Planeterra Foundation is a non-profit organization that has contributed millions of dollars towards projects in areas of social enterprise, healthcare, conservation, and emergency response.
The role of the Planeterra Foundation

Empowering Women
New Paths for Youth
Conserving Cultures

Café Ubuntu
LinkAge
Barauli Community Homestay
Our Active Projects

50 social enterprises brought to market
31 countries with projects
52,855 people benefitting from our work
The stakeholders are part of the community who benefits.

Planeterra’s social enterprises are uniquely designed with the tourism value chain in mind. The businesses become self-sustaining through an already existing customer base of G Adventures’ travellers. Where other development models typically generate positive results over a 3-5 year horizon, our projects see positive returns within the first year. In the case of some of our earliest projects we have now seen continual growth for over a decade.
The sectors of sustainable tourism value chain

As a social enterprise incubator in the tourism industry, we work with groups that are active in community development projects that are in line with our business model. Our projects involve services and products that are part of the tourism value chain: Meals, Accommodation, Handicrafts, Transport, and Experiences. By providing capacity training, catalyst grants and including the project into a G Adventures itinerary, we are able to provide a foundation of customers, making the project successful and sustainable over the long-term.
The impacts of the foundation

**Women Leading Communities**
Empowering women to participate in social enterprise development helps to build their self-esteem, and gives them a chance to take on leadership roles in the community.

**Health & Sanitation**
Bringing a steady stream of travellers into a community requires development of a clean water supply and infrastructure for sanitation and hygiene, which also provides benefits to local residents.

**Cultural Celebration**
Tourism experiences that include opportunities to learn about indigenous traditions can be influential in keeping cultural practices alive through knowledge sharing among community members.

**Reduced Urban Migration**
Youth in remote communities often leave their families to find jobs in larger cities, but tourism can provide opportunities that let them build their futures in their home communities.

**Environmental Preservation**
Travellers want to see the best of a region's landscape. Capacity training helps provide tools for communities to practice improved land stewardship and protection of natural resources.

**Education**
Providing financial stability to parents allows them to invest in their children's education, and allows youth in some communities to be the first generation to attend higher education.
Reference
