

## **Children become Eco Champions in Rhodes: TUI Care Foundation launches TUI Junior Academy**

- *Environmental workshops and nature experiences engage over 17,000 students across all elementary and high schools in Rhodes*
- *Initiative is a partnership between the TUI Care Foundation, the non-profit organisation All For Blue, and local authorities to create long-term environmental impact*
- *The TUI Junior Academy Rhodes was developed under the umbrella of the Rhodes Co-Lab Sustainable Destination – an initiative of the South Aegean Region, TUI Group and the TUI Care Foundation, in cooperation with the Municipality of Rhodes*

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**Berlin, 08th May 2025.** *Like many island destinations, Rhodes suffers from the impact of single-use plastic, which ends up in overflowing trash bins by the sea or in the sea itself. A lack of environmental awareness, and a scarcity of sustainable alternatives to plastics, contribute to pollution and waste accumulation. To address these issues, the TUI Junior Academy Rhodes is now implementing a programme that delivers environmental protection and ocean conservation seminars to students and educators on the island. Combining classroom learning with hands-on environmental activities, the initiative engages all 99 elementary and secondary schools on Rhodes while also raising awareness within the public sector about sustainable tourism practices.*

During the three-year project, the TUI Care Foundation, in partnership with Greek organisation All For Blue, engages over 17,000 students and 2,000 teachers in marine conservation workshops and large-scale beach clean-ups. The aim is to increase environmental awareness and skills to protect marine ecosystems through interactive learning. The plastic collected during the clean ups will be upcycled into recycling bins placed at the town hall and other public spaces in collaboration with local authorities. By placing the recycling bins in key public areas, the initiative will drive the community's commitment to reducing waste and embracing sustainable practices.

In the first few months, nearly 9,000 students from 47 schools across Rhodes have already participated in educational seminars. The first phase of the project concluded with a large-scale art challenge, where students created artwork that emphasised the importance of marine conservation. Hosted at the Dodecanese Chamber, the event showcased creative pieces from primary, secondary and high school students. Inspired by the seminar themes, students repurposed waste collected from Rhodes' shores into striking artworks made from recyclable materials, giving new life to discarded items.

Katerina Topouzoglou, Founder of All for Blue, shares: "I am deeply grateful to the TUI Care Foundation for supporting our cause while giving us the invaluable opportunity to connect with countless young learners. As we unlock the mysteries and miracles of our oceans through education, we hold the key to preserving their breath-taking beauty

for generations to come. By fostering partnerships that bring ocean conservation seminars to children, we educate and inspire young minds but also spark a transformative movement that will safeguard our invaluable marine ecosystems and, in turn, a brighter future of sustainable tourism in our country and beyond.”

Alexander Panczuk, Managing Director of the TUI Care Foundation: “At the TUI Care Foundation, we believe that education is key to sustainable development. By equipping young people with the knowledge and tools to protect their environment, we support future leaders and ensure that Rhodes becomes a model for sustainable tourism.”

The TUI Junior Academy Rhodes was developed under the umbrella of the Rhodes Co-Lab Sustainable Destination – an initiative of the South Aegean Region, TUI Group and the TUI Care Foundation, in cooperation with the Municipality of Rhodes. The initiative aims to transform Rhodes into an international beacon for the sustainable development of tourism destinations.

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The TUI Junior Academy in Rhodes is part of the international TUI Junior Academy programme, which empowers children through environmental education. It also provides learning opportunities for young people from disadvantaged communities in holiday destinations such as Jamaica, South Africa, Turkey, and the Dominican Republic.

### **About the TUI Care Foundation**

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates projects which create new opportunities and contribute to thriving communities in tourism destinations all over the world. Connecting holidaymakers to good causes, it supports education and training opportunities for young people; drives the protection of natural habitats and the marine environment; and helps local communities to thrive sustainably and benefit from tourism. The TUI Care Foundation builds on strong partnerships with local and international organisations to create meaningful and long-lasting impact. The independent charitable organisation was founded by TUI, one of the world's leading tourism businesses, and is based in the Netherlands. Website: [www.tuicarefoundation.com](http://www.tuicarefoundation.com)

### **About All for Blue**

All For Blue aims to connect people to the oceans through educational outreach programmes and community cleanups. With its ocean conservation seminars, the organisation informs future generations about the balance of marine ecosystems and to provide them with alternatives to single-use plastics. By organising environmental projects throughout Greece and other countries they aim to educate children about marine life and the necessity to protect it, while simultaneously dispelling urban myths about creatures that live in the water, like sharks. They try to acquaint children with the importance of every creature to the cycle of marine life and by extension to the sustainability of the entire planet. Through its actions, All For Blue educates the participants of its programmes, giving ways and solutions for the smallest possible destruction of the environment. Website: <https://allforblue.org/>

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