

COVID-19 RELIEF PROGRAM FOR TOURISM 2020-2021

WELCOME PACKAGE #EEIMEXICO

Supported by the



Federal Ministry
for Economic Cooperation
and Development

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

enpact

 **TUI CARE
FOUNDATION**



TABLE OF CONTENTS

1. Welcome Note	3
2. Program Overview	4
3. Program Components	5
5. Program Timeline	10
6. Meet Your Fellow Participants	11
7. Meet Your enact Team	23

WELCOME NOTE

We are thrilled to have you here. You are part of an exclusive group of **350+** incredible, resilient entrepreneurs across Mexico, Jordan, Kenya, and Indonesia who will be joining our enpact community and working together over the next six months to adapt to the challenges of the pandemic and grow.

The COVID-19 Relief Program for Tourism was designed to provide you with a holistic support that combines financial backing, expert workshops and dedicated mentoring, focused on growing within the current reality and addressing your specific business needs. Through working together, we aim to promote sustainable tourism in the new norm, empower local tourism structures to maintain jobs, create new prospects, and help destinations revive international tourism and collaborate with the key actors in the German tourism industry.

We hope you will have a great and fulfilling experience here, sharing and collaborating with tourism & travel entrepreneurs across the 4 countries in the program along with enpact alumni, experts and mentors from around the world.

In this guide, you will find information about the COVID-19 Relief Program for Tourism components, timeline, participants and next steps.

**From TUI Care Foundation and enpact, welcome on board.
Let's get started!**

PROGRAM OVERVIEW

1. The Empowering Entrepreneurship Initiative

The Empowering Entrepreneurship Initiative was created to **provide direct support for entrepreneurs in emerging markets.**

Derived from a number of enpact's portfolio products, the initiative supports young, innovative businesses with a curated combination of mentoring, workshops, network-building and funding. The Empowering Entrepreneurship Initiative is launching with two programs in 2020 that are designed to help young businesses cope with the economic challenges brought on by the COVID-19 pandemic - the COVID-19 Relief Program & the COVID-19 Relief Program for Tourism.

A total number of **330 businesses will be supported in 6 countries** to provide them with financial support and the training and tools they need to focus on adapting their businesses to the unique struggles arising during the crisis.

2. The COVID-19 Relief Program For Tourism

The COVID-19 Relief Program for Tourism provides **130 businesses in Mexico, Jordan, Kenya and Indonesia** in Tourism and Tourism-related sectors with dedicated mentoring, financial backing of up to 9000 Euros, and business development support, in cooperation with the TUI Care Foundation.

The Tourism sector was particularly affected by the restrictions imposed due to the Corona pandemic - with thousands of businesses in the sector losing clients, reducing team size, and even pausing operations. **The goal of the program is to provide innovative tourism businesses with a specialized combination of mentoring, workshops, network-building & funding so that founders and business owners can focus their time and energy on getting back on track.**

PROGRAM COMPONENTS

■ Monthly Workshops

For the first three months of the program, you will take part in training sessions that will provide you with the technical support needed to tackle the pressing challenges presented by the pandemic and similar situations that are outside your control. Each month will focus on a specific theme that will be addressed through a variety of activities including:

- Online videos with experts
- Q&A sessions
- Online discussion groups

■ Resilience, Communication & Leadership

Expert: Martin Riecken, Head of Corporate Communications, TUI Group

Unexpected events frequently occur to organizations and its stakeholders. Knowing how to react is decisive, and that is why we are tackling crisis management. In this session, Martin shares with us his experience throughout several disruptive and unexpected events where he had to be on the lead, be resilient, and communicate effectively both internally and externally on how to manage the event and guide your people under such circumstances.

Within this theme, we'll cover:

- Nature of crisis
- Resilience
- Reputation and Communication
- Leadership

Digitalization

Expert: Chris Carmichael, Head of Product Fulfilment, Digital Acceleration and IT, TUI Musement

Digitalization is crucial nowadays for businesses. The unstoppable waves of new technologies demand that businesses implement different transformation processes that not just include the adoption of the technology, but also a new mindset and organizational changes. In this session, Chris shares an extensive experience in the adoption of new technologies such as web, e-commerce and mobile.

