

## **DOCUMENT III: Terms of Reference**

### **1. Introduction**

The World Tourism Organization (UNWTO) is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism. As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio- economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 166 countries and territories and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

One of the priorities of UNWTO is strengthening and supporting the largest global tourism innovation and entrepreneurship ecosystem to meet the 2030 Agenda. In this regard, the Organization, through its Innovation, Education and Investments Department, runs the following 5 programmes:

- Startup Competitions
- Specific Challenges
- Tourism Tech Adventures (TTA) innovation forums
- Innovation Network
- Digital Futures for SMEs

Building on its success since 2018, UNWTO will continue creating open calls for entrepreneurs in 2023 and, most importantly, to keep identifying key technology and social impact solutions for the most compelling challenges.

### **2. Justification**

The proposed platform will be a digital solution that provides UNWTO support to innovation programmes, specifically to the development of open calls for entrepreneurs, and that allows sourcing, marketing, evaluation and ecosystem-connection processes.

### 3. Development objective

Identify key technology and social impact solutions for the most compelling challenges and meet the 2030 Agenda by strengthening and supporting the largest global tourism innovation and entrepreneurship ecosystem.

### 4. Immediate objectives

In this regard, the immediate objectives are support the development of **3 open calls** by providing services and actions for:

1. **Sourcing of applications:** bringing entrepreneurs (startups) into the programmes from all Regions: The Americas, Europe, Africa, Middle East, and Asia and the Pacific.
2. **Setting an effective marketing and communications plan** for each of the programmes.
3. **Supporting the evaluation process of the applications** according to the final number of entries and the evaluation panel members proposed by UNWTO of each programme.
4. **Supporting the ecosystem-connection process for top startups** (number to be defined by UNWTO depending on each programme), which means providing engagement opportunities for the generation of quality leads for possible funding or pilot projects with public or private sector entities.

### 5. Scope of work

The selected company will provide the following services to support the development of 3 open calls:

1. **Access to a technology-based platform for the overall management of the programmes**, including but not limited to:
  - a. Adaptation to the UNWTO Innovation Programmes' deal flow: open call for candidatures, shortlisting, evaluation rounds, engagement, and visibility for top startups
  - b. Creation and operation of the application form
  - c. Repository space for applications
  - d. Weekly and on-demand reporting per geographical location, categories, etc.
  - e. Marketing and communications within the platform stakeholders
  - f. Access to a large innovation data base of potential applicants
  - g. Curated selection of top startups depending on the needs of the programme (1 list of at least 30 top startups for each programme)
2. **Development and implementation of effective marketing and communication plans for each of the calls**, including but not limited to:
  - a. Global outreach for all programmes. Additionally, regional actions on-demand

- depending on the needs of the programme.
- b. Traditional means: press releases, mailing, etc.
- c. Social media
- d. Website positioning
- e. Activations in on-site/online events
- f. Participation of members of the company in UNWTO events
- g. 1 high-engagement webinar per programme

3. **Engagement with the platform stakeholders beyond the period of the programmes**, during 1 year minimum and including but not limited to:
  - a. Visibility for top startups within the technology platform
  - b. Opportunities to connect top startups with innovation stakeholders
  - c. Access to the technology platform for UNWTO to create curated lists of startups from the programmes

All above will be conducted in English.

## 6. Inputs

UNWTO will provide a Programme of Work for guidance, including:

- a. Questions for the application form of each call
- b. Description of each call, including but not limited to: topic, objectives, target audience, evaluation rounds, number of evaluators, tentative calendar.

## 7. Timing

The three open calls will take place during 2023 unless a change in the Programme of Work occurs. Specific calendars will be provided by UNWTO for each of the calls.

Note: the platform needs to be robust to receive over 10,000 applications or form submissions.

## 8. Key deliverables:

According to the Scope of Work described above, at least the following deliverables will be expected:

- Reports on the advance of each call: number of applications per geographical location, category, or other criteria defined by UNWTO.
- Marketing and communication plan for each call
- Reports on the advance of the marketing and communications plan for each call
- Curated selection of top startups depending on the needs of each programme (1 list of at least 30 top startups and its corresponding key information for each call)