



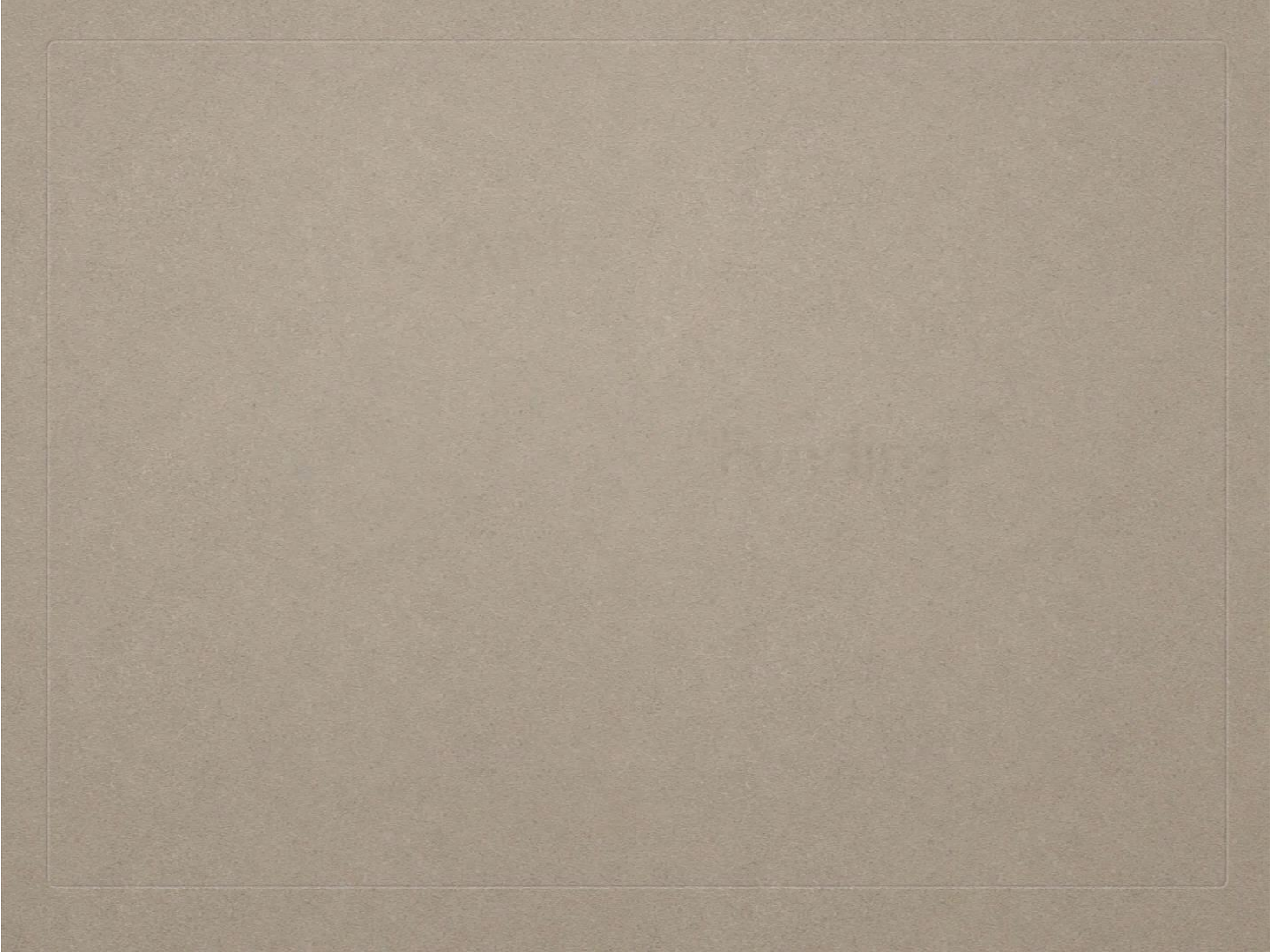
COMCEC ProjectFunding

Deniz GÖLE

Head of COMCEC Programs and Projects Department

COMCEC Coordination Office

October 31st, 2019



Essentials of COMCEC Project Funding

Instruments of COMCEC Strategy

➤ **Working Groups**

Regular meetings twice a year

Research Reports

Policy Recommendations

➤ **Project Funding**

Policy support instrument

Grant based support for member countries and OIC institutions

Since 2013

What is COMCEC Project Funding?