Within this theme, we'll cover:

- Technology adoption process
- Online Marketing
- eCommerce

Sustainability

Expert: Branislav Mizenko, Sustainability Manager – Hotels & Destinations, TUI Group

Tourism businesses are increasing their sustainable approach. As travel entrepreneurs, we have the responsibility not only to manage our own impacts on the economy, society and environment, but also to understand, improve and innovate for sustainable tourism. In this session, Branislav shares knowledge and tools on how you can keep that crucial balance of economic, social and environmental impacts.

Within this theme, we'll cover:

- Diversification
- Visitors, industry, environment and host communities management
- Sustainable development
- Sustainability strategies



■ **Financial Support**

For 6 months, you will be receiving up to 9,000 euros over monthly installments directly to your personal bank account as a team lead/team member.

Using the bank information provided by you in the COVID-19 Relief Program for Tourism contract we signed, we will be sending out a test transfer to validate your bank information. Afterwards, the bank transfer will be automatically sent within the last week of each month from December 2020 to May 2021.

■ **Dedicated Mentoring**

For the second three months of the program, starting March, you will be matched with a dedicated mentor based on your needs assessment and the feedback from the first three months of training.

■ **Regular Check-ins**

Throughout the program, we will be sharing resources on a daily basis. The resources will be compiled by the enact team, our partners and supporters, industry experts, our alumni network, and you!

■ **Monthly Reporting**

As discussed in the final selection stage, we'll have a monthly check-point where we can follow up on your progress, needs, and updates. In this report, you will share with us:

- Use of financial support
- Current number of employees
- Current financial status
- Perception of business recovery

The report is conducted through a digital survey and is due every second Monday of the following month (as per contract).

Dates:

REPORTING	SENDING OUT	DEADLINE
January Report	04.01.2021	11.01.2021
February Report	01.02.2021	08.02.2021
March Report	01.03.2021	08.03.2021
April Report	05.04.2021	12.04.2021
May Report	03.05.2021	10.05.2021
June Report	01.06.2021	08.06.2021

■ **Post-program evaluation survey**

As outlined in the contract, we will conduct an ex-post evaluation survey six months after the program ends. The purpose of this evaluation is to measure to what extent the program has caused a positive impact on your business and its survival. Moreover, your collaboration provides us with highly relevant information to identify which project components we can improve in future projects and therefore increase our impact in your entrepreneurial ecosystem.

Date:

REPORTING	SENDING OUT	DEADLINE
Post-Program Evaluation Survey 1	02.08.2021	09.08.2021
Post-Program Evaluation Survey 2	01.11.2021	08.11.2021

Communication Channels

- **Training sessions & resources:**

You will be receiving a monthly e-mail that includes your learning session and resources, followed by the assignments prepared to support you in adapting and developing your business.

You will also be receiving your weekly newsletter every Tuesday with resources and actionable steps to inspire, motivate and empower you in leading your business through the crisis.

- **Discussion and networking:**

We will send you an invite e-mail to join the enpact Workplace, a Facebook-owned tool designed to facilitate work communications. The discussion group on Workplace will allow you to:

- Discuss expert videos and topics of your interest
- Network with other participants in the program, experts, mentors and the program team
- Receive important updates about the program

PROGRAM TIMELINE

ACTIVITIES	DECEMBER				JANUARY				FEBRUARY			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
	30 06	07 13	14 20	21 27	04 10	11 17	18 24	25 31	01 07	08 14	15 21	22 28
Program Kickoffs												
Newsletter (Monday & Thursday)												
RESILIENCE, COMMUNICATION & LEADERSHIP												
5 Video chapters online												
Comments & Questions												
Q&A Video												
Assignments												
DIGITALIZATION												
5 Video chapters online												
Comments & Questions												
Q&A Video												
Assignments												
Online Discussion												
SUSTAINABILITY												
5 Video chapters online												
Comments & Questions												
Q&A Video												
Assignments												
Online Discussion												

Please note that the timeline may be subject to slight adjustments to accommodate content changes based on the participant needs.

MEET YOUR FELLOW PARTICIPANTS

The core of our community. Over the next 6 months, you will be in close contact with your fellow participants in Mexico. You will have regular discussions, local touchpoints, and, if the pandemic restrictions allow for it, we aim to create opportunities for gatherings on the ground. Which is why it's important for you to meet and get to know your fellow participants.

