



Program FAQ

Tourism & Conservation Alliance

1. What is Tourism & Conservation Alliance?

Tourism & Conservation Alliance is an annual international membership, improvement, and conservation program promoted by the World Sustainability Foundation / World Sustainability Organization.

It is designed for tourism operators that want to support concrete biodiversity conservation projects, join an international network, and strengthen their sustainability journey in a credible way.

2. Is it a certification?

No. At this stage, the program is not presented as a certification.

It is a nonprofit membership and participation program, with membership benefits, visibility tools, an improvement pathway, and updates on the conservation projects it supports.

3. Who is the program for?

The program is mainly designed for:

- hotels
- lodges
- resorts
- diving centers
- whale watching operators
- tour operators
- travel agencies
- other tourism operators aligned with the program's positioning

4. What does it mean to join the program?

Joining means becoming part of an international initiative linked to conservation, contributing to concrete environmental projects, and taking part in a progressive improvement pathway, with membership benefits proportionate to the selected level.

5. Is membership the purchase of services?

No. Membership represents annual participation in the program and a contribution to its development and to the conservation projects it supports.

The benefits associated with the different levels should be understood as participation, visibility, and engagement benefits, not as commercial services purchased by the member.

6. What is the difference between Explorer, Impact, and Pioneer?

The three membership levels follow a progressive logic.



Explorer Partner is the entry level, with the essential benefits needed to take part in the program and begin communicating participation correctly.

Impact Partner adds greater visibility, stronger editorial involvement, more relevant opportunity alerts, and a mini improvement roadmap.

Pioneer Partner adds closer guidance, dedicated editorial visibility, a light desk review, and priority access to the most relevant initiatives within the network.

7. What are the annual membership contributions?

The current levels are:

- Explorer Partner — 100 euros/year
- Impact Partner — 250 euros/year
- Pioneer Partner — 500 euros/year

These amounts should be presented as annual contributions to join the program.

8. What do all members receive, regardless of level?

All members receive, in a basic or proportionate form, depending on the selected level:

- annual access to the network
- program guidelines
- self-assessment questionnaire
- presence in the program directory
- updates on the supported conservation projects
- basic communication and visibility tools

9. What does Explorer Partner include?

Explorer Partner includes:

- membership in the network for 12 months
- annual Explorer Partner badge
- presence in the public directory with logo, link, and short description
- access to the program guidelines and self-assessment questionnaire
- quarterly updates on the conservation projects supported within the relevant cluster
- digital certificate of membership and support for conservation
- newsletter with general calls and opportunities
- access to possible agreements with certified Friend of the Sea / Friend of the Earth suppliers, when available
- basic communication kit



10. What does Impact Partner include?

Impact Partner includes everything in the Explorer level, plus:

- enhanced directory profile with photo and extended description
- inclusion in a member feature or dedicated newsletter
- one annual webinar or group training session
- the possibility of appearing in collective social or editorial content
- opportunity alerts filtered by operator type
- priority access to the most relevant collective opportunities, when they arise
- Active Improvement Member badge after completing the self-assessment questionnaire
- annual mini improvement roadmap with 3–5 recommended priorities

11. What does Pioneer Partner include?

Pioneer Partner includes everything in the Impact level, plus:

- annual one-to-one onboarding call
- light desk review of the self-assessment questionnaire with concise feedback
- priority placement in the directory and in editorial content
- dedicated spotlight story or case study
- priority consideration for pilots, consortia, or collective applications
- annual funding orientation call
- Reviewed Improvement Partner badge, assigned when the desk review confirms a minimum level of completeness and formal consistency in the information shared

12. What is the basic communication kit?

It is a minimum set of ready-to-use materials that helps the member communicate their participation in the program correctly.

It may include:

- the program badge or logo
- short website copy
- a short standard description of the program
- email signature text
- basic copy for social media or newsletters
- minimum guidance on how to communicate participation correctly and consistently

13. What are the program guidelines?



The program guidelines are the document that presents the program's principles, basic rules, overall structure, and participation logic.

They help clarify the framework within which the member joins and communicates their participation.

