

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

Colourful Cultures Call for Proposals

PROJECT PROPOSAL

GENERAL REQUIREMENTS

This is a standard Tourism for Rural Development Small Grants Programme (T4RD-SGP) project proposal template.

Please note that offline applications and email submissions are not accepted.

This template may be used for reference only. All applications must be submitted through the UN Tourism Application Platform to ensure proper processing and consideration.

All information is mandatory.

Please note that each organization can submit only one application per call for proposals.

The Project Proposal should be as brief as possible. The blue text in this template provides guidance and explanations.

All project proposals must include as mandatory the following supporting documents:

- Proof of registration of the organization in the country proving nonprofit status (e.g. certificate of incorporation, tax identification number document, registration document).
- Proof of financial records (e.g. most recent financial statement, bank statement).
- Self-declaration stating you have not committed or are not currently under investigation for fraud, misconduct or bankruptcy.

Any other relevant supporting documents or portfolio of previous similar projects results, letters of support, resumes or CVs may be uploaded to the application form in the section dedicated to optional supporting documents.

Before submitting your proposal, please carefully read the following documents (available [here](#)):

- [Terms and Conditions \(EN/FR\)](#)
- [T4RD-SGP Colourful Cultures Factsheet \(EN/FR\)](#)
- [Guideline for Application Platform Use \(Video\)](#)
- [Applicant Checklist](#)

IMPORTANT NOTES

- All project proposals must be submitted online through the dedicated call platform at the [UN Tourism Applications Platform](#).
- All project proposals must be submitted in English.
- Make sure to have all mandatory documents ready for upload before submitting your application. Incomplete or late applications will not be considered.
- To avoid any loss of information, we strongly recommend that you prepare all the information requested in the form in a Word document beforehand.
- All documents must be submitted in the format specified in this form and must not exceed the maximum length and/or size indicated. The title of each document should reflect its content.
- Once submitted, no changes can be made to the application. The submitted application will be considered the final version.
- The application deadline is **2nd December 2024** (23:59 CEST).

For further information contact untourismapplications@unwto.org.

IMPORTANT CONSIDERATIONS FOR PROJECT DEVELOPMENT

The Tourism for Rural Development Small Grants Programme (T4RD-SGP) by UN Tourism aims to harness the potential of tourism to drive inclusive, resilient, and sustainable development in rural areas. This initiative aims to support innovative projects that contribute to sustainable tourism development, enhance community resilience, and promote cultural heritage preservation in rural areas.

Our goal is to empower rural communities with the resources they need to implement impactful projects that make a positive difference. UN Tourism, enabled by TUI Care Foundation, proudly announces the "Colourful Cultures" Call for Proposals as part of the Tourism for Rural Development Small Grants Programme.

This initiative is dedicated to empowering women and youth artists and artisans, preserving cultural heritage, and foster sustainable tourism practices, and enhancing the economic opportunities in rural communities.

This section details the conceptual framework of the Colourful Cultures Call for Proposals, including the programmatic areas of action, project outcomes and areas of intervention. All

projects must adhere to the conceptual framework outlined below. While completing the Project Proposal and Monitoring and Evaluation sections, please refer to this section to ensure that your proposed project is in line with programmatic areas of actions, goals and objectives of the call.

Programmatic Areas of Action

In accordance with the framework of the Tourism for Rural Development Small Grants Programme (T4RD-SGP) projects must align with the following **programmatic areas of action**:

- 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.
- Area 2 - Safeguard (PLANET): This area focuses on promoting and protecting natural resources and cultural heritage in rural areas.
- 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.
- Area 4 - Collaborate (PARTNERSHIPS): This area focuses on fostering collaboration and partnerships among different stakeholders.

Project Outcomes and Areas of Intervention

Under the Colourful Cultures Call, each project must contribute to the following specific **objectives**:

- 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.

In the implementation of the projects, the following **areas of intervention** will be considered:

- Capacity Building and Skills Development;
- Policy and Governance;
- Product Development; and
- Market Access, Marketing, Promotion and Branding.

