

Project Progress Report

Future Lies in Tourism Support Fund (Sustainable Tourism Support Fund)

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Acronyms and abbreviations

MoCT:	Ministry of Culture and Tourism
UNDP:	United Nations Development Programme
CBT:	Community Based Tourism
STSF:	Sustainable Tourism Support Fund

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Synopsis

Project ID	00071721
Output Number	00085037
Business Unit	TUR10
Project Title	Future Lies in Tourism Support Fund (Sustainable Tourism Support Fund)
Project Partners	Anadolu Efes, United Nations Development Programme, Ministry of Culture and Tourism
Implementing Partner	Ministry of Culture and Tourism
Description	<p>Expected Output:</p> <p>Strengthened capacity of local tourism actors and NGOs to contribute to sustainable tourism development through partnerships with public and private institutions with a view to build good examples that will contribute to knowledge building and community development for additional income generation for all through tourism</p> <p>Brief Description:</p> <p>Building on the existing experiences between MoCT and UNDP focusing on various segments of tourism for local economic development since 2007 and responding to the identified needs for supporting structures at the local level for sustainable tourism, Future is in Tourism Sustainable Tourism Programme, including a Support Fund, is established with financial contribution and partnership of Anadolu Efes. The programme is designed to provide local tourism actors and NGOs with necessary guidance, tools and resources to strengthen their capacities in order to contribute to the sustainable tourism development through partnerships with public and private institutions in the following ways:</p> <ul style="list-style-type: none">- Encouraging the development of awareness-raising, capacity development and research projects for sustainable tourism- Supporting innovative, creative, participatory, sustainable, society-sensitive and gender-balanced projects of local tourism actors and NGOs that provide best practices for sustainable tourism implemented in partnership with public and private institutions- Strengthening the project development and implementation skills of local tourism actors and NGOs via implementation support, structured trainings, networking platforms (via regular meetings, conference and web portal)
Award Period	Start Date: September 2012 End Date: May 2015

Section 2: Output Information

Project ID	00071721
Output Number	00085037
Project Title	Future Lies in Tourism Support Fund (Sustainable Tourism Support Fund)
Project Baseline	<ol style="list-style-type: none"> 1. A number of local initiatives on sustainable tourism across Turkey, with limited access to funding opportunities and knowledge 2. Loose network of sustainable tourism initiatives, no systematic exchange of knowledge and experience
Indicators	<ol style="list-style-type: none"> 1. Number of supported projects on sustainable tourism development 2. The network established between the partners of the supported projects in order to share experience and knowledge and develop new projects. <p>---Indicators will be set as per the themes of the fund allocated</p>
Milestone 2013	<ol style="list-style-type: none"> 1. At least 3 local projects supported on sustainable tourism development 2.a. 1 workshop organized and teams strengthened on project development and implementation on sustainable tourism development 2.b. A web portal established in order to share experience and knowledge
Achievement 2013	<ol style="list-style-type: none"> 1- As a result of call for proposals, 3 grant projects were signed and projects launched. 2.a Networking activities realized (1 working group meeting-Jan2013 and 1 workshop-May2013,) 2.b Web portal became online in February 2013. More than 5000 individual subscription to the portal. 3. 45 women benefited from trainings to initiate their businesses as a community
Milestone 2014	<ol style="list-style-type: none"> 1.a 3 local projects implemented and finalized (from previous year). 1.b At least 120 women benefited from trainings and 25 full time jobs created for women (data derived from around 50 women half-time jobs) 1.c At least 3 new local projects supported on sustainable tourism development 2.a. 1 workshop organized and at least 20 representatives from NGOs or universities strengthened on project development and implementation on sustainable tourism development. 2.b. At least 2 working group meetings organized with the participation of sector representatives, academia and local project communities 3- 25 full-time jobs created for women (data derived from around 50 women half-time jobs) 4- 120 women benefited from trainings and project activities in order to develop their capacities to establish their businesses (data derived as; 3 communities x around 40 women)

