



UN Tourism

Tourism for Rural Development
Small Grants Programme by UN Tourism

Colourful Cultures: Call for Proposals

Enabled by TUI Care Foundation

(Terms and Conditions)

Enabled by



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I. Introduction

1. *Rationale and Background*

Tourism is a lifeline for many rural communities and has a unique capacity to provide new opportunities to generate jobs, progress territorial cohesion, promote and protect natural and cultural resources as well as empower women and youth. The major impact that COVID-19 had on tourism represents both a challenge and an opportunity to advance the role of the sector in rural communities. While some rural destinations were particularly affected by the decline in demand, in the post COVID-19 context, travellers' interest in new experiences around nature, local culture and products and community engagement, offers immense opportunities for supporting rural communities. UN Tourism designated 2020 the 'Year of Tourism and Rural Development' and, on the occasion of the 2020 World Tourism Day on this same theme launched the 'UN Tourism Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development'¹. These recommendations outline the key steps necessary to fully harness the potential and resilience of tourism to drive inclusive, resilient and sustainable development in rural areas.

Also, in 2020, under the Saudi Presidency of the G20, UN Tourism and the G20 Tourism Working Group developed the 'AlUla Framework for Inclusive Community Development Through Tourism'² to promote tourism as an effective tool for community empowerment and a sustainable future.

Against this backdrop, UN Tourism created the Tourism for Rural Development Programme with a vision to make tourism a driver of rural development and wellbeing. The Programme is implemented around four main axes:

- Advocacy and outreach: Advocating for the role that tourism can have in rural development.
- Skills development: Strengthening capacities and skills of relevant stakeholders in rural areas.
- Knowledge creation: Creating, exchanging, and disseminating knowledge for effective evidence-based policy making and tourism management.
- On the ground projects: Working with Member States and actors on the ground in implementing innovative approaches.

Rural areas face increasing challenges, including depopulation, ageing, lower income levels, decline in traditional economic activities, gaps in infrastructure, health and financial services and the digital divide. Important improvements have been achieved in recent decades to close gaps between urban and rural areas. Nevertheless, the current trend shows that by 2030 some of them will persist, maintaining rural areas behind their urban counterparts³.

¹ World Tourism Organization (2020), *UNWTO Recommendations on Tourism and Rural Development – A Guide to Making Tourism an Effective Tool for Rural Development*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284422173>

² World Tourism Organization (2020), *AlUla Framework for Inclusive Community Development through Tourism*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284422159>

³ United Nations Department of Economic and Social Affairs, Division for Social Policy and Development (2020), *World Social Report 2020: Inequality in a Rapidly Changing World* (Report No. ST/ESA/348), available at: <https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2020/01/World-Social-Report-2020-FullReport.pdf>

Lack of opportunities lead to depopulation and aging communities

Rural populations have less access to economic opportunities and social protection, particularly youth and women. **Approximately 80% of individuals living in poverty are concentrated in rural areas**⁴ while most of the 1.8 billion young people live in rural areas of low and middle-income countries. Youth in rural communities are three times more likely to be unemployed than adults and also more likely to be poor⁵. Youth unemployment causes migration to cities, harming rural communities, often irreversibly.

Urbanization is a prevalent trend across the world and population in rural areas is decreasing. **In 1950, 70% of the world population lived in rural areas, by 2050 population in rural areas is expected to account only for 32%**⁶.

As young people leave to find work and better opportunities in cities, rural communities are increasingly ageing and left behind.

When compared to urban environments, rural areas also have less access to basic services, infrastructure, and connectivity. These disparities have significant implications for the quality of life and the economic opportunities available to rural populations. The share of the population with no access to safely managed drinking water tops 40% in rural areas⁷ while less than half of the rural population has access to safely managed sanitation coverage. **The number of people with no electricity is five times higher in rural areas compared to cities**⁸, and access to the digital world is almost half in rural compared to urban areas, with 39% of rural population accessing internet compared to 76% in cities⁹.

