



UN Tourism

A photograph of a group of women in traditional beaded attire, likely from East Africa. One woman in the foreground is smiling and holding a baby. The background shows other women in similar attire, some with large beaded headpieces. The image is overlaid with a blue gradient.

Tourism for Rural
Development Small Grants
Programme

The Colourful Cultures – Call for Proposals

Enabled by



On October 2nd 2024,

the Tourism for Rural Development Small Grants Programme launches its first call for proposals

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.

Programmatic Areas of Action



Empower
(PEOPLE):
Empowering
rural
communities



Safeguard
(PLANET):
Protecting
natural
resources,
cultural
heritage, and
biodiversity in
rural areas



Collaborate
(PARTNERSHIPS):
Facilitating
partnerships and
collaboration



Prosper
(PROSPERITY):
Promoting
economic
growth, job
creation, and
entrepreneurship
in rural

UN Tourism proudly announces the "Colourful Cultures" Call for Proposals, enabled by TUI Care Foundation, as part of the Tourism for Rural Development Small Grants Programme.

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





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.

Eligible Countries

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

Basic Information

Project Duration

- Projects should have a maximum duration of 12 months.

Launch Date

- October 2nd 2024

Project Funding*

- Grants are limited to a maximum of EUR 20,000

Co-Financing

- A minimum of 10% and a maximum of 50% co-financing of the total eligible cost of the project is mandatory.

Language

- All applications must be submitted in English.

Submission Deadline

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

*For all details about the project funding please refer to the T&C document [here](#)





Eligibility

Who can apply

- Eligible applicants are civil society or non-governmental organizations legally established in an eligible country.
- 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.

Eligible Areas of Interventions

Applicants are encouraged to propose projects in the following areas:

Capacity Building and Skills Development

Policy and Governance

Product Development

Market Access, Marketing, Promotion and Branding

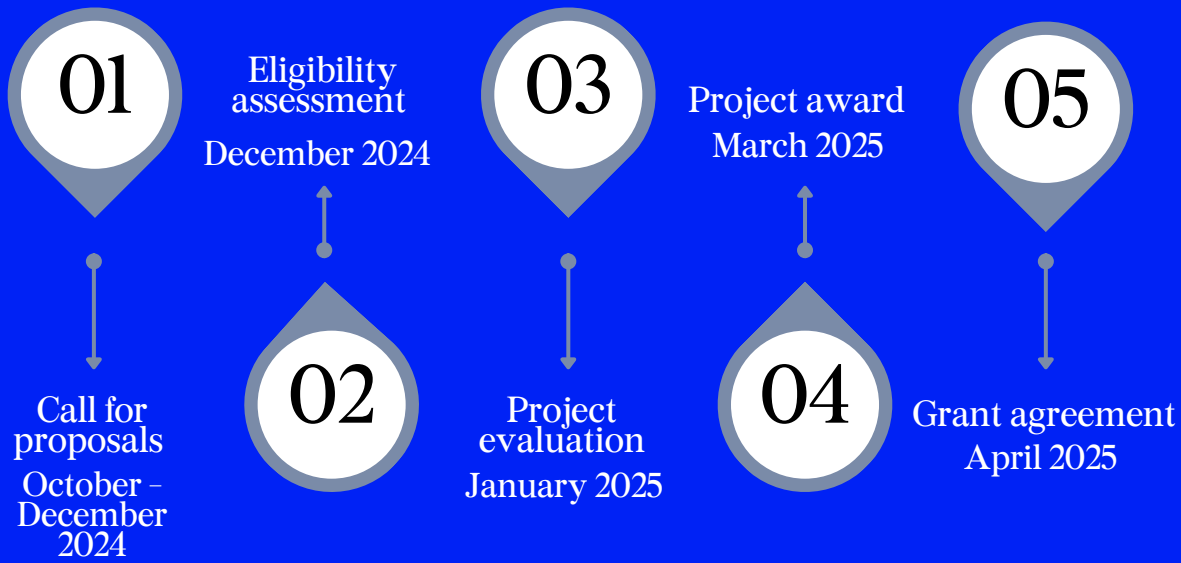
For all details about the Eligible Areas of Interventions/Activities, please refer to the T&C document [here](#)



How to apply

- **Submission Deadline**
 - December 2nd 2024
- **Prepare Application**
 - Review the [Terms and Conditions](#)
 - Download the [Guideline for Application Portal Use \(Video\)](#).
 - Create an online application platform account and register [here](#).
 - Compile all [required documents](#)
- **Application Submission**
 - Fill out the online submission platform.
 - Upload all required offline submissions documents.

Selection Process



For all details about the selection process,
please refer to the T&C document [here](#)



Evaluation Criteria

The evaluation will be conducted according to the following evaluation criteria. The percentage shown indicates the weight assigned to each criteria:

1 RELEVANCE 10%

2 IMPACT 10%

3 INNOVATION 5%

4 BUDGET 10%

5 EFFECTIVENESS 10%

6 FEASIBILITY 10%

7 PARTNERSHIPS 5%

8 COMMUNITY INVOLVEMENT AND EMPOWERMENT 10%

9 GOVERNANCE 5%

10 INCLUSIVITY 15%

11 SUSTAINABILITY 10%

For all details about the evaluation criteria, please refer to the T&C document [here](#)



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