PART 1: PROJECT COVER PAGE

A. GENERAL INFORMATION

Country	Select the country where the project will be implemented among: Morocco, Mozambique, Namibia, Rwanda, Senegal, South Africa, Tanzania, The Gambia, Tunisia, Zambia [to be included in drop-down list]
Project No.	[generated automatically]
Project Title:	The title must capture in a few words the essence of the project and align with the T4RD-SGP Colourful Cultures Call for Proposals
Submission date	[generated automatically]

B. APPLICANT INFORMATION

Name of organization	
Year established	Mandatory to be operative for the last three years.
Legal Status	Please indicate the type of organization as per registration certificate
Registration Number (if applicable)	
Number of Staff	
Address	
Telephone (Please make sure to include the country code)	
Email	
Website	
Social Media	Instagram: [URL Input] X (Twitter): [URL Input] LinkedIn: [URL Input] Facebook: [URL Input] Other: [URL Input]
Project Manager <i>This person will be responsible for the project and will manage all communication and coordination with UN Tourism</i>	Title: [Dropdown: [Mr., Ms.,] First Name: [Text Input] Last Name: [Text Input] Job Title: [Text Input] Phone Number: [Text Input]

	Email Address: [Email Input]
Legal Representative <i>This person is the legal representative of the organization, as indicated in the registration document, and will be responsible for signing the grant agreement on behalf of the organization</i>	Title: [Dropdown: [Mr., Ms.,] First Name: [Text Input] Last Name: [Text Input] Job Title: [Text Input] Phone Number: [Text Input] Email Address: [Email Input]

C. PROJECT LOCATION

Target Location	<i>Please indicate the project target location. This should include, the region, the village, town, district or municipality in which project activities will be implemented. Projects may include more than one location</i>
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D. PROJECT DURATION

Proposed Start Date <i>All projects are expected to start in the first quarter of 2025.</i>	
Project duration (in months) <i>All projects must be no longer than 12 months in duration.</i>	

E. PROJECT BENEFICIARIES

<i>Please identify all project beneficiaries and relevant stakeholders, as well as describing how this project can potentially be impactful for them.</i>

F. PROJECT FINANCE

The below should summarize the funding proposal (eligible costs only). Further details regarding the project budget and in-kind contributions, including those offered by third parties, for more information please refer to Section 7: Eligibility of Costs found in the Terms and Conditions.

Total fund from beneficiary or third-party (cash and in-kind) should be a minimum of 10% and maximum of 50% of the total grant amount.

Example: If the total grant amount from UN Tourism is EUR 20,000, then the total beneficiary/third-party fund should equate to a minimum of EUR 2,000 (10%) or a maximum of EUR 10,000 (50%).

	EUR currency	Percentage (%)
Total fund request from UN Tourism		
Total fund from beneficiary (cash and in-kind)		
Total fund from third-party (cash and in-kind)		
<i>Please fill only if applicable.</i>		
Total Project Eligible Cost		

G. ORGANIZATION DETAILS AND CAPACITY

Please describe the proposing organization's characteristics and experience to successfully implement the proposed project. Please note that only the following organizations are eligible to apply:

a) Type of organization

- ☐ Community-based organization (CBO)
- ☐ Civil society organization (CSO)¹,
- ☐ Non-governmental organization (NGO),
- ☐ Others (describe the nature of the organization) _____

In addition, choose one or more of the following as appropriate:

- ☐ Indigenous Peoples organization
- ☐ Women's group
- ☐ Youth Group
- ☐ Group for Persons with Disabilities
- ☐ Other _____

b) Experience in project and grant management: ____ years

¹ 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".

Mandatory to be operative for the last three years.

- c) Briefly describe the purpose and core activities of the proposing organization: include a mission/vision statement as appropriate.

- d) If available, please upload an organisational chart that outlines organizational structure, governance and administrative framework, including staff numbers, roles, etc.

- e) Please upload either of the following documents below as an indication of the legal status of your organization in the country of implementation: certificate of incorporation, tax identification number document, or registration document for your organization.