- An **Implementation tool** of the COMCEC Strategy
- A **member-driven mechanism (both in finding a creative project idea and implementing)**
- A Grant based funding facility under **six cooperation areas** (trade, transport and communication, tourism, agriculture, poverty alleviation, finance)
- Funding mechanism for **soft projects** (policy research, analytical studies, workshops, seminars, study visits etc.) in its nature
- **Potential Beneficiaries: (OIC Members States and Institutions)**
- **Multilateral perspective : (at least two other project partners together with the PO)**

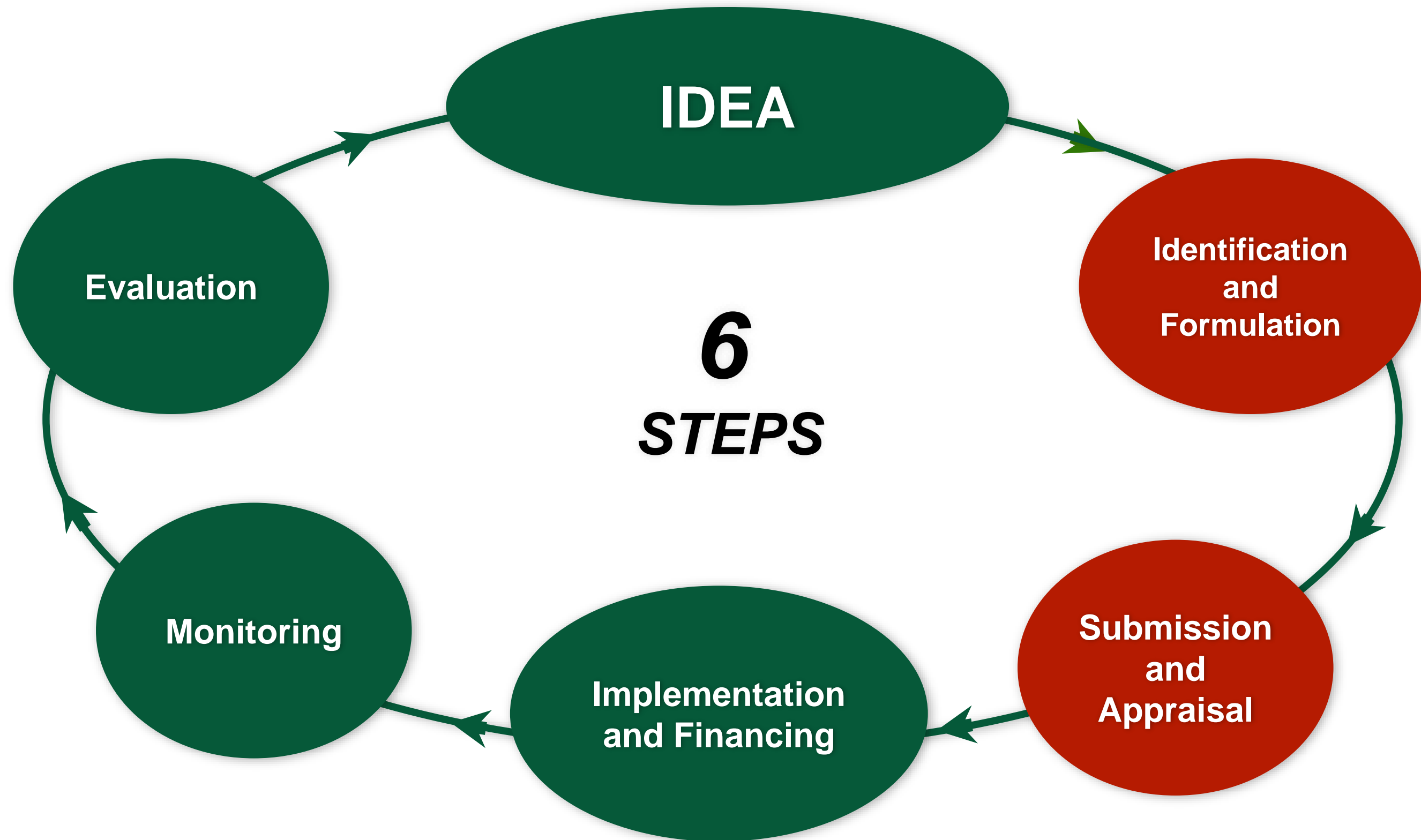
Objectives of COMCEC Project Funding



Importance of COMCEC Project Funding

- *Result oriented framework*
- *Focus on concrete policy actions and tangible results*
- *Serving all the three principles of the COMCEC Strategy (enhancing mobility, strengthening solidarity, improving governance)*
- *Enhanced engagement with the OIC Community **(via multilateralism)***
- *Flexible rules and procedures (for different legal/institutional settings)*
- *Multi-year financial framework*
- *Analytical reporting and cross-cutting sectoral feedbacks*

Stages of CPF



Assessment of feasibility for CPF

Project Selection Criteria (Eligibility)

Compliance with
Strategy's Principles



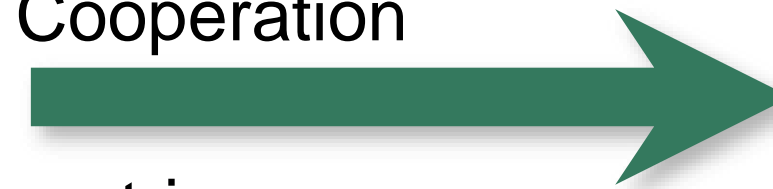
Enhancing Mobility
Strengthening Solidarity
Improving Governance

Compliance with
Sectoral Themes /
Policy
Recommendations



Projects serving to the realization
of COMCEC Ministerial policy
recommendations

Pursuing Multilateral Cooperation
Among
COMCEC Member Countries



Projects aiming at addressing at
least three countries' needs
and/or area of interest

Targeting "*Strategic
Objectives*" of the
Strategy



*"Increasing the productivity of
agriculture sector and sustaining
the food security "*

Project Types

➤ **Activity Based**

Trainings

Workshops

Conference and seminars

Study visits

Publicity meetings

Promotional materials

