

Project title:

natourli

Created by:

The board of natourli

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## Partners & Support 🤝

Which persons and organizations can support your project and act as intermediaries?

- Local operators (farmers, municipalities, etc.)
- Regional tourism associations
- Interest groups (Provelo, Pronatura etc.)
- Small farmers' association
- Swiss regional parks
- Outdoor brands (Transa, Bächli etc.)
- Youth organisations (scouts, Jubla)
- Hiking and cycling network operators (SAC, Schweiz Mobil, Schweizer Wanderwege)
- Fire pit operators (Swiss family fire pits)

## Activities 🔄

What are the three main activities needed to create/realize your project?

- Set-up: Establish the organisation and put it on a solid financial footing
- Realisation: Find shelter spaces, convince owners and support construction
- Operation: Publicise the offer and connect operators and users via the platform

## Ressources 📦

Which three skills and resources are central to the implementation of your idea?

- Knowledge about spatial planning and environmentally friendly construction
- Creating attractive conditions for users and operators
- Human and financial resources

## Project 🎁

How do you explain your project to a stranger in 1 minute?

- Natourli contributes to climate protection by creating sustainable nature experiences. In places close to nature, natourli enables the construction of overnight campsites with simple wooden shelters so that people can spend the night in harmony with nature. Shelter sites promote soft tourism by creating a real alternative to wild camping and enabling local operators to earn a small income on the side.

## Relationship, Community ❤️

How do you actively involve your community in your project (beyond just looking/listening)?

- Operators become members of the association and can thus actively participate
- Supporters become part of the "natourli pro-team", benefit from discounted accommodation prices and are invited to events

## Channels 📺

What channels will you use to reach your community? How will the target group find out about your project?

- Mouth to mouth
- Shelter as physical touchpoint
- Homepage/platform
- Social media
- Media articles/articles in outdoor brands' magazines (Transa, Bächli etc.), podcasts

## Target Groups 👤

Who do you want to address with your idea or project? Who will jump at it? Name your main target groups.

Users:

- Outdoor Community
- Cycle travellers
- Families
- Youth clubs / organisations
- School classes

Operators:

- Farmers
- Communities

## Budget 💰

What costs do you expect to incur to realize your idea? What are the costs?

We are dependent on financial support to set up the organisation and build the first pioneer shelters. In the longer term, however, natourli should become self-supporting from the proceeds of overnight stays and other activities.

- Personnel costs
- Development and maintenance costs for a simple booking platform
- Marketing and communication (graphics, goodies, online advertising)
- Construction and material costs for the first shelters

## Impact 🌱

1. **Impact:** What does your idea do for the climate? How do you measure/verify the impact?

2. **Scaling/Expansion/Unfolding:** How to increase the impact of your project?

- natourli reduces the carbon footprint of a trip to a minimum: you arrive on foot or by bike and sleep in a cosy, warm sleeping bag. The shelter itself consumes no energy and is made from sustainable Swiss wood. An attractive offer means that more people will spend their leisure time in this resource-saving way.
- The pioneer shelters are being built in the hiking paradise of Maria-Rickenbach - local partners are already on board. The experiences of the pioneer shelters are intended to motivate other farmers to invest in a shelter with the support of natourli and to maintain a long-term sideline. Step by step, a nationwide shelter network is being built up that enables tourism that is both close to nature and nature-friendly.