



GRANT MECHANICS

In line with the directive of President Gloria Macapagal-Arroyo to promote and safeguard the country's ecotourism sites through the provision of essential services for tourists, the **Grassroots Entrepreneurs for Eco-tourism (GREET)** program has been conceived to enhance the livelihood opportunities preferably for promising young entrepreneurs who can best explore the inherent tourist drawing potentials of these sites which can readily be sources of income within their respective protected areas.

The GREET Program would provide blocks of Php 50,000-worth of grants to deserving groups or individuals with feasible entrepreneurial/business proposals in eco tourism sites in the country. Preference would be extended to young entrepreneurs. Criteria for evaluation will guide in the selection of potential entrepreneurs.

Who Can Apply?

1. Individuals

- Applicants must be a Filipino citizen, age 18 years old and above and has some training/experience related to their business idea;
- Applicant must be a resident of the town or province where the ecotourism site is located for a minimum of two (2) years;
- At least high graduate and of good moral character;
- Entrepreneurs who wish to establish new or expand existing tourism products and/or services may also apply.
- All applicants must be able to present their business plans / proposals in person to the GREET Screening & Evaluation Committee.

2. Organizations

- Community organizations, business associations and local tourism offices based and operating in town or province where an eco-tourism site is located and is duly registered with the appropriate government agency.
- Merits will be given to organizations that have demonstrated successful delivery of programs for community and/or have a well-developed network of key stakeholders and private sector partners;
- Must manifest functionality: regular meetings and must have at least a minimum amount of organizational funds to sustain the current operational level of its existing activities and projects (funds from dues, membership fees, and other income generating projects)

* Ineligibles:

Members of the organizing committees, implementing officers, partner organizations, and local government offices where the eco-tourism sites are located and their relatives of up to 3rd degree of consanguinity are disqualified from submitting applications and proposals for the grant.

How to apply?

1. Interested parties may secure application forms at the Municipal tourism offices, Dept of Tourism Regional Offices, or at the GREET Secretariat Office. Forms can also be downloaded at the GREET Program link at the GREET Website.
2. Eligible individuals and organizations are invited to submit for consideration, innovative, creative, well-planned and environment-sustaining business proposals for implementation to chosen ecotourism site. Business Proposals must be based on the GREET Program Business Plan template.

3. Applicants are encouraged to attend the GREET orientation program to be held in their area;
4. Applications / Business proposals must be received by the GREET Program Review Committee on the specified deadline;
5. Applications / Business proposals must be submitted to the DOT Regional Offices or to the:
 GREET Secretariat
 C/o Travel Trade Sales Department
 Philippine Convention and Visitors Corporation
 4/F Legaspi Towers 300
 Roxas Blvd corner Vito Cruz St., Manila
 Email: greet@dotpcvc.gov.ph
6. An application that is incomplete (based on the template) will be disqualified.

Evaluation Process:

1. Applications will be evaluated in terms of how well they meet the GREET program Objectives and that Project Proposals should:
 - Encourage the development of an enterprising culture within the local community without jeopardizing or sacrificing the sustainable management of natural and cultural resource of the eco-tourism site;
 - Provide good value for money and with realistic projections or process of implementation;
 - Be technically and financially viable;
 - Promote cultural preservation and respect for indigenous knowledge and practices;
 - Promote environmental education and protection through appropriate plans, standards, policies and practices;
2. Applications will be assessed and graded through a "Point Rating System" as follows:

Criteria	Points
Originality, uniqueness of the project and creativity	20
Viability of implementation and projections	20
Economic impact and job creation	20
Promotion of natural and cultural preservation	20
Growth potentials	20
Total	100

Winners will be selected on the highest points garnered.

3. The GREET Program Committee reserves the right to ask applicants with similar projects to consider collaborating in broader partnerships.
4. The GREET Program Committee reserves the right to impose whatever conditions it deems advisable in acceptance of an application.