So, who's here?

1. RENTO MOVILES TERRA SA DE CV



What we do: We are a tourist transport rental company.
Learn more: www.sendamaya.com

2. Makai Life SA de CV

What we do: A healthy cafe and restaurant offering breakfast and lunch in a garden setting.
Learn more: www.facebook.com/naiacafe

3. Awa Hotel

What we do: We are a small luxury hotel empowering sustainable tourism and inclusive employment in Chiapas' Pacific Coast. Learn more: www.facebook.com/AwaHotelBoutiqueSpa

4. VIA DESTINATION



What we do: We provide an all-inclusive, full service for groups and destination weddings in Mexico.

Learn more: www.viadestination.com

5. Mezcal Rancho La Quinta



What we do: We locally manufacture mezcal through wild agaves and provide a custom tourism experience through the ranch and factory.

Learn more: www.mezcalrancholaquinta.info

6. Comercializadora Snacktural SA de CV



What we do: We specialize in providing cultural and culinary tours to Mayan villages and cooking classes.

Learn more: www.mexicolindocooking.com

7. Torreya Consulta S.A.S.



What we do: We advise destinations and tourism companies that want to know the market, improve their sustainable practices and generate local economic development.

Learn more: www.torreyaconsulta.com

8. Clorofila Vegan



What we do: We are a vegan restaurant offering a wide variety of organic, gluten-free and healthy options inspired from different cuisines around the world.

Learn more: www.facebook.com/clorofila.vegan

9. Masala y Maiz S.A.P.I. de C.V.



What we do: Masala y Maiz is a local restaurant at the intersection of Mexico, India & Kenya.

Learn more: www.masalaymaiz.com

10. Intrare intrare

What we do: We provide a digital access control systems for SMEs that facilitates identification and speeds up the entry process. Learn more: www.intrare.com.mx

11. MEXICO TURISTICO EM S DE RL DE CV



What we do: We provide adventure ecotours and show the biodiversity of the mountain through our volunteer work.

Learn more: www.nevadodecolima.com.mx

12. ECOREAL americaasia

What we do: We develop technological tools and tourism educational programs between Mexico and Asian countries.

Learn more: www.americaasia.org

13. Natoure SAPI de C.V.

What we do: We are innovating to build a more inclusive world reconnecting us with nature.

Learn more: www.facebook.com/Natoure.org

14. Zona Turística de Yaxunah S.C. DE R. L. DE C. V.



What we do: We provide tourists with authentic cultural activities. Learn more: www.yaxunah.org

15. Casa Tia Anita SRL de CV



What we do: A beautiful boutique hotel in a little town where time stopped 100 years ago.

Learn more: www.casatiaanita.mx

16. TSIKBAL SCP



What we do: We provide intercultural experiences developing diverse programs for a wide range of audiences.

Learn more: www.tsikbal.com.mx

17. Coyote Aventuras SA de CV



What we do: A company that offers outdoor and cultural experiences to travellers.

Learn more: www.coyoteaventuras.com

18. Blue Nation Ecoturismo S.A. de C.V.



What we do: Small eco tourism company driven by love & respect for the ocean. Learn more: www.bluenationbaja.com

19. Boho Spa Center S de RL de CV



What we do: Luxury day spa committed to bringing wellness to clients and employees. Learn more: www.bohospa.com.mx

20. LACANDONIA TRAVEL SA



What we do: Travel agency specialized in providing youth with travel opportunities to Europe and USA.
Learn more: www.facebook.com/visamericanasegura

21. Rojo Achiote S.A. de C.V.



What we do: DMC Agency and tour operator that offers personalized services across all of Mexico.
Learn more: www.adventures-mexico.com

22. Food Tours de Mexico SA de CV



What we do: We provide tourists with the authentic Mexican dining experiences through food tours across Cancun Local Restaurants. Learn more: www.cancunfoodtours.com

23. Artistas Dzalbay 

What we do: We are the home of live music. Dzalbay is the main Jazz and Blues venue in Merida.
Learn more: www.dzalbaycantina.com

