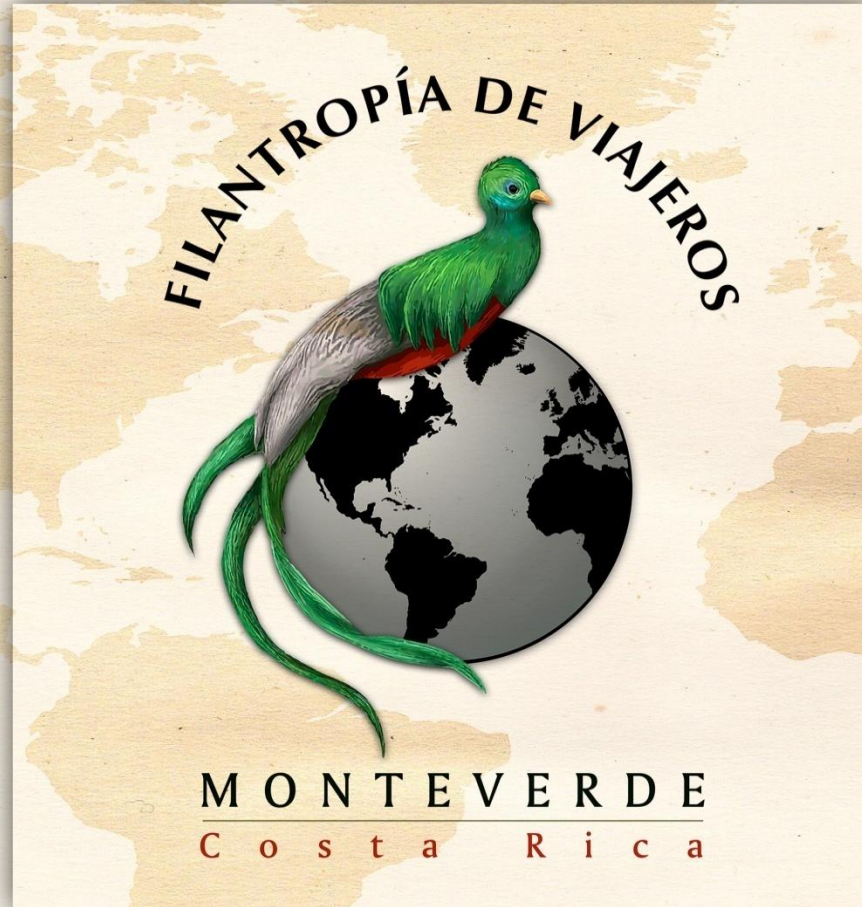


El 20 de julio, 2011



The next generation of Travelers' Philanthropy

Monteverde Travelers' Philanthropy

- Destination wide initiative begun in August 2010

“Establish a community wide fund to support local environmental conservation and sustainable community development using tourism donations collected with the strategic support of local tourism enterprises”

- 18-month development period
- **Four phases of development:**
 - **PHASE 1:** Research (Dec-March, 2011)
 - **PHASE 2:** Pilot Project (June-September, 2011)
 - **PHASE 3:** Conference (July 2011)
 - **PHASE 4:** Evaluation (October – January 2012)



Why destination-wide

Destination benefits

- Potential for fund generation
 - 240,000 tourists p.year in Monteverde
 - \$1 each person (\$240,000 for the community p.annum)
- Scaling-up
 - Planting 10 trees vs a carbon reduction strategy
 - Address systemic conservation and development **needs**
- Differentiating the destination
 - A sustainable tourism destination
 - Tourists want to visit responsible tourism destinations
 - Communicating with 50,000 tourists not 1,000



Why destination-wide

Business benefits

- Helping businesses be more sustainable;
 - Philanthropy core component of robust CSR strategy
 - Mechanism to strengthen community responsibilities and amplify positive impacts
 - Capacity-building tool for local enterprises
 - Component of certification systems
- Corporate Reputation;
 - Heightened social and environmental awareness
 - Tourists increasingly choosing responsible businesses
 - Participating in a **destination-level initiative**



