



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

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Annual Report
2020

20th Annual Report 2020

In 2020, the SARS-CoV-2 virus came unexpectedly and severely hit the world. International tourism in particular has been suffering dramatically due to the pandemic. The growth in travel and tourism – unhampered to this date – has come to an almost abrupt halt. Considering that in this special situation the survival particularly of small tourism projects is under threat, the board of the Foundation decided to continue providing financial support for projects and organisations in 2020.

Facilitating such best-practice projects financially or supporting their development is the objective of the Foundation's funding policy. The SST Foundation focuses on organisations and initiatives that work to contribute to sustainable development in tourism and/or raise public awareness of issues related to unwanted side effects of tourism – a sector which has been growing significantly all over the world.

During the year documented, it was possible to disburse grants and awards amounting to a total of CHF 130,176.-. 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 2020 the board held three 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

The funding committee reviews the funding applications submitted to the foundation in order to determine whether they are in line with the foundation's objectives and with the focus of SST's funding policy. It presents those proposals which have been found worth supporting to the board for their decision.

In 2020, a total of 113 funding applications were received by the Foundation.

From the proposals submitted to the board, five proposals were approved and supported with a grant.

Furthermore, fairunterwegs, formerly Working Group on Tourism & Development (akte) in Basle, received a substantial grant. In addition, the TO DO Award, organised by the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) in Germany, received support. The two winners of the TO DO Awards also received prize monies, and, as decided by the board, prize money is also awarded to the winner of the TO DO Awards Human Rights in Tourism with effect from 2020.

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

TO DO Award and TO DO Award Human Rights in Tourism

With the international „TO DO Award“ contest the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) has since 1995 been awarding initiatives that enable local people to have a say and participate in tourism projects and service provision.

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 Awards and supports this internationally renowned contest with an annual financial contribution of CHF 5,000.-.

The TO DO Awards Human Rights in Tourism are awarded to initiatives, projects and individuals that have shown extraordinary commitment to human rights principles along the touristic value chain. It is not possible to apply for the TO DO Award Human Rights in Tourism. An expert jury observes the market, selects potential award winners, and evaluates their efforts. The winners of this award also receive a prize money of CHF 5,000 from SST. In 2020 it was awarded for the first time.

Because of the Covid-19 pandemic, the International Tourism Exchange (ITB) could not take place in March 2020. In previous years, the winners of the TO DO Awards and the TO DO Awards Human Rights in Tourism were honoured at a small ceremony at ITB and received their awards. On this occasion, a delegation of SST was able to honour the award winners with a certificate and to symbolically hand over the prize monies. Unfortunately, as the trade fair in Berlin was cancelled in 2020 the winners had to receive their prize by post.

Award winners 2020

TO DO Award

- Esfahk Historic Village, Iran (www.instagram.com/esfahk_tourism)
- Banteay Chhmar Community Based Tourism, Cambodia (www.visitbanteaychhmar.org)

TO DO Award Human Rights

- La Muralla ¡soy yo!

For further information on the award winners on the TO DO Award and the TO DO Award Human Rights in Tourism, see www.studienkreis.org / TO DO Award.

Grants and Awards

In 2020, the year under review, grants and awards amounting to a total of CHF 130,176.- were disbursed.

Overview: Projects and Organisations Supported in 2020	
1. fairunterwegs (formerly Arbeitskreis Tourismus und Entwicklung, Basle), contribution 2020	CHF 25,000.-
2. Workcamp Switzerland / contribution 2020	CHF 15,000.-
3. Human Connections, Mexico / Leveraging Responsible Tourism to Empower the Local Communities of the Riviera Nayarit	USD 12,000.-
4. Tatu Adventures, Tanzania / Maendeleo Maendelevu	USD 15,887.-
5. Ritmo GmbH, Zurich / Centre Djunta Mon, Cape Verde, Sao Vicente island	EUR 23,200.-
6. Association de Jovenes Indigenas Inkas Vivientes, Peru	EUR 17,000.-
TO DO Award	
- Contribution TO DO Award	CHF 5,000.-
- Prize money for the TO DO winners in 2020 2x CHF 5,000	CHF 10,000.-
- Prize money for the winner of the TO DO Award Human Rights in Tourism in 2020	CHF 5,000.-

A list of the projects and organisations supported by the Foundation between 2001 and 2020 is available online at 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

For the year 2021, the board of the Foundation budgeted an amount of CHF 150,000.- to support projects and organisations. In view of the continued difficult situation on the international tourism market and especially for small local of tourism service providers, the board of the Foundation decided to continue to support projects and organisations in 2021. In view of the impacts of the Covid-19 pandemic the Foundation wants to contribute to providing projects with a perspective for the future. 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 31/12/2020, the Foundation's assets amounted to CHF 5,380,726.-. While the revenues amounted to CHF 282,032.- (including unrealised capital gains on securities) the expenses (including grants and unrealised capital losses on securities) amounted to CHF 259,660.-. After stock market losses due to the uncertain economic development in early 2020, markets recovered towards the end of the year. Due to a favourable performance of the stock market in 2020, the books show a profit of CHF 22,373.-. The

investments closed with a gross positive return of 6.1 % by the end of 2020. The revenues realised from selling securities and the capital gains amount to CHF 92,464.-, 45 % less than budgeted.

At 31/12/2020 fixed-interest investments dominated, with a percentage of 46 % of total assets. The percentage of securities was 40 %, 14 % were liquid assets and various investments. As the potential of fixed-interest investments to generate returns continues to be low, and as the amount of liquid assets which do not generate any returns is rather high, the board decided to slightly increase the percentage of securities. The investments in securities are to be made in Swiss securities with top ratings and good dividend yields. The strategic allocation of securities will be 39 %, the tactical one 45 %.

The operational and administrative costs amounted to CHF 59,667.- (2019: CHF 64,259.-). As compared to the previous year, they decreased by CHF 4,592.- and were less than the amount budgeted for the year 2020. This is, above all, due to a reduced number of board meetings as compared to the number originally planned.

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.

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 2020 was approved and passed by the board at the 83rd board meeting on 15 April 2021.