24. Guestvox SAPI de CV 

What we do: We support hotels and restaurants in delivering quality services. Learn more: www.guestvox.com

25. Grupo Wayak´ Viajes y Coaching S.A. de C.V. 

What we do: We build transformational experiences for corporate and individual clients, tailor-made to their needs.
Learn more: www.grupowayak.org

26. Chocolatería Biziáa S.C. de R.L. de C.V. 

What we do: Cooperativa makes fair trade chocolate and cocoa drinks rescuing the culture of our country.
Learn more: www.biziaa.com.mx

27. La Mano del Mono / Modelo Market Ready 

What we do: We create alliances to contribute towards wellbeing of communities connected to protected areas.
Learn more: www.facebook.com/lamanodelmono

28. Consultora Humana Introspecta S.A. de C.V.



What we do: Trekking and ecotourism company that creates human connections and transformation through nature.
Learn more: www.introspecta.mx

29. Ecolife 

What we do: We integrate the best Solar Energy technologies and brands to provide the best energy saving solution to our clients, whether for the home or for industry and commerce.
Learn more: www.ecolife.mx

30. LAS SARTENEJAS NUMERO DOS



What we do: We are dedicated to offering nature tourism services through trails and caves.
Learn more: www.sartenejas.tonohost.com

31. PRODUCTOS DE VINOS Y LICORES EL LOBO, S. A. DE C. V.



What we do: Vineyard producer of grapes and wine, provides oenological experiences to tourists and wine lovers.
Learn more: www.bodegalobo.com

32. Oaxaca viajero transportadora turistica S. A. de C.V.



What we do: We promote cultural and rural tourism development. Learn more: www.oaxacaviajero.com

33. Movimiento de Jóvenes por el Agua A.C.



What we do: We are an NGO that promotes conservation, ecotourism and environmental education projects in Mexico.
Learn more: www.moja.org

34. Ruta Origen



What we do: We co-design and operate tourism experiences with communities to generate alternative income.
Learn more: www.rutaorigen.com

35. Xentour Operadora Turística



What we do: We create customized local tourism experiences with a focus on community.
Learn more: www.facebook.com/xentouristica

36. Refugio Guest House S.A. de C.V.



What we do: We blend the warmth of the traditional guest houses with the comfort of a boutique hotel.
Learn more: www.agradoguesthouse.com

37. Las Torcacas, Sociedad de Producción Rural de Responsabilidad Limitada



What we do: We provide camping trips to reconnect with nature and experience a new style of culinary tourism.
Learn more: www.facebook.com/Eco-Camping-Las-Torcacas

38. Belilula SAPI de CV



What we do: Glamping Campsites & Outdoor Hospitality Services. Learn more: www.belilula.mx

39. Viajes y Experiencias EG SAPI de CV



What we do: We are a social enterprise dedicated to promoting and preserving sustainable tourism in the South of Mexico. Learn more: www.ecoguerreros.com

40. Divemike



What we do: Dive Mike is a water sports operator at Playa Del Carmen, México. A PADI Resort for over 12 years and a Dive Center focused on technical and cave diving since 2003. Learn more: www.divemike.com

41. Operadora turistica viajes que iluminan SA de CV



What we do: We aim to regenerate the dynamic of the touristic industry in Mexico. Learn more: www.totonal.com

42. CHAKTUNCHE S.P.R. de R.L. de C.V.



What we do: Lodging in a natural sanctuary, where art and science provide a comfortable and memorable experience. Learn more: www.chaktunche.com

43. MKT MEDIA, S.A DE C.V



What we do: We design tourism experiences to explore cenotes.
Learn more: www.los7cenotes.com

44. Museo de Ropa Étnica de México



What we do: We are a nonprofit museum promoting Mexico's history and diversity through the ethnic clothing on view.
Learn more: www.murem.org

45. CARDINI TAMPICO SA DE CV



What we do: We provide a varied gastronomy experience right in the heart of Tampico.

Learn more: www.facebook.com/Ristorantecarleone

46. Mi2U S.C.



What we do: We help businesses to develop strategies in Technology, Organization, Sales and Networking.

Learn more: www.mi2u.mx

47. XIMBALA



What we do: Ximbala creates and implements genuine sustainable touristic experiences for young students.