Tourism a driver of rural development

Rural areas also host invaluable cultural and natural heritage, the conservation and promotion of which is often under threat. Traditional economic and cultural systems are put at risk by depopulation and by climate change. This affects particularly indigenous people who are reliant on agriculture and local natural resources. In extreme cases, land

⁴ United Nations Development Programme (UNDP), Oxford Poverty and Human Development Initiative (OPHI), 2022. *2022 Global Multidimensional Poverty Index (MPI): Unpacking deprivation bundles to reduce multidimensional poverty*. New York.

⁵ International Fund for Agricultural Development (2020), available at: <https://www.ifad.org/documents/38714170/39144386/Youth+Practitioner+Guide+WEBFinal.pdf/9cedc86a-8139-fd72-5570-1f80f13e0cb1>

⁶ United Nations, United Nations Department of Economic and Social Affairs, Division for Social Policy and Development (2020), *World Social Report 2020: Inequality in a Rapidly Changing World* (Report No. ST/ESA/348), available at: <https://www.un.org/development/desa/dspd/wp-content/uploads/sites/22/2020/01/World-Social-Report-2020-FullReport.pdf>

⁷ World Health Organization and the United Nations Children's Fund (2021), *Progress on household drinking water, sanitation and hygiene 2000-2020: Five years into the SDGs*, available at: <https://www.who.int/publications/i/item/9789240030848>

⁸ United Nations Chief Executives Board for Coordination (2021), *Tackling inequalities in public service coverage to "build forward better" for the rural poor*. Policy brief by the HLCP Inequalities Task Team, UN, New York, available at: <https://unsceb.org>

⁹ United Nations International Telecommunication Union (2020), *Internet use in urban and rural areas*, (online), available at: www.itu.int/en/ITU-D/Statistics/Pages/stat/default.aspx

abandoned due to migration can be affected by erosion, causing an altered landscape and the potential loss of a sense of place. Such locations are also at higher risk from natural disasters.

Tourism can be an effective means of maintaining the viability and sustainability of local communities by providing socio-economic opportunities for rural people.

It has the capacity to provide new opportunities to create jobs, promote and protect natural and cultural resources as well as empower women and youth. It can help with increasing the attractiveness and vitality of rural areas, mitigating demographic challenges, reducing migration, and promoting a range of local resources and traditions while upholding the essence of rural life. It can also celebrate a territory's values, often the core of the travel experience, in an active way so as to preserve both tangible and intangible heritage and complement the existing economic activities of these territories.

Tourism can create new economic and social opportunities in rural areas, increasing motivation for people to stay or even migrate to rural areas. Tourism in rural areas can also benefit women (who make up 54% of the workforce in the tourism sector compared to 39% for the whole economy)¹⁰, youth, indigenous people, and other vulnerable groups. Based on the evidence at the national and local levels, tourism can encourage governments to ensure adequate investment in infrastructure in order to improve the well-being of rural communities and the visitor experience. Tourism can also stimulate the improvement of education and skills development, bringing training opportunities closer to rural areas.

The post COVID-19 context presents an opportunity for countries to reverse the negative trends in rural areas, mitigate territorial disparities and capitalize on the power of tourism to make the transition to a more balanced, holistic and people-centred growth and sustainable development. The acceleration of the digital transformation, the rise of remote working and distance learning, together with an increasing demand from travellers for more authentic, culturally-aware and nature-based experiences, offer great opportunities to 'build back better' and make tourism a resilient and inclusive source of income, decent jobs and wellbeing for rural communities, preserving their culture and the surrounding environment.

2. The Tourism for Rural Development Small Grants Programme (T4RD-SGP)

In light of the challenges posed to rural communities and recognizing the role of tourism in driving sustainable development in rural areas, the UN Tourism launched the Tourism for Rural Development Small Grants Programme (T4RD-SGP) in line with the fourth line of action of the Tourism for Rural Development Programme (on the ground projects).

Though financial support initiatives that invest in rural programmes are widely available

¹⁰ World Tourism Organization (2019), Global Report on Women in Tourism – Second Edition, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284424306>

at the regional and global levels, UN Tourism has the opportunity to capitalize on its comparative advantage as the UN Specialized Agency with a mandate in tourism, by developing a mechanism that addresses rural development challenges exclusively focusing on tourism as a driver of sustainable development.

