



USAID
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CENTRAL AMERICA

USAID CONSERVATION OF CENTRAL AMERICAN WATERSHEDS PROGRAM

**DELIVERABLE NO 10:
CONSERVATION AWARENESS VIDEO AND TRAVEL PHILANTHROPY
COLLATERAL MATERIALS DEVELOPED**

SUBCONTRACT #EPP-I-04-03-00014-05

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Contract No. EPP-I-04-03-00014-05

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Submitted To: Chemonics International

The author's views expressed in this publication do not necessarily reflect the views of the United States Agency for International Development or the United States Government.

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SECTION 1. OVERVIEW

The USAID Conservation of Central American Watersheds Program (USAID-CCAW) initially set out to formalize sustainable tourism clusters with key public and private sector groups within two destinations of the Gulf of Honduras watershed (Roatán, Honduras and Izabal, Guatemala). Given the political situation in Honduras, USAID suspended activities in Roatán. Throughout the majority of the program, Solimar has focused its efforts on engaging Guatemalan stakeholders in the following strategic activities for the Izabal region:

- Bringing local stakeholders (including representatives from the public sector, private sector, and communities) together under the **Izabal Geotourism Alliance** to work towards collective solutions for protecting and conserving the cultural and natural resources of the destination. Member businesses will also be promoted through a variety of channels—including a new consumer-focused web site for the destination and through tourism information centers.
- Creating a consumer-focused web site (www.discoverizabal.com) featuring destination content as well as detailed descriptions and booking information on Izabal Geotourism Alliance member businesses;
- Opening tourist information centers in strategic locations (Izabal, Rio Dulce, and Puerto Barrios) to provide assistance to visitors, offer bookings of Alliance member's products, educate visitors on how to minimize their environmental impact on the region, and sell local handicrafts.
- Designing the **Izabal Conservation Fund**, a travelers philanthropy program that will encourage visitors to give donations in support of local conservation programs;
- Training tour guides how to deliver targeted conservation messages that will inspire visitors to give donations; and
- Training cruise line tour guides and local tour operators on how to implement the Global Sustainable Tourism Criteria into their business operations, minimize their impact on the environment, and solicit donations to the Izabal Conservation Fund.

To complement these sustainable tourism activities and ensure that these destinations are marketed to consumers, a number of marketing materials were developed through the support of the USAID-CCAW program:

1. A conservation awareness video for Roatán, Honduras to promote the attractions available on the island and educate tourists on how they can reduce their environmental impact;
2. A conservation awareness video for Izabal, Guatemala to promote the attractions available in the region and educate tourists on how they can reduce their environmental impact; and
3. Materials to promote the Izabal Conservation Fund.

Each of these materials along with a strategy for their distribution is discussed further in this document.

SECTION 2. CONSERVATION AWARENESS VIDEOS

One of the most tangible outcomes achieved during the limited time of the USAID-CCAW program was the filming and production of two promotional conservation awareness videos by South Shore Productions. These videos were created to highlight the main attractions that the destinations of Izabal, Guatemala and Roatán, Honduras have to offer, introduce some of the main conservation threats and organizations working to mitigate them, while also educating travelers on how they can minimize their impact and contribute to ongoing conservation efforts.

At the time this deliverable was submitted, the videos have been approved by USAID and the final voice-over is in the process of being recorded.

Drafts of the videos can be viewed at the following links:

