Empowering Entrepreneurship Initiative was created to provide direct support for entrepreneurs in emerging markets. In 2020, the initiative launched 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, the third programme of the initiative, 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 TARGET GROUP

The programme targets teams of innovative young entrepreneurs and founders from up to 315 businesses that

- were legally registered in Egypt, Mexico, South Africa or Kenya between 01 Jan 2010 and 31 Dec 2019.
- have been impacted by the COVID-19 pandemic.
- generated revenue within 18 months prior to March 2020.
- have an innovative component or approach in Travel and Tourism; this includes technological, social and environmental innovations.
- display a need for immediate financial support as well as training and mentoring to sustain its operations.
- are locally owned and operate independently; investors may be majority shareholders, but the business may not be controlled by a non-local entity.

Three key team members participate in the programme per business; at least one of them must be a founder, co-founder or legal representative.

3 ELIGIBILITY

Businesses that meet all of the following conditions are eligible to apply for the Tourism Recovery Programme:

The business

- was legally registered in Egypt, Mexico, South Africa or Kenya between Jan 2010 and Dec 2019; proof of registration is required.
- operates in the Travel and Tourism sector, that is
 - Accommodation,
 - Food and beverage,
 - Destination management,
 - Recreation, culture and sporting facilities,

- Retail,
- Tech and consultancy (booking or support platforms, travel portals, consultancy firms, agencies, events management),
- Tour operators (Experience and adventure tourism, community, local or educational tourism, entertainment tours),
- Transportation, booking and logistics or
- Other services in the tourism supply chain.
- generated revenue within 18 months prior to March 2020; proof of revenue is required.
- has less than 250 employees.
- has been impacted by the COVID-19 pandemic.
- is locally owned; not more than 50% of the company is controlled by non-local entities.
- is directly or indirectly supported by collaborations with the European market; these collaborations include but are not limited to current or past partnerships, projects/initiatives, trips/experiences, clients, customers, suppliers, service providers, or supporters.
- did not participate in enpact's COVID-19 Relief Programme or COVID-19 Relief Programme for Tourism.

The team lead

- is over 18 years of age.
- is a founder, co-founder or legal representative of the business; proof of power of representation is required.

The three key team members

- are nationals of the country of business registration or
- have a work permit in the country of business registration and
- are residents of the country of business registration and
- are either co-founders, legal representatives or key team members that are essential to the success of the business.

4 SELECTION AND CRITERIA

The selection process comprises three phases: An automated first round of applications, an individually reviewed second round of applications, and an interview phase. The process focuses on selecting participants according to the following criteria:

The business was showing traction and financial stability before the COVID-19 pandemic.

- The business displays financial stability through commercial revenue or other non-charitable funding (assessed by revenue, cost, profit and loss statements).
- The business has paying clients.



Criterion value: 25%.

The business has an innovative approach (tech, social and/or ecological) to create economic, social and/or environmental impact.

- The business takes action towards sustainable development, climate neutral or climate positive operations, or positive effects on the local supply chain.
- The business model is focused on nature conservation or cultural heritage.
- The business is community-owned or -led.
- The business empowers indigenous communities, women, youth or minority groups.
- The business model is based on the development or use of non-standard technology; ideally to further its positive impact.



Criterion value: 25%.

The business shows a certain degree of digitization.

- The business uses digital tools like website(s), social media, digital booking, accounting software, project management software or similar tools to improve its operations.



Criterion value: 10%.

The business will clearly benefit from the program's financial support.

- The monthly financial support (EUR 1,500) will clearly have positive effects on the business considering the current average monthly profit or loss.



Criterion value: 15%.

The business will clearly benefit from the program's training and mentoring component.

- The specific training/coaching/mentoring can provide or improve necessary competencies within the business.



Criterion value: 15%.

The applicant appears motivated to actively participate in the program.

- The application is well-crafted, answers are elaborated and convey an attitude of commitment, documents are complete.



Criterion value: 10%.

In the selection of participants, additional consideration will be given to encourage diversity and inclusion:

Bonus criterion diversity and inclusion

- This criterion is optional; the business is not obliged to answer. By fulfilling this criterion, the business receives bonus consideration to facilitate minority groups representation.
- The team lead and/or key team members belong to a minority group.
- Most of the team is composed of individuals belonging to a minority group.



Criterion value: +10%.

If you have questions regarding your application, please reach out to us via email to eei_support@enpact.org. Please note that this is the only official channel of communication to receive timely application support.