According to fundamental principles of the United Nations, such as Leave No One Behind (LNOB), Human Rights-Based Approach (HRBA) and gender equality, the T4RD-SGP aims to particularly targets the most vulnerable, empowering them as both actors and beneficiaries. It encourages non-governmental organizations and civil society organizations that are formed by or work with excluded or marginalized population groups at the grassroots level as uniquely positioned to represent such groups. These may include women and girls, indigenous people, persons with disabilities, youth and other groups as relevant.

3. Programmatic Areas of Action

The T4RD-SGP is built around four areas of action in line with the AIUla Framework for Inclusive Community Development through Tourism and the 2030 Agenda for Sustainable Development.

Area 1 - Empower (PEOPLE): This area focuses on providing rural individuals and communities with the knowledge, skills, and resources they need to reach their full potential. It may include initiatives related to education, and capacity building, as well as promoting gender equality and social inclusion. The goal of empowerment is to create more equitable and sustainable societies by enabling individuals and communities to shape their own futures in a sustainable way.

Area 2 - Safeguard (PLANET): This area focuses on promoting and protecting natural resources and cultural heritage in rural areas. It may include initiatives related to environmental protection, wildlife conservation, and sustainable use of natural resources, as well as the preservation of cultural heritage and traditional knowledge. This area aims to ensure that conservation efforts are carried out in a responsible and sustainable manner, considering the needs and rights of local communities and indigenous peoples while enhancing the tourism experience. It also includes measures to address the impacts of climate change and other environmental risks on ecosystems, biodiversity, and cultural heritage.

Area 3 - Prosper (PROSPERITY): This area focuses on promoting economic growth, job creation, and entrepreneurship. It can include initiatives related to trade, investment, infrastructure development, quality, and private sector development, including product development, marketing, innovation and sustainable business practices. The goal of prosperity is to create more inclusive and sustainable economies that benefit all members of society in rural areas, particularly those who are marginalized and/or disadvantaged.

Area 4 - Collaborate (PARTNERSHIPS): This area focuses on fostering collaboration and partnerships among different stakeholders. It may include initiatives related to public/private partnerships, civil society engagement, knowledge sharing, and institutional strengthening. The goal of collaboration is to create more effective and sustainable solutions to complex social and environmental challenges by bringing

together diverse perspectives, expertise, and resources.

The T4RD-SGP encourages projects that fall under any of the areas or that are transversal and cross-cutting to the four areas.

4. Financial Allocation by UN Tourism

All grants under the Programme are limited to a maximum of EUR 20,000.

Disbursements will be made based on deliverables according to the grant agreement signed with the grantees and in line with UN Tourism Financial Regulations and Rules.

Co-financing is mandatory in all project proposals. Project proposals shall include a minimum of co-financing of the total eligible cost of the project.

In the case of co-financing provided by other sources other than own resources, the applicant is the sole responsible towards UN Tourism. Some examples of in-kind contribution:

- Staff Time: Contribution of time spent by the applicant's own staff
- Work of volunteers
- Work of expert/consultant/lecturer
- Technical equipment for events
- Venues or facilities not covered by the grant
- Rent (use) of buildings/land
- Communication cost

5. Benefits

The benefits that projects can gain from the Tourism Rural Development Small Grants Programme by UN Tourism will include:

- **Funding support:** The projects receive financial assistance through the grants, which can help cover various eligible expenses.
- **Increased visibility:** Being part of the programme can provide projects with increased visibility and exposure, helping them attract more tourists and customers.
- **Networking opportunities:** The programme may facilitate networking and collaboration among different projects, allowing for knowledge sharing, partnerships, and joint marketing efforts.
- **Recognition:** Being selected for the grants can enhance the reputation of the projects, making them more attractive to tourists, investors, and other stakeholders.
- **Mentoring:** The initiative may offer training, workshops, or mentoring opportunities to help projects develop their skills, knowledge, and capacity in areas such as sustainable tourism practices, marketing, or business management.

