



TUI Care Foundation Strategic Plan 2030



About this Strategic Plan

- ▶ This plan outlines the TUI Care Foundation's strategy for the period 2023 to 2030.
- ▶ It gives insights into who we are, the challenges we face, the approach we take and the ambitions to which we aspire for the sustainable development of holiday destinations.
- ▶ To find out more about TUI Care Foundation, visit www.tuicarefoundation.com



“We are all well aware of the travel industry’s power to create change. Tourism is much more than simply sun, sea and sand. For many people in the world it is the key to a more secure and prosperous life. We are also aware, however, that tourism can bring challenges for both man and nature. At TUI Care Foundation we want to strengthen the positives that tourism brings and find solutions to the challenges.”

Thomas Ellerbeck
Chairman of the TUI Care Foundation

About the TUI Care Foundation

► Building on the potential of tourism as a force for good, the TUI Care Foundation initiates partnerships and projects which create new opportunities and contribute to thriving communities all over the world.

By connecting holidaymakers to good causes, it

- supports education and training opportunities for young people,
- promotes the protection of the natural environment in holiday destinations,
- and helps local communities to thrive sustainably and benefit from tourism.

► The TUI Care Foundation works globally and acts locally – it builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent Foundation was initiated by TUI, the world's leading tourism business, and is based in the Netherlands.

Key Facts and Mission Statement

Tourism-focused

The TUI Care Foundation's activities build on the potential of tourism as global force for good

Charitable

Registered charitable Foundation with positive international impact

Independent

Governance and statutes guarantee independence from the business

Operational

Foundation initiates strategically aligned projects with its partners and implements selected project on its own

Building on the positive impact of tourism, the TUI Care Foundation leads the way in protecting the natural environment and empowering lives in travel destinations.

Building on the Potential of Tourism

The tourism sector is an industry with an enormous scope and impact. In 2022, travel and tourism accounted for 7.6% of the world's GDP and the UN World Tourism Organisation predicts that the number of international arrivals worldwide will grow from 1.2 billion in 2016 to 1.8 billion in 2030. Tourism can be a powerful force for good contributing to the UN Sustainable Development goals. The sector creates a positive impact, which is further boosted when the challenges of the sector are being addressed in a sustainable way.

YOUNG PEOPLE AND TOURISM

The tourism industry employs over 300 million people across the world – that is almost one in 10 jobs worldwide. In many developing countries tourism plays a major part in the economy.

The industry already makes an important contribution to youth unemployment and gender equality by being a key employer for both young people and women. However, qualitative education is still not available for many disadvantaged children and young people living in holiday destinations, which does not enable them to reach their full potential.

ENVIRONMENT AND TOURISM

Clean environments, attractive natural areas, authentic historic and cultural traditions and welcoming hosts are key elements for the success of holiday destinations.

Tourism contributes significantly to the income for protected areas and heritage sites in these destinations. However, climate change, the unsustainable management of water, waste and energy, and human activity pose an increasing threat to the natural environment of destinations.

LOCAL ECONOMY AND TOURISM

Destinations worldwide have invested in tourism as a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues and infrastructure development.

However, often local communities and their businesses, products and services do not fully benefit from holidaymakers visiting their destination, as they are not sufficiently linked to the tourism industry.

Our Approach

TUI Care Foundation's approach is developed to drive tourism as a force for good, while helping to make the world a better place by delivering impact on the UN Sustainable Development Goals (SDGs). Our focus is on contributing to the empowerment of young people, the protection of the natural environment and the development of thriving communities. The way we do that is through our programmes and partners and by involving holidaymakers. Additionally, as a Foundation initiated by TUI Group, we make use of the expertise, knowledge and infrastructure of the world's leading tourism business.

PARTNERSHIPS

The TUI Care Foundation supports and initiates partnerships and projects that fit the strategic framework and fulfill the project and partner criteria. We build on strong partnerships with local and international organisations to create meaningful and long-lasting impact. We support a variety of different organisations; from large, well established, global organisations to small non-profits and start-ups.

