



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

# Swiss Foundation for Solidarity in Tourism

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Annual Report  
2014

# 14th Annual Report, 2014

Worldwide, there are an increasing number of organisations and project initiatives working towards fairer and more sustainable business models in tourism. Various projects financially supported by the SST Foundation over the past few years have shown how successful and sustainable tourism development can be. The foundation's grant policy focuses on projects which not only improve the living conditions of the population in tourist destinations, but also contribute to a kind of tourism that allows tourists special, authentic insights into the lives of people and their cultures.

To support such initiatives and projects with financial contributions is the main focus of the funding policy of the SST Foundation. During the year documented, it was possible to make grants and awards amounting to a total of around CHF 157,893.-. Since it was founded in 2001, the foundation has supported organisations and projects with a total of more than CHF 1.5 million.

## Report on the Board's Activities

In 2014, the board held four 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 members of the board.

## Funding Committee

In the year documented, the funding committee reviewed the proposals submitted in order to determine whether they are in line with the foundation's objectives and guidelines for grant applicants. 17 project proposals were presented to the board, seven out of which were supported by the foundation. Furthermore, the Working Group on Tourism & Development (akte) in Basle again received a substantial amount on the basis of a project approval made earlier, covering projects of several years' duration.

Further information on the projects supported by the foundation can be found in the section on grants and awards, and at [www.sstfoundation.org](http://www.sstfoundation.org).

## TO DO! Contest on Socially Responsible Tourism

On the occasion of the International Tourism Exchange (ITB) in March 2015, the three winners of the TO DO! contest 2014 received a prize money of CHF 5,000.- each. The Institute for Tourism and Development (Seefeld-Hechendorf, Germany) gives the awards for socially responsible tourism to projects which are being implemented with the participation of local people. The SST Foundation gives a 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 2007 been one of the regular supporters of the TO DO! contest and supports this internationally renowned contest with a financial contribution of CHF 5,000.-. For financial reasons, the Institute for Tourism and Development was not able to nominate more than two award winners in 2014. In order to allow for a third winner to be nominated and evaluated, the foundation approved, as already in the previous year, an additional grant of CHF 5,000.- for the Institute for Tourism and Development, beyond the regular funding.

## Award Winners 2014

- ACTUAR-Asociación Comunitaria Conservacionista de Turismo Alternativo y Rural, Costa Rica ([www.actuarcostarica.com](http://www.actuarcostarica.com))
- Reality Tours & Travel, India ([www.realitytoursandtravel.com](http://www.realitytoursandtravel.com))
- Silk Road Destinations-C.A.T.I.A., Uzbekistan ([www.silkroaddestinations.com](http://www.silkroaddestinations.com))

For further information on the award winners and the TO DO! contest, see [www.todo-contest.org](http://www.todo-contest.org).

## Grants and Awards

In 2014, the year under review, grants and awards amounting to a total of CHF 157,893.- were disbursed.

### Overview: Projects and Organisations Supported in 2014

1. Working Group on Tourism & Development, Basle, Contribution 2014	CHF 25,000.-
2. Workcamp Switzerland / Programme 2014 - Various projects	CHF 10,000.-
3. Uganda Community Tourism Association (UCOTA) / Rutoto One Village One Community Based Tourism Product (OVOTP)	CHF 24,700.-
4. KEEP Nepal / Porter's Awareness - Workshop 2014, Beshisahar, Annapurna Region (USD 5'000)	CHF 4,533.-
5. Solar Moving Cinema Nepal 2014	CHF 20,000.-
6. Cooperativa XYAAT, Quintana Roo, Mexico / Environmental and Cultural Transmission Program	CHF 15,000.-
7. Association New Generation Fishermen of Sao Pedro /Education and promotion of Community Sustainable Tourism Development for the village of Sao Pedro, Cape Verde	CHF 10,000.-
8. Jambiani Tourism Training Institute, Zanzibar / The Jambiani Tourism Training Project 2014-2016	CHF 23,660.-
9. Contribution TO DO! Contest on Socially Responsible Tourism	CHF 5,000.-
10. Contribution TO DO! Contest, nomination and evaluation of a 3rd award winner	CHF 5,000.-
11. Awards for TO DO! contest winners 2014, 3 x CHF 5,000.-	CHF 15,000.-

A list of the projects and organisations supported by the foundation between 2001 and 2014 are available online at [www.sstfoundation.org](http://www.sstfoundation.org).

## Finance and Investment Committee

The finance and investment committee applied to the board for a discontinuation of the mandate of Basellandschaftliche Kantonalbank (BLKB) as manager of the Foundation's assets, and for a transfer of the asset management to Bank Coop, Basel. The board followed the committee's application and decided at the meeting on 18<sup>th</sup> September 2014 to discontinue business relations with BLKB and to transfer the investment account and the other accounts to Bank Coop. At the same time, the investment policy was thoroughly revised and adapted to the foundation's requirements and the changed market environment. Among other things, the asset allocation, the proportion of equities and the exclusion criteria were redefined. The strategic proportion of equities was increased slightly to 30 percent as compared to BLKB's mandate, with a tactical margin of up to 40 percent. Due to the applicable statutory provisions, the mandate is a "sustainable mandate". Investments will be made from the „ZKB Sustainable Investments“ in accordance with defined exclusion criteria.

## Outlook

The board of the foundation again budgeted a total of CHF 150,000.- to support projects and organisations in 2015. 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.

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## Annotations to the Financial Statement

As at 31/12/2014, the foundation's assets amounted to CHF 5,814,751.-. While the revenues amounted to CHF 426,851.- (including unrealised capital gains on securities) the expenses (including grants and unrealised capital losses on securities) amounted to CHF 326,821.-. The books thus show a profit of CHF 100,030.- in 2014. The gross return on investment was 2.62 %. As at 31/12/2014 fixed-interest investments dominated, with a percentage of 57.3 % of total assets. The proportion of shares was 40.1 %, 2.6 % were liquid assets and various investments.

The operational and administrative costs amounted to CHF 54,171.- (2013: 65,465.-). As compared to the previous year, they decreased by CHF 11,294.- and remained slightly below the amount budgeted for the year 2014.

The capital gains realised from the sale of securities and the revenues from securities amount to CHF 305,183.-, which is 177.0 % more than budgeted.

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. This long-term goal was achieved in 2014.

### 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

Ernst & Young, auditors, Basle

### Board Committees

#### Finance and Investment:

Michael Andres  
Hansjörg Ruf  
Hans Ulrich Schudel

#### Funding:

Esther Ineichen  
Elena Obreschkow  
Hansjörg Ruf