II. Call for Proposals: “Colourful Cultures”

In the framework of the Tourism for Rural Development Small Grants Programme (T4RD-SGP), UN Tourism is launching the “Colourful Cultures” Call for Proposals, enabled by TUI Care Foundation.

The target final beneficiaries of the “Colourful Cultures” Call for Proposals are artist and artisans, particularly women and youth¹¹, in rural tourism destinations.

1. Objectives

The call will contribute to the overall objectives of the T4RD-SGP, namely:

- Encourage the preservation and promotion of local cultural heritage.
- Foster sustainable tourism practices and environmental conservation.
- Improve the quality and attractiveness of tourism offerings in rural communities.
- Enhance the tourism infrastructure and facilities in rural regions.
- Promote community empowerment and engagement in tourism planning and development.
- Advance capacity and skills development.
- Strengthen the institutional framework.
- Contribute to the overall development and well-being of rural communities, especially among vulnerable and marginalized groups.

The specific objectives of this Call for Proposals themed “Colourful Cultures” are:

- Increase capacity of artists and artisans to tap into the tourism economy and increase their income in the target countries.
- Increase visibility of artists and artisans in tourism destinations across the target countries.
- Increase availability of support services for artists and artisans in rural tourism destinations.

¹¹ The United Nations defines ‘youth’ as those persons between the ages of 15 and 24 years. <https://www.un.org/en/global-issues/youth>

2. Target Countries

Projects of the “Colourful Cultures” Call for Proposals shall take place in rural destinations located in one of the following countries:

- Morocco
- Mozambique
- Namibia
- Rwanda
- Senegal
- South Africa
- Tanzania
- The Gambia
- Tunisia
- Zambia.

For the purpose of the call “rural destinations” refer to the UN Tourism definition of rural tourism.

Rural tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle / culture, angling and sightseeing.

Rural tourism activities take place in non-urban (rural) areas with the following characteristics:

- Low population density
- Landscape and land-use dominated by agriculture and forestry; and
- Traditional social structure and lifestyle

Rural areas can be located also in a landscape with an important presence of other traditional activities like livestock or fishing.

3. Duration

Project proposals should have a maximum duration of 12 months.

4. Eligibility of Applicants

- Eligible applicants are civil society or non-governmental organizations legally established in an eligible country as per list presented in Section 2.¹²
- Applicants must be involved in tourism-related activities and propose initiatives that promote innovative solutions to development challenges through tourism, creating jobs opportunities and economic growth as well as social well-being in rural communities.

To be **eligible** to apply for the T4RD-SGP, applicants must meet all the following criteria:

- Have legal personality, be legally established in and have the ability to operate within the territory of the country where the project is proposed to be implemented.
- Be operative for the last three years.
- Not being currently the beneficiary of another T4RD-SGP grant in the same country.
- Financial capacity: have stable and sufficient sources of funding to maintain their activity throughout the period during which the project is being implemented and to participate in its funding.
- Operational capacity: have the professional competencies as well as appropriate qualifications necessary to complete the proposed project.

Applicants will be requested to provide all the necessary documentation proving the above criteria. Applications that do not meet the above criteria shall not be considered for evaluation.

5. Ineligibility of Applicants

Business sector entities governmental organizations (i.e. national and regional governments, municipalities, public agencies, etc.), individuals as well as quasi-governmental entities **are not eligible** to participate in the selection process or receive grants.

Applicants are also **ineligible** to apply when falling under any of the following categories:

- Be located in a territory that is the subject of a dispute, of sovereignty or other, before the United Nations, or their activity is related to such territory.
- Be included within the following ineligibility lists of the United Nations: such as UN Ineligibility List ([link](#)) and the UN Security Council Sanctions List ([link](#)).
- Have an actual or potential conflict of interest.
- Reported as having committed, or under investigation for alleged, fraud or misconduct.
- Assessed with an overall high-risk rating in the due diligence exercise.
- Be in a situation of exclusion from participating in contracts foreseen by the applicable national legislation.

¹² As per the United Nations definition: “A civil society organization (CSO) or non-governmental organization (NGO) is any non-profit, voluntary citizens’ group which is organized on a local, national or international level”.