➤ **Research Based**

Research reports

Feasibility studies

Policy documents

Field trips related to research

Supported Themes in Tourism

Supported Sectoral Themes

- Developing destination management organizations
- Planning supply and demand as well as identifying and monitoring KPIs for ensuring sustainable tourism development at the destination
- Encouraging self-funding of destination management organizations and improving efficiency and transparency in management of resources
- Promoting destinations through forming alliances
- Creating the brand image of the destination, and promoting the destination through utilizing social media, digital marketing, trade fairs, public relations, and fam-trip organizations
- Encouraging new product development to mitigate the adverse effects of seasonality and single market
- Promoting collection, storage, analyses and dissemination of market data on visitor characteristics, seasonality, distribution channels performance, source markets, trends etc.
- Utilizing digital platforms, mobile applications and allocating special attention on social media channels for improving tourist experience, information credibility and interaction among visitors in destination marketing
- Encouraging local entrepreneurship in tourism, conducting media campaigns as well as raising tourist awareness about tourism sustainability
- Identifying Key Performance Indicators for sustainable tourism development based on international standards and climate change agreement
- Identifying current and potential tangible and intangible tourism resources by taking into consideration destinations carrying capacity, and their long term protection and survival while avoiding over tourism
- Ensuring effective destination planning and marketing by considering the supply and demand
- Developing multi-destination tourism corridors among the OIC countries
- Developing medical tourism in the OIC member countries
- Developing thermal & spa tourism in the OIC member countries

