

TUI Care Foundation receives Global Responsible Tourism Awards

- *Gold Award received for outstanding support of 565 small tourism businesses in Africa and Latin America*
- *Silver Award for 'Keep our Sand and Sea Plastic Free' initiative in Cyprus*
- *Global Responsible Tourism Awards recognise organisations that contribute to a more responsible and sustainable tourism industry*

London, 14th November 2022. Every year, WTM Responsible Tourism recognises outstanding responsible tourism practices and initiatives that inspire others across the travel and tourism industry. This year the international jury recognised the TUI Care Foundation in two categories: a Gold Award in the 'Destinations Building Back Better Post-COVID' category as well as a Silver Award in the "Reducing Plastic Waste in the Environment" category.

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The Gold Award recognised initiatives implemented by the TUI Care Foundation in partnership with Berlin based NGO enpact which supported small, local tourism businesses during the pandemic. In total, 565 small businesses received financial support, business training and individual mentoring from tourism and business development experts. The work of the TUI Care Foundation and enpact was implemented with the support of the German Federal Ministry for Economic Cooperation and Development and German Development Agency GIZ:

Championing achievements in plastic reduction and recycling, the TUI Care Foundation also received a Silver Award for its *Keep Our Sand and Sea Plastic Free* project. The project is part of TUI Care Foundation's Destination Zero Waste Programme, and is implemented in partnership with the Cyprus Sustainable Tourism Initiative and the Travel Foundation. It drives new ways to reduce and reuse waste which create jobs and promote a circular economy in Cyprus. So far, over 500,000 residents and visitors in Cyprus have been positively impacted as part of the project and two plastic-free beaches have been created. The next phase will work with 300 local businesses to drive plastic-reduction measures and will establish four more plastic free beaches.

The awards were presented at WTM London to Thomas Ellerbeck, Chairman of the Board of Trustees of the TUI Care Foundation: "All of us at the TUI Care Foundation, partners, programme participants and TUI employees - we have all been awarded and can feel honoured for the recognition of our initiatives. They emphasise that tourism can be a force for good for both the environment and communities alike. Together with our partners we are committed to continually driving positive impact in destinations around the world."

Philippos Drousiotis, Chairman of CSTI: "We are very proud to be part of this project and work together with the TUI Care Foundation and the Travel Foundation to Keep Our Sand and Sea Plastic Free. It is no coincidence that the idea of making beaches

plastic-free is so well received, people need the tools to be part of the solution and not the problem.”

About the TUI Care Foundation

Building on the potential of tourism as a force for good, the TUI Care Foundation supports and initiates partnerships and projects which create new opportunities and contribute to thriving communities all over the world. 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 TUI Care Foundation was founded by TUI, the world’s leading tourism business, and is based in the Netherlands.

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About enpact

enpact is a Berlin-headquartered non-profit organisation empowering entrepreneurship, ecosystems and international cooperation. The organisation was founded in 2013 with the goal of promoting entrepreneurship in emerging and developing countries. enpact supports young entrepreneurs and ecosystem actors from the Middle East, Africa, Asia and Latin America through a variety of products clustered in three business areas: entrepreneurial support, organisational support and data & research. Among its flagship products are mentoring programmes, capacity building programmes, coworking spaces, delegations, data-based consulting, as well as analysing and evaluating the founder-friendliness of cities. At present, enpact’s network consists of 2500+ startups, 600+ mentors and experts and 150+ support organisations in 30+ countries. 10000+ jobs have been created as a direct result of enpact’s work with startups.

About Cyprus Sustainable Tourism Initiative (CSTI)

Cyprus Sustainable Tourism Initiative is a non-profit nongovernmental organisation. It was established in 2006, following a two-year long project of the Travel Foundation that created a partnership of UK leading tour operators, environmental Cypriot NGOs, the Cyprus Tourism Organization – CTO (Deputy Ministry of Tourism as of JAN19), Cyprus Travel Agents and small village producers, their communities and associations. CSTI aims to harness tourism demand (tour operators, agents) with the supply of tourism resources (small producers and their communities) so as to develop a sustainable approach to tourism in Cyprus. Offering a memorable experience for the tourist, this approach also provides a clear economic benefit to villages marginalized by mass tourism, while minimizing adverse socio-economic and environmental impact.

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