Who we are, vision & what we offer

We are a leading partner organisation for the implementation of international development projects. Founded in 1959 and registered under Swiss law, we are an independent non-profit organisation.

“We promote inclusive economic, social and ecological development to make an effective contribution towards sustainable and widespread prosperity in developing and emerging economies”

We offer Project Management, Advisory, Training and Research based on global best practices.
Facts & Figures 2019

120 Projects in 38 Countries

Source of funds

- Annual Budget: CHF 100 million
- Public clients - Switzerland: 67%
- Public clients - International: 19%
- Private Donors: 14%
# Overview of current projects in Uganda

<table>
<thead>
<tr>
<th>Project</th>
<th>Project Objective</th>
<th>Target group</th>
<th>Working Area &amp; Sector</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inclusive Markets Uganda (IMU)</strong></td>
<td>Increasing incomes, employment opportunities and livelihoods.</td>
<td>• Smallholder cocoa farmers &amp; beekeepers • 13 districts</td>
<td>Enterprise promotion</td>
<td>Agribusiness</td>
</tr>
<tr>
<td><strong>Local Skills Development For Youth (LSDY)</strong></td>
<td>Supporting youth with tailor-made training opportunities to increase their employment chances and entrepreneurship opportunities.</td>
<td>• Youth (18-24 years) • 13 districts in Eastern Uganda</td>
<td>Skills Development</td>
<td>• Agribusiness • Construction • Hospitality</td>
</tr>
<tr>
<td><strong>ULearn</strong></td>
<td>Supporting Ugandan and Tanzanian youth with tailor-made training opportunities to increase their employment chances and entrepreneurship opportunities.</td>
<td>• Youth (18-24 years) • 13 districts in Central &amp; Western Uganda</td>
<td>Skills Development</td>
<td>• Agribusiness • Construction • Hospitality</td>
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<tr>
<td><strong>Credit Suisse - Swisscontact initiative to promote entrepreneurship &amp; innovation</strong></td>
<td>Improving the survival rates for start-ups around the world and fostering their growth by promoting entrepreneurship and innovation in collaboration with donors, investors and local actors.</td>
<td>• Entrepreneurs • In Uganda, Rwanda, Vietnam, Cambodia, Peru and Guatemala</td>
<td>Enterprise promotion</td>
<td>Cross-cutting</td>
</tr>
<tr>
<td><strong>CASA – Commercial Agriculture for Smallholder and Agribusiness program</strong></td>
<td>Improving the livelihoods of smallholder farmers and their families by stimulating investments in emerging agrimarkets (sesame and beans) – NIRAS as lead agency.</td>
<td>• Smallholder farmers • In Uganda, Malawi and Nepal</td>
<td>Enterprise promotion</td>
<td>Agribusiness</td>
</tr>
<tr>
<td><strong>NUTEC - MD</strong></td>
<td>Increasing income and climate-resilience of poor men and women (Sunflower, Soya bean, Sesame, Rice) – Palladium as lead agency.</td>
<td>• Smallholder farmers • In Northern Uganda</td>
<td>Enterprise promotion</td>
<td>Agribusiness</td>
</tr>
</tbody>
</table>
Tourism - Priority in Uganda

- National Tourism Policy (2015)
- National Tourism Development Master plan (2014-2024)
- National Development Plan III (2020 – 2025)
- Tourism Sector Development Plan (Vision 2040)
- COVID-19
Tourism Development Areas (TDA)

Tourism in Uganda

- Tourism Development Area (TDA) approach
- Largely wildlife based
- Uneven spatial development of tourism
- Vast unharnessed opportunities for young people
- Challenges of COVID 19 recovery
Approach

Product Development

Promotion & Marketing

Strengthening supply chains

Community Empowerment

Stakeholder Interventions

Sustainability

Inclusiveness

Resilience

Economic Opportunities for Young People

Young People (youth, women, community....)
### Product Development

#### Current State
- Narrow product offer
- Uneven spatial distribution
- Less inclusive
- Less competitive
- Vast unharnessed resources

#### Proposed Strategies
1. Policy & planning framework
2. Capacity Building
3. Enabling Environment
Marketing & Promotion

- Tap into emerging source markets
- Attract adventure travelers
- Profile range of experiences
- Market products in lesser-known regions
- Stimulate product development
- Digital marketing strategy
- Enhance digital marketing skills
- Develop national branding strategy
- Establish a sustainability training and accreditation across the sector
Strengthening Supply Chains