Sectoral Themes --> www.comcec.org/pcm



The screenshot shows the COMCEC Project Funding website. At the top, there is a navigation bar with language options (عربي, EN, FR, TR) and a search bar. The main header features the COMCEC logo and the text 'Project Funding'. Below the header is a menu with links: Overview, Supported Themes (highlighted with a red box and a red arrow), Online Project Submission, Implemented Projects, Selected Outputs, FAQ, COMCEC, and Contact Us.

Supported Themes

The COMCEC Coordination Office (CCO) provides financial support to the projects in 6 different cooperation areas as agriculture, finance, poverty alleviation, transport and communication, tourism and trade. The CCO determines sectoral themes under each cooperation area by considering outputs of the Working Groups as well as policy recommendations adopted by the COMCEC Ministerial Sessions. In order to be eligible for COMCEC Project Funding, projects should be designed with respect to one of these sectoral themes. **Please click the respective picture in order to see the list of supported themes in each cooperation area.**





Funded Projects in the Last Five Years

Funded Projects Since 2014

- 393 project proposals submitted by Member Countries and OIC Institutions during five-year period
- 61 projects were implemented between 2014-2018
 - ✓ Agriculture **11**
 - ✓ Finance **6**
 - ✓ Poverty Alleviation **12**
 - ✓ Tourism **13**
 - ✓ Trade **12**
 - ✓ Transport & Communications **6**

For 2019, 22 projects are underway.

2019 Projects in Tourism



Destination Management Organization: Conceptual Framework for Azerbaijan, Cameroon and Iran

Project Owner: State Tourism Agency

Partners: Cameroon, Iran

Project Purpose: Diversified tourism products and destinations is one of the expected outcomes stated in the COMCEC Strategy in the field of tourism. In line with these outcome, the project focused on developing an efficient institutional Destination Management Organization(s) (DMO) framework for contributing to regional/local tourism development in Azerbaijan, Cameroon and Iran by utilizing the best expertise in selected OIC countries. The Project aims to develop a concept model for regional/local DMO(s) in partner countries.



Training of Accommodation Providers in the OIC Member Countries on Muslim Friendly Tourism Standards and Quality Service Provision

Project Owner: Gambia Tourism Board

Project Partners: Senegal, Nigeria

Project Purpose: One of the expected outcomes of the COMCEC Strategy in the field of tourism is increased quality of service. In line with this, the Project aims to familiarize the accommodation service providers in the Gambia and other OIC Members with the MFT as well as building their capacity in quality service provision in line with the MFT standards.

2019 Projects in Tourism



Capacity Building on Destination Management Organizations of OIC Member Countries

Project Owner: Ministry of Tourism of Mali

Project Partners: Burkina Faso, Côte d'Ivoire, Guinea, Mauritania, Niger, Senegal, and Togo

Project Purpose: The Project aims to equip the actors in charge of the management and tourism promotion of the beneficiary countries with positioning and branding strategies, development of specific products, and management of a destination.



Improving Human Capacity on Muslim Friendly Tourism for Regulating Accommodation Establishments in the OIC Member Countries

Project Owner: Ministry of Culture and Tourism of Mozambique

Partners: Malaysia, Nigeria, Sudan, and Uganda

Project Purpose: The Project aims to enhance professionals' skills of human resources on Muslim friendly tourism (MFT) guideline for regulating accommodation establishments in the OIC Member Countries.