- Be bankrupt, liquidated or administered by the courts.

6. Eligible Areas of Intervention and Activities

The “Colourful Cultures” Call for Proposals aims to create a sustainable impact that empowers people, safeguards the planet, drives prosperity, and fosters strong partnerships according to the Programmatic areas of Actions of the T4RD-SGP.

Applicants are requested to design and implement projects in such a way that bring significant added value to the T4RD-SGP and a strong contribution to the achievement of its objectives.

Applicants must present proposals that clearly add value to the Colourful Cultures call and benefit the target final beneficiaries, particularly women and youth, artists and artisans in rural tourism destinations.

Below is a list of specific eligible and non-eligible activities and expenses:

Eligible Areas of Intervention and Activities
Capacity Building and Skills Development
Workshops, masterclasses and other similar activities aimed at delivering training, capacity building and technical assistance
Implementation of mentorship programmes to support emerging artists and artisans
Strengthen the safeguarding of cultural heritage practices and cultural identity
Policy and Governance
Supporting institutional resilience of cultural organizations
Creation of networks and collaborations among artists, artisans, and relevant tourism stakeholders
Enhance the collaboration and knowledge exchange among artists and artisans
Product Development
Development of tourism packages or itineraries that include visits to rural destinations and interactions/learning with local artists and artisans
Market Access, Marketing, Promotion and Branding
Festivals that promote culture and art in destinations
Fairs that bring artists and artisans together with potential buyers
Creating points of sale for artists and artisans in tourism destinations
Digitizing the offer of artisans and artists to promote their offer and increase visibility

Non-Eligible Activities

- Any associated actions supporting terrorism and political activities
- Large capital purchases and leases
- Activities where the applicant is already receiving other funding for the project
- Projects and activities that take place outside the timeframe of the project
- Fundraising activities, awards, sponsorships, or re-funding activities (i.e: loans)

- **Large-Scale Commercial Development:** Projects that focus on large commercial developments like big hotel chains or resorts that do not involve or benefit the local community directly.
- **Non-Sustainable Practices:** Activities that harm the environment, such as the construction of tourism facilities in protected areas without proper sustainability assessments.

7. Eligibility of Costs

Eligible Costs:

- **Direct Project Costs:**
 - Expenses directly related to the execution of the project activities.
- **Personnel Costs:**
 - Salaries for individuals directly involved in the implementation of the project. This is restricted to local project staff and must not exceed 10% of the total eligible direct costs.
 - Fees for consultants or experts providing specialized services relevant to the project.
- **Domestic Travel:** Reasonable travel and subsistence expenses for project personnel when directly related to project activities.
- **International Travel** (under the following condition):
 - Travel Fairs:
 - International travel expenses may be covered if project personnel are accompanying the tourist board to a travel fair.
 - Travel must be directly related to promoting the project's objectives or to attend travel fairs and must receive prior approval.
- **Training and Capacity Building:**
 - Costs associated with conducting training sessions and workshops as part of the project's objectives.
 - Fees for trainers or facilitators delivering the training sessions.
 - Related expenditure such as the cost of the venue
- **Communication:**
 - It includes all expenditures related to the project implementation activities such as promotional activities, events, advertisements, etc. publications (editing, design, printing, etc.) may considered if the project outcomes have a strong research component that require dissemination of the results.
- Expenditures such as infrastructure improvement, equipment, and similar costs, can only be financed if they are well-justified and directly related to the proposed grant project.
- Initial setup costs for network meetings and coordination.
- **Equipment and Supplies:**
 - Costs of materials and tools necessary for the project implementation.

- Purchase or rental of equipment and supplies necessary for the project implementation.

Non-Eligible Costs:

The following costs are not eligible:

- Operational and administrative expenses
- Capital Assets
- Debts and provisions for losses or debts
- Interest owed
- Costs of project proposal preparation
- Salary top-ups to government employees
- Equipment necessary for service provision and premises renovation
- Currency exchange losses
- Taxes, including VAT
- Credit to third parties
- Any expenditure incurred outside the period covered by the grant
- Funding may not be allocated to activities or costs that are already fully funded by other sources. Applicants must ensure that all proposed expenses are not duplicated by existing financial commitments.