PRIORITY DESTINATIONS

The TUI Care Foundation works worldwide in a broad number of identified priority destinations. The selection is based on the socio-economic development stage of countries worldwide in combination with the existence of a tourism linkages and network that the Foundation can access via its partners. TUI Care Foundation works with various industry stakeholders in the destination in order to maximize the impact of its projects.

UN SUSTAINABLE DEVELOPMENT GOALS

The TUI Care Foundation will use the SDGs to assess the relevance of our programmes, projects and partners. This strategic plan and its underlying programmes have a direct or indirect link to all 17 global goals. Our strategic plan contributes directly to:

SDG 1 No poverty | SDG 2 Zero hunger | SDG 4 Quality education | SDG 5 Gender equality | SDG 8 Decent work and economic growth
SDG 9 Industry, innovation and infrastructure | SDG 11 Sustainable cities and communities | SDG 12 Responsible consumption and production
SDG 13 Climate action | SDG 14 Life below water | SDG 15 Life on land | SDG 17 Partnerships for the goals

TUI Care Foundation Strategy 2030

Enabling Education Initiative



TUI ACADEMY



TUI JUNIOR ACADEMY

Empowering Communities Initiative



TUI FUTURESHPERS PROGRAMME



TUI COLOURFUL CULTURES PROGRAMME



TUI CARE FOUNDATION IMPACT FUND

Lively Landscapes Initiative



TUI FIELD TO FORK PROGRAMME



TUI WILDLIFE PROGRAMME



TUI FORESTS PROGRAMME

Marine Conservation Initiative



TUI SEA THE CHANGE PROGRAMME



DESTINATION ZERO WASTE PROGRAMME



TUI TURTLE AID

Enabling Education Initiative



TUI Academy

Offering vocational training for disadvantaged young people to access high quality education, work experience, life skills coaching and a brighter future.

The TUI Academy programme offers vocational education and career opportunities to young people from vulnerable communities. It builds on the potential of tourism as an established driver of global job growth and combines theoretical education with on-the-job training and life skills coaching. Each TUI Academy is unique to its destination and offers a variety of vocational qualifications.

Enabling Education Initiative

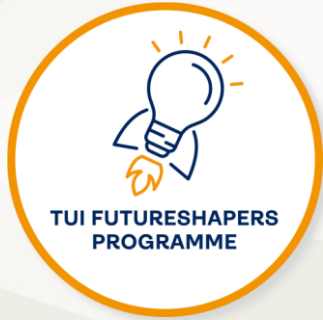


TUI Junior Academy

Empowering children to become Eco Champions through environmental education and enabling learning opportunities for young people from disadvantaged communities.

The TUI Junior Academy programme inspires young people to protect nature and wildlife and empowers them to become Eco Champions in their communities. It builds awareness for the fragility of nature by developing these competencies in schools and communities and brings the classroom to life through excursions and nature-based experiences.

Empowering Communities Initiative



TUI Futureshapers Programme

Empowering people to turn social challenges into entrepreneurial opportunities.

The Futureshapers programme offers the tools, resources, expertise and workspace for Futureshapers to co-work and build the solutions that destination communities need. It's all about empowering passionate people in tourism destinations who are committed to turning social and environmental challenges into entrepreneurial opportunities.

Empowering Communities Initiative



TUI Colourful Cultures Programme

Protecting cultural heritage and empowering creatives in tourism destinations.

Tourism destinations are home to unique and diverse cultures. The Colourful Cultures programme empowers artists and artisans to gain access to new income opportunities and promote their cultural heritage through tourism offers.

Empowering Communities Initiative



TUI Care Foundation Impact Fund

Supporting solutions for positive social or environmental impact in tourism destinations.

