



Schweizerische Stiftung für Solidarität im Tourismus
Swiss Foundation for Solidarity in Tourism

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Annual Report
2015

15th Annual Report, 2015

For 20 years, socially responsible tourism businesses have been awarded with the TO DO! at the International Tourism Exchange (ITB) in Berlin. For more than ten years, the SST Foundation has been one of the regular supporters of the TO DO! contest and part of the jury of the contest. In addition, the Foundation supports the winners with a financial contribution of CHF 5,000.-. The award honours projects for their extraordinary commitment to people and the environment that makes them pioneers of a different, a sustainable kind of tourism.

Supporting such projects and initiatives with financial contributions is the main focus of the funding policy of the SST Foundation. During the year documented, it was possible to make grants and awards amounting to a total of CHF 135.271.-. Since the foundation was founded in 2001, it has supported organisations and projects with a total of more than CHF 1.6 million.

Report on the Board's Activities

In 2015, the board held four regular meetings.

The regular board meetings mainly focus on the evaluation of the quarterly financial reports and on decisions on funding proposals. According to the rules of procedure, the preparatory work has been delegated to the foundation's offices, standing committees and individual board members.

According to article 6 of the statutes of the foundation of 3rd January, 2001, the president and vice presidents are elected for a duration of four years each. They may be re-elected. At the board meeting of 18th December, 2015, Hansjörg Ruf was unanimously re-elected as president of the foundation for the 2016 – 2019 period of office. Hans Ulrich Schudel was unanimously confirmed as vice president for the 2016 – 2019 period.

Furthermore, at the board meeting of 18th December, 2015, the members of the funding committee and of the finance and investment committee were appointed.

Funding Committee

In the year documented, the funding committee reviewed the proposals submitted in order to determine whether they are in line with the foundation's objectives and guidelines for grant applicants. 17 project proposals were presented to the board, ten out of which were supported by the foundation. Furthermore, the Working Group on Tourism & Development (akte) in Basle again received a substantial amount on the basis of a project approval made earlier, covering projects of several years' duration.

Further information on the projects supported by the foundation can be found in the section on grants and awards, and at www.sstfoundation.org.

TO DO! Contest on Socially Responsible Tourism

On the occasion of the International Tourism Exchange (ITB) in March 2016, the two winners of the TO DO! contest 2016 received a prize money of CHF 5,000.- each. The Institute for Tourism and Development (Seefeld-Hechendorf, Germany) gives the awards for socially responsible tourism to projects which are being implemented with the participation of local people. The SST Foundation gives a prize money of CHF 5,000.- to each of the winners, and a delegate of the board of SST represents the foundation in the contest jury. In addition, the foundation has since 2007 been one of the regular supporters of the TO DO! contest and supports this internationally renowned contest with a financial

contribution of CHF 5,000.-. For financial reasons, the Institute for Tourism and Development was not able to nominate more than two award winners in 2016.

Award Winners 2016

(Until the award ceremony in 2016, the award winners honoured at ITB were those of the contest published in the previous year. As the contest year has now been changed to refer to the year in which the award is actually given, there were no “award winners 2015”; rather, they are the “award winners 2016”).

- Pueblos Mancomunados, Mexico (www.sierranorte.org.mx)
- Kabani – The other direction, India (www.kabanitour.com)

For further information on the award winners and the TO DO! contest, see www.todo-contest.org.

Grants and Awards

In 2015, the year under review, grants and awards amounting to a total of CHF 135,271.- were disbursed.