Roatán, Honduras

<http://web.me.com/scottstohler/Roatán/>

Izabal, Guatemala

<http://web.me.com/scottstohler/Guate/>

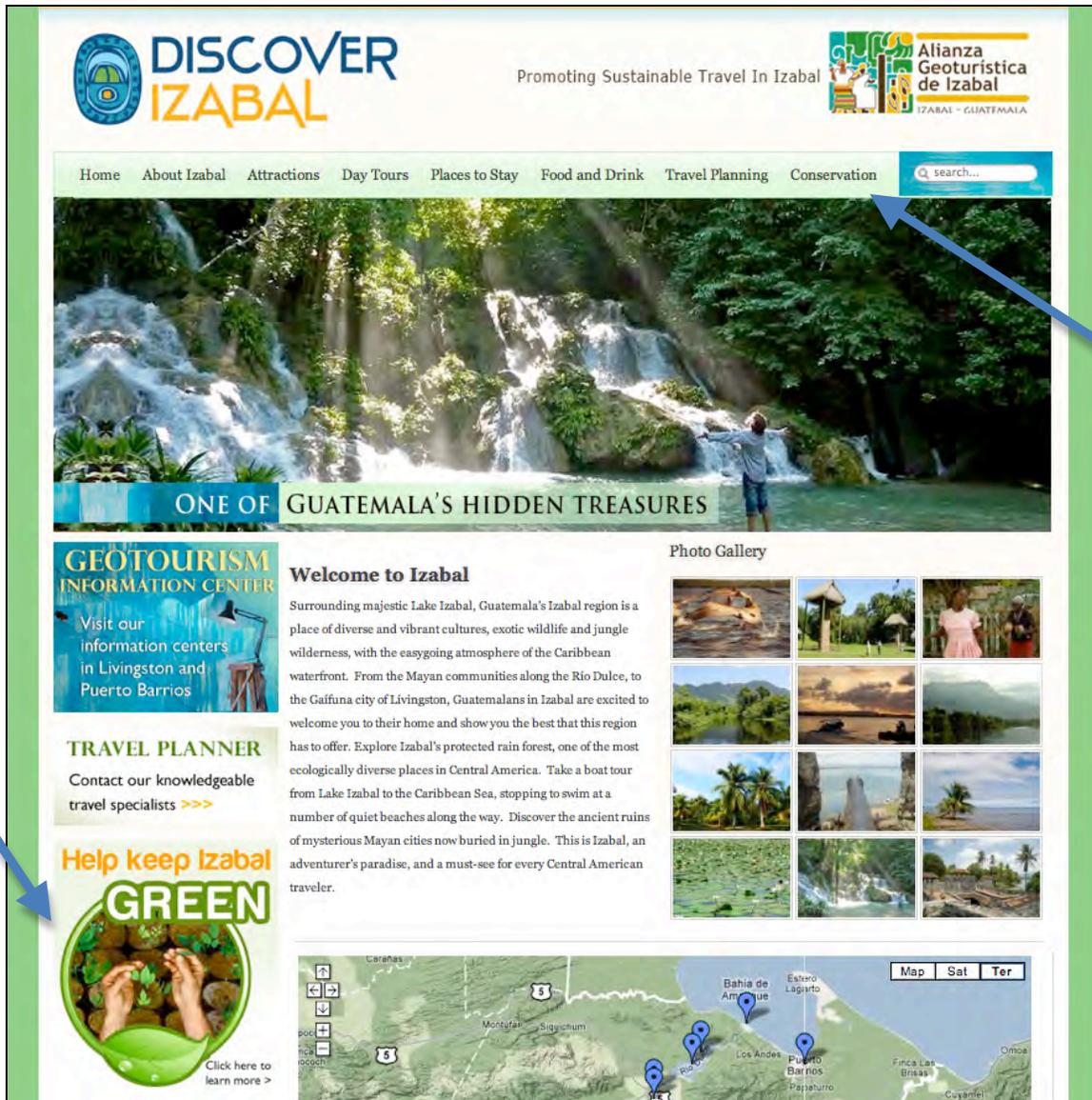
Distribution

The Roatán conservation awareness video will be distributed only if and when distribution is approved by USAID. Once the video has been finalized Solimar will request their guidance regarding distribution.

Solimar has been unable to obtain letters of commitment to distribute the Izabal video due to our inability to share the final version with potential project partners. Several preliminary discussions have taken place, however, and Solimar will distribute the video through the following outlets once it is finalized:

Online

The Izabal conservation awareness video will be featured on the www.discoverizabal.com web site on both the homepage as well as through a section of the site dedicated to conservation.



The video will also be made available to all business members of the Izabal Geotourism Alliance to include on their web sites. A comprehensive list of all IGA members is included on the following page.

We will also upload the video onto www.youtube.com, which is the second most searched engine (behind Google).

Staterooms/Guestrooms

The conservation awareness videos will also be distributed in staterooms through a number cruise ships visiting both destinations. Solimar has been reaching out to the following cruise line companies to ascertain whether there is an interest in showing the video in staterooms:

Izabal, Guatemala

Norwegian Coastal Voyages
 Holland American
 Norwegian Cruise Line
 P & O Cruises
 Fred Olsen Cruise Line
 Regent (Radisson)
 ResidenSea Miramar
 V-Ships

Roatán, Honduras

Holland America Line
 Carnival
 Royal Caribbean Cruise Lines
 Seabourn Cruise Line
 Costa
 Fred Olsen Cruise Line
 Dolphin Cruise Line
 P&O Cruises
 Club Med
 Princess Cruises
 Celebrity Cruises

Solimar is also working through our contacts at the Florida Caribbean Cruise Association (FCCA) to reach multiple cruise line companies that are members of this association.