Milestone 2015	<p>1.a 3 local projects implemented and finalized (from previous year).</p> <p>2. Networking activities realized</p> <p>3. 50 full-time jobs -for men or women (data derived from around 100 half-time jobs)</p> <p>4. 240 individuals benefited from trainings and project activities in order to develop their capacities to establish their businesses (data derived as; 6 communities x around 40 individuals)</p> <p>Note: Since the project activities are based on a fund scheme, 2015 milestone for #of people is an estimation based on 2014 milestone. Numbers of women and men will be calculated as per the fund allocation to different types of organizations)</p>
Final Target	<ul style="list-style-type: none"> - Minimum number of 6 supported projects/communities on sustainable tourism development - Minimum number of 6 teams strengthen on project development and implementation - A network established between the partners of the supported projects in order to share experience and knowledge - Targets will be detailed as per the indicators - The field experience and lessons learned gained from supported projects serve for the policy recommendation and capacity development at the national level, for creating mechanisms for supporting community based tourism development.
Project Issues	<p>The start date of the project is September 2012 as seen in the signed project document. The first activity which is the launch of the call for proposal was scheduled to be in September 2012. 2 rounds of call for proposals was planned and finalization of the second round is estimated to be around May 2015.</p> <p>However due to agenda of the project partners, the activities started in January 2013, launch of the call for proposal was made in late February 2013. The finalization of the two rounds of support fund is estimated to be finalized by September 2015 instead of May 2015. Project amendment from May 2015 to September 2015 is foreseen unless any other changes made.</p>

Section 3: Activity Performance

Activity	1.Establishment and Implementation of Sustainable Tourism Support Fund
<p>Purpose</p>	<p>The purpose of this activity is to;</p> <ul style="list-style-type: none"> -Establish the Sustainable Tourism Projects Support Fund Program -Announce the Support Fund guideline -Launch Sustainable Tourism Projects Support Fund (1st scheme) -Financially and technically support projects -Train Project teams -Finalize 1st Support Fund scheme
<p>Planned Actions</p>	<p>Support Fund Program</p> <ol style="list-style-type: none"> 1. Establishment of the Support Fund Governance Structure 2. Establishing the system of the Support Fund (theme, criteria, application channels and forms, contracts, evaluation system...) 3. Preparation of the Support Fund guideline 4. Establishing the Support Fund jury 5. Announcing the Support Fund program through different communication channels 6. Application process for the Support Fund program 7. Pre-selection process 8. Announcement of the pre-selected projects (finalists) 9. Organizing workshop on project development and sustainable tourism for the finalists (two-day collective training) 10. Support revision of selected projects by project owners 11. Final selection of the projects (site visits by the Jury and project partners) 12. Announcement of the selected projects 13. Signing the contracts with the selected project teams 14. Implementation of the selected projects: Provision of implementation support, local level coaching and mentoring 15. Regular reporting by selected projects' teams 16. Preparing 1st term of Support Fund Program report
<p>Progress</p>	<p>Aiming to support small sized sustainable tourism projects whose durations are between 6-12 months, project partners determined the award amount as 15.000TL in minimum and 90.000TL in maximum for the year 2014 and the guideline is prepared and announced accordingly. After the call for proposal and administrative and technical evaluation period 3 project proposals were selected to be supported through the fund scheme.</p> <p>Briefly evaluation process is as follows; The online application to call for proposal which began on 27 February 2013 has ended on 22 April 2013 and 232 official concept notes for proposal out of 252 online</p>

Two representatives from each shortlisted projects were invited to a 2 days Workshop on Project Development and Sustainable Tourism, which was held in Istanbul on 29-30 May 2013 with the participation of Anadolu Efes, Ministry of Culture and Tourism and UNDP representatives.

During this Workshop, the shortlisted applicants had the opportunity to represent their projects and meet with the other applicants, share their questions about final proposal procedures, discuss the project management and sustainability processes and receive training on sustainable tourism and project development.

Submission and Evaluation of Final Project Proposals

After the completion of the workshop, in light of these information provided, the applicants had to review their projects and submit their proposals to UNDP until June 19th, 2013 in a sealed envelope by registered mail.

Administrative Control of Final Project Proposals

With the expiry of the duration given for final application, an administrative control was conducted. Thus, all 10 shortlisted applicants were evaluated as eligible for further technical evaluation.

Technical Evaluation of Final Project Proposals

Based on the following criteria, implementing partners evaluated the Final Project Proposals through the following criteria; *Applicants Capacity, Rationale, Methodology, Impact, Sustainability* and they were given an overall score out of 100 in accordance with the set of criteria defined in the guideline. As a result, the proposals scored under 70 were eliminated where the budget of those who were found to be technically eligible (scoring higher than 70) were ranked according to their respective scores.

With the participation of representatives from Anadolu Efes, Ministry of Culture and Tourism and UNDP, the Assessment Committee gathered in Istanbul on 11 July 2013 and evaluated projects those have been found to be technically eligible and analyzed their strengths and risks as well as the overall scoring.

Site Visits and Final Evaluation

Between 17-28 July 2013, representatives of UNDP and Anadolu Efes made site visits to the first five of preselected projects and three of them were found to be positive and acceptable where the remaining two projects did not meet the expectations.