Overview: Projects and Organisations Supported in 2015

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|---|------------------------------|
| 1. Working Group on Tourism & Development, Basle, Contribution 2015 | CHF 25,000.- |
| 2. Workcamp Switzerland / Annual Programme 2015 | CHF 10,000.- |
| 3. Tourism for Help / Centre de Formation aux métier de l'hôtellerie, Sénégal / Tranche 2014 | CHF 20,000.- |
| 4. Kathmandu Environmental Education Project (KEEP)/Porter's Awareness-Workshop 2015 | USD 5,000.- |
| 5. Cooperative Orquideas de Sian Ka'an, Punta Allen, Quintana Roo, Mexico | CHF 15,000.- |
| 6. .rundumkultur/Sustainable Tourism Project, Nepal/Setting up a tent village | CHF 15,000.- |
| 7. Association StattLand, Berne / City walk festival 2015 | CHF 5,000.- |
| 8. Peoples Solidarity and Education Tours (PSET), Philippines / Solidarity Tourism in the Philippines | USD 10,000.- CHF 10,000.- |
| 9. Kathmandu Environmental Education Project (KEEP)/Porter's Awareness-Workshop 2016 | USD 5,000.- |
| 10. Workcamp Switzerland / Annual Programme 2016 | CHF 10,000.- |
| 11. Contribution TO DO! Contest on Socially Responsible Tourism | CHF 5,000.- |
| 12. Awards for TO DO! – contest winners 2016, 2 x CHF 5,000.- | CHF 10,000.- |

A list of the projects and organisations supported by the foundation between 2001 and 2015 is available online at www.sstfoundation.org.

Finance and Investment Committee

The mandate for the management of the Foundation's assets was transferred to Bank Coop. The finance and investment committee is in regular contact with the customer advisor in charge, verifies transactions in the investment account and presents a financial report to the board of the foundation at regular board meetings. Once a year, the finance and investment committee holds a detailed consultation with the asset manager of Bank Coop. In this consultation, the foundation's investment strategy is evaluated against the backdrop of the foundation's requirements and the financial market situation, and adapted if necessary. Based on the applicable statutory provisions, the mandate is a "sustainable mandate". Investments will be made from the "ZKB Sustainable Investments" in accordance with defined exclusion criteria.

Outlook

The board of the foundation again budgeted a total of CHF 150,000.- to support projects and organisations in 2016. By providing this support, the foundation wants to keep up its commitment to sustainable tourism development within its scope and in line with its objectives.

Annotations to the Financial Statement

As at 31/12/2015, the foundation's assets amounted to CHF 5,660,818.-. While the revenues amounted to CHF 203,768.- (including unrealised capital gains on securities) the expenses (including grants and unrealised capital losses on securities) amounted to CHF 377,311.-. The books thus show a loss of CHF 173,542.- in 2015. This is largely a result of unrealised losses due to stock market fluctuations. The main reason was the tight stock market situation in 2015. In addition, there is a loss of about CHF 66,000.- due to exchange rate fluctuations of fixed interest investments in euro. This loss is a consequence of the fact that in January 2015, the Swiss National Bank refrained from fixing a minimum exchange rate of the Swiss franc against euro. The gross return on investment was 0.53 %. As at 31/12/2015 fixed-interest investments dominated, with a percentage of 58 % of total assets. The proportion of shares was 40.2 %, 1.8 % were liquid assets and various investments.

The operational and administrative costs amounted to CHF 51,811.- (2014: 54,171.-). As compared to the previous year, they decreased by CHF 2,360.- and remained below the amount budgeted for the year 2015. It needs to be added that the operational and administrative costs were continuously reduced over the past few years.

The capital gains realised from the sale of securities and the revenues from securities amount to CHF 119,423.-, which is 20.4 % less than budgeted.

The foundation's investment policy is long-term and cautious, yet income-oriented. This is to ensure the long-term protection of assets, while grants are made from the return on investment, which also covers running operational and administrative costs. This long-term goal could not be achieved in 2015, due to poor investment opportunities.

Board of Directors

Hansjörg Ruf, President (since 2001)
Hans Ulrich Schudel, Vice President (since 2001)
Michael Andres, Treasurer (since 2001)
Esther Ineichen (since 2001)
Elena Obreschkow (since 2007)

Auditors

Ernst & Young, auditors, Basle

Board Committees

Finance and Investment:

Michael Andres
Hans Ulrich Schudel

Funding:

Esther Ineichen
Elena Obreschkow
Hansjörg Ruf

Annual Report 2015 approved and passed by the board at the 65th board meeting on 7 April, 2016.