Bullets

1. Healing Solutions for Tourism – Innovation Challenge is a global call to reach the most disruptive startups, entrepreneurs, innovators and existing technologies from all over the world with **ready-to-implement** solutions to mitigate the Covid-19 impacts on tourism and provide support to **travelers, businesses and authorities**.

2. We are seeking for solutions in 3 main areas or categories:

   a. Healing for **People:** solutions focused on safety measures, sanitizing methods, early detection, among others for tourism stakeholders (to be used by tourists, tourism employees and corporations).
   b. Healing for **Prosperity:** solutions focused on digital applications for tourism, sharing economy, circular economy, revenue management, demand recovery, investments, among other areas, to be implemented for the whole sector near and long-term future.
   c. Healing for **Destinations:** solutions focused on recovery techniques for destinations: crisis communication, crisis management, mobility, tourism destinations re-branding, travel confidence recovery, among other related areas.

3. Participants will go through a 3-stage process:
   a. **Screening** the applications
   b. An **Experts Committee Assessment** regarding readiness to deliver and adaptability to different countries
   c. And, **release** of top startups

4. As further steps, we will:
   a. Create a **digital booklet** with top solutions to provide governments with the best providers for tourism recovery
   b. Carry out a **presentation session** with the finalists to the Member States with my participation as UNWTO Secretary-General from the **Wow Room** of **IE University**, the most innovative digital space to share the solutions.
   c. Connect the startups to the **UNWTO Innovation Network**: with more than 6500 focal points from entrepreneurship, corporations, public institutions, education institutions, incubators and investors

5. In this sense, the Innovation Challenge will be open from **25 March to 15 April**. The announcement of the top of startups will be on **20 April** and the **further steps** will be delivered starting from **25 April**.