8. Project Funding and Financial Arrangements

Co-financing

The grant is limited to a funding rate of 90% of the total eligible cost of the project and up to a maximum of EUR 20,000.

Project proposals shall include a minimum of 10% and a maximum of 50% co-financing of the total eligible cost of the project, either financial or in-kind.

Subcontracting

The maximum percentage of the contract value which may be subcontracted is fixed at 30% of the total grant.

Selection of sub-contractors must be carried out transparently and competitively to ensure the best use of grant resources.

Fund Payment Terms

The selected projects will be entitled to the following funding payment terms:

- First Instalment: 50% of the total grant amount upon the signature of the grant agreement and submission and approval of a detailed work plan.

- Second Instalment: 40% of the total grant amount at the midterm of the project, following submission and approval of the midterm progress report and financial report.
- Final Instalment: 10% of the total grant amount within 90 days after the completion of the project, upon submission and approval of the operating and financial final reports.
- The grantee submits a final report detailing all activities completed and financial statements showing all expenses incurred.
- The total eligible expenses are calculated based on the guidelines provided in Section 4.3. Only expenses that fall within the defined eligible costs are considered.

9. Project Reporting

The reporting mechanism for projects in the UN Tourism T4RD-SGP involves regular reporting requirements to monitor the progress, outcomes, and impacts of the projects. The specific reporting mechanism are as below:

- Within fifteen (15) days upon completion of the midterm of the project according to the workplan, a progress report describing the activities carried out and results achieved and a financial report providing details of expenses incurred for the reported period on the project in accordance with the breakdown provided in the budget should be submitted.
- Within thirty (30) days upon completion of the project, a detailed report detailing the outputs and outcomes of all the project activities and a financial report outlining all project expenses, including expenses incurred by the grantee.

10. Application Procedures

How to Apply

Applicants are required to submit their project proposals online via our dedicated application platform. To access the platform, please use the following link:

<https://untourismapplications.smapply.io/>

Language

All applications must be submitted in English. Applications submitted in any other language will not be considered to ensure fairness in the evaluation process.

For ease of application key documents on the application process are also available in French.

Deadline for Submission

The deadline for submission of applications is December 2nd 2024.

Application and Selection Process

The application and selection process will follow the below steps:

STEP 1 - Call for proposals (October 2024)

- UN Tourism announces the call for proposals.
- Applications must include:
 - Full project proposal, including a detailed project plan, budget, implementation timeline, partners and impacts (Template attached to this Call)
 - Proof and relevant documents that support for the eligibility criteria. Please refer to the Applicant Checklist)

STEP 2 - Eligibility Assessment (December 2024)

- The T4RD-SGP Secretariat will perform a screening process to determine compliance with the eligibility criteria.
- Upon determination that the application is compliant, the Secretariat will request endorsement letter¹³ from the Government of the Member State where the applicant is located. The endorsement of the project by the Government is a mandatory requirement.

STEP 3 - Project Evaluation (January 2025)

- Applications that pass the eligibility assessment will be evaluated by a Steering Committee formed by a UN Tourism technical team.
- The Steering Committee will prepare a list of recommended projects to be awarded.
- The evaluation and selection of applications is performed according to a predetermined rating matrix complying with the principles of transparency and non-discrimination and according to the criteria provided in Section 5.5.

STEP 4 - Project Award (March 2025)

¹³ [Guidelines for States on Criteria for Support of Affiliate Members adopted by GA resolution 698\(XXII\) https://webunwto.s3.eu-west-1.amazonaws.com/imported_images/47722/a22_10_iii_j_guidelines_for_states_on_criteria_for_endorsement_of_candidates_to_affiliate_membership_en_1.pdf](https://webunwto.s3.eu-west-1.amazonaws.com/imported_images/47722/a22_10_iii_j_guidelines_for_states_on_criteria_for_endorsement_of_candidates_to_affiliate_membership_en_1.pdf)

- The decision on the final list of projects to be awarded will be made by UN Tourism and the donor.
- Applicants whose projects have been selected will be informed accordingly by the T4SG-SGP Secretariat by letter sent by electronic means to the contact person indicated in the application.
- The list of awarded projects will be made public.