- f) Describe the team and its members responsible for implementing the project. You may also upload relevant CVs in the optional documentation section.

Name	Position	Role in Project	Brief bio	Experience and Qualifications

- g) Describe previous experience relevant to the proposed project, including activities related to tourism; or experience with projects that focus on sustainable development at community and/or rural level. Please provide links to at least two examples of previous projects and experience of a similar financial and operational size or scope. You may also upload any available references or endorsements in the optional documentation section.

- h) Please provide a summary of your organization's financial management capacity. This would include main funding sources (e.g., grants, donations, or income from services), and financial management practices.

Example: Our organization operates with an annual budget of \$200,000, primarily funded through government grants and private donations. We have a dedicated finance team that ensures accurate budgeting, expense tracking, and regular financial audits to maintain transparency and accountability.

- i) Please upload here all proof of financial records (e.g. most recent financial statements, bank statements)

PART 2: PROJECT PROPOSAL

SECTION A: PROJECT DESCRIPTION

1. Project Summary

Please provide a brief summary of the project in one paragraph, including the rationale and context, objectives, key expected results, target site/s, and community(ies) involved and benefiting. This information will be expanded on in the sections below. (150 words max)

Kindly note, that this information might be used for communication and outreach on websites and/or social media accounts belonging to UN Tourism and partners.

2. Project Objectives

Please choose one or more of the most relevant objectives for the project.

[drop-down list]

- 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.*

Outline the problem/s to be addressed through the project. Please make sure to highlight project linkages to objectives chosen above. State the goal(s) and highlight what is unique and innovative about the project. Offer a full description of the rationale (justification) for the project. Provide details on why this approach is considered the most effective way to reach the project's purpose.

3. Project Outcomes and Impacts

Describe the project and its primary objectives.

- Explain how the project will attain the objectives of the call.
- Outline the outcomes and outputs that the project will produce and explain how the project has a clear and measurable impact on the intended beneficiaries. (500 –750 words)
- *Example: Be sure that your description includes: [WHO] Women artisans [WHAT IS THE IMPACT] will have a measurable increase in their income [INCLUDE NUMBERS OR APPROXIMATIONS] by 30% [HOW OR WHY] through improved access to markets, enhanced product quality, and increased tourist sales.*

Please refer to the [Glossary of Terms](#) for more information.

4. Project Activities:

This section should describe the activities that will be implemented to produce the expected results and accomplish the project's objectives. There should be a clear and direct linkage between the activities and the expected results or outcomes. (The proponent must ensure that the activities are a means to achieving the proposed results).

Activity descriptions should be as specific as possible, identifying what will be done, who will do it, when it will be done (beginning, duration, completion), and where it will be done. In describing the activities, an indication should be made regarding the organizations and individuals involved in or benefiting from the activity. (300 words max)

5. Work Plan
Please outline the sequence of all major activities and milestones, including targeted duration for each activity. Provide as much detail as possible at this stage. The work plan should demonstrate a logical progression of steps, ensuring that all necessary actions have been thoroughly planned from the beginning to the completion of the project.

Table 1: Work Plan

Description of Activity	Q1			Q2			Q3			Q4		
	1	2	3	4	5	6	7	8	9	10	11	12

6. Partnerships, Community and Stakeholder Participation Plan
Please describe how the stakeholders and communities, including indigenous peoples where relevant, were and will be involved in: i) project planning and design: ii) project implementation and iii) project monitoring and evaluation.

7. Inclusion –Women, Indigenous Peoples, Youth and Persons with Disabilities:

Please describe how the project takes into consideration:

- The roles and needs of both men and women (with a special focus on the needs of women),
- Other disadvantaged groups (indigenous peoples, youth and persons with disabilities) as applicable.

8. Impact – Sustainability, Scale-up and Replication:

Describe how the expected results of the project will continue beyond the life of the project (in particular, identify who would be responsible for ensuring the sustainability of the project on the institutional, financial, technical and human resource fronts).