Izabal Geotourism Alliance Members

The following private sector businesses and community-based tourism organizations have become members of the Izabal Geotourism Alliance. The conservation awareness video for Izabal will be made available to each of these members to show in their lobby, restaurant, guestrooms, and in vehicles when transporting travelers to attractions.

Member Name	Member Type
Amatique Bay	Hotel
SunDog Café	Restaurant
Lagunita El Salvador	Community
Vinas del Lago	Hotel
Hibiscus	Restaurant/Museum
Gil Resort	Hotel
Hospedaje Dona Alida	Hotel
Villa Caribe	Hotel
El Malecon	Restaurant
Organizacion Garifuna Guatemalteca	Organization
FUNDAECO	Organization
MarBrissa	Hotel
Rasta Mesa	Cultural Center
Las Palofitos	Restaurant
Aktenamit	Organization
Buga Mama	Restaurant
Exotic Travel	Tour Operator
Eco Ways	Tour Operator
Izabal Travel	Tour Operator
Catamaran	Hotel
Nana Juana	Hotel
Casa Perico	Hotel

Hostal Los Jardines	Hotel
Ubafu	Bar
Jardin Botanico El Ciricote	Natural Attraction
Bruno's Marina	Hotel
Sand Bay	Natural Attraction/Restaurant/Hotel
Asotransmart	Transportation/Lancheros
Asotranslali	Transportation/Lancheros
Flowas Bungalows	Hotel
Green Bay	Hotel
Mar y Sol	Tour Operator
Posada Delfin	Hotel
Casa Iguana	Hotel
Las Escobas	Natural Attraction
Happy Fish	Restaurant
Go With Gus	Tour Operator
Happy Fish	Tour Operator
Hotelito Perdido	Hotel
Castillo San Felipe	Natural Attraction
Siete Altares	Natural Attraction
Aguas Calientes	Community
Tilongo Lingo	Restaurant
Nutria Marina	Hotel
Hacienda Tijax	Hotel
Salvador Gaviota	Hotel/Natural Attraction
Kimarrin	Tour Operator
Gray Line	Tour Operator
Hotel del Norte	Hotel
Hotel Sante Fe	Hotel
Hotel el Castillo	Hotel
Safari	Restaurant
Rios Tropicales	Hotel
Hotel Rio Dulce	Hotel

Cruise Ports

Solimar has held several conversations with INGUAT about how they can support the Izabal Conservation Fund through providing a booth within the Puerto Barrios cruise port to solicit donations. Once the video is finalized, Solimar will also approach INGUAT to ascertain their interest in showing it on one of the monitors within the cruise ship port.

SECTION 3. IZABAL CONSERVATION FUND MARKETING MATERIALS

Through the graphic design assistance of Sustainable Travel International (a leader in travelers' philanthropy), the following marketing materials were developed to increase awareness of the Izabal Conservation Fund and encourage donations:

1) Gift Cards

Sustainable Travel International developed charitable gift cards for travelers to support the initiative. Gift cards will be available through several members of the Izabal Geotourism Alliance in three incremental amounts (\$5, \$10, and \$25) and will be allocated as a general gift to the Izabal Conservation Fund. Photographs from Ak'tenamit were used to visually depict potential beneficiaries of donations. Cards will be printed in a pre-numbered series in order to place controls around the collection of money for the cards. A small portion of funds generated for the Izabal Conservation Fund will be earmarked for the re-printing of gift cards.

Refer to **Appendix A** for mock-ups of the Izabal Conservation Fund Gift Cards.

2) Rack Cards (brochures)

A simple yet visually attractive 4x9 rack card that is both informative and readable was developed to promote the Izabal Conservation Fund.

Refer to **Appendix B** for mock-ups of the Izabal Conservation Fund Rack Cards.

Distribution

Due to the complexity and time required to properly establish a travel philanthropy fund, the Izabal Conservation Fund does not yet have the process in place to ensure it will be managed responsibly. This will require 1-2 years of outside monitoring and assistance by both the Executive Board of the Fund as well as MAR Fund (the administrator). The valuable designs produced for the printed materials will be handed over to the Executive Board to use once the fund is established.

