



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

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Annual Report
2022

22nd Annual Report 2022

The collapse of international tourism due to the global Covid-19 pandemic dramatically illustrated the sector's vulnerability. Contrary to widespread gloomy forecasts of how tourism would develop after the pandemic, global tourism has already recovered significantly since travel restrictions ended in late 2022. In many places it has almost bounced back to 2019 levels, despite geopolitical upheavals such as the war in Ukraine. Against this backdrop, it does not come as a surprise that new alternative tourism projects get launched and existing ones are being continued. This is also reflected in the relatively large number of funding applications submitted to the SST Foundation in the year documented.

The foundation's objective is focussed on funding projects, particularly in countries of the Global South, which bring benefits to the local population and respect the environment. The financial support is intended to make such projects possible or to enable them to develop. In accordance with the foundation's purposes, SST supports organisations and initiatives that are committed to contributing to sustainable development in tourism and/or raise public awareness of issues related to unwanted side effects of the tourism industry which continues to grow worldwide.

During the year documented, it was possible to disburse grants and awards amounting to a total of CHF 192,598.-. Since the foundation was founded in 2001, it has been supporting organisations and projects with a total of well over two million Swiss Francs.

Report on the Board's Activities

The board held four regular meetings in 2022.

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 office, 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 2022, a total of 110 funding applications were received by the foundation.

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

Furthermore, fairunterwegs, the former 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 2022 received prize money, and so did the winner of the TO DO Award Human Rights in Tourism 2022.

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 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 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. A jury of experts 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) could not take place in March 2022. 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 these occasions, a delegation of SST was able to honour the award winners with certificates and to symbolically hand over the prize money. Due to the cancellation of the trade fair in Berlin in 2022, the award ceremony had to be held online as a stream.

Award Winners 2022

- TO DO Award: Himalayan Ecotourism, India
- TO DO Award Human Rights: AGUICAT, Spain

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 2022, the year under review, grants and awards amounting to a total of CHF 192,598.- were disbursed. The budgeted amount of CHF 150,000 was deliberately exceeded, as many of the projects submitted were worthy of support, and supporting projects is the core purpose of the foundation.

Project Applications 2022

1. StattLand – City Walk Festival Bern	CHF 10,000.-
2. Kathmandu Environmental Education Project (KEEP) / Three Day Workshop	USD 5,000.-
3. Fuverde Foundation, Colombia / Ornithological Tourism Project in the Colombian Amazon Basin	EUR 10,000.-
4. BalkanTour d.o.o., Montenegro / 20 Tours between the Adriatic Sea and Lake Skadar in Montenegro	EUR 16,120.-
5. Conservación San Lorenzo A.C., Mexico / Young leaders in hiking: Development of the Cañon de San Lorenzo Nature Reserve for sustainable tourism	CHF 25,715.-
6. Compostela Coffee Route. Collective of coffee producers, Mexico / Strengthening of the coffee route. Sustainable tourism in Compostela, Nayarit, México	CHF 10,272.-
7. Osmose Cambodia / Water Hyacinth Floating Garden and Handicraft in Prek Toal Village, Tonle Sap UNESCO Biosphere Reserve, Cambodia	EUR 16,000.-
8. Equality in Tourism International, UK / Empowering Farming Women Through Tourism	CHF 25,583.-
9. connecting spaces, Switzerland / Madi Eco-Village: Building a Self-Reliant, Community-Based Sustainable Tourism Operation	CHF 9,820.-
10. Bush to Base Solutions , Tanzania / Ntakata community-owned tourism product development for livelihood improvement and sustainable chimpanzee protection in the Greater Mahale Ecosystem	CHF 23,370.-

fairunterwegs and TO DO Award

fairunterwegs (former Arbeitskreis Tourismus und Entwicklung, Basle), contribution 2022	CHF 25,000.-
TO DO Award	
- Contribution TO DO Award	CHF 5,000.-
- Prize money for the TO DO Award winner 2022 1x CHF 5,000	CHF 5,000.-
- Prize money for the winner of the TO DO Award Human Rights in Tourism 2022	CHF 5,000.-

A list of projects and organisations supported by the foundation between 2001 and 2022 is available online at www.sstfoundation.org.

Finance and Investment Committee

The mandate for the management of the foundation's assets had been transferred to Bank Cler. Following an organisational restructuring of Basler Kantonalbank (BKB), the mandate and the accounts were transferred to BKB in 2022. 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 their regular board meetings. Once a year, the finance and investment committee holds a detailed consultation with the asset manager of Bank Cler, and now BKB. 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 2023, the board of the foundation budgeted an amount of CHF 170,000.- to support projects and organisations. 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 31/12/2022, the foundation's assets amounted to CHF 4,726,129.- While the revenues amounted to CHF 81,325.- (including unrealised capital gains on securities) the expenses (including grants and unrealised capital losses on securities) amounted to CHF 1,007,956.-. Due to the extraordinarily poor performance of the stock market, the books show a loss of CHF 926,631.- in 2022. The year 2022 will go down in history as one of the worst for the stock markets in decades. The war in Ukraine, problems along supply chains as well as massive increases in energy prices and interest rate hikes by national banks to combat inflation have had negative impacts on stock market prices. The investments closed with a gross negative return of -12.12 % by the end of 2022. The losses realised from selling securities and the capital gains amount to CHF 31'736.-, which is 58 % less than budgeted.

At 31/12/2022 fixed-interest investments dominated, with a percentage of 48.6 % of total assets. The percentage of securities was 47.7 %, 3.6 % were liquid assets and various investments. The investments in securities are to be made in Swiss securities with top ratings and good dividend yields. The strategic allocation of securities is 39 %, the tactical one 45 %.

The operational and administrative costs amounted to CHF 58,996.- (2021: CHF 50,611.-). As compared to the previous year, they increased by CHF 8,385.-, but were less than the amount budgeted for the year 2022. The higher operational and administrative costs compared to the previous year are mainly due to higher expenses of the Funding Committee and the slightly higher staff costs incurred by the foundation's office in the year documented.

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 2022 was approved and passed by the board at the 91st board meeting on 23rd March, 2023.