



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

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Annual Report 2024

Introduction

For the Swiss Foundation for Solidarity in Tourism, 2024 was a year of change. While the global tourism sector continues to struggle with challenges such as environmental change, social justice and economic sustainability plus the problem of 'overtourism', our commitment to fair and sustainable tourism projects remains firm.

The Foundation's objective is therefore focussed on funding projects, particularly in countries of the Global South, which bring benefits to the local population and respect the environment. With a mission to raise awareness, our financial support is intended to make such projects possible or to enable them to develop. In line with the Foundation's purposes, SST also supports organisations and initiatives that contribute to sustainable development in tourism and/or raise public awareness of issues related to unwanted side effects of the tourism sector that keeps growing rapidly worldwide.

Despite the rather small number of funding applications, the Foundation adhered to its funding practices in place, so that we could again and in a targeted manner support projects which make sustainable contributions in line with the Foundation's objectives.

This annual report gives an overview of the most important developments, projects and funding activities of the previous year. It also shows how the SST Foundation will continue to remain true to its mission in the future: supporting a kind of tourism that equally considers people and the environment.

Report on the Board's Activities

The board with its new members held four regular meetings in 2024. During these meetings the board mainly focused on the evaluation of the quarterly financial reports and on decisions on funding proposals. In line with the rules of procedure, the preparatory work has been delegated to the Foundation's office, standing committees, and individual board members.

Projects Supported

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 the proposals that have been found worth supporting to the board for their decision.

In 2024, a total of 63 funding applications were received by the Foundation. Of the proposals submitted to the board, the following ones were supported with a grant:

Project	Amount
Coletivo Muxatenda (Mexico)	CHF 10,563.-
Rural tourism in Presidio de los Reyes	
Green Boots (Ecuador/Switzerland)	CHF 10,000.-
Rainforests for our future	
Kalo Earth GmbH (Nepal/Switzerland)	CHF 9,720.-
Offsetting CO2 emissions of tourism-related activities while supporting regenerative agriculture	
Phare Pouleu Selpak (Cambodia)	CHF 10,000.-
Tini Tinou International Circus Festival	
Kathmandu Environmental Education Project KEEP (Nepal)	USD 5,150.-
Guides and Porters Awareness Workshops	

In addition, the following recurring grants to organisations and events were disbursed:

Organisation / Event	Amount
Fairunterwegs , Basle, contribution 2024	CHF 25,000.-
Institute for Tourism and Development, Seefeld (Munich) / TODO contest	CHF 9,500.-
TODO human rights award – MCBern Foundation	CHF 5,000.-
TODO award – prize money:	CHF 10,000.-
- Comunidad Yunguilla , Ecuador	
- Fernweh Fair Travel , India	

Further information on the projects supported by the Foundation and a list of all the projects and organisations supported by the Foundation since 2001 is available on the Foundation's website at www.sstfoundation.org.

Grants and Awards

Unfortunately, the amount of CHF 170,000 allocated in the budget for grants in 2024 could not be disbursed in full. The main reasons included the poor quality of the projects submitted and a rather small number of funding applications in general. In 2024 only three instead of the usual four funding cycles took place, due to the appointment of new board members. There was also insufficient information from applicants who were not well-established yet, with some of them only just having been founded in the year in which they submitted their application.

Measures taken and improvements suggested:

Based on discussions during the board meetings, the following measures have already been taken with regard to utilising the entire amount budgeted for grants:

Opening the time frame for funding applications: The board decided, with effect from 2025, to abolish the deadlines for the submission of funding applications, so that project proposals may be accepted at any point of time. This allows us to award grants in a more flexible manner and to receive a larger number of suitable funding applications.

Reviewing the Foundation's presence and the impact SST can have: Analysing relevant funding platforms and deepening the discussion on impact orientation and impact measurement should make it easier for SST to get suitable projects to support in the future.

These measures are designed to contribute to getting a larger number of good quality applications in the future and to make use of the funds of the Foundation in an even more targeted manner.

Finance and Investment Committee

The management of the Foundation's assets had been transferred with a mandate to Basler Kantonalbank (BKB). The finance and investment committee is in regular contact with the customer service representative in charge, verifies transactions in the investment portfolio 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 BKB. In this consultation, the Foundation's investment strategy is evaluated against the backdrop of the Foundation's requirements and the situation of the financial markets, and is adapted if necessary. In accordance with the applicable statutory provisions, the mandate is managed as a "sustainable mandate".

Annotations to the Financial Statement 2024

In financial terms, the year 2024 was characterised by positive developments. The foundation incurred expenses of CHF 257,208.65 in total, while the revenues amounted to CHF 472,044.33. This allowed for a surplus of CHF 214,835.68, which is, among other factors, due to the favourable performance of stocks.

The income from stocks amounted to CHF 69,509.80, while the unrealized capital gains amounted to CHF 355,485.55. Despite a few unrealized capital losses, the overall performance of investments was solid.

The Foundation's assets currently amount to CHF 4,978,734.87, as at 31/12/2024. The Foundation had sufficient liquidity at any point of time. As at 31/12/2024 fixed-interest investments accounted for 49.1 % of total assets.

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.

Changes in board membership

From 1st January 2024, the following changes in board membership took effect:

- Elena Obreschkow took over as President and CEO of the Foundation after Hansjörg Ruf had stepped down from the board at the end of 2023 after many years of dedicated service. We would like to thank him very much for his tireless commitment and his valuable contributions to the development of the Foundation.
- Matthias Leisinger joined the board as a new member and is now, together with Esther Ineichen (so far) and Elena Obreschkow (so far) active in the funding committee.
- Hans Ulrich Schudel remains Vice President and member of the Finance and Investment Committee. He will ensure the Foundation's financial stability together with Michael Andres (so far), who remains in charge of the accounts.

Board committees and executive bodies:

- Board of the Foundation:

Michael Andres, Treasurer	since 2001
Esther Ineichen	since 2001
Matthias Leisinger	since 2024
Elena Obreschkow, President	since 2007
Hans Ulrich Schudel, Vice President	since 2001

- Funding: Esther Ineichen, Matthias Leisinger, Elena Obreschkow
- Finance and Investment: Michael Andres, Hans Ulrich Schudel
- Auditors: EY Auditors, Basle

Outlook

The board regards 2025 as a year to optimise grants and strategically develop them to achieve more impact. The insights gained in 2024 are being used to further sharpen the funding strategy and ensure the Foundation's sustainable orientation on the long run.

This annual report 2024 was approved and passed by the board at the 99th board meeting on 27th February, 2025.