



Document III: Terms of Reference

SDG Global Innovation Forum

1. Introduction

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

As the leading international organization in the field of tourism, UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide.

UNWTO encourages the implementation of the Global Code of Ethics for Tourism, to maximize tourism's socio-economic contribution while minimizing its possible negative impacts, and is committed to promoting tourism as an instrument in achieving the Sustainable Development Goals (SDGs), geared towards reducing poverty and fostering sustainable development worldwide.

UNWTO generates market knowledge, promotes competitive and sustainable tourism policies and instruments, fosters tourism education and training, and works to make tourism an effective tool for development through technical assistance projects in over 100 countries around the world.

UNWTO's membership includes 166 countries and territories and more than 500 Affiliate Members representing the private sector, educational institutions, tourism associations and local tourism authorities.

In this context, UNWTO is organizing the SDG Global Innovation Forum which aims to gather the tourism innovation and entrepreneurship ecosystem stakeholders – namely, Governments, institutions, corporations, startups, education centres and innovation hubs/accelerators – to highlight technology, social impact and sustainability solutions to current and future challenges.

2. Development objective

UNWTO Innovation, Investments and Education Department is seeking for qualified established companies to support in the organization of the SDG Global Innovation Forum.

3. Immediate Objectives

The objective for the support in the organization of the SDG Global Innovation Forum is to provide services and actions focused on:

- Creative concept and visual identity of the event.
- Design and layout of core communications assets and physical material for the event.
- Operation of the event.

4. Scope of work

The selected company will provide the following services to support the organization of the SDG Innovation Forum (SDGIF) and related initiatives:

1. Development of a creative concept and visual identity for the SDGIF.
2. Based on the agreed visual identity and on finalized content provided by UNWTO, design and layout of core communications assets, including but not limited to a pitch deck for presentations and disseminations, brochure for the event, programme, poster, flyer, letterhead, badges for participants, etc.
3. Design of physical materials for event, including but not limited to photo call, totems, etc.
4. Design and development of a dedicated website, established before the press conference to announce the launch of the SDGIF and later gradually populated with updated news, materials.
5. Creation of an video summary of the event (expected duration 1-5 minutes).
6. Creation and support in the definition of social media strategy in collaboration with UNWTO.
7. Support for the press conference to announce the launch of the SDGIF.
8. Support in disseminating press releases and other relevant communications materials in the target countries to network of selected company.
9. Support during the event (organization of interviews, media coverage).
10. Design and development of other corporate event materials needed for the event (signage, billboards, press kits, etc.).
11. Support in organizing travel and logistics of speakers where needed by UNWTO.

5. Inputs

The company will receive UNWTO technical guidance on the programme and structure of the event in order to ensure a successful operation.

6. Timing

The tentative date of the event will be 16/17 May 2022.