



Application Guide

General

- The Competition takes place online through the Travel Massive Platform (*Travel Massive is the world's largest community for travel industry professionals to build connections, learn, and share their stories.*)
- Competition Language is English and all communications will run through the e-mail you registered your account on Travel Massive with
- There are TWO Categories: One for **Ideas** and the other for **Social Startups & Projects**
- There are no limitations regarding the age of participants

Eligibility - Who can participate

General Guidelines:

Both, the "Idea" and "Social Startup & Project" categories should have a clear social impact and show a relation to tourism. Here are a few general guidelines, to check whether your idea or social startup / project is feasible and well thought out:

- ensure a clear social impact by finding a SDG (Sustainable Development Goal) that your idea or social startup / project tries to accomplish
- you found an original, innovative way to solve a social, cultural or environmental problem
- economically sustainable: your work is future-oriented and you thought about a sustainable business model

Idea:

When applying for category "Idea", you have not registered a business and cannot present particular results yet, but you can agree with the following points.

You...

- are aiming for a precise target
- have a conceptual design of a solution for a social, cultural or environmental problem
- have a rough idea of a business model
- intent for a plan and implementation
- might elaborate a time plan and milestones

Social Startup & Project:

To apply for this category, it's required that you are already running a social start-up or working on a project. Your startup / project is already registered and operates on the market. It's not necessary that it is fully implemented and there are no restrictions regarding the time, for how long your startup / project should be existing.

You worked out a clear business model and you can describe a ...

- Financial model
- Market potential
- USP (Unique Selling Point / Proposition)
- Impact model

Process - How to participate

Step 1: Deadline July 25th*: Travel Massive Profile - Application Template

-> *New Deadline: July 28th!*

- Check if your concept is eligible for the “Idea“ OR “Social Startup & Project“ Category
- Create a personal Travel Massive Profile & get verified (keep in mind that it might take 1-2 days to get verified)
- Log-in to the [Travel Massive Forum](#) and go to the category “Competition: Social Entrepreneurship in Tourism”
- Use the application template (you will find this in the category) to create your application document. Have a look at the provided examples on the forum, for a better understanding
- Upload your application in the suitable sub-category (Idea or Social Startup & Projects) in the forum - see instructions of the technical guide at the end of this document

Step 2: Deadline August 1st*: Community Voting

- Your Template will now receive comments and recommendations from the community in the Travel Massive Forum
- Through community voting, 10 finalists of each category will be chosen (“Idea“ and “Social Startup & Project“)

Step 3: Deadline August 17th*: Only for Top 10 Finalists - Video

- You'll receive a message if you are one of the Top 10 finalists of your category (Make sure to check your e-mail, maybe even the spam folder)
- You are asked to upload a video, answering the following questions (not longer than 3 minutes!):
 1. What is your benefit on the (local) society?
 2. How do you plan to sustain your (potential) business? (e.g.: business plan, financial model, market potential, unique selling point, impact model)
 3. Feel free to address another issue you weren't able to mention in the template or video before
- Within 2 weeks upload the video underneath your application document in the forum

September 5th: Jury Evaluation of finalists

- The Jury will now evaluate the finalists by the following criteria:
 - Feasibility (25%), Social Impact (25%), Creativity & Innovation (15%), Relevance (10%), Tourism Relation (15%), Sustainability (10%)
- The winners will be announced to finalists on September 5th
- You will receive an individual feedback on your concept from the Jury if you're one of the finalists

September 21st: The Winners

- The public ceremony will take place online via Travel Massive
- Winners will get a chance to introduce themselves and their winning idea or startup / project during the event

Do you need technical guidance? Get help to set up your personal Travel Massive Profile or learn how to upload your Application Template into the Forum on the following pages.

* All deadlines are due 11.59pm CEST

TECHNICAL GUIDE

Signing Up on Travel Massive:

Membership to Travel Massive is free to any individual anywhere in the world who is professionally involved in the tourism industry or studying a tourism related course.