14. What is the self-assessment questionnaire?

It is an initial tool through which the member describes their starting point, the practices already in place, and some improvement priorities.

It does not amount to an audit and does not constitute an independent verification.

15. What is the mini improvement roadmap?

It is a short summary, usually made up of 3–5 recommended priorities, built on the basis of the self-assessment questionnaire.

Its purpose is to help the member identify the most useful next steps to implement internally in their improvement journey.

16. What is the annual onboarding call?

It is a short one-to-one orientation call, available for the Pioneer level, designed to:

- explain how the program works
- clarify the first steps
- help the member use the benefits correctly
- reduce initial doubts and support a smoother start

It is not an ongoing consultancy service.

17. What is the light desk review?

It is an internal and concise review of the self-assessment questionnaire and the pathway declared by the member.

It may include:

- general observations
- strengths
- areas for improvement
- suggested priorities

It is not an on-site audit, not a certification, and not an accredited verification.

18. What does a dedicated spotlight story or case study mean?

It means creating a dedicated editorial piece focused on a Pioneer member.

This could include, for example:

- an article on the program website



- a piece on the Foundation's blog
- a dedicated newsletter feature
- social media or LinkedIn content
- a highlighted member page in the directory

19. What does a funding orientation call mean?

It is a short call, available for the Pioneer level, designed to assess whether there are funding opportunities or collective initiatives that may be relevant to the member's profile.

It does not include full proposal writing, budget development, or end-to-end management of an application.

20. How do the supported conservation projects work?

Members are mainly associated with one of the program's two streams:

- Sea (*Friend of the Sea projects*)
- Land (*Friend of the Earth projects*)

The assignment depends on the member's business type, location, and operational profile. In some cases, the Foundation may decide at its discretion which cluster is the most coherent.

The supported projects are updated every six months. In this way, each member can say they contribute to supporting two conservation projects per year within their main stream of reference.

21. Can a member freely choose between sea and land?

Not always. In many cases, the cluster will depend on the nature of the member's activity and positioning. The Foundation nevertheless reserves the right to define the most coherent cluster in specific cases.

22. Does the program guarantee access to calls or funding?

No. The program does not guarantee access to calls or funding and does not promise automatic results.

It may, however, offer:

- general notifications
- more targeted alerts for higher membership levels
- preliminary reviews of collective opportunities, when relevant

23. Do all members take part in collective opportunities or calls?

Not automatically.

All members may receive general information, but the level of involvement grows with the membership level. Higher levels may receive greater priority and stronger relevance in access to collective opportunities when they arise.

24. Do the badges amount to a certification?



No. The badges indicate participation in the program and, where applicable, progress within the program's internal pathway.

They are not equivalent to independent certifications and should not be presented as such.

25. What happens if the Reviewed Improvement Partner badge is not assigned immediately?

This should not be interpreted as a rejection.

It simply means that the information shared has not yet reached a minimum level of completeness or formal consistency. In that case, the badge may be assigned later, after further clarification or integration.

26. Are members required to give visibility to the program?

Yes. Members commit to giving visibility to their participation through at least one official digital touchpoint.

The Foundation may request, for example:

- use of the program badge or logo according to the approved guidelines
- a short standard description of the program
- a hyperlink to the official landing page

27. Are physical materials also expected?

Yes, when relevant to the member's context.

The Foundation may propose printed or physical materials, such as:

- mini brochures for reception, rooms, desks, or information points
- materials to be displayed on board, on site, or in public-facing areas
- QR codes linking to the program landing page

28. Does the program include agreements with certified Friend of the Sea / Friend of the Earth suppliers?

Yes, when available and practically feasible.

These agreements should be presented as a potential benefit of the network, not as an automatically guaranteed advantage.

29. Who creates the communication content for members?

That depends on the membership level and on the actual availability of the program.

At the base level, the member receives the minimum tools to communicate participation correctly. At higher levels, they may also be involved in collective or dedicated editorial content.

30. What is the correct way to describe the program?

The program should be described as a nonprofit annual membership initiative that brings together tourism, conservation, and progressive improvement.



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It should not be described as:

- the sale of services
- a full sustainability certification
- an audit
- a promise of access to calls or funding