

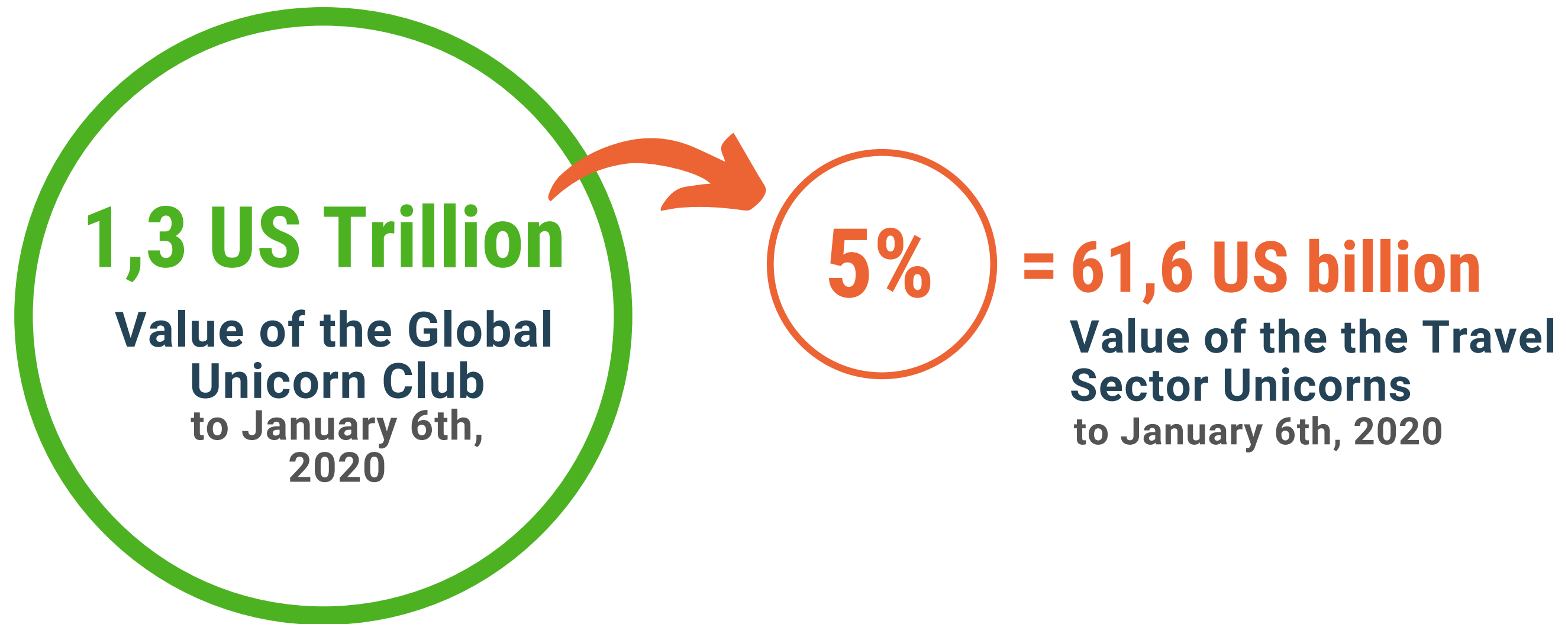


UNWTO
World Tourism Organization



**SUSTAINABLE
DEVELOPMENT
GOALS**

INNOVATION, DIGITAL TRANSFORMATION & INVESTMENTS





OUR RESPONSE



6 Editions

Tourism and destinations
Gastronomy Tourism
Sport Tourism
Rural Tourism

Global Network

5400+ Startups
150+ States
300+ Investors

45 € million Support



The world's largest call for ready-to-implement solutions
Healing for People, Prosperity and Destinations

Participants

- 1183** Applications
- 30** Semi-Finalists
- 9** Top Solutions

Regions

- 36,9%** The Americas
- 36,9%** Europe
- 11,5%** Africa
- 9,6%** Asia & the Pacific
- 5,0%** Middle East

Digital Presentation

- 9000+** Attendees
- Interaction** with Ministers



Most used technologies

Virtual & Augmented Reality
Internet of Things
Artificial Intelligence
Big Data
Blockchain

Next Steps

Connecting solutions with Member States
for piloting

Already working with the Canary Islands
and Ibiza

SDGs
GLOBAL
STARTUP
COMPETITION

Powered by:  UNWTO



A joint effort

wakalua

boosted by
 GLOBALIA





Looking for

Startups from all walks of life, from all over the world and all economic sectors are invited to participate if meeting the following criteria

- ▶ Innovative in nature providing value-added solutions
- ▶ Sustainability-driven
- ▶ Scalable: to have potential for international growth and potential to be applied in corporations and destinations
- ▶ Early Stage or Series A
- ▶ With a tested pilot and business plan
- ▶ With a past acceleration
- ▶ With a full-time team



Tourism, driving sustainability



1 in 10 jobs worldwide are in tourism
UNWTO (2019)

54% of people employed in tourism are **women**
UNWTO (2019)

7% of global **exports**
UNWTO (2019)

Most democratic sector with both global and local impact



Tourism, driving sustainability



1.5 billion **arrivals** reached in 2019
UNWTO (2020)

5% of the Global **Unicorn Club** corresponds to **travel**
CBInsights (2020)

Leading smart destinations strategies and data-driven governments



Delivering impact

Winning startups will get support to grow and start advancing during this Decade of Action

Pitch round

at a UNWTO Demo day

Curated mentorship programme

One-on-one and in-group sessions focused on Intellectual Property (IP), sustainability, business and leadership

Technological support

Access to technology

Connection to the UNWTO Innovation Network

Potential matchmaking with partners to scale up the startups, including investors, corporations and governments



The Decade of Action is an opportunity to unleash a new wave of implementation efforts that will deliver for people and planet.

Amina Mohammed, UN Deputy Secretary-General



Apply now!

Set innovation and sustainability as the new normal

<https://www.unwto.org/unwto-sustainable-development-goals-global-startup-competition>



SDGs
GLOBAL
STARTUP
COMPETITION

Powered by:  UNWTO