



Galápagos
life fund

SECOND CALL FOR PROPOSALS

Criteria

EDUCATION & COMMUNITY OUTREACH

TOPIC 2

Galapagos: Awareness and Responsibility as a Tourist
Destination

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Galapagos: Awareness and Responsibility as a Tourist Destination

 Grant Categories: Small Grants

 Available Amount: \$300K

The Galapagos Islands are one of the most extraordinary and sensitive natural destinations on the planet due to its unique biodiversity, high level of endemism, and the fragility of its ecosystems. A large portion of its terrestrial and marine environments remains in good condition, making the archipelago a living laboratory whose conservation is essential. For this reason, Galapagos has strong international protection and regulations aimed at minimizing human impact, particularly in a destination where responsible tourism plays a key role in ensuring that this exceptional natural heritage endures for future generations.

However, Galapagos faces challenges associated with increasing tourism pressure, as well as the need to strike a balance between the conservation of its natural heritage, the local benefits derived from tourism activities, and the expectations of the thousands of visitors who travel to the islands each year. In this context, raising awareness of Galapagos as a special tourist destination is essential. Awareness-raising and education processes enable visitors to understand the importance of management regulations within the National Park and the Marine Reserve, the role of biosecurity, and the need to limit human impacts through responsible tourism. will allow visitors to understand the importance of the management rules of the National Park and the Marine Reserve, the role of biosecurity and the need to limit human impact through responsible tourism. Educating tourists about these aspects not only protects biodiversity and maintains the outstanding universal value of the place, but also ensures that the Galapagos experience remains unique, sustainable, and enriching for visitors, residents, and future generations alike.



Focus and Scope:

Under this line of financing, the GLF seeks to promote comprehensive, innovative, and participatory awareness-raising processes to ensure that Galapagos continues to be a unique, special, and model destination worldwide.

In this context, projects and initiatives funded under this call must include one or more of the following components:

1. Communication and awareness-raising processes targeting the island population and tourists, aimed at increasing knowledge and appreciation of Galapagos as a special and sensitive tourist destination at the global level.
2. Awareness-raising activities that foster understanding of the importance of conservation and responsible management of Galapagos' marine-coastal ecosystems, as spaces for public use that must preserve their ecological and cultural value in order, to provide long-term ecosystem services.
3. Clear messages and catalysts for change that encourage responsible practices among visitors and residents, emphasizing rules of conduct and behavioral recommendations to achieve environmentally and socially responsible tourism

REQUIREMENTS AND CONDITIONS:

1. Submission of a complete and realistic work plan, including a timeline and mechanisms for delivering results, in accordance with the templates established for the concept note and full proposal.

General Criteria

In addition to the specific evaluation criteria outlined below, all concept notes and proposals submitted to the GLF are evaluated against the general criteria set out in the Fund's Grants Manual.

Specific Evaluation Criteria



Community Impact

30%

It assesses the extent to which the project contributes to the social well-being and capacity-building of the local population as users of the archipelago's natural heritage. Tourists are also considered in this criterion as another group of beneficiaries. The assessment will consider the clarity of the expected results, the presence of verifiable indicators (including number of direct and indirect beneficiaries), and the extent to which the initiative strengthens community participation in awareness-raising and education processes.



Marine conservation Impact

25%

It assesses the project's contribution to biodiversity conservation and to increasing responsibility in the use of natural spaces. Priority will be given to proposals that clearly demonstrate how their design and implementation will contribute, through awareness-raising, to preventing negative impacts and strengthening sustainable practices in areas of tourist use.



Technical Capability

15%

It assesses the experience and technical capacity of the implementing team and its strategic partners to carry out awareness-raising and educational actions on Galapagos as a special tourist destination, in compliance with applicable safeguards, standards, and socio-environmental regulations. It also assesses the operational capacity and mechanisms for ongoing monitoring and evaluation to ensure the effective project implementation.



Gender and diversity

15%

It assesses the integration of concrete actions that promote gender equality, inclusion, and diversity in project implementation. Proposals that ensure equal opportunities and equitable participation in the benefits derived from sustainable tourism activities will be positively recognized



Innovation
15%

It recognizes initiatives that introduce novel elements and act as catalysts for change among the groups targeted through awareness-raising and education actions. It assesses the innovative potential of proposals to transform existing practices.