Learn more: www.ximbala.com.mx

48. Jaalkab Cabanas



What we do: We offer the best ecological cabins in Yucatán Peninsula, a place to find yourself.

Learn more: www.jaalkab.com.mx

49. The Hub MTY AC 

What we do: We offer entrepreneurship education and empowerment programs for underserved and vulnerable communities. Learn more: www.monterrey.impacthub.net

50. Hermandad Cervecera de Mexico 

What we do: We locally produce craft beer, commercialize and promote it through festivals and events in the community. Learn more: www.facebook.com/HelodiaFest

51. Hotel Pórtico S.A. de C.V. Romance 

What we do: We provide accommodation and an unforgettable artistic experience for travelers visiting Morelia. Learn more: www.en.hotelromance.com.mx

52. Allez Technologies 

What we do: CulturAllez provide geolocation and AR experiences to anyone who wants to explore cultural historical places in Mexico. Learn more: www.culturallez.com

53. Mosores Group SAS de CV 

What we do: We provide LGBTQIA+ tourists and locals with the space, experiences and opportunities to travel and explore safely and freely. Learn more: www.facebook.com/visitamexicolgbt

54. Penzi S.de RL. de CV 

What we do: A holistic wedding planner atelier, we are caterers, designers we employ florist waiters cooks. Learn more: www.smapenzi.com

55. Gruta Chocantes, Sociedad Cooperativa de Responsabilidad Limitada de Capital Variable



What we do: We provide tourism experiences rooted in enjoying and preserving nature.

Learn more: www.facebook.com/grutachocantes

56. STA Consultores S.C.



What we do: We are specialized in planning, measurement & strategy generation for the tourism and meeting industries.

Learn more: www.staconsultores.com

57. PROCESA INCENTIVES SA DE CV



What we do: We are an incentive travel specialist focused on motivational experiences.

Learn more: www.procesagroup.com

58. Getabed Suite



What we do: An advanced technology solution for small and independent hotels that wants to sell online.

Learn more: www.getabedsuite.com

59. Bonimur Travel SA de CV



What we do: Land transportation for tourists and guided tours.

Learn more: www.facebook.com/bonimurtravel

60. Expertos en convenciones



What we do: We are a Mexican company specializing in the organization and logistics for convention groups, conferences, and incentive trips nationally and internationally.

Learn more: www.expertosenconvenciones.com

MEET YOUR COUNTRY MANAGER & TEAM

If you have any questions, comments or suggestions,
we encourage you to reach out to your Country Manager:
Marcelino Turati Gomez & Maria Jose Toledo Diaz.



WhatsApp: +529611031143

Based in: Berlin, Germany

About Marcelino:

Marcelino has more than 10 years of international experience working in Germany, Mexico, Switzerland, China and Ukraine for the public and private sector, I am a strong believer in innovation for development



WhatsApp: +5215528875538

Based in: Mexico City, Mexico

About Maria:

Maria has a marketing background specialized on market research with experience in marketing strategies for agribusiness development.

MEET THE HQ TEAM

Throughout the duration of the **COVID-19 Relief Program For Toursim**, you'll also be working with the enpact team in Berlin to provide different types of support.



Hanna Starchyk

Program Manager,
Empowering Entrepreneurship Initiative

Based in: Berlin, Germany

Areas of Expertise: Project Management and Coordination, Event Management, Cultural Intelligence, Communications, Coworking

About Hanna:

Hanna has an M.A. in Cultural Studies and is deeply interested in the impact cultural differences cause on businesses. Hanna is responsible for the overall coordination of EEI project and is the HQ contact partner for the program participants.



Carolin Schütz

Program Manager,
Empowering Entrepreneurship Initiative

Based in: Berlin, Germany

Areas of Expertise: Project Management, International Development, Capacity Building, Organisational Development, Intercultural Communication, Partnership Management

About Carolin:

Carolin has an M.A in Cultural Anthropology and more than seven years experience managing international projects, partnerships & networks. Around the world she has connected global leading family enterprises in economic cooperation and knowledge exchange. Carolin is part of the team developing content & mentorship for the Empowering Entrepreneurship Initiative.