Once printed, rack cards can be distributed through members of the Izabal Geotourism Alliance and placed in a brochure holder (displayed on the front counter of the hotel/restaurant) that includes a membership certificate stating: "*This business is a proud member of the Izabal Geotourism Alliance. Ask how you can support the Izabal Conservation Fund*". To date, the following Izabal Geotourism Alliance members have informally agreed to support the Izabal Conservation Fund through the distribution of marketing materials and solicitation of donations:

- **Amatique Bay** (hotel) has agreed to both sell gift cards and include a \$2 voluntary "opt-out" donation on the invoices of all clients;
- **Sun Dog Café** (restaurant/café) has agreed to sell gift cards. They are also the location of the Rio Dulce information center;

- **Lagunita El Salvador** (community-based accommodation and tour provider) has agreed to sell gift cards;
- **GilResort** (hotel) has agreed to sell gift cards;
- **Villa Caribe** (hotel) has agreed to sell gift cards;
- **FUNDAECO** (NGO) has agreed to sell gift cards and collect donations through a donation box;
- **MarBrissa** (hotel) has agreed to sell gift cards and include a \$2 voluntary “opt-out” donation on all invoices of clients;
- **Buga Mama** (restaurant) has agreed to sell gift cards;
- **Catamaran** (hotel) has agreed to sell gift cards;
- **Nana Juana** (hotel) has agreed to sell gift cards;
- **Sand Bay** (natural attraction/restaurant) has agreed to sell gift cards;
- **Green Bay** (hotel) has agreed to sell gift cards;
- **Posada Delfin** (hotel) has agreed to sell gift cards;
- **Las Escobas** (natural attraction) has agreed to sell gift cards;
- **Nutria Marina** (hotel) has agreed to sell gift cards;
- **Hacienda Tijax** (hotel) has agreed to sell gift cards; and
- **Salvador Gaviota** (hotel/natural attraction) has agreed to sell gift cards.

Refer to **Appendix C** for letters of commitment from four member businesses of the Izabal Geotourism Alliance. While the businesses above have given their verbal commitment, it has been difficult to collect signed letters of commitment for a variety of reasons (conversations took place over the phone and email communication by the business or organization is limited, the manager/owner is not available to sign the form, they want to take more time to think it over, etc.)

Rack cards and the sale of gift cards should also be available through the three tourism information center locations (in Puerto Barrios, Rio Dulce, and Livingston) established through the support of the USAID-CCAW program.

CLINICA



Izabal
Conservation
Fund

TRAVEL WITH PURPOSE

\$5



Izabal
Conservation
Fund

TRAVEL WITH PURPOSE

\$10



Izabal
Conservation
Fund

TRAVEL WITH PURPOSE

\$25



Izabal
Conservation
Fund

TRAVEL WITH PURPOSE



\$5



Izabal
Conservation
Fund

TRAVEL WITH PURPOSE



\$ 10



Izabal
Conservation
Fund

TRAVEL WITH PURPOSE



\$25

Thank you for supporting the Izabal Conservation Fund! This gift card serves as a receipt for your donation, is non-refundable, and is not redeemable for cash. Funds spent to purchase this card will be used to directly support high-impact grassroots projects that make a world of difference.

Our projects are 100% guaranteed. All projects supported by the Izabal Conservation Fund undergo compliance checks to ensure they have a bona fide charitable purpose, generate positive outcomes, and meet applicable laws relating to international philanthropy.

Please visit our web site to learn more about how your donation is making a difference: www.discoverizabal.com

This card is biodegradable.



Support the Izabal Conservation Fund

Enhance the environment and well-being of local residents by adding a voluntary donation of \$2 (or more) to your bill. Or, purchase a 100% biodegradable Gift Card as a souvenir for yourself or someone back home.

Your donation will be used to directly support high-impact grassroots projects in the region.

Examples of potential uses of donations include:

- \$5** provides dental care for a patient at a local dental clinic
- \$10** buys supplies for a local woman to create handicrafts, giving her an alternative source of income
- \$25** sponsors a student for one month, including the cost of teacher salaries, boat transportation, and health care



Izabal
Conservation
Fund

TRAVEL WITH PURPOSE

see reverse for more information

ABOUT US

The Izabal Geotourism Alliance (IGA) is a group of local non-profits and businesses dedicated to working with travelers and the travel industry to enhance the environment and well-being of local residents in the Izabal region of Guatemala.

WHAT WE DO

IGA operates the Izabal Conservation Fund, a charitable program that provides travelers and travel companies with opportunities to make small donations to regional grassroots projects that make a world of difference.

IGA members are working to address a number of conservation threats including waste management and pollution, loss of traditional languages and cultures, poverty and public health issues, and unsustainable development.