9. Innovation

Please describe innovative aspects of the project. This may include new way of thinking, new form of organizing resources, new ways to connect within the community, improvements of existing products/services/delivery processes, original products/services/models of delivery. Additionally, highlight how the project encourages local action and group organization.

10. Communications

Please describe how you would communicate the goals, activities and results of the project with the community members and other key stakeholders.

SECTION B: PROJECT RISKS, MONITORING & EVALUATION

1. Project Risks

Please identify and list the major risk factors that could result in the project not producing the expected results. These should include both internal factors (for example, the technology involved fails to work as projected) and external factors (for example, significant currency fluctuations resulting into changes in the resources of the project).

Please also propose risk mitigation measures to address the potential risks.

Table 2: Risks and Mitigation Measures

#	Internal Risks	Possible mitigation measures
1		
2		
3		
#	External Risks	Possible mitigation measures
1		
2		
3		

2. Monitoring & Evaluation Plan and Indicators

This section details the monitoring and evaluation framework of the Colourful Cultures Call for Proposals, including the project results framework (PRF) and the set of project-level indicators.

a. Project Results Framework:

Project Indicators:

The project indicators developed for the present call are based on “The *Achieving the Sustainable Development Goals through Tourism – Toolkit of Indicators for Projects (TIPs)*”. The most relevant project indicators that align with the programme and the call goals were selected. From the indicator set provided in [Annex II](#), please choose the indicators which best reflect the project proposal. For each area of intervention selected you must report on the following:

- All the required **mandatory** indicators for the selected area(s) of intervention.
- You can select from a list of non-mandatory indicators of your choice from the dropdown list provided.
- If you feel that the above is not enough to measure your activities, you have the option of typing **only one additional indicator** for each activity listed in the PRF.
- Please ensure that the indicator selected is a qualitative and/or quantitative means of measuring the activity, intending to measure your project's performance.
- Please make sure to indicate the baseline, expected targets, means of verification and source for all indicators selected in your project's PRF.

Please fill in the project-specific results framework following the template below.

Please refer to [ANNEX I](#) for a detailed explanation of the key terms and requirements used to complete the table below.

Table 3: Project Results Framework

Impact statement: [Type statement]				
Programmatic Areas of Action: [To select all that apply: Empower; Safeguard; Prosper; Collaborate]				
Area of Intervention: [To select all that apply: Capacity Building and Skills Development; Policy and Governance; Product Development; Market Access, Marketing, Promotion and Branding]				
Project Output 1: [Type output]				
Activity One: (description) - (type drop down)				
Performance indicator:	Baseline:	Target	Means of verification and source	Comments
<i>Mandatory Indicators To be selected from dropdown list</i>				
<i>Non-mandatory Indicators (dropdown)</i>				
<i>One optional indicator (open-ended)</i>				
Project Output 2: [Type output]				
Activity One:				
Performance indicator:	Baseline:	Target	Means of verification and source	Comments
<i>Mandatory Indicators To be selected from dropdown list</i>				
<i>Non-mandatory Indicators (dropdown)</i>				
<i>One optional indicator (open-ended)</i>				
Activity Two:				
Performance indicator:	Baseline:	Target	Means of verification and source	Comments
<i>Mandatory Indicators To be selected from dropdown list</i>				
<i>Non-mandatory Indicators (dropdown)</i>				

One optional indicator (open-ended)				
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b. Sustainable Development Goals Targets:

Once you have selected your indicators, you will be prompted to select a corresponding SDG goal and target for each indicator in the document [provided](#).

SECTION C: BENEFICIARIES

The beneficiaries of the Colourful Cultures Call for Proposals ¹ artists and artisans, particularly women and youth, in rural tourism destinations. All projects must report on the total number of expected **direct and indirect beneficiaries**.

Please fill in the tables below to report on the number of direct beneficiaries.