STEP 5 - Grant Agreement (April 2025)

- Once a project has been selected, UN Tourism will enter into an agreement with the grantee.
- The grant agreement will be contingent upon the commitment in writing by the Government of the State of the implementation of an awarded project that UN Tourism enjoys the necessary legal framework enshrined in the Convention on the Privileges and Immunities of the Specialized Agencies as well as the mandatory security standards required by the United Nations.
- Once the grant agreement is established, UN Tourism will disburse the grant funds to the grantee based on the agreed-upon instalments.
- The grantee is responsible for implementing the project according to the project plan outlined in the grant agreement and the performance indicators, and for submitting regular progress reports to the Secretariat.

STEP 6 - Project Implementation and Reporting (2025)

- Project implementation shall last for a maximum of 12 months.
- Grantees will be required to report midterm as well as at the end of the project according to specific reporting templates.
- The grantee will be responsible and accountable to UN Tourism for the use of the resources transferred to it by UN Tourism to execute the activities and/or deliver the outputs in accordance with the agreement between UN Tourism and the grantee.

11. Evaluation Criteria

The applications will be assessed by a technical **Steering Committee** composed of UN Tourism officials. The evaluation will be conducted according to the following evaluation criteria. The percentage shown indicates the weight assigned to each criterion:

#	Evaluation Criteria	Percentage
1	Relevance: The project aligns with the mission and objectives of UN Tourism and the T4RD-SGP.	10%
2	Impact: The project has a clear and measurable impact on the intended community.	10%
3	Innovation: The project uses or applies innovative approaches, tools, or knowledge in addressing practical issues or challenges in rural areas through tourism.	5%
4	Budget: The budget is sufficient, reasonable, and appropriate for the proposed activities.	10%
5	Effectiveness: The project demonstrates its ability to achieve the intended outcomes and impact through a clear, coherent, and consistent approach.	10%
6	Feasibility: The project is feasible and realistic given the resources (financial, human and technical) and the capacity of the applicant to implement the project, the level of community support and engagement, the regulatory and legal environment, and the potential risks and challenges associated with the project.	10%
7	Partnerships: The project builds partnerships and collaborations with a range of relevant stakeholders and leverages resources and expertise that help maximize benefits and ensure the scalability of the project.	5%
8	Community involvement and empowerment: The project integrates the local communities in the planning, development, and implementation process. This aims to ensure that projects are aligned with the needs and priorities of local communities and that they are part of the decision-making process.	10%
9	Governance: The project uses multi-stakeholder approaches.	5%
10	Inclusivity: The project engages and benefits vulnerable and marginalized groups such as women, youth, indigenous communities and people with disabilities.	15%
11	Sustainability: The project activities have the potential to be continued, scaled up and/or replicated after the completion of the implementation period. Projects that provide evidence of a sustainable funding model will be prioritized to ensure long-term sustainability.	10%

12. Special Considerations

- Applicants wishing to submit their applications must dully fill in and submit the Online Application Form (available in TBD) by the above deadline. No other form of applications will be considered. Applications that are incomplete or received after the deadline will not be considered.
- The information included in the application is the full responsibility of the applicants and must be true. UN Tourism shall not be liable for any false, inaccurate, obsolete, incomplete or erroneous data submitted by the candidates. In such a case, the participant shall be automatically excluded from the evaluation process, and also lose the right to the enjoyment of the benefits and shall not be entitled to make any claims against UN Tourism.
- UN Tourism reserves the right not to accept or to remove from the process, without prior notice, any applicant who act fraudulently, in an abusive manner, or in a manner contrary to the spirit of the Programme, the principles of the UN Tourism or the United Nations or the applicable law, third-party rights and/or good faith. Likewise, any participant or related person whose action may be contrary to the reputation or good name of the UN Tourism or the United Nations will be removed.
- Each application shall include the contact details of the person responsible for the application for the purposes of all communications with UN Tourism regarding the application(s). This person must be a natural person, of legal age and with legal capacity to enter into a contract, not having been convicted by a final judgment, for intentional crimes, with a penalty of six months or more, insofar as the criminal responsibility has not expired.
- Whenever an applicant needs to be contacted in connection with the evaluation process, the contact information provided by the applicant in the application form will be used. UN Tourism is not responsible for incomplete or incorrect contact information provided.
- The person responsible for the application who, initially or at any point during the process, fails to meet any of these requirements, may be excluded, losing any option to receive any service and without the right to claim anything from the UN Tourism.
- None of the above actions shall entitle any applicant to any right or claim whatsoever for damages, expenses incurred, etc.
- Applicants will be requested to provide all the necessary documentation proving that the above criteria are met.
- Applications that do not meet the above considerations shall be rejected.

