

## UN Tourism and TUI Care Foundation Announce Grants for Rural Artisans in Africa

- *UN Tourism and the TUI Care Foundation invite artisans in rural destinations across Africa to apply to the Colourful Cultures small grants initiative.*
- *Applications can now be submitted for projects in Morocco, Mozambique, Namibia, Rwanda, Senegal, South Africa, Tanzania, The Gambia, Tunisia, and Zambia*
- *The initiatives are launched as part of TUI Care Foundation's Entrepreneurship October, a month dedicated to highlight the support for sustainable businesses in tourism destinations*

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**Berlin/Madrid, 2nd October 2024.** *UN Tourism and the TUI Care Foundation launch 'Colourful Cultures', a call for proposals focused on supporting the creative talent of a continent. The initiative aims to empower local artists and artisans, particularly women and youth, in rural tourism destinations across selected African countries. These projects will enhance the benefits of tourism for local artists and artisans, progressing sustainable economic opportunities while safeguarding cultural heritage and enhancing community empowerment and engagement.*

UN Tourism Secretary-General Zurab Pololikashvili says: "Tourism has the potential to deliver significant socio-economic benefits in rural areas, preserving cultural heritage and creating jobs. We are proud to launch the first-ever Tourism for Rural Development Small Grants Programme at UN Tourism. 'Colourful Cultures', enabled by the TUI Care Foundation, exemplifies our commitment to sustainable development and the empowerment of local communities."

Thomas Ellerbeck, Chairman of the TUI Care Foundation, echoed this sentiment, stating: "The collaboration with UN Tourism is a testament to our dedication to the sustainable development of the tourism sector. By supporting artists and artisans, we are preserving cultural heritage and promoting economic growth and social well-being in some of the world's most vulnerable communities."

### Call for Applications: Supporting Artists and Artisans

Civil society and non-governmental organisations are invited to present projects that benefit artists and artisans in rural tourism destinations in Morocco, Mozambique, Namibia, Rwanda, Senegal, South Africa, Tanzania, The Gambia, Tunisia, and Zambia. Each selected project can receive a maximum grant of EUR 20,000. The programme is expected to increase the capacity of artists and artisans to tap into the tourism economy, enhance their visibility in tourism destinations, and improve the availability of support services in rural areas.

'Colourful Cultures' is part of the innovative tourism for rural development small grants programme from UN Tourism that is dedicated exclusively to leveraging tourism for



sustainable development in rural areas. To kickstart the programme, the United Nations Specialized Agency has welcomed the TUI Care Foundation as its first funding partner.

The call for applications will close on 2 December.

The TUI Care Foundation's 'Entrepreneurship October' is a month of activities dedicated to supporting for sustainable businesses in tourism destinations. Through a series of project launches, it highlights the importance of empowering small businesses with a holistic approach of financial assistance, mentoring and access to the tourism market.

[Apply here for the Colourful Cultures Programme](#)

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

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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.

### ***About UN Tourism***

The World Tourism Organization (UN Tourism), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 160 countries, 6 territories, 2 permanent observers and over 500 Affiliate Members.

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