- a. **Direct Beneficiaries:** Refer to the individuals which will benefit directly from the project, or who are the direct recipients of the project activities.
- It is important to disaggregate your direct beneficiaries. For T4RD-SGP projects there are only two required disaggregation by gender and age group.
 - By gender: count the total number of female and male beneficiaries
 - By age group: count the total number of youth (15-24 years) and adults (24+).
 - Using a participant registration form is a simple way to track direct beneficiaries, their gender and age group.

Table 4: Direct Beneficiaries

Direct Beneficiaries	Female	Male	Total
Youth (15-24) ²			
Adults (24+)			
Total Direct Beneficiaries			

- b. **Indirect Beneficiaries:** Refer to other individuals who are not the direct target of the project interventions and activities but may be indirectly affected and

² The United Nations defines 'youth' as those persons between the ages of 15 and 24 years. <https://www.un.org/en/global-issues/youth>

benefited from your activities (e.g. household members of the direct beneficiaries). For more information, please refer to the [UN Data Booklet on Household Size and Composition](#).

- Indirect beneficiaries are usually an estimation, please refer to the formula below for calculation.

Example

Number of Direct Beneficiaries	x	Adjusted Average Household size	-	Total of Direct Beneficiaries	=	Total of Indirect Beneficiaries
150 women		4 individuals		150 women		450

Please fill in the tables below to report on the number of indirect beneficiaries.

Number of Direct Beneficiaries	x	Adjusted Average Household size	-	Total of Direct Beneficiaries	=	Total of Indirect Beneficiaries
_____		_____		_____		_____

SECTION D: PROJECT BUDGET

1. Project Budget (included in excel for budget templates)
2. Cofinancing (included in excel for budget templates)

PART 3: COMPLIANCE FRAMEWORK

COMPLIANCE	
1. I am aware and accept the Statutes of UN Tourism and the Global Code of Ethics for Tourism *	<input type="checkbox"/> YES
2. I am aware and accept to comply with the terms and conditions set in the Call for Proposals of the T4RD-SGP. Accordingly, I recognize that UN Tourism reserves the right not to accept or to remove from the process, without prior notice, any applicant in case of breach of the terms and conditions of the Call for Proposal, for not meeting the requirements for joining the initiative or for any other reason duly justified.	<input type="checkbox"/> YES
4. I understand and accept that only awarded projects may mention their participation in the T4RD-SGP. Any use of UN Tourism's signs (name, emblem, flag or acronym) shall be subject to prior written authorization by UN Tourism and in full compliance with the terms and conditions in accordance with UN Tourism Terms of Use ^{3,*} .	<input type="checkbox"/> YES
CONFLICT OF INTEREST	
If a conflict of interest arises during the project, I will notify the T4RD-SGP team immediately.	<input type="checkbox"/> YES
I do not have any direct or indirect personal interest, or conflict of interest, in the administration of this grant.	<input type="checkbox"/> YES
FRAUD, MISCONDUCT AND BANKRUPTCY	
I have not committed, and am not currently under investigation for, fraud, misconduct, or any criminal activity.	<input type="checkbox"/> YES
I have not been declared bankrupt or undergone any bankruptcy proceedings.	<input type="checkbox"/> YES
I understand that if any such issues arise during the course of the project, I am obliged to notify the T4RD-SGP team immediately.	<input type="checkbox"/> YES
UNDERTAKING	
I, hereby, declare that all the information provided above is true and correct to the best of my knowledge and that I have read, understood and accepted the Call for Proposals and agree to all of the terms therein. Should I fail to adhere to the conditions set out by said Call for Proposals, I understand that the UN Tourism reserves the right to dismiss my application.	<input type="checkbox"/> YES
DATA PROTECTION	
I. By submitting their application, participants acknowledge that referenced projects and visual materials are their own originals and/or they own the necessary right to ownership or property rights thereover. Participants shall duly credit third party copyrights and license to use them when applicable or if requested by the Secretariat at any time. Participants agree to hold harmless UN Tourism from any and all losses, claims, damages, expenses or liabilities which could arise in relation to	<input type="checkbox"/> YES

