



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

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Annual Report  
2018

# 18th Annual Report 2018

The Foundation has since as early as 2007 been one of the cooperation partners of the international contest "TO DO Award". The Institute for Tourism and Development (based in Seefeld-Hechendorf, Germany) gives the awards for socially responsible tourism to initiatives which are being implemented with the participation of local people and their involvement in the planning and implementation of tourism projects, products and services. An expert jury, in which the SST Foundation is also represented, pre-selects projects on the basis of the applications submitted, which are then checked by experts on location. The award ceremony takes place every year at ITB in Berlin. On the occasion of the award ceremony, the SST Foundation awards the winners with prize moneys of CHF 5,000 each.

In addition to two organisations from Ecuador, the !Khwa ttu San Culture and Education Centre from South Africa was one of the winners of the TODO Award 2018. The organisation's objective is the rehabilitation and preservation of the culture of the San who live in several countries across Southern Africa. The !Khwa ttu San Culture and Education Centre near Yzerfontein has three focus areas of work: Firstly, running a restaurant with various accommodation facilities it functions as a tourism service provider. Secondly, it is a vocational training centre for young San, aimed at providing them with job perspectives – after phases of uprootedness and displacement, so that they will be able to work in tourism in the regions they come from. A third focus is the commitment to sustainable nature projects and the promotion of cultural activities to preserve the culture of the San (Source: [www.todo-contest.org](http://www.todo-contest.org)).

Financially enabling such model projects or supporting their development is the objective of the Foundation's funding policy. Besides, the SST Foundation supports organisations and initiatives that work to contribute to sustainable development in tourism and/or raise public awareness for questions related to unwanted side effects of tourism which has been strongly growing throughout the world.

During the year documented, it was possible to disburse grants and awards amounting to a total of CHF 180,152.-. Since the Foundation was founded in 2001, it has supported organisations and projects with a total of far more than two million Swiss Francs.

## Report on the Board's Activities

In 2018, 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 around 180 funding applications, which were reviewed by the funding committee. Once again the number of applications increased, as compared to previous years, which is due to the fact that the possibility of applying for SST funding has been highlighted on several internet platforms, and in addition in social media. Applications were received from 56 countries, with many of them being from Colombia, Brazil, Tanzania, South Africa, India, Serbia, and Bosnia-Herzegovina. The funding committee reviewed 99 of the proposals submitted in order to determine whether they are in line with the foundation's objectives and the focus of SST's funding policy. By December 2018 the funding committee presented to the board those proposals which had been found worth supporting. Eight of these project applications were supported by the Foundation. Furthermore, the annual support for the TO DO Awards, the prize monies, and a contribution to the costs of evaluating the third award winner were disbursed. 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.

76 applications received by the end of 2018 could not yet be assessed or decided on in the year documented. The assessment of these requests had to be postponed to the first quarter of 2019.

Further information on the projects supported by the Foundation can be found in the section on grants and awards, and at [www.sstfoundation.org](http://www.sstfoundation.org).

## TO DO Award Socially Responsible Tourism

On the occasion of the International Tourism Exchange (ITB) in March 2018, the three winners of the TO DO Award 2018 were handed over a prize money of CHF 5,000.- each. The SST Foundation gives prize moneys 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 2004 been one of the regular supporters of the TO DO Award and supports this internationally renowned contest with a financial contribution of CHF 5,000.-. In addition, with an amount of EUR 3,000,- SST made it possible to have a third TODO winner checked on location and awarded in 2018.

### Award Winners in 2018

- !Khwa ttu San Culture and Education Centre, South Africa / [www.khwattu.org](http://www.khwattu.org)
- Maquipucuna Ecotourism, Ecuador / [www.maquipucuna.org](http://www.maquipucuna.org)
- Ferrocarriles del Ecuador (FEEP) / [www.trenecuador.com](http://www.trenecuador.com)

For further information on the award winners and the TO DO! contest, see [www.todo-contest.org](http://www.todo-contest.org).

## Grants and Awards

In 2018, the year under review, grants and awards amounting to a total of CHF 180,152.- were disbursed.

