

Protecting coastlines and inspiring young environmental leaders: TUI Junior Academy launches in Türkiye

- *TUI Junior Academy Türkiye programme educates 5,500 students and trains 350 teachers to foster environmental stewardship along Türkiye's coastline*
- *Initiative engages 76 schools and enables large-scale coastal clean-ups and community action*
- *Project is part of the international TUI Junior Academy programme, which empowers children to become Eco Champions through environmental education*

Berlin, 15 January 2026. *Türkiye's coastline is one of the Mediterranean's ecological treasures, but it faces growing threats from pollution, unsustainable fishing and the pressures of tourism. Waste accumulation and marine degradation not only harm biodiversity but also jeopardise the livelihoods of coastal communities and the appeal of Türkiye as a leading travel destination. Addressing these challenges requires education, community engagement and practical action. By empowering children to become environmental ambassadors in their communities, the TUI Care Foundation wants to help mitigate these negative effects and promote a sustainable future.*

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www.tuicarefoundation.com

The project builds on the success of the first phase of TUI Junior Academy Türkiye, which educated over 5,000 students on environmental sustainability. In partnership with TURMEPA, the second phase of the project expands efforts to protect Türkiye's coastal ecosystems through enhanced education, community outreach and hands-on clean-up initiatives.

This new phase reaches an additional 5,500 young people across key coastal regions, including Muğla, Antalya, İzmir, and Aydın. Through interactive workshops, eco-camps, and excursions, students deepen their understanding of marine ecosystems, biodiversity and pollution, whilst also developing practical solutions to local environmental challenges. Eco Camps for vocational high school students will train Senior Eco Champions, who will mentor younger peers and lead local sustainability projects.

Students also participate in hands-on learning and excursions: visiting waste management and recycling facilities, water treatment plants, and historical sites. They take part in coastal clean-ups, and educational games focused on recycling and waste reduction. Teachers will also benefit from specialised training, with 350 educators equipped to deliver environmental content and inspire long-term behavioural change.

The project builds on intensive stakeholder collaboration. Local communities, NGOs, businesses and government authorities will be actively involved through meetings and awareness campaigns. Engagement with fishermen, maritime professionals and tourism operators will foster dialogue on marine challenges and promote shared responsibility for coastal protection.

The TUI Junior Academy Türkiye is part of the international TUI Junior Academy programme that empowers children to become Eco Champions through environmental education and enables learning opportunities for young people from disadvantaged communities in holiday destinations such as Jamaica, South Africa, Germany, Greece, Sri Lanka, and Zimbabwe.

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

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About TURMEPA

TURMEPA is a non-governmental, public benefit organisation founded by Rahmi M. Koç and the Chamber of Shipping based on the protection of the nation's coasts and seas. Its main aim is to leave a more liveable Türkiye that embraces clean seas to future generations. With projects on both national and international bases, TURMEPA became Türkiye's leading sea-oriented non-governmental organisation. To Save the Seas Declaration of a Voluntary Commitment, published in 1995, allowed TURMEPA to obtain support from organisations such as IMO, UNEP, The Club of Rome, ICS, and IUCN on an international platform. Website: www.turmepa.org.tr

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