

# Project selection criteria

The ventures supported by Santander BEST Africa were selected because they meet requirements associated with the promotion and employment of women and economic, social and environmental sustainability.

These are business projects, newly created or pre-existing, promoted preferably by women, women's groups gathered in associations or cooperatives, or community-based, related directly or indirectly with the development of sustainable tourism in a selected destination.

Craftsmanship, restoration, interpretation of the cultural or natural heritage, transport, sustainable agricultural development, hotels or restaurant supplies, natural cosmetics, accommodation, etc.; the undertakings integrated in Santander BEST Africa complement or enrich the offer of tourist products and services in destinations chosen for their development potential through sustainable tourism.

The business projects integrated into the program generally meet at least three of the following five requirements:

- Minimum 50% local ownership.
- At least 50% female employees, with a minimum of 15% in management functions.
- Minimum 80% local sourcing. As a means of contributing to the development of the local economy.
- Collaboration in solidarity or conservation initiatives. Support for social or environmental initiatives promoted within the community.
- Application of social or environmental sustainability practices in the different processes involved in the development of its activity.

Santander BEST Africa's collaborating entities help in the process of identifying and evaluating business projects and undertakings with technical and economic support within the framework of the programme.

This technical or economic support is aimed at maintaining, improving or reinforcing existing enterprises, which may require some supplementary technical or economic assistance to ensure their growth or sustainability.

Access to grants considered in the context of the programme is determined by the evaluation of the following variables:

- Economic viability. Analysis of the business model and the economic needs of the project.

- Impact on the local economy. Direct or indirect benefits that the venture can bring to the community.
- Creation or maintenance of employment during the pandemic, with a significant percentage of women in management positions.
- The increase or maintenance of the income level of the women involved in the project throughout the pandemic.
- Application of practices that affect social and environmental sustainability.

Santander BEST Africa's collaborating entities provide support throughout all stages of a project's life cycle, from the identification and documentation of the ventures, to the delivery of the grants, accompaniment and monitoring of the results in accordance with the programme's social impact assessment model.