<b>Overview: Projects and Organisations Supported in 2018</b>	
1. Working Group on Tourism & Development, Basle, Contribution 2018	CHF 25,000.-
2. Workcamp Switzerland / Programme for the year 2018	CHF 10,000.-
3. NGO Attivo-Kupres, Bosnia-Herzegovina / Sustainable Development of rural tourism in the community of Kupres.	CHF 16,570.-
4. Bulindi Chimpanzee & Community Project (BCCP), Uganda / Sustainable Ecotourism to Conserve Wild Chimpanzees on Village Land in Mairirwe, Uganda	CHF 5,861.-
5. KEEP Nepal, Porters Awareness Workshop 2018 Taplejung District, Kanchenjunga Conservation Area	USD 5,000.-
6. HUMANA People to People Italia ONLUS / Sustainable tourism supports hospitality training and development in Malawi	CHF 22,941.-
7. Wild Chimpanzee Foundation (WCF), Leipzig / Reinforcement of the community-based ecotourism project in Taï National Park, Côte d'Ivoire	CHF 25,009.-
8. Taller de Promoción Andina TADEPA, Peru / Tourism in the turquoise water of the Circamarca Community, district of Huancaraylla, region of Ayacucho- Peru	USD 25,780.-
9. Fundación de Organizaciones Campesinas de Salinas, FUNORSAL, Ecuador / Establishment of a community-based tourist centre in the village of Yacubiana, community of Salinas, Bolívar Province, Ecuador	USD 19,775.-
TO DO Award	
- Contribution TO DO Award	CHF 5,000.-
- Awards for the TO DO Award winners in 2018, 3 x CHF 5,000.-	CHF 15,000.-
- TO DO Award 2018, contribution to cover costs for an expert to check a third award winner	EUR 3,000.-

A list of the projects and organisations supported by the Foundation between 2001 and 2018 is available online at [www.sstfoundation.org](http://www.sstfoundation.org).

## Finance and Investment Committee

The mandate for the management of the Foundation's assets has been transferred to Bank Cler (the former Bank Coop). The finance and investment committee is in regular contact with the customer service representative 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 is adapted if necessary. Based on the applicable statutory provisions, the mandate is a "sustainable mandate".

## Outlook

In view of the expected number of project proposals, similar to the previous year, the board of the Foundation budgeted a slightly increased total of CHF 160,000.- to support projects and organisations in 2019. 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 31/12/2018, the Foundation's assets amounted to CHF 5,124,246.-. While the revenues amounted to 78,164.- (including unrealised capital gains on securities), the expenses (including grants and unrealised capital losses on securities) amounted to CHF 566,002.-. Due to the unfavourable performance of the stock market in 2018, the books show a loss of CHF 487,839.-. The investments closed with a negative return of 3.60 % at the end of 2018. With this loss and negative return, SST is within the range of results experienced by other foundations with a similar defensive portfolio strategy. It needs to be emphasized that a large part of the loss of financial assets refers to unrealised capital losses on securities. The revenues realised from selling securities and the capital gains amount to CHF 74,666.- and were, also due to low levels of interest, 56,0 % less than budgeted.

At 31/12/2018 fixed-interest investments dominated, with a percentage of 57.4 % of total assets. The proportion of shares was 33.9 %, 8.7 % were liquid assets and various investments.

The operational and administrative costs amounted to CHF 80,271.- (2017: CHF 64,985.-) As compared to the previous year, they increased by CHF 15,286.- and were higher than the amount budgeted for the year 2018. 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 that had to be assessed in 2018 as compared to the previous years, they increased again (see Funding Committee).. Also due to the large number of received funding applications worth supporting, the amount budgeted for grants and awards was exceeded by CHF 20,152.-. The board considers this as justified, given the increased administrative effort needed to assess the projects.

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. Due to the persistently low interest rates and poor stock market performance, this goal could not be achieved in the year documented.

## 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

EY Auditors, Basle

## Board Committees

### Finance and Investment:

Michael Andres  
Hans Ulrich Schudel

### Funding:

Esther Ineichen  
Elena Obreschkow  
Hansjörg Ruf

This Annual Report 2018 was approved and passed by the board at the 77<sup>th</sup> board meeting on 27 March 2019.