	intellectual property rights or personal data of third parties in relation to the applications submitted and visual materials uploaded in the application. UN Tourism shall not claim any property on the initiatives submitted or any other industrial or intellectual property contained in their application. Participants do not cede UN Tourism industrial or intellectual property rights arising as a result of their applications.	
II.	Applicants of awarded projects authorize UN Tourism to share the (audio) visual material provided in the application with third parties, such as, but not limited to the donor , media (e.g. TV channels), event organizers, publishers, etc. in connection to the T4RD-SGP. UN Tourism will provide the third party with the corresponding copyrights if previously shared by the candidate and whenever possible. UN Tourism shall request the third party to duly credit the corresponding copyrights and shall inform the concerned organization on the use of these materials by third parties. UN Tourism shall not be liable for any direct, indirect, incidental, special or consequential damages arising out of or in connection with the use by UN Tourism or by any of the abovementioned third parties of any type of material provided as part of the candidacy, including but not limited to audios, videos, and images.	<input type="checkbox"/> YES
III.	By submitting their application, participants expressly grant their consent to the use of the name of their organization and initiatives in connection with the T4RD-SGP and the recording and maintenance of related files. Participants 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.	<input type="checkbox"/> YES
<input type="checkbox"/> I agree		

Name:
Organization:
Position:
Date:

ANNEX 1: GLOSSARY OF TERMS

- I. Impact Statement:
 - A statement that highlights a change in the quality of life of artists/artisans in the target rural tourism destinations, particularly the most disadvantaged.
- II. Project Outcomes:
 - It expresses the "desired" change expected to be induced by the development intervention. The proposed project should include one or more of the project outcomes outlined above.
- III. Project Outputs:
 - It can be tangible or intangible. They are the first effect of the development intervention which contributes to the achievement of outcomes. Please briefly describe what will be produced as project outputs. Please outline a few activities for each output.
- IV. Performance Indicators:
 - They are a qualitative and/or quantitative means of measuring an activity, with the intention of gauging a project's performance. (where possible include disaggregated data by gender, age, household size)
- V. Baseline:
 - Baseline of outputs provides the starting point or the status of the performance indicator at the beginning of a development intervention that acts as a reference point against which progress, or delivery of outputs can be assessed, or comparison made.
- VI. Means of Verification and Source:
 - Both will inform initial baselines and measure, in quantitative and/or qualitative terms, progress achieved against targets.
 - The following are examples of means of verification and sources: Surveys; Questionnaires; Formal tests/assessments; Case Studies; Research (Literature Review); Interviews; Consensus Panels; Focus Groups; Observations; Action Plans; Performance Contracts; Performance Records.
- VII. Comments:
 - This section serves as a vital component for providing comprehensive insight, clarification, and strategic guidance related to the baseline, targets, and key issues impacting your project's implementation and outcomes.

ANNEX 2: PROJECT-LEVEL INDICATORS

Area of Intervention	Indicator	SDG	Targets	Type
Capacity-Building and Skills Development	Number of artists/artisans participating in upskilling programmes/workshops (if possible disaggregated by gender, age and household size)	4	<p>TARGET 4.3 - By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</p> <p>TARGET 4.4 - By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p>	Mandatory
		8	<p>TARGET 8.5 - By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</p> <p>TARGET 8.6 - By 2020, substantially reduce the proportion of youth not in employment, education, or training</p>	
	Number of tourism training programmes/workshops for artists/artisans developed and launched	4	TARGET 4.3 - By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university	Non-Mandatory A T4RD-SGP project must be linked to a minimum of two indicators; and at most six indicators
		8	TARGET 8.2 - Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labor-intensive sectors	

			<p>TARGET 8.5 - By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</p> <p>TARGET 8.6 - By 2020, substantially reduce the proportion of youth not in employment, education, or training</p>	
	Number of workshops supporting the adoption of innovative methods for increasing the productivity for artists and artisans in rural tourism destinations	4	<p>TARGET 4.3 - By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</p> <p>TARGET 4.4 - By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p>	
	Number of artists/artisans participating in training programmes/workshops to enhance the use of enabling technologies to increase visibility (if possible disaggregated by gender, age and household size)	4	<p>TARGET 4.3 - By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university</p> <p>TARGET 4.4 - By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship</p>	
		5	TARGET 5.b - Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women	