Consequently, within the scope of STSF, it was agreed to select the three projects listed below and Micro-Capital Grant Agreements were signed with the following:

1. 100% Misia - Nilüfer Misi Village Women Culture and Solidarity Association - Bursa, Misi Village
2. Creation of Sustainable Tourism Enterprises in Mardin Under The Leadership of Women-Foundation For the Support of Women's Work - Mardin
3. Seferihisar's Slow Food - Hıdırlık Agricultural Development Cooperative - Izmir, Seferihisar

Micro-Capital Grant Implementation and Monitoring Guideline

The guideline was prepared and announced following the signature of the agreements in September 2013.

By the end of 2013 100% Misia - Nilüfer Misi Village Women Culture and Solidarity Association and Seferihisar's Traditional Food - Hıdırlık Agricultural Development Cooperative Projects received their first and second tranche payments. Creation of Sustainable Tourism Enterprises in Mardin Under The Leadership of Women- Foundation For the Support of Women's Work project received only the first tranche of payment

The organizations submitted solicitation documents, contractual documents and all supporting documents for proof of the expenditures. Both the financial and technical progress monitored by UNDP Project team. Due to shift in the launch of the project and call for proposal, the fund scheme started in September 2013 and finalization of the first scheme of support fund is estimated to be in

September 2014.

Other Considerations NA

Activity 2. Awareness Raising Activities

Purpose The purpose of this activity is to encourage development of awareness-raising, capacity development and research projects for sustainable tourism.

Planned Actions **Awareness Raising Activities**

1. Project Promotion and Sustainable Tourism Seminars
2. Developing an international conference content, program and Communication and announcement of the International Conference

(The Conference will be organized by Anadolu Efes. If organized UNDP's role will be:

- Bringing forward recommendations and inviting speakers
- Supporting the announcement process
- Participation to the conference

Progress

1. Promotion of the project is planned in cooperation with the private sector donor. A launch event was organized with participation of press and high level representatives of project partners. - 21 Feb 2013

Following the launching event on February 21st, 2013 held with the participation of press members in Istanbul, call for proposal of the Project was announced from the official web site of Future is in Tourism www.gelecekturizmde.com, via UNDP and MoCT and also through media channels including broadcasting of a TV spot video on television and advertisements on national and local newspapers.

A seminar and a workshop is organized. Two representatives from each shortlisted projects (who applied for the call for proposal and shortlisted after the administrative and echnical evaluation) were invited to a 2 days Workshop on Project Development and Sustainable Tourism, which was held in Istanbul on 29-30 May 2013 with the participation of Anadolu Efes, Ministry of Culture and Tourism and UNDP representatives.

During this Workshop, the shortlisted applicants had the opportunity to represent their projects and meet with the other applicants, share their questions about final proposal procedures, discuss the project management and sustainability processes and receive training on sustainable tourism and project development.

2. As per the agreement between Anadolu Efes and UNDP on the project document, the conference organization is the responsibility of Anadolu Efes. In 2013 conference was not organized so for this activity no action was taken.

Activity	3. Networking, Sharing and Improvement
Purpose	The purpose of this activity is to create networking platforms for the initiatives, individuals and communities in order to exchange knowledge
Planned Actions	<p>Networking, Sharing and Improvement</p> <ol style="list-style-type: none"> 1. Contribution to the content of the Sustainable Tourism portal based on the information emanating from the supported grant projects 2. Giving support to the content and communication of the webinars, videos, e-newsletters, magazines etc
Progress	<ol style="list-style-type: none"> 1. www.gelecekturizmde.com became online. The portal acts as a source of information for the development and implementation of sustainable tourism projects and an online application platform for the Sustainable Tourism Support Fund. 2. Regular e-newsletters prepared and send, information prepared and published in 2 national magazines as supplements (namely Marketing and Capital) by the end of December 2013. In terms of numbers between February 2013 by the end of 2013 is as follows; <ul style="list-style-type: none"> • total number of portal visits: 59.488 • total number of individual visitors: 44.719 • total number of page view: 327.595 • e-bulletin membership: 6980 individuals (10 e-bulletins published)

Section 4: Budget and Financial Progress

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Project Partners	Anadolu Efes, United Nations Development Programme, Ministry of Culture and Tourism
Implementing Partner	Ministry of Culture and Tourism
Budget Status December 2013	Supporting Document - Combined Delivery Report (Jan-Dec 2013)
Indicative Budgetary Information (Jan-Dec 2014)	Supporting Document - Annual Work Plan 2014