



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

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Annual Report
2017

17th Annual Report, 2017

The United Nations had declared 2017 the "International Year of Sustainable Tourism for Development". Under the auspices of the UN World Tourism Organization (UNWTO), the year was explicitly aimed at strengthening awareness for the ways in which tourism contributes to sustainable development. With regard to the global goals (SDGs) specified in the 2030 Agenda, it is aimed at supporting change in politics, business practices, and tourist behaviour.

The financial support for organisations, initiatives and projects that contribute to sustainable development in tourism is the main focus of the SST Foundation's funding policy. In this way, the Foundation supports the objectives of the 2030 Agenda.

One example is the project by the Swiss development organisation Helvetas for the improvement of livelihoods of ethnic minorities through community-based tourism in Vietnam. It was supported by the Foundation with an amount of CHF 25,000 in 2017. With this project, Helvetas aims at promoting rural economic development, at alleviating poverty and at creating income opportunities for ethnic minorities and disadvantaged groups. The Northern mountain region of Vietnam is faced with a difficult economic and social situation, but boasts of attractive tourist sights. Several minority groups live in the remote villages, each of them having their own culture. The local authorities are also aware of the region's high tourism potential. It is therefore part of the current regional strategy of promoting tourism in the region. So far, however, it has not been possible to develop these initiatives in such a way as to involve local communities and particularly ethnic minorities in the process.

During the year documented, it was possible to disburse grants and awards amounting to a total of CHF 173,177.-. Since the Foundation was founded in 2001, it has supported organisations and projects with a total of more than two million Swiss Francs.

Report on the Board's Activities

In 2017, 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.

Funding Committee

In the year documented, the Foundation received 139 funding applications. The extraordinarily high number of applications as compared to previous years is due to the fact that the possibility of applying for SST funding has since 2017 been highlighted on several internet platforms. The funding committee reviewed 74 of the proposals submitted in order to determine whether they are in line with the foundation's objectives and its focus for funding, and presented them to the board. Eight of these project applications 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.

65 applications received by the end of 2017 could not yet be assessed or decided in the year documented. The assessment of these requests had to be postponed to the first quarter of 2018. With a decision of 15 December, 2017, the board of the Foundation also decided to review the procedures for the submission of funding applications and to refrain, for the meantime, from accepting any new applications.

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 2017, the two winners of the TO DO! contest 2017 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.-.

Award Winners 2017

- Community Involved Tourism Pa-O Region, Myanmar
(www.cit-paoregion.com)
- Kibale Association for Rural and Environmental Development, Uganda
(www.bigoditourism.com)

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

Grants and Awards

In 2017, the year under review, grants and awards amounting to a total of CHF 173,177.- were disbursed.

Overview: Projects and Organisations Supported in 2017	
1. Working Group on Tourism & Development, Basle, Contribution 2017	CHF 25,000.-
2. CIPRA Solidarity Award 2017	CHF 2,000.-
3. Cuisine sans frontières / Rio Napa / Ecuador	CHF 25,000.-
4. iz3w/ 3rd World Information Centre / Publication Tourism and Migration	CHF 5,000.-
5. Future Warriors Project / Maasai Cultural Tourism, Tanzania (USD 24,610)	CHF 24,274.-
6. Competence network Sustainable Development for Mountain Regions (KNEB) / Sustainable Tourism Development in Bulgaria	CHF 5,000.-
7. RED de Turismo Sustentable y Desarrollo Social / Strengthening tourism enterprises in Baja California Sur, Mexico	CHF 21,907.-
8. CODESPA Foundation, Peru / Continuous Improvement of the quality of tourism products and services for the sustainable commercialization in Rural Community Tourism entrepreneurship with indigenous populations in the Sacred Valley of Cusco, Peru. (USD 24,800)	CHF 24,996.-
9. Helvetas / Improvement of livelihoods for ethnic minorities through community-based tourism in Vietnam	CHF 25,000.-
- Contribution TO DO! Contest Socially Responsible Tourism - Awards for TO DO! contest winners 2017, 2 x CHF 5,000.-	CHF 5,000.- CHF 10,000.-

A list of the projects and organisations supported by the Foundation between 2001 and 2017 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 Cler (the former 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 Cler. 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".

Outlook

The board of the Foundation budgeted a total of CHF 160,000.-, slightly up from previous years to support projects and organisations in 2018. 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 31/12/2017, the Foundation's assets amounted to CHF 5,610,929.-. While the revenues amounted to 408,020.- (including unrealised capital gains on securities) the expenses (including grants and unrealised capital losses on securities) amounted to CHF 290,349.-. The books thus show a profit of CHF 117,671.- in 2017. The gross return on investment was 6.96 %. At 31/12/2017 fixed-interest investments dominated, with a percentage of 53.3% of total assets. The proportion of shares was 38.2%, 8.5% were liquid assets and various investments.

The operational and administrative costs amounted to CHF 64,985.- (2016: CHF 56,898. As compared to the previous year, they increased by CHF 8,078.- and were slightly higher than the amount budgeted for the year 2017. It needs to be added that the operational and administrative costs were continuously reduced over the past few years, but due to the exceptionally large number of applications to be assessed in 2017 as compared to the previous years, they increased again (see Funding Committee). The capital gains realised from selling securities and the revenues from securities amount to CHF 124,297.- which is 17.0% 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. In 2017, this goal was exceeded due to the favourable stock market situation.

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 AG, Basle

Board Committees

Finance and Investment:

Michael Andres
Hans Ulrich Schudel

Funding:

Esther Ineichen
Elena Obreschkow
Hansjörg Ruf

This Annual Report 2017 was approved and passed by the board at the 73rd board meeting on 27 March 2018.