

Launch of the first German emergency aid programme for innovative tourism enterprises in developing and emerging countries

- *Together, enpact and the TUI Care Foundation support 150 teams of entrepreneurs in the tourism sector with mentoring and financial assistance*
- *The programme is part of the Empowering Entrepreneurship Initiative of enpact, which supports young, innovative companies during the Corona crisis*
- *The initiative focuses on strong crisis management, job preservation and sustainable economic development*

Berlin, 08.09.2020 - *enpact and the TUI Care Foundation today announced the launch of the first emergency aid programme for innovative tourism businesses in developing and emerging countries. The COVID-19 Relief Programme for Tourism is funded by the German Federal Ministry for Economic Cooperation and Development (Bundesministerium für Wirtschaftliche Zusammenarbeit und Entwicklung, BMZ). A total of 150 teams of innovative, young businesses in Mexico, Kenya, Indonesia, and Jordan will be supported with international workshops, a mentoring programme and financial support.*

"Extensive protective umbrellas, such as those currently being set up in Europe, rarely exist in developing and emerging countries. For this reason, there is a great need to support local entrepreneurs with training, mentoring and financial support. In many of our partner countries, tourism accounts for an above-average share of economic performance - which is why it is prudent for this sector to be the focus of the programme," says **Norbert Barthle, Parliamentary State Secretary at the German Federal Ministry for Economic Cooperation and Development.**

The programme is part of the Empowering Entrepreneurship Initiative by enpact. It supports the participating businesses in coping with the Corona crisis. A combination of mentoring, workshops, network-building and financial support aims to establish good crisis management, preserve jobs and create long-term prospects.

"We are proud to implement our programme to support young, innovative companies and to help directly where help is urgently needed. Together with the TUI Care Foundation, enpact focuses on promoting entrepreneurs and companies as a way of sustainable development cooperation. We look forward to helping young, talented people to take their future into their own hands," explains **Dr Sebastian Rubatscher, one of the Founders and Managing Directors of enpact.**



The Empowering Entrepreneurship Initiative is divided into two programmes, each running for six months with different thematic focuses. The first programme is open to 180 companies from all sectors, while the second part focuses on 150 companies in the tourism sector.

Thomas Ellerbeck, Chairman of the TUI Care Foundation: "Tourism builds the livelihood of millions of people. TUI Care Foundation and enpact support innovative entrepreneurs in emerging and developing countries to help them emerge stronger from the crisis. Thus, we give the tourism industry in the participating countries access to international support measures, and thereby help to maintain structures that are also essential for international tourism. With our expertise and a global network in tourism and the digital economy, we will support innovative, young local companies and contribute to the success of the initiative."

International tourism has come to an almost complete standstill during the Corona crisis. This threatens the livelihoods of millions of people working in the sector. The tourism sector employs about one in ten people worldwide. This sector thus offers people of different qualification and education levels an income opportunity, especially in developing and emerging countries.

In recent years, the German development cooperation has increasingly focused on supporting entrepreneurs in emerging and developing countries. Innovative young businesses find local solutions to local problems, create jobs, increase future prospects, and make a significant contribution to employment and economic upturn. This work of recent years is threatened by the short- and medium-term consequences of the Corona pandemic.

For further information please visit:

<https://www.tuicarefoundation.com/en/take-action/covid-19-relief-programme-for-tourism>

For visual material please visit:

<https://drive.google.com/drive/folders/1pea84UFVdpxz6yZ6qzSgTXOTZAwxfxb?usp=sharing>



Obligatory funding information:

"Empowering Entrepreneurship Initiative: COVID-19-Relief Programmes & COVID-19- Relief Programmes for Tourism"

The Empowering Entrepreneurship Initiative was developed by enpact e.V. The COVID-19 Relief Programmes are funded by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ). enpact implements the programmes and coordinates the implementation with the Strategic Partnership Technology in Africa (SPTA). The tourism programme is implemented by enpact together with TUI Care Foundation.

About enpact e.V.

enpact e.V. is a non-profit association founded in 2013 with the aim of promoting dynamic entrepreneurship in emerging and developing countries. enpact supports young entrepreneurs from the Middle East, Africa, Asia and Latin America through mentoring programmes, the establishment of coworking spaces, educational programmes and data-based consulting to support ecosystem actors, as well as analysing and evaluating the founder-friendliness of cities. More than 5,000 jobs have been created through the participation of startups in enpact programmes. In addition, more than 300 mentors and experts volunteer their time for enpact and its innovative initiatives in various fields of development cooperation.

About TUI Care Foundation

The TUI Care Foundation initiates and supports projects that open up new perspectives for young people around the world, protect nature and the environment and promote the sustainable development of holiday destinations. In doing so, the foundation focuses on the potential of the tourism sector as a driving force for social development, education and prosperity. The TUI Care Foundation operates worldwide, promoting local solutions to local problems. It builds on strong partnerships with regional and international organisations to bring about sustainable change. The non-profit foundation is committed to transparent and efficient handling of donations: Donations flow entirely into the programmes in the destinations, while TUI bears the foundation's administrative costs. The TUI Care Foundation is based in the heart of Europe, in the Netherlands.

Media Contacts:

Enpact

Matthias Treutwein
mt@enpact.org
+49 176 7842 6343

TUI Care Foundation

Anna Lena Strehl
anna.lena.strehl@tuicarefoundation.com
+49 1577 603 6410