Padmakshi Rana, PhD
7th June 2021
ABOUT US

Nepal Communitere is a Nepal-based not for profit organisation
BUSINESS INNOVATION FOR RESILIENT TOURISM ENTERPRISES IN NEPAL

TOUROVATION HUB

ICIMOD

NEPAL COMMUNITERE
CONCEPTUAL APPROACH

Tourovation - Tourism + Innovation

Resilient enterprise - “absorb, adapt and transform”

- Value proposition
  - sustainability - environmental, social, economic
- Strategic orientation
  - value creation through entrepreneurship, market demands, management capacity
- Entrepreneurial ecosystem
  - collaboration and co-creation
PROGRAMMATIC APPROACH

- Three-day Design Sprints
- Monthly masterclasses
- Bi-monthly business coaching sessions
- Monthly financial management sessions
- Seed funding of NPR 2 lakhs per enterprise
- Access to finance to scale RE solutions
- Bi-monthly post-investment coaching

- Tourovation Hub Partners: ICIMOD - REEECH and SELCO Foundation
- Steering Committee members: Gham Power, WindPower, SmartPaani, Nepal Tourism Board, NMB Bank
- Sector experts: CUE design studio, Alternative Energy Promotion Centre (AEPC), StoryCycle
## SUSTAINABLE BUSINESS MODELS

<table>
<thead>
<tr>
<th>Enterprises</th>
<th>Products and Services</th>
<th>Value Proposition (Env, Soc, Eco)</th>
<th>Customer segment (primary)</th>
<th>Investment area and amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Treks and expeditions</strong></td>
<td>Sustainable treks and expeditions in remote areas of Western Nepal; creating jobs in Dolpa area for marginalised communities</td>
<td>Heartfelt experiences for Guests; meaningful opportunities for Team; improved profitability for Owners; a positive impact on Environment and Local community through reduced plastic waste, increase clean energy, job creation, capacity building and increase retention of tourism revenue in the destination</td>
<td>Retired international tourist</td>
<td>Portable solar batteries; Amount: NPR 10,00,000; portable electronic recharge and basic renewable power supply during treks</td>
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<tr>
<td><strong>Accomodation and food; walking and cycling tours; jeep safari; cultural shows; canoeing and boat rides; sightseeing; cooking classes</strong></td>
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<td>Leisure tourist; business tourist</td>
<td>Solar energy batteries; Amount NPR 21,18,644; support lighting the resort, and reducing NEA cost</td>
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<td><strong>Day plans/trips for corporates; training on agro-organic farm; farmstay and restaurant</strong></td>
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<td>An organic agro-tourism farm for women and youth struggling to find jobs because of limited academic and professional experience, and opportunities for national and international volunteers</td>
<td>Corporates, businesses, private offices, banks, development orgs that have an environmental focus or policy</td>
<td>Warehouse and equipment for production of the recycled paper bags; Amount: NPR 31,25,000; job creation and trainings for women</td>
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<td><strong>Farmstay, research, dry fruits</strong></td>
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<td>A RE demonstration park that will exhibit the viability of an integrated energy system for sustainable use at community level</td>
<td>Individual leisure tourists, universities, researchers</td>
<td>Hi-tech greenhouse for nursery + solar dryer and panels for homestay; Amount: NPR 23,70,000</td>
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<td>Walkman mobile app - earn green coins for walking/cycling a certain distance and redeem it in their ecommerce platform or partners, promote sustainable businesses in their ecommerce platform</td>
<td>Sustainable mobility; active lifestyle, health and wellbeing; clean energy alternatives promotion; reduced carbon emission; fun and interactive</td>
<td>Domestic and international tourists between the age of 24-35, Local daily commuters</td>
<td></td>
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<td>Accommodation and food; bakery; trekking code of conduct - conservation area</td>
<td>A sustainable climbing experience - create jobs, 10% of the profit to the medical centre, locally grown food, RE for facility electrification; minimize plastic waste; charge for wifi and safe drinking water (station)</td>
<td>Domestic visitors, 18-30 years old (trend of trekking in this age group)</td>
<td></td>
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<td>Local produce, micro entrepreneurship, promote local activities, culture and food</td>
<td>Different experience within 3 hours distance from Kathmandu - Gotikhel; agro-tourism; easy to replicate; reduced inequalities; clean energy Tourism based cooperative business model</td>
<td>Cooperatives, INGOs and NGOs, domestic tourists</td>
<td></td>
</tr>
<tr>
<td>and Prakritik Paryatan Sahakari</td>
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<td>Accommodation and food</td>
<td>Facility electrification and charging service through RE source, hygienic accommodation and locally grown food, aims to provide safe and clean drinking water</td>
<td>International visitors who come for trekking in the Langtang region</td>
<td></td>
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HIGHLIGHTS

● Knowledge sharing and collaboration
  ○ ICIMOD and SELCO during business coaching sessions
    • SELCO led sessions exploring RE solutions, social & environmental impacts and models
    • ICIMOD - tourism related insights and expertise
  ○ SC members advice provided to the enterprises
  ○ Sessions on GESI, Climate services, GHG emissions and Communication and Outreach
  ○ Support and advice from AEPC on subsidies, policies, financing and delivery schemes

● Alignment of business and financial coaching sessions to develop sustainable business models
LEARNINGS - ENTERPRISES

● Improved understanding of the enterprises and their businesses
  ○ Integrating social & environmental components into the business models
  ○ Financial literacy - bookkeeping and accounting through excel, cost structure and revenue model
  ○ External expertise - marketing and branding

● Enterprise challenges
  ○ Energy availability and security
  ○ Adoption, integration and management of RE solutions
  ○ Single use plastic bottles and bags, waste management
  ○ Carbon emissions - wood burning
  ○ Revenues and employment, major impact from COVID - 19
  ○ Access to finance
LEARNINGS - NEPAL COMMUNITERE

● **Facilitate the adoption of RE solutions** in both energy production and consumption
  ○ Building capacity and capability
  ○ Public and private partnerships

● **Strengthen platforms such as Tourovation Hub**
  ○ an intervention to support innovation in tourism enterprises

● **Access to finance to innovate resilient enterprises**
  ○ Collateral free and minimal interest loans, Women-led businesses, Donor funding, CSR grants; Private equity, Angel and Impact investors
  ○ Seed funding, Project financing for RE sector, Municipal and Tourism bonds

● **Collaboration for scaling up the enterprises and incubators**
  ○ BFIs, Government, Tourism associations, INGOs, NGOs
THANK YOU!

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