The following community guidelines apply to membership:

- Accounts are for individual use only and can't be shared by multiple individuals
- Account is a real person (please register with a personal profile - first name, last name, information about yourself)
- Profile is not a company or logo (after your personal profile is created and approved you'll have the possibility to create an additional company profile, which can be managed by several individuals)
- Include at least one link to verify personal account (e.g. LinkedIn, Instagram, Facebook)
- Profile meets Travel Massive's community values
- Travel Massive reserves the right to restrict or deny membership at its discretion
- Travel Massive does not accept membership from people who are part of multi-level marketing schemes such as World Ventures, Dreamtrips, Paycation or similar companies
- Chapter Leaders reserve their right to restrict or deny membership to a Travel Massive chapter
- Event organizers reserve their right to restrict or deny attendance to a Travel Massive event

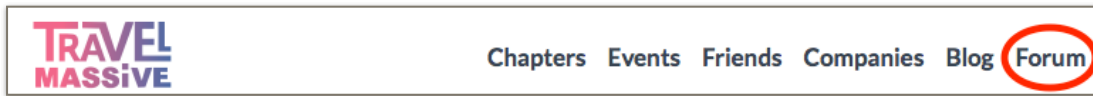
How to register:

- Follow this link: <https://travelmassive.com/user/register>
- Fill out all requested basic information
- Please keep in mind that all communication about the competition will be done via the e-mail address you registered with
- Please select "Social Entrepreneurship in Tourism" as your home chapter (you can join additional chapters later on)
- Please feel free to mention that you are participating in the competition if you want to

Upon request, your membership will be reviewed by the Travel Massive team. You may be requested to provide additional information if you do not provide enough information. Approval usually takes a few hours, but maximum one day.

Using the Forum & Uploading Your Application:

- Log-in on the Travel Massive platform with your personal account
- In the top menu you will find the link to the forum:



(Direct Link: <https://lounge.travelmassive.com/>)

- Using the forum requires an additional log-in:



- After logging-in you will be able to comment, react and post in the forum

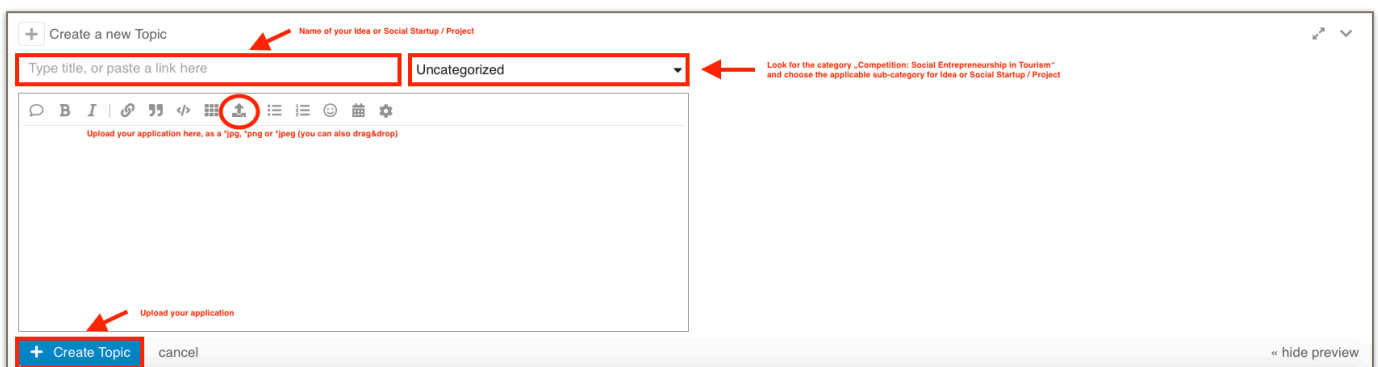
How to upload your application:

- When logged in to the forum, you will find the option to create a new topic:



(alternatively, select the competition's category first and create a new topic directly there)

- After selecting this option, a window will open to create your application post
- In the upper left row please include the name of your idea or start-up / project
- In the right drop-down menu please chose the correct category
- Upload your application template as a jpg, jpeg or png, so it will appear in the topic post
- Additionally please also upload or drag & drop the template as a pdf format
- Finally, click "Create Topic" to post your application



Good luck!

- The Competition Team