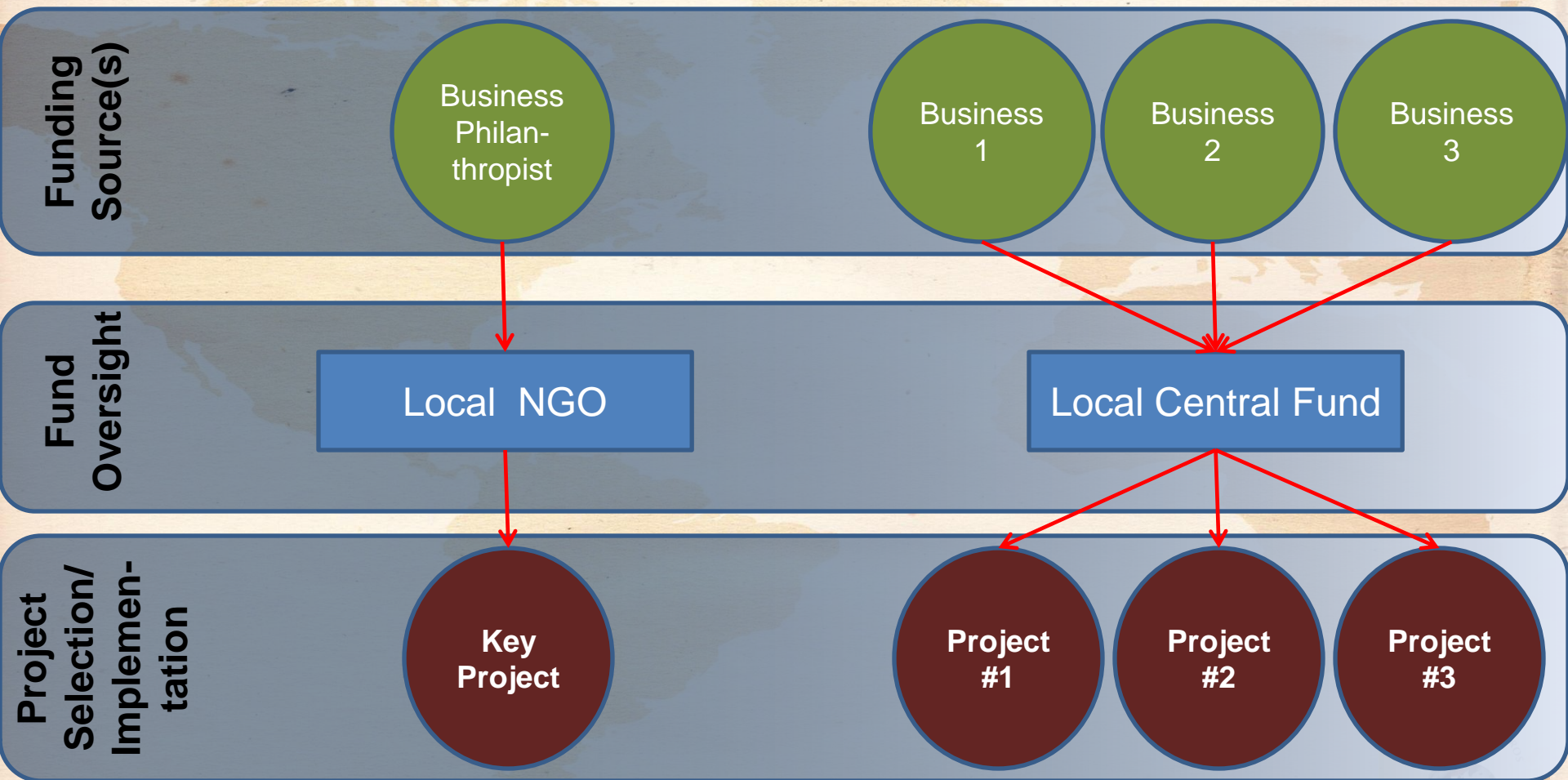
Developing destination-wide programmes

- **No best-practice guidelines on establishing destination-wide travelers' philanthropy**
- Perhaps only 2-3 destination-wide programmes in the world
- **Dynamics very different from single-business level travelers' philanthropy programmes**
- Same objectives and desired outcomes – *different methods and strategies to achieve them*



Dynamic	Business – Level	Destination - Level	Challenges
Ownership	Business/Foundation	The Community	Control?
Execution	Business/Foundation (integrated into existing business functions)	Independent	Separate organisation or legal entity?
Decision-making	Centralised (chief-exec, sub-committee, Head of CSR)	Dispersed (multiple actors)	Who? Pace of decision-making
Number of actors	Typically 2 (tourism business/foundation – grantee institution)	Potentially limitless	Businesses Local NGOs Local Government
Projection Selection	Contingent on Business	Participatory/Democratic	Who and how? Criteria?
Fund Raising	Business	1-20 tourism enterprises (?)	Incentivising Participation Coordination

Business-level vs. Destination-level



Designing a destination model

- Importance of local context
 - Geography
 - Social and environmental trajectory
 - Tourism and NGO sector
- **Understanding the destination**
(before developing the model)



Case study: Monteverde

Geography

- Distinct geographical zone
- Small local population (6.5 thousand)
- Tourism concentrated in small area (within 10/15 kilometre radius)
- **EASE OF COMMUNICATION**
- **LOGISTICALLY PRACTICAL**



Case study: Monteverde

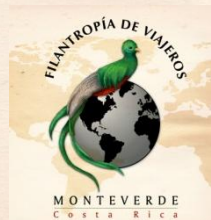
Social and environmental trajectory

- High levels of social and environmental awareness
- Tradition of community investment/collaboration
- Established oldest private reserve system in 80's/90's in Costa Rica
- High density of conservation NGOs

QUICK LEARNING CURVE

PREDISPOSITION TOWARD COMMUNITY

GIVING (Enterprises and Tourists)



Case study: Monteverde

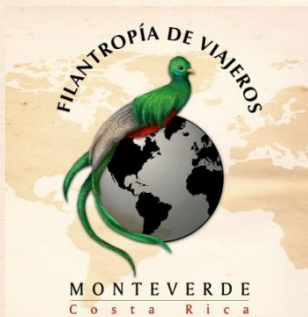
Type of tourism

- High tourism numbers (240,000 p.year) compared to size of population
- Tradition of eco/nature-based tourism

Tourists predisposed toward responsible/conscious travel



¡Gracias!



Rob Bailes: rabailes@hotmail.com

Justin Welch: jcwelch@mvinstitute.org

Para mayor información: <http://infofilantropiamonteverde.wordpress.com/>