



Ashoka's Changemakers and National Geographic present:

Geotourism Challenge 2009

POWER OF PLACE

Sustaining the Future of Destinations

Opportunity

for Latin America and the Caribbean
10 million dollars for innovative
projects in sustainable tourism



Co-financing opportunities for innovative projects in Geotourism and Sustainable Tourism in Latin America and the Caribbean



The Multilateral Investment Fund (MIF) of the Inter-American Development Bank (IDB), through its Sustainable Tourism Cluster (STC), is launching the Geotourism Challenge 2009 competition in partnership with Ashoka Changemakers and National Geographic.

The objective of this global competition is to award innovative initiatives that benefit local communities through tourism, contributing to the conservation and improvement of these places and turning them into special tourist destinations.

Within the framework of the Geotourism Challenge 2009, MIF's STC will select and co-finance projects from institutions in Latin America and the Caribbean that are in the identification and/or design phase and are highly innovative, generate social impact, and improve the competitiveness and sustainability of tourism in the region. MIF's STC will co-finance projects that:

- Develop and promote **innovative market strategies** for sustainable tourism products and services, presented by SMEs and community businesses.
- Contribute to the development and use of **geographical tools** that can be applied to the sustainable management of tourist destinations.
- Contribute to the development and application of **financial tools and strategies** accessible to SMEs and community businesses.
- Generate new organizational **models for business networks** in sustainable tourism.
- Incorporate, or are based on, **information technology and virtual communities** that promote access to sustainable tourism market demands.
- Use innovative **social business models**.

MIF co-financing will range from US\$ 300,000 to 500,000 per project.

How can I apply to get funds from the MIF STC?

- Submit the Geotourism Challenge 2009 entry form through <http://changemakers.net/en-us/competition/geotourism> by the May 20th, 2009 deadline.
- The MIF STC Selection Committee will pre-select applicants based on the information submitted.
- The MIF STC Selection Committee will request that each pre-selected applicant present a document with detailed information about their proposal.
- The MIF STC Selection Committee will make the final selection of proposals that best respond to STC needs in terms of innovation and methodology.
- Winning proposals will be announced on the Geotourism Challenge 2009 website.
- Winning proposals will then start in the design phase as MIF projects, with support from the STC.

For information about the competition and/or the submission of your proposal, please visit

<http://changemakers.net/en-us/competition/geotourism>

