

OVERVIEW

INNOVATIVE IDEAS FOR SUSTAINABLE TOURISM PRODUCT DEVELOPMENT

1. GENERAL INFORMATION

- Objective:**

The program aims to promote sustainable tourism practices in Vietnam by identifying and supporting pioneering enterprises with the potential to contribute to sustainable tourism development.

Specific objectives:

- o Identify and support businesses that demonstrate commitment and innovation capacity in the tourism sector.
- o Strengthen capacity and provide technical and financial support to help enterprises develop ideas and launch sustainable products or services.
- o Create a crowding-in effect by inspiring and encouraging more businesses to adopt sustainable tourism practices.

- Timeline:**

No.	Timeline	Activity
1	Nov 2025	Launch the program and open registration
2	24 Nov 2025 (tentatively)	Conduct an orientation session for registered individuals/organizations and guide on idea submission
3	24 Nov – 31 Dec 2025	Submission of detailed idea proposal
4	5–15 Jan 2026	Evaluate and select shortlisted ideas for the next round
5	End Jan 2026	Conduct pitching session for shortlisted candidates
6	Feb 2026	Announce outstanding ideas and grant awards
7	Mar – Sep 2026	Support implementation of selected ideas

** As this timeline overlaps with the New Year and Tet holiday, the above schedule may be subject to changes if necessary*

- Innovative and creative ideas that can be applied to promote sustainable tourism products, tourism models and sustainable destination development in Vietnam in general, with encouragement to focus on three provinces: Tuyen Quang, Da Nang, and Dong Thap.
- Grant support:** Winning ideas will receive financial and technical support for implementation.
- Application language:** Vietnamese OR English.

2. REGULATIONS

2.1. Eligibility

- Any individual aged 18 or above, as well as organizations operating in Vietnam, are eligible to participate. Organizations, enterprises, cooperatives, and individual business households working in the tourism sector are strongly encouraged to apply. Priority will be given to ideas and projects implemented in three provinces of Tuyen Quang, Da Nang, and Dong Thap.
- Applicants with at least one year of actual business operation or experience in implementing initiatives that promote and develop sustainable tourism will have an advantage.
- Must demonstrate a clear orientation toward applying innovation.
- The product, service, or business model should be related to the tourism sector or contribute to the tourism value chain.
- Must show a strong commitment to sustainability, including environmental protection, cultural preservation, and community livelihood improvement.
- Should demonstrate potential for scaling up and collaboration with stakeholders.
- Each individual, organization, or business entity may submit only one idea.

2.2. Requirements for submitted ideas

- The idea must be innovative and creative, serving as a business solution that generates new value and contributes to sustainable tourism development in Vietnam. Priority will be given to ideas targeting the three project-supported provinces: Tuyen Quang, Da Nang, and Dong Thap.
- Applicants must hold full ownership rights over the proposed idea.
- The idea may be in its initial stage or an extension of an existing initiative, but it must demonstrate an innovative approach or business model that promotes sustainable tourism.
- Priority will be given to ideas that can leverage additional funding sources (public or private, in cash or kind) to enhance long-term sustainability.
- The application must follow the **Concept Note Template** (in Vietnamese or English) provided by the Organizing Committee. Only complete applications that meet the required structure and criteria will be considered.

2.3. Evaluation criteria and rules

- Submitted proposals must meet the following criteria:
 - *Relevance*: Aligns with the overall objective of promoting sustainable tourism development in Vietnam. Proposals must be clearly presented, well-structured, and logically argued.
 - *Impact*: Potential to generate positive impact for local communities and contribute meaningfully to sustainable tourism development in Vietnam.

Objectives and expected results must effectively address the identified challenges.

- *Feasibility*: Can be implemented in Vietnam within the proposed budget, timeframe, and resources. The Organizing Committee values applicants with implementation capacity or resource mobilization ability.
- *Financial soundness*: Proposed budget must be reasonable, aligned with expected results, and justified.
- *Creativity*: Demonstrates fresh approaches in ideas, content, or implementation methods.
- *Scalability and sustainability*: Potential to be applied in other locations and to maintain long-term effectiveness. Priority for ideas that mobilize additional funding.
- Other rules:
 - Proposals must be submitted on time, no later than **23:59, 31 December 2025**. Late submissions will not be considered.
 - The Organizing Committee reserves the right to revoke any grant if it is found that the idea is not owned by the applicant.

2.4. Submission of Concept Note

- Applicants must complete the **Concept Note Template** (Vietnamese or English) provided by the Organizing Committee and submit via the official email indicated in the competition announcement.
- Submission emails: cm3@st4sd.vn, with cc to assist1@st4sd.vn and assist3@st4sd.vn.

2.5. Grant support

- Selected applicants will receive a grant provision, including financial and implementation support, depending on the applicant's capacity to realize the idea. The total value of prizes is up to **USD 7,000**, equivalent to approximately **180 million Vietnamese dong**.
- The funding will be monitored and evaluated to ensure:
 - Proper use of funds as agreed;
 - Implementation activities align with the approved project plan;
 - Collection and documentation of lessons learned, challenges, and experiences to enable timely support.
- Based on the approved implementation plan, Helvetas Vietnam will purchase goods and services on behalf of the grantee using the agreed budget.

2.6. Selection and Timeline

- The Organizing Committee will select suitable concept notes to advance to Round 2, where candidates will present their ideas. Applicants based outside Hanoi may present online.
- In Round 2, the Evaluation Committee will make decisions based on the voting results of the participating members. In case of a tie, the Chairperson of the Committee will make the final decision.
- Selected applications will be announced in **February 2026**. The prize will be provided as a **grant contract** for implementing selected ideas, with the implementation period expected to begin in **March 2026**.

* Note:

- Proposals submitted after the deadline **23:59, 31 December 2025** will not be considered.
- Submitted proposals not selected will not be returned.

3. CONTACT

For more information, you can contact the ST4SD project via Ms. Tạ Linh Chi at assist1@st4sd.vn.