- Ensure effective demand management
- Support formal relationships across tiers
- Enhance public-private-community partnerships
- Increase formation flow across actors
- Enhance product development coordination structure
- Government provide tourism development enabling environment
• Establish guidelines and standards to support MSMEs
• Sensitise young people on available opportunities
• Train youth – knowledge & skills
• Support forming of SACCOS
• Provide affordable financing
### Development Partner | Project title | Implementing Agency | Status
---|---|---|---
#### 1. Tourism Product Development
USAID | STAR – Improvement of trails | USFS, UWA | Completed
UNDP | Innovation Challenge Award | UTB, Private sector | Ongoing
European Union | Green Economy Investment Fund for SMEs | UDB | Completed
World Bank | Matching Grant MSME’s in Tourism | PSFU | Completed
World Bank | CEDP – strengthen public & private sector | PSFU | Completed
#### 2. Marketing and Promotion
World Bank | Competitiveness and Enterprise Development | PSFU, private sector | Ongoing
#### 3. Capacity Building - Human Resource Development
Booking Cares, GIZ | Ukaramu – curriculum & training | Mango Tree, EOW | Ongoing
Irish Aid | SDF – tour guide & hospitality training – Karamoja | ENABLE | Ongoing
European Union Trust Fund | SDF - training for refugees/ host communities - Northern Uganda / Kiryandongo | ENABLE | Ongoing
Belgian Government | SDF - assessment – Albertine-Rwenzori & Karamoja | ENABLE | Ongoing
MasterCard | U-LEARN II – Youth vocational/technical training | Swisscontact | Ongoing
ILG, Min. Gender, Labour, Social Dev | Apprenticeship for young tourism trainees in host refugee areas | MoLGSD, UHOA | Ongoing
USAID | ‘HIV AIDS awareness and prevention program’ | RTI, UHOA | Completed
World Bank | Skills Development Facility | PSFU, MoFPED | Ongoing
World Bank | Re-development and upgrading (UHTTI) | UHTTI, MoTWA | Ongoing
#### 4. Tourism Management and Enabling Environment
DFID, TradeMark East Africa | Strategic plan development for tourism associations | UTA | Completed
DFID, World Bank | Uganda Tourism Status Report | MoTWA, UBOS | Completed
GIZ | East African Tourist Guides Portal project | USAGA | Ongoing
GIZ | Marketability of the East African Cultural Crafts | UTA | Suspended
MasterCard | Lead Firm Structure for Youth Employment | PSFU | Ongoing
MasterCard, PSFU | The Covid 19 Economic Recovery Program | PSFU, UTA | Ongoing
European Union | Greening the Tourism Sector in Uganda | Gaiker, UTA | Ongoing
NOREC | Community Based Tourism Businesses Support | UCOTA | Closing
Netherlands Embassy | Sustainability, certification, digital marketing | RVO, CBI | Planned
UNDP | Improving Policies and Regulations | MoTWA | Completed
UNDP | Kidepo Critical Landscape Conservation project | UWA, NEMA, NFA | Completed
UNDP | Review of Tourism Act, 2008 | MoTWA | Completed
UNDP | Uganda Tourism Ecosystem Platform (UTEP) | | Completed
World Bank | Capacity building support | MoTWA | Completed
Chinese Embassy | Donation of laptops to UWA | UWA | Completed
European Union | Protection of Historical Buildings | Cross-Cultural Fdn | Completed
USAID | Uganda Tourism for Biodiversity Program | AWF | Completed

### Need for:

- Coordination
- Build synergies
- Alignment with NDP III & MTWA sector development Plan(s)
- Mainstream young people
- Involvement and benefit
Proposed Tourism Projects
**Product Development Project(s)**

### Integrated Wildlife and Culture Product

<table>
<thead>
<tr>
<th>Project Title</th>
<th>Wildlife and Cultural Tourism Integrated Product Development</th>
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<tr>
<td>Region</td>
<td>North Eastern Uganda – Karamoja, Karenga, Pian Upe area</td>
</tr>
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</table>
| Situation analysis | • Currently both products are offered to tourists **separately**  
| | • Limited linkage/synergies between culture and wildlife tourism  
| | • Community perspective and **indigenous knowledge** of wildlife conservation and management is therefore overlooked  
| | • As a result, tourists visit national parks **spend few days** and leave with limited interaction with the community  
| | • **Narrows the opportunities** for young people within the community to participate and benefit from tourism development |
| Project objective | Enhance visitor experience, contribute to tourism product diversification and make wildlife tourism more competitive |
| Potential Activities | • Profile and Interpret culture and wildlife resources conservation – **indigenous knowledge**  
| | • Develop a culture and wildlife tourism product integration framework  
| | • Sensitise youth about available opportunities  
| | • Develop guidelines and design training handbooks  
| | • Train youth adjacent to conservation areas in cultural tourism (tangible and intangible interpretation) and how to integrate it with wildlife-based tourism  
| | • Develop trails and interpretation facilities |
| Potential partners | MTWA, UWA, UCOTA, UTA |
Capacity Building Project(s)

- E-marketing training
- Community Tourism Certification (CTC) system
- Assessment & Training Packages
- Tourism Online Information Portal

- Agrotourism Enhancement strategy
- MICE Entrepreneurship Capacity Building
Enabling Environment Project(s)

Tourism Research Center/Observatory

Tourism Policy Support

Technical support & Capacity building at Uganda Hotel & Tourism Training Institute (UHTTI)

Women in Tourism
We create opportunities