		8	<p>TARGET 8.2 - Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high value added and labor-intensive sectors</p> <p>TARGET 8.5 - By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value</p> <p>TARGET 8.6 - By 2020, substantially reduce the proportion of youth not in employment, education, or training</p>	
		9	TARGET 9.c - Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020	
		10	TARGET 10.2 - By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	
	Number of training programmes/workshops on cultural heritage conservation practices and measures	11	TARGET 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	

Area of Intervention	Indicator	SDG	Targets	Type
Policy and Governance	Number of 'participants in' collaborative workshops/dialogues for artists/artisans and tourism	11	TARGET 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	Mandatory

	stakeholders developed and launched (disaggregated by age, gender and household size)			
	Number of consultative dialogues with artists/artisans, and tourism stakeholders are involved in local heritage preservation activities	11	TARGET 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	Non-Mandatory A T4RD-SGP project must be linked to a minimum of two indicators; and at most six indicators
	Whether there is development/revision of a local sustainable tourism policy/strategy/masterplan that promotes local culture and artisanal products according to the aspirations of the local community (Yes/No)	8	TARGET 8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	
		11	TARGET 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	
		8	TARGET 8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	
		14	TARGET 14.7 - By 2030, increase the economic benefits to Small Island Developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism	
	Whether there is a network to foster collaboration and partnership to promote local culture and artisanal products (Yes/No)	11	Target 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	
		17	TARGET 17.17 - Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships	

	Number of local people participating in local heritage preservation activities	11	TARGET 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	
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Area of Intervention	Indicator	SDG	Targets	Type
Product Development	Number of rural artists/artisans integrated in tourism packages/itineraries (disaggregated by gender, age and household)	8	TARGET 8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products	Mandatory
		11	TARGET 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	
		14	TARGET 14.7 - By 2030, increase the economic benefits to Small Island Developing States and least developed countries ¹ from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture, and tourism	
		10	TARGET 10.2 - By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status	
	Sales amount of locally-made artisanal products or services developed	10	TARGET 10.1 - By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average	Non-Mandatory
	Number of community-based tourism products in the destination	10	TARGET 10.2 - By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race,	A T4RD-SGP project must be linked to a minimum of two indicators; and at most six indicators

			ethnicity, origin, religion or economic or other status	
	Number/percentage of artisanal products and/or services provided/owned by women (disaggregated by gender, age and household size)	5	TARGET 5.1 - End all forms of discrimination against all women and girls everywhere TARGET 5.a - Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws	
		10	TARGET 10.4 - Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality	

Area of Intervention	Indicator	SDG	Targets	Type
Market Access, Marketing, Promotion and Branding	Number of events undertaken to promote culture and art in rural areas	10	TARGET 10.1 - By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average	Mandatory
	Number of participants in events that bring artists/artisans together with potential buyers (if possible disaggregated by age, gender and household size)			
	Tourism businesses' supplier policies and practices used to promote economic inclusion when selecting artisanal products and services	5	TARGET 5.1 - End all forms of discrimination against all women and girls everywhere	Non-Mandatory
		8	TARGET 8.3 - Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the	
				A T4RD-SGP project must be linked to a minimum of two indicators;

			formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services	and at most six indicators
		10	TARGET 10.4 - Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality	
	Number of cultural heritage appreciation campaigns	11	TARGET 11.4 - Strengthen efforts to protect and safeguard the world's cultural and natural heritage	
	Amount of income generated by artists/artisans in the rural tourism destination	10	TARGET 10.1 - By 2030, progressively achieve and sustain income growth of the bottom 40 per cent of the population at a rate higher than the national average	
	Number of artists/artisans using cutting-edge technologies/digital data analysis to increase visibility	9	TARGET 9.c - Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020	
	Number of artists/artisans using digital marketing services/ platforms			