DOCUMENT III: Terms of Reference

RFP/IDT/2020-01: “UNWTO Innovation Hub Services”
1. **Introduction**

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.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism’s socioeconomic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO’s membership includes 166 countries and territories and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

UNWTO seeks to bolster its Innovation and Digital Transformation impact by attracting talent in the development of international tourism hubs worldwide. These new hubs are to serve as springboards for new ideas and innovation and thus helping the society and economy to face future challenges and meet rising aspirations of the ever evolving tourism sector.

The UNWTO Innovation and Digital Transformation Department is opening a general tender for established International Innovation Hubs to work on UNWTO Tourism Innovation Initiatives. These initiatives will follow a methodology established within a formal framework where the public and private sectors can collaborate in the sharing of knowledge and development of projects that enhance competitiveness within an ethical and sustainable environment. This framework, based on transparency, flexibility and rigor establishes the guidelines for the development of innovative tourism projects that will benefit destinations, companies and institutions.

**To this end the Innovation and Digital Transformation Department is seeking, qualified established innovation hubs to form part of a roster/shortlist that will be presented to potential partners for selection to work on specific future initiatives.**

Shortlisted applications will remain on the roster for a period of two to five years and can be selected at any time for specific activities based on the project’s requirements. Those selected for the roster, can be regularly contacted by e-mail to either confirm their continued interest in upcoming initiatives, or can choose to temporarily put on hold or permanently withdraw their roster candidature.

2. **Objective**

In line with the UNWTO Innovation and Digital Transformation Strategy, the development of new Innovation Hubs worldwide will assist Member States in connecting and scaling up their innovation and entrepreneurship ecosystems by bringing together the leading tourism stakeholders, including governments, academia, corporations, SMEs and start-ups, investors (business and super business angels, venture capital, etc.) and supporting business partners (accelerators, incubators, etc.) in order to boost innovation and entrepreneurship.

The selected Hub will be able to adapt to working in any region of the world and would facilitate collaboration, inspiration and capacity building on how to scale up local, regional and national tourism ecosystems and go global. UNWTO Member States will actively be involved by launching innovation challenges.
The Hub selected would be able to perform the following:

- Link the local and regional innovation and entrepreneurship ecosystem with international tourism leaders to support local and regional startups to scale up and internationalize;
- Provide a platform for the exchange of knowledge, business models, successful business cases and general support among startups in the tourism sector to foster disruption in their own strategy and in the tourism sector as a whole; and
- Stimulate creative tourism solutions through artificial intelligence and digital transformation.
- Develop specialized programmes on innovation focused on startups (i.e. acceleration, co-creation, co-networking, piloting projects).

3. Criteria for cooperation

It is essential for collaboration that participating hubs clearly demonstrate the following:

- Proof of experience, as demonstrated by prior work with existing innovation hubs, new technologies, experience organizing Start-up competitions, co-working spaces for innovators, connecting entrepreneurs with investors etc.;
- Demonstrated experience in attracting local and international investment, bolstering international outlook and scalability for start-ups, help them get to the next level with legal and financial advising, connect its talent with firms needing their expertise, and provide activities and networking events
- Demonstrated experience facilitating research spaces that provide subject-matter expertise on tourism technology trends, knowledge and strategic innovation management, and industry-specific insights.
- Demonstrated experience working with the Public Sector;
- Demonstrated experience organizing events within the hub;
- International standing and commitment, as recognized on a global level, to innovation and entrepreneurial education;
- Demonstrated experience facilitating research spaces that provide subject-matter expertise on tourism technology trends, knowledge and strategic innovation management, and industry-specific insights.
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• Provide know-how on how to target startups in the seed or early stages with a vision for growth and internationalization;
• The Hub must be committed to organizing events, building a strong startup portfolio, promoting and supporting UNWTO events and activities, as well as providing mentorship programmes for startups that work with UNWTO;
• Hubs should be committed to at least two of the Sustainable Development Goals of the United Nations through its objectives, initiatives or startups;
• Awards or having an existing international network is an asset and will be considered;

The Hub will be requested to contribute in any of the following areas:

- Access to New technologies; open data platforms, etc.;
- Access to a global innovation network

6 Deliverables

• Presentation demonstrating the above listed.
• Economic proposal including:
  1. Price of full-day mentoring session mentoring sessions for 10 startups (in a location where they are already actively working as an established hub):
     1.1. 5 days
     1.2. 10 days
  2. Budget breakdown of the creation an innovation hub in another country (including services of acceleration, incubation, coworking space, agenda 1-1 for startups to corporations or investments)
  3. Budget breakdown of developing a scaling-up program for startups (including 1-1 meetings between startups and corporations or investments in a place they are currently working)