

The STC Challenge

Scaling-up Innovation in Sustainable Tourism

MIF Sustainable Tourism Cluster (STC) responds to

- Regional sustainable economic development
- Conservation of natural and cultural heritage
- Growth indicators for the tourism industry
- Optimization and competitiveness of Small and Medium Enterprises (SME)
- Poverty reduction and other Millenium Development Goals

On the Look-out for ST Innovation: First Generation STC 2004 - 2007

Strategies

- External technical assistance to SME networks
- Empowerment of executing agencies
- Cluster analysis and identification of barriers and gaps
- Creation of a work methodology and systematization of information
- Sharing of good practices and lessons learned
- Knowledge scaling-up to sector level

Outcomes and key findings

During the STC First Generation analysis process, we discovered three main barriers that limit Cluster impact and efficiency. Identified at SME level, they are also applicable at sector level.

First barrier: Limited access to field-level creativity and innovation

- Limited access to information and support opportunities for executing agencies and SME

Second barrier: Co-financing requirements

- Limited access to co-financing and support opportunities for field-level initiatives that lack sufficient working capital or fund-raising abilities

Third barrier: Limited creative input from other sectors

- Limited interaction with sectors due to lack of information and an efficient network of strategic alliances



Targeting the Challenge:

Second Generation STC 2008-2011

Shifting scale: from project to sector

Improving STC sector leadership:

- MIF prepared to invest 10MUS\$ over the next 3 years
- Over 35 donor countries aligned with the STC Initiative
- Scaling-up innovation at sector level through intra and extra sector strategic alliances

Scalable solutions for common barriers

First barrier solution

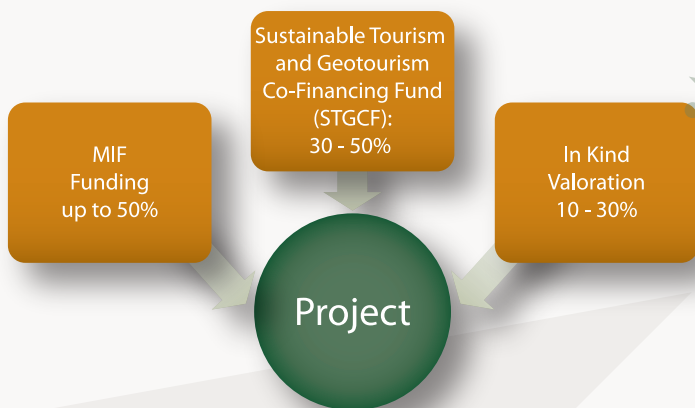
Innovative call-for-proposal system:

- Democratization of information guarantees a wider geographical, thematic and institutional outreach. Access to primary field-level creativity and innovation.
- Strategic alliance with Ashoka for the implementation of a *Changemakers* competition-based call-for-proposal system.
- Strategic alliance with the National Geographic Society for the promotion of sustainable tourism goals, based on the Geotourism concept and Cluster criteria.

Second barrier solution

Creation of the first regional Sustainable Tourism and Geotourism Co-Financing Fund (STGCF):

- Democratization of co-financing opportunities for creative field-level proposals through an innovative and participative co-financing mechanism.



Third barrier solution

Creation of new strategic alliances:

- Enables input from other sectors and key players
- Contributes to project and sector sustainability, competitiveness and knowledge management. Scalability potential through the sharing of technological innovations and management of market tendencies.

Join the STC challenge

The STC family extends and open invitation to all corporations, institutions and organizations that wish to contribute their talent and resources to the STC Initiative and join our challenge of turning innovative ideas into realities, and experiences into knowledge, aimed at promoting regional economic and social development.

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Second
Generation

