



*For the Community & by the Community  
The Process....*

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*STRATEGIC PLAN 2008 - 2013*



## STRATEGIC PLAN 2008 – 2013

### Mission STATEMENT

The Eco-tourism Society of Seychelles (TESS) is committed to further the NATIONAL stated vision that “Tourism in Seychelles shall continue to be developed to the highest standards for the optimum social and economic benefit of the Seychellois people while maintaining a commitment to the protection and conservation of the natural environment and biodiversity” thus helping Seychelles and other small island states communities’ work towards social, ecological and economic sustainability.

### Motto

For the Community and by the Community – Turning **Possibilities** into **Realities**: *The Process . . . . !*

### The Ecotourism Society of Seychelles Objectives

1. To engage exclusively in any such educational, scientific, literary, historical, and charitable pursuits to accomplish the primary purpose of its mission statement.
2. To work in partnership with governments, parastatals, the private sector and other NGOs working to promote eco-tourism objectives.
3. To provide information and develop education and training programs and materials on eco-tourism.
4. To inspire people to engage in eco-tourism ventures to ensure social, ecological and economic sustainability by highlighting success stories and demonstrating best practices

### Introduction to the Strategic Plan

This strategic plan is intended to guide The Eco-tourism Society of Seychelles during the five years as an NGO in Seychelles. The mission and objectives are derived directly from the constitution. The strategic areas represent the key activities that TESS needs to engage in to establish itself as an independent and self-sustaining NGO, and work towards fulfilling its mission.

*A. SCOUTING, UPE & SUSTAINING TESS*

**Objective: To become a well-established, recognized, and respected member of the NGO community in Seychelles**

<b>Strategic area</b>	<b>Target</b>	<b>Actions</b>		<b>Timeline</b>	<b>Responsibility</b>
OFFICE SPACE	Acquire a modestly equipped office space to serve as headquarters for TESS	Look for office spaces in town	Set up internet, telephone, fax	2 <sup>nd</sup> half of 2008 2 <sup>nd</sup> half of 2008	Secretary General --
		Seek funding to purchase a computer, printer and associated office equipment	Venture into long-term office arrangements – land & it's own 'Maison de L'Ecotourisme'	2 <sup>nd</sup> half of 2008 Dec 2009	-- --
HUMAN RESOURCES	Lay the groundwork for becoming an NGO with paid staff	Employ an administrative officer to man town office		Jan 2009	Secretary General
	Develop and implement a strategy for making use of local and overseas volunteers and interns.	Make a list of volunteer positions/ tasks		Ongoing	Secretary
		Enlist at least one overseas volunteer per year		Ongoing	
		Enlist local volunteers (i.e. post secondary interns, students, citizens)		Ongoing	
		Seek consultancy work for the NGO and its members		Ongoing	All
PARTNERSHIPS	Establish partnerships with potential funders	Become a member of LUNGOS		Done Ongoing	
	Network with regional and international partners and organisations	Network at all opportunities		Ongoing	
	Build meaningful working relationships with local partners, organisations and stakeholders e.g. University of	Participate in meetings / workshops			

	Seychelles, MENRT, STB, MLGYSC, the Seychelles Heritage Foundation, Farmers Association, National Arts Council, etc.			
MEMBERSHIP	Establish a membership fee system & start collecting fees  Clarify roles and responsibilities of members	Seek members, collect fees  Produce a document on member roles	Ongoing  Ongoing	
MARKETING	Ensure that our brand name, logo and mission are known within the Seychellois, regional and international civil society and NGO communities, bilateral and multilateral relevant agencies	Design a logo & motto  Hold a launching ceremony  Set up a website  Produce a brochure/flyer for TESS promotion  Produce business cards for board members  Produce a banner to identify ourselves at events  Make and sell t-shirts/other promotional materials	Done 2 <sup>nd</sup> half of 2009 Early 2009 Early 2009 Early 2009 2 <sup>nd</sup> half of 2009 2 <sup>nd</sup> half of 2009	

**Objective: Become a financially stable, accountable and self-sustaining non-governmental organisation**

<b>Strategic area</b>	<b>Target</b>	<b>Actions</b>	<b>Timeline</b>	<b>Responsibility</b>
ADMINISTRATIVE	Manage funds with accountability	Set up a bank account Maintain books in order Find an auditor & audit accounts (if any)	Done Done Done 2009	
RECURRENT FUNDING	Establish sources of recurrent funding from local and or overseas sources to support administrative costs	Draft a proposal listing administrative costs and send to potential funders	Ongoing	
PROJECT FUNDING	Apply for and obtain grants	Compile a project catalogue of small, mid and large scale projects tied in to programme areas Explore funding programmes Apply for funding through local, regional and international programmes	PP33-Ongoing Ongoing Ongoing	
SERVICES	Create and promote an inventory of services and fees provided by the NGO  Perform consultancies related to the promotion and implementation eco-tourism endeavours in Seychelles, regionally and internationally  Building knowledge, awareness and understanding for the effective empowerment of the locally community	Apply for consultancies and subcontract to members  Look into establishing a business arm in order to sell goods & services (training, lectures, consultancies) to financially sustain the NGO	Ongoing  Ongoing  Ongoing	

**Objective: Implement projects to promote and encourage eco-tourism activities in Seychelles**

<b>Strategic area</b>	<b>Target</b>	<b>Actions</b>	<b>Timeline</b>	<b>Responsibility</b>
AWARENESS & EDUCATION	<p>Lead and participate in awareness programs and events that promote eco-tourism ventures in Seychelles</p> <p>Highlight inspiring success stories that contribute to eco-tourism practices</p>	<p>Organise &amp; participate in special events</p> <p>Set up and maintain an interactive website (with information on all programme areas)</p> <p>Produce a brochure</p> <p>Produce an e-newsletter</p> <p>Set up a documentation centre</p> <p>Develop a portable display</p> <p>Purchase portable display board</p> <p>Collaborate with local media to develop programmes to promote eco-tourism</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	
ADVOCACY	Advise government and businesses on eco-tourism practices	<p>Participate in advisory committees &amp; boards</p> <p>Issue statements on current topics and issues related to eco-tourism</p>	<p>Ongoing</p> <p>Ongoing</p>	
SUSTAINABLE TOURISM	<p>Promote, assist and implement eco-tourism practices and activities in Seychelles</p> <p>Perform assessments and advise existing hotel facilities on ways that they can</p>	<p>Assist fully in the implementation and official opening of the Les Cannelles Nurseries Exotic Flower Garden "<i>Kot Many Garden</i>"</p> <p>Provide full support for the "<i>Chez</i></p>	<p>Done</p> <p>Ongoing</p>	

	<p>contribute to becoming “greener” in line with sustainable tourism practices</p>	<p><i>l’Habitant</i>” tourism concept by assisting the relevant authorities in compiling guidelines and setting minimum standards of operation</p> <p>Assist district administrations fully in implementing projects in their districts that would further the merits of eco-tourism activities e.g. the Anse Royale beach park, by giving technical advise and seeking funding from on-going national, regional and international initiatives to implement such activities</p>	<p>2009</p> <p>Ongoing</p>	
<p>CAPACITY BUILDING</p>	<p>Organise at least one workshop / seminar per year to promote eco-tourism in Seychelles</p> <p>Organise forums to allow all stakeholders undertaking eco-tourism in Seychelles (also regionally and internationally) to meet and share experiences of best practice</p> <p>Participate in training programs that serve to advance and improve the technical skills of its members and partners</p> <p>Develop community based project management skills of its members and interests to ensure successful implementation of its core activities</p>		<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>	