HOW IT WORKS

When travelers visit Izabal, we hope they will opt to add a small charge to their bill or purchase a gift card from participating businesses and tour guides in support of the Izabal Conservation Fund. As funds accumulate, they are awarded as grants to local conservation initiatives to protect valuable natural and cultural resources throughout the region and help maintain a vibrant tourism industry.

PROTECTING YOUR INVESTMENT

Our projects are 100% guaranteed. All projects supported by the Izabal Conservation Fund undergo compliance checks to ensure they have a bona fide charitable purpose, generate positive outcomes, and meet applicable laws relating to international philanthropy.

STAY INFORMED

One of the things donors tell us they appreciate is staying informed about the projects they support. Visit the web site below to learn more about how your money is being spent and the results that are being achieved:

www.discoverizabal.org

Gifts to the Izabal Conservation Fund represent irrevocable donations, are non-refundable, and do not pay dividends or interest income. The Izabal Conservation Fund has provided no goods or services in consideration of your gift.

The Izabal Geotourism Alliance is administered by:



TÉRMINOS DE ACUERDO DE LA ALIANZA GEOTURÍSTICA DE IZABAL

Participación en la Alianza Geoturística de Izabal depende de su decisión de acceder al siguiente acuerdo. A cambio del valor de los beneficios de mercadeo, los miembros participantes deben cumplir/acceder con los siguientes requerimientos de elegibilidad:

- 1) Los miembros deben estar localizadas físicamente, o vender un producto o servicio (tal como un tour de día) en la región de Izabal.
- 2) Los miembros deben motivar a los viajeros a realizar una donación a la Fundación de Conservación de Izabal a través uno o dos de los siguiente opciones:

-Donaciones Voluntarios: Incluyendo una opcional programa de \$2 USD (per noche de acomodaciones) o \$1 (per comida en restaurantes) per cada recibo.

-Tarjetas de Regalo (Gift Cards): Vender tarjetas de regalo en diferentes cantidades para apoyar proyectos específicos.

- Al marcar esta casilla, yo certifico que mi empresa/organización está de acuerdo con cada uno de los requerimientos de elegibilidad mencionados anteriormente.

Nota: La decisión de participar en este acuerdo y unirse a la Alianza de Geoturismo de Izabal no obliga financieramente a su empresa a ningún costo o tarifa. Para poder demostrar los beneficios de este programa, se le otorgará un período de prueba de seis meses sin ningún costo. Si está interesado en seguir recibiendo los beneficios de la membresía al concluidos los seis meses, deberá pagar una pequeña tarifa que beneficiará la sostenibilidad de esta Alianza.

ACUERDO

Firma: _____

Nombre (en letra de molde): _____

Haydée Chupina

Nombre de la empresa/organización: _____

Hotel Green Bay

Fecha: _____

14 de octubre 2009

¡Gracias por su participación en la Alianza Geoturística de Izabal!

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ACUERDO

Firma: _____



Nombre (en letra de molde): _____

Luis Xol Rax

Nombre de la empresa/organización: _____

Comunidad Leguista Salvador

Fecha: _____

05/10/09

¡Gracias por su participación en la Alianza Geoturística de Izabal!

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- * **Los miembros deben estar localizadas físicamente**, o vender un producto o servicio (tal como un tour de día) en la región de Izabal.

También, esperamos que los miembros nos puedan apoyar a motivar a los viajeros a realizar una donación a la Fundación de Conservación de Izabal a través uno o dos de las siguientes opciones:

-Donaciones Voluntarios: Incluyendo una opcional programa de \$2 USD (per noche de acomodaciones) o \$1 (per comida en restaurantes) per cada recibo.

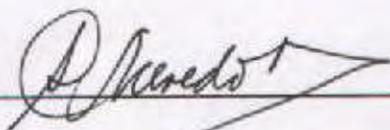
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ACUERDO

Firma: _____



Nombre (en letra de molde): _____

SANDRA ACEVEDO DE VOËLIN

Nombre de la empresa/organización: _____

Proyecto HIBISCUS www.hibiscusprojectizabal.com

Fecha: _____

27 oct. 2009

¡Gracias por su participación en la Alianza Geoturística de Izabal!

* Estoy de acuerdo únicamente con lo marcado con amarillo. 

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ACUERDO

Firma: _____

Nombre (en letra de molde): _____

Lourdes Lorena Sancé

Nombre de la empresa/organización: _____

Industria Hotelera Marbeissa, S.A.

Fecha: _____

27/10/09

¡Gracias por su participación en la Alianza Geoturística de Izabal!