

Turning social challenges into entrepreneurial opportunities in the Mediterranean: TUI Care Foundation launches two new TUI Futureshapers projects in Portugal and North Africa

- *TUI Futureshapers Portugal offers teams of social entrepreneurs training opportunities, mentors and experts to help them grow sustainable tourism businesses with impact.*
- *TUI Futureshapers North Africa supports over 180 people to nurture innovative projects in tourism by training, connecting and funding entrepreneurs in Egypt, Tunisia and Morocco.*

Berlin