The TUI Care Foundation Impact Fund focuses on young entrepreneurs in tourism destinations, offering expertise and financing to support scalable solutions for meaningful change. It allows entrepreneurs who want to make a difference to communities and the environment to tap into funding opportunities and TUI Care Foundation's international Changemaker network of tourism experts and business mentors.

Lively Landscapes Initiative



TUI Field to Fork Programme

Enabling sustainable food production by establishing links with the tourism sector to create better income opportunities in rural communities.

The Field to Fork programme supports farming communities to transition to sustainable and regenerative practices which maintain biodiversity and produce local cultural delicacies. It helps to create new income opportunities for farmers and local producers and enables them to build resilience and create short supply chains with the local tourism sector.

Lively Landscapes Initiative



TUI Wildlife Programme

Protecting endangered wildlife and habitats in tourism destinations.

The loss of natural habitats, climate change and illegal poaching are threatening many species worldwide. Building on the positive impact of tourism on conservation the TUI Wildlife Programme focuses on the protection of endangered animals and their natural habitats. It also empowers local communities to benefit economically from conservation and the expansion of protected areas.

Lively Landscapes Initiative



TUI Forests Programme

Planting trees and taking forest-based experiences to the heart of tourism communities.

The TUI Forests programme puts forests at the centre of thriving communities and destinations. It plants new trees and supports local people to build thriving livelihoods, through community managed tree nurseries and the creation of forest-based tourism experiences.

Marine Conservation Initiative



TUI Sea the Change Programme

Protecting and preserving the marine environment in tourism destinations.

The Sea the Change programme focuses on ocean, coastal and marine ecosystems and on creating and expanding marine protected areas. As well as protecting and restoring mangroves, coral reefs, seaweed and seagrass, it safeguards sea animals and ensures the survival of important coastal ecosystems. It also supports the economic wellbeing of coastal communities which rely on tourism.

Marine Conservation Initiative



Destination Zero Waste Programme

Inspiring new ways to reduce and reuse waste in island destinations that create jobs and promote a circular economy.

The Destination Zero Waste programme promotes a circular economy where waste is eliminated and resources are circulated. It cultivates the mindset that waste can be reused and supports innovative and community-driven solutions to collect and upcycle plastic and other waste into saleable products. It also creates sustainable tourism experiences as well as jobs and income opportunities for local people.

Marine Conservation Initiative



TUI Turtle Aid

Protecting endangered sea turtles in tourism destinations.

The Turtle Aid programme protects endangered and vulnerable sea turtles, especially around nesting beaches. By working with local NGOs and beachfront tourism businesses, it also creates turtle friendly beaches and engages tourists by teaching them about turtles and how to protect them

Helping Hands Fund



Supporting local initiatives in tourism destinations and providing emergency relief to vulnerable communities.

The TUI Helping Hands Fund supports organisations and charities on the ground in tourism destinations which help local communities. Its initiatives cover environmental protection and support for children, young people and families. The Fund also provides emergency relief and disaster response aid to communities in the event of environmental or humanitarian emergencies.

Governance and Finance

TUI Care Foundation is an independent Foundation under Dutch law and has been indicated as a Public Benefit Organisation (PBO, in Dutch ANBI) by the Dutch Tax and Customs Administration, which is part of the Ministry of Finance. It was initiated as a globally active organisation by TUI Group in 2016.

GOVERNANCE STRUCTURE

The governance structure of the TUI Care Foundation consists of an independent Board of Trustees and the Executive Board.

The Members of the Board of Trustees do not receive remuneration. The Board of Trustees oversees all activities of the Foundation and sets the strategic framework for the Foundation's development.

The Executive Board executes the strategy and projects in accordance with the set framework.

FINANCE

The TUI Care Foundation values transparency, the efficient use of funds and responsible asset management.

Various TUI entities worldwide collect customer donations on behalf of the TUI Care Foundation. Various TUI products and services also contain donations to the Foundation. TUI Group's ambition is to raise €10 million per year by 2024 for the TUI Care Foundation.

TUI Care Foundation is also working with institutional donors from various fields.