2019 Projects in Tourism



Developing Muslim-Friendly Tourism in Guyana and Suriname

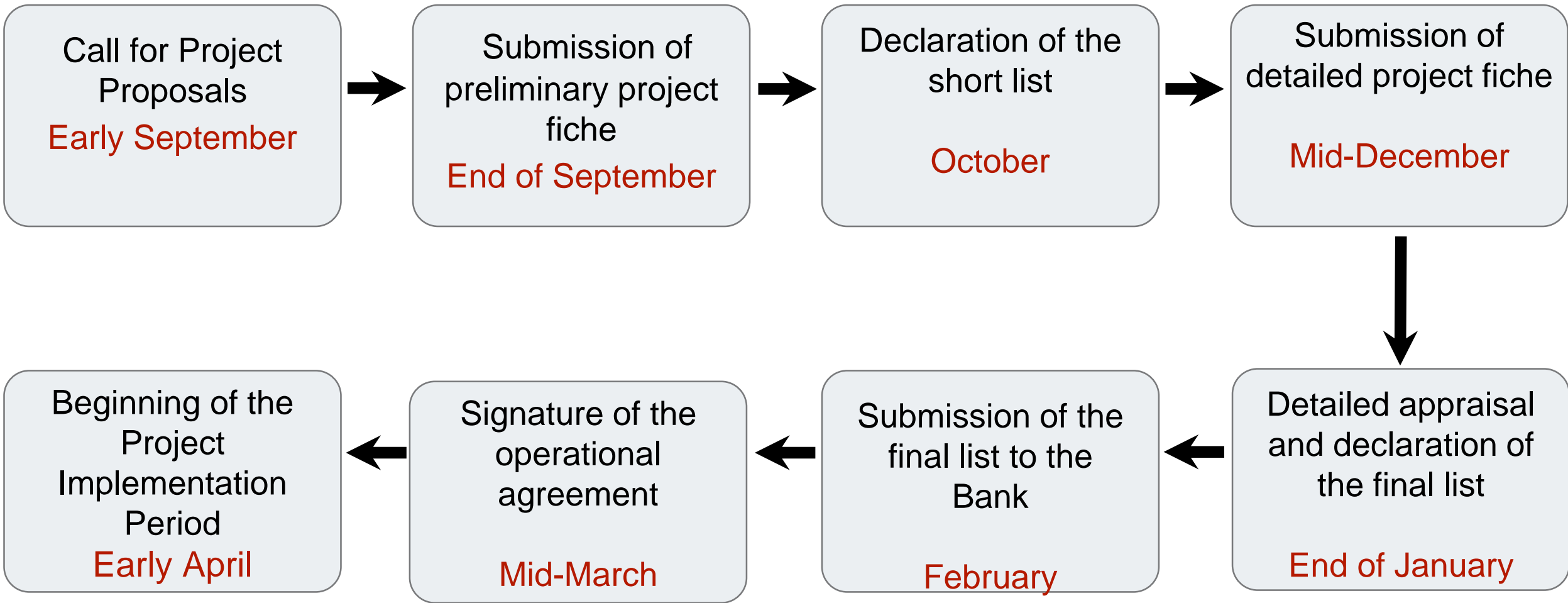
Project Owner: ICDT

Partners: Malaysia, Suriname, Turkey

Project Purpose: Increased awareness on MFT paves the way for Muslim travelers to add the MFT compatible countries to their destinations. The Project aims to improving the MFT ecosystem in Guyana and Suriname through strengthening policymakers' capacities on destination and industry development in order to increase the arrivals of Muslim visitors to Guyana and Suriname.

How to Submit a Project Proposal

Timeline



-
- *COMCEC Project Funding Webpage* - www.comcec.org/en/pcm

General information about the program

Supported sectoral themes

Frequently asked questions

Previously implemented projects

- *COMCEC Project Submission Webpage* - project.comcec.org

Reference Materials:

Project Preparation and Submission Guidelines

CV templates

ToR template (for Research Projects)

Tutorials for online fiche

Visibility Manual



COMCEC ProjectFunding

THANKYOU

comcec.org/pcm

pcm@comcec.org