Essam Sharaf

Senior Program Manager, Empowering
Entrepreneurship Initiative

Based in: Stockholm, Sweden

Areas of Expertise: Project Management, Innovation & Entrepreneurship, Innovation in Healthcare

About Essam:

Essam has an MD and M.Sc. in Bioentrepreneurship from Karolinska Institutet. Essam worked with different innovation and entrepreneurial support programs and activities in MENA region as well as in Sweden. At enpact, Essam is one of the managers for COVID-19 Relief Program as well as working on healthcare innovation projects.



Sergio Rakotozafy

Program Manager, Empowering
Entrepreneurship Initiative

Based in: Berlin, Germany

Areas of Expertise: Monitoring & Evaluation, Sustainable
Development Cooperation

About Sergio:

Sergio holds an M.Sc. in Economics and a Postgraduate Degree in International Cooperation for Sustainable Development. At enpact, he coordinates the Monitoring & Evaluation system and is especially interested in finding out, to what extent we have impacted your businesses through our projects!



Clelia Medina

Senior Program Manager, Empowering
Entrepreneurship Initiative

Based in: Berlin, Germany

Areas of Expertise: Research, International Business, Project
Management, Innovation & Entrepreneurship

About Clelia: Clelia is a Ph.D. in Innovation Management. She had conducted research in Latin America about technology adoption and entrepreneurship. In our team, she is one of the program managers managing content development and resources based on your needs.



Christoph Hesse

Senior Program Manager, Empowering
Entrepreneurship Initiative

Based in: Berlin, Germany

Areas of Expertise: Social Entrepreneurship, Project Management, International Business Development, Event Management, Open & Distributed Innovation

About Christoph:

Christoph has an M.A. in Ancient History & Classical Philology and more than six years experience in helping to build and scale public-private partnerships for empowering startups and SMEs in LATAM, MENA and Europe. At enpact, Christoph is responsible for developing content & mentoring tailored to your needs as EEI participants.



Elisabeth Uhlig

Program Manager, Empowering
Entrepreneurship Initiative

Based in: Berlin, Germany

Areas of Expertise: Sustainability, Tourism & Travel, Project Management, Social Entrepreneurship, Online Marketing

About Elisabeth:

Elli is currently finishing her Master's degree in Sustainable Tourism Management. That sums up pretty well the two topics she is very passionate about - tourism & sustainability. For the EEI program, you can reach out to Elli if you have any questions regarding contracts, money transfers, content development for tourism programs.



Jost Neumann

Head of Economic Development,
TUI Care Foundation

Based in: Berlin, Germany

Areas of Expertise: Intercultural Communication, Scenario Analysis, Strategic Foresight

About Jost:

Jost is a Strategic Foresight graduate and social impact professional with more than 6 years of international development and communications experience in both investment and non-profit sectors. He is curious for and passionate about human-centered design, impact investment, social tech ecosystems, and all of the fine (street)art.



Lotte Kuijstermans

Mentoring Programme Officer,
TUI Care Foundation

Based in: Berlin, Germany

Areas of Expertise: Tourism Destination Management, Sustainability, Community-based Tourism

About Lotte:

After graduating in Tourism Destination Management in studies that took her from her hometown of Breda to Melbourne, Sri Lanka, Bali and Lombok, Lotte decided to pursue her personal interest in the social and environmental impacts of tourism by joining TUI Group. Now, this biking and baking enthusiast is leading the mentorship programme from TUI Care Foundation's side.



Manuel Gil Ferreira

Stakeholder Engagement Officer,
TUI Care Foundation

Based in: Berlin, Germany

Areas of Expertise: Marketing, Strategic Communications

About Manuel:

This History nerd, Political Science and Business graduate from Portugal has lived in 8 different cities working in marketing and communications for an international NGO and the European Commission. It is his passion for travel that made him join TUI, where he is now responsible for engaging different stakeholders of the Relief Programme from TUI Care Foundation's side.

The Empowering Entrepreneurship Initiative was developed by enact e.V. The COVID-19 Relief Programs are funded by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ). enact implements the programs and coordinates the implementation with the Strategic Partnership Technology in Africa (SPTA). The COVID-19 Relief Program for Tourism is implemented by enact together with TUI Care Foundation.

Supported by the

