



Social Entrepreneurship
Competition in Tourism
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Finalists of the Social Entrepreneurship Competition in Tourism 2021 Chosen

Top ten initiatives are 70% female-led, will start mentoring and coaching on 1 July

Kampala, 30/06/2021 – The ten finalists for the 2021 Social Entrepreneurship Competition in Tourism were chosen on 15 June by 13 industry experts. They hail from ten different countries on six continents with initiatives being 70% female-led.

The Social Entrepreneurship Competition in Tourism is the first and only worldwide competition focusing on social innovation and entrepreneurship in tourism and hospitality. The competition aims to empower social entrepreneurs and communities in travel destinations, accelerate their growth, networks, and provide them with access to the market.

Founded in 2019 by Eberswalde University for Sustainable Development (HNEE), ITB Berlin, Berlin Travel Festival and Travel Massive, upon the initiative of Professor Dr. Claudia Brözel, the 2021 edition is powered by the TUI Care Foundation and supported by the UNWTO.

“Congratulations to the ten founders and founding teams whose initiatives were chosen by the jury for the final of the 2021 Social Entrepreneurship Competition in Tourism! We received so many fantastic applications and the jury had the tough job to choose this year’s top initiatives. It is fantastic to see such great diversity in our finalists, both in terms of the project types and countries, and I am particularly proud that 8 of the ten initiatives are women-led,” says Prof. Dr. Claudia Brözel, the competition’s founder.

For an overview of the ten finalists, please see pages three and four.

Mentoring and coaching will culminate in online pitch event and award ceremony

The ten finalists will receive a 10-week mentoring and coaching program provided by SINA (Social Innovation Academy) based in Uganda. SINA will provide both one-to-one and peer-to-peer support, which will focus on the individual needs of each finalist and also include pitch training, human-centred design, social business modelling and impact measurement.



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The competition will culminate in an online pitch and award ceremony to be held on 13 September, during which a high calibre jury will choose this year's winners and runner ups. Monetary and in-kind prizes will be awarded to the winners in both categories.

60 percent more applications in 2021

All approved entries were evaluated by the jury according to criteria in five categories – Social & Environmental Impact, Feasibility, Tourism as a tool for development, Creativity & Innovation and a video pitch.

In total, 132 applications were received from 52 different countries – 63 in the Launch Track, for not yet implemented ideas, and 69 in the Growth Track, which was created to grow existing initiatives. Applicants hailed mainly from Europe (31 percent) and Africa (24 percent), followed by North and South America (15 percent each).

The list of project countries was topped by African nations (29 percent) and European destinations (23 percent). Compared with the 2020 competition, applications grew by almost 60 percent year-over-year.

The structure of the competition follows the spirit of the United Nations 17 Sustainable Development Goals and seeks to support the achievement of Quality Education, Gender Equality, Decent Work and Economic Growth, and Industry, Innovation and Infrastructure. This year, founders are primarily targeting Goal 8 (Decent Work and Economic Growth), 10 (Reduced Inequalities) and 11 (Sustainable Cities and Communities).

Learn more about this year's finalists and shortlisted initiatives at socialtourismcompetition.com/initiatives.

The 2021 Social Entrepreneurship Competition in Tourism finalists are as follows:



Launch Track

Project Name	Description	Gender	Project Country
buttmiles	With buttmiles, travelers are motivated to collect cigarette butts to get discounts or free access to a range of tourist attractions and services.	Female	Spain
Ecopreneur Evolution	Ecopreneur Evolution creates opportunities for future entrepreneurs by providing the know-how and resources for them to solve today's most pressing social and environmental challenges. <i>Ecopreneurevolution.com</i>	Female	Costa Rica
Khusvegi English and Cultural Camp	The project serves Kazakh nomadic families Western Mongolia while providing a transformational travel experience for tourists.	Female	Mongolia
Rai Kuen Rang's Farmstay	Their mission is to enhance and preserve community culture through community-based tourism by using slow tourism as a tool.	Diverse	Thailand
socialbnb	Socialbnb is an online platform that connects travelers with social and ecological organizations, which list their unused accommodations to gain financial independence from donations. <i>socialbnb.org</i>	Male	Germany



Growth Track

Project Name	Description	Gender	Project Country
Black Tourism Talent Directory	The Directory is designed to create broader diversity, equity and inclusion in the tourism industry by connecting tourism players directly with qualified black tourism talents. <i>Blacktourismtalent.com</i>	Female	United States
GetAboutAble	This social enterprise focuses on improving travel and leisure options for people with disabilities. <i>Getaboutable.com</i>	Female	Australia
Khwela Womxn	Khwela Womxn is an organization which uplifts young womxn in the tourism industry by providing various tools and resources for personal growth. <i>khwela.org.za</i>	Female	South Africa
Local Purse	Local Purse is a web-based platform that supports cultural artisans and local guides using live video shopping experiences to virtually host travelers around the world. <i>Localpurse.com</i>	Female	Sweden
Triple F Photo Tours	The mission of Triple F Tours is to change the lives of females in the developing world through the art of photography. <i>triplefphototours.ca</i>	Female	Uganda



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About the Partner Organizations

About the Eberswalde University for Sustainable Development

The Eberswalde University for Sustainable Development (HNEE) is an important driving force for sustainable development, both nationally and internationally. This contemporary-style campus university, situated in an extensive area of natural landscape not far from the city of Berlin, has 2,300 students from 57 different countries, as well as more than 260 employees engaged in research, teaching and other roles.

About ITB Berlin

Since 1966, ITB's mission has been to bring the global travel, tourism and hospitality industry together. ITB is an inspiration for business and the place to be for everyone passionate about the tourism industry. Engagement for social, environmental and economic sustainability has become an integral part of ITB Berlin for many years. ITB Berlin 2022 is scheduled to take place again as a live event at the Berlin ExpoCenter City from 9 to 13 March. To complement the live event, there will be digital services and other actions to enhance the ITB experience worldwide. These will include options to arrange online appointments, find appropriate contacts, view live programme streams, or watch videos on demand from anywhere in the world.

About SINA

Founded in 2014, SINA (Social Innovation Academy) tackles failing education and resulting unemployment in Africa by creating self-organized and responsible learning spaces, where disadvantaged youth unleash their potential for positive change as social entrepreneurs.

About Travel Massive

Travel Massive is the launchpad for travel brands and destinations. Our community of 60,000 travel influencers and creators discover and share the best in travel, every day.

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates partnerships and projects which create new opportunities and contribute to thriving communities all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; promotes the protection of the natural environment



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in holiday destinations; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation works globally and acts locally - it builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The TUI Care Foundation was founded by TUI, the world's leading tourism business, and is based in the Netherlands.

About the UNWTO

The World Tourism Organization (UNWTO) is the United Nations 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.