Intellectual Property and Personal Data Protection

- UN Tourism owns all intellectual property rights, including title, copyright, trademarks and patent rights in relation to or resulting from the UN Tourism Rural Development Small Grants Programme.
- By submitting their application, applicants expressly grant their consent to the use of their name and projects in connection with the UN Tourism Rural Development Small Grants Programme and the recording and maintenance of related files.
- If the project is selected, applicants authorize UN Tourism to upload the project summary and details to its official websites, which conditions of use shall apply. Selected projects particularly acknowledge that the information on those websites will be accessible by the public.
- Applicants likewise acknowledge that their submitted projects are their own originals and/or they own the necessary right to ownership or property rights thereover. Candidates agree to hold harmless UN Tourism from any and all losses, claims, damages, expenses or liabilities which could arise in relation to intellectual property rights or personal data of third parties in relation to the applications submitted.
- UN Tourism shall not claim any property on the initiatives submitted or any other intellectual property, copyrights or trademarks contained in their application. Candidates do not cede UN Tourism intellectual property rights arising as a result of their applications.
- Projects selected authorize the use by UN Tourism of all data and graphic materials provided in the application without time limit, for the purpose of being mentioned on the website or any other media owned by UN Tourism and for any actions or events related in any way with UN Tourism. UN Tourism may likewise store the aforementioned data in its historical archives and media storage of diverse nature linked to the initiative.
- Applicants may exercise their rights to access, modify, cancel and oppose the processing of their personal details by sending an email to untourismapplications@unwto.org
- indicating which right they wish to exercise and attaching a copy of their passport, national ID card or equivalent documentation.

Limitation of Liability and Indemnity

Under no circumstances shall UN Tourism be responsible to applicants for any loss, direct, indirect, incidental, special or consequential damage, liability or expense incurred or suffered that is claimed to have resulted from or in connection with the UN Tourism Rural Development Small Grants Programme. Candidates agree to indemnify and hold harmless UN Tourism from and against any and all legal liability, claims, losses, actions, damages and expenses that may occur, directly or indirectly, from or in relation to this initiative, including, without limitation, any infringement of the intellectual property rights or other rights of any third party with respect to the projects they submit.

Acceptance of the Terms and Conditions

By submitting their application, applicants acknowledge their acceptance of the entire content of this Call for Proposals. Failure to accept any of the provisions contained in the present Call for Proposals shall constitute the non-participation of the candidate in the UN Tourism Rural Development Small Grants Programme.

Applicable Law

The present Call for Proposals shall be interpreted in accordance with the General Principles of International Law to the exclusion of any national law. Nothing in this Call for Proposals or in relation to it shall be construed as a waiver of the privileges and immunities enjoyed by the UN Tourism under national or international law, and/or as submitting UN Tourism to any national court jurisdiction.

Miscellaneous

UN Tourism, at its sole discretion, may adjust this Call for Proposals at any time and in any way deemed necessary in order to carry out the procedures herein established.

13. Final Considerations

This initiative may be modified, interrupted and/or cancelled if there are justified circumstances that so warrant. Likewise, UN Tourism reserves the right not to select any applications as funded projects in the event that no submitted application meet the necessary criteria.