



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

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Annual Report
2021

21st Annual Report 2021

In 2021, international tourism still continued to suffer significantly during the Covid-19 pandemic. The pandemic did not just hit big tour operators, but also posed an existential threat especially to small tourism projects and operators. Considering that in this unusual situation small tourism projects are in particular danger of not being able to make progress, the board of the foundation decided – despite the uncertainty of future development – to continue supporting projects and organisations financially in 2021.

A study* by the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung) shows that international tourism offers major opportunities for instance for small and micro-enterprises in tourist destinations, but also for women, for the semi-skilled, for crafts and local agriculture. Tourism is able to generate an income from the protection of natural and cultural heritage and can open up development perspectives for socio-economically backward regions.

The foundation's objective is therefore focussed on funding projects particularly in countries of the Global South that bring benefits to the local population. With financial support these projects are to be enabled to continue their commitment or development. In accordance with the foundation's purposes, SST supports organisations and initiatives that are committed to contributing to sustainable development in tourism and/or sensitize the public for questions related to unwanted side effects of tourism.

During the year documented, it was possible to disburse grants and awards amounting to a total of CHF 144,519.-. Since the foundation was founded in 2001, it has supported organisations and projects with a total of far more than two million Swiss Francs.

*Studienkreis Tourismus und Entwicklung, Seefeld, "Tourismus in Entwicklungs- und Schwellenländer", 2022 (www.studienkreis.org)

Report on the Board's Activities

In 2021 the board held four regular meetings, two of which had to be held online due to the pandemic.

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 2021, a total of 65 funding applications were received by the foundation.

From the proposals submitted to the board, seven 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 winner of the TO DO Award 2021 also received prize money, and so did the winner of the TO DO Award Human Rights in Tourism 2021.

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 which 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 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) in March 2021 could take place only in a limited "virtual" format relying on online events. Earlier, the winners of the TO DO Awards and the TO DO Awards Human Rights in Tourism used to be 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, in 2021 the award ceremony could only happen "online" and was streamed on the internet.

Award Winners 2021

- TO DO Award: Rutas Ancestrales Araucarias (Chile)
- TO DO Award Human Rights: Equality in Tourism International (Great Britain)

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

Grants and Awards

In 2021, the year under review, grants and awards amounting to a total of CHF 144,519.- were disbursed.

Project Applications 2021

1. BalkanTour d.o.o., Montenegro	EUR 18,540.-
2. Fundación Moisés Bertoni, Paraguay / New trails to rediscover the forest and its culture	CHF 22,272.-
3. Istituto Cooperazione Economica Internazionale, Italy / Strengthening community-based tourism enterprises' capacities for effective families' life improvement in Bolivia	EUR 22,460.-
4. Kathmandu Environmental Education Project (KEEP), Nepal / Porters' Awareness Workshop at Illam, Nepal 2021	USD 5,000.-
5. Corpopáramos Corporation, Colombia / Ethno-eco-tourism for the protection of the hawksbill turtle in Colombia	EUR 10,000.-
6. CBT Alay, Kyrgyzstan/Alay community-based Caravanserai: Integrated Tourism Project	USD 17,620.-
7. Institute for Tourism and Development / Support for expert's travel, TO DO Award 2021	EUR 1,885.-

fairunterwegs and TO DO Award

fairunterwegs (earlier Working Group on Tourism & Development, Basle), contribution 2021	CHF 25,000.-
TO DO Award	
- Contribution TO DO Award	CHF 5,000.-
- Prize money for the TO DO Award winner 2021 1x CHF 5,000	CHF 5,000.-
- Prize money for the TO DO Award winner Human Rights in Tourism 2021	CHF 5,000.-

A list of projects and organisations supported by the foundation between 2001 and 2021 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 for the 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 2022, the board of the foundation budgeted an amount of CHF 150,000.- to support projects and organisations. Given that the situation in international tourism remains difficult, and even more so for small, local tourism service providers, the board of the foundation decided to continue to support projects and organisations in 2022. 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 31/12/2021, the foundation's assets amounted to CHF 5,652,020.-. While the revenues amounted to CHF 595,048.- (including unrealised capital gains on securities) the expenses (including grants and unrealised capital losses on securities) amounted to CHF 302,166.-. Due to a favourable performance of the stock market in 2021, the books show a profit of 292,882.-. The investments closed with a gross positive return of 15.1 % by the end of 2021. The revenues realised from selling securities and the capital gains amount to CHF 196,991.-, which is 23 % more than budgeted.

At 31/12/2021 fixed-interest investments dominated, with a percentage of 44.6 % of total assets. The percentage of securities was 46.1 %, 9.3 % 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 50,611.- (2020: CHF 59,667.-). As compared to the previous year, they decreased by CHF 9,056.- and were less than the amount budgeted for the year 2021.

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 2021 was approved and passed by the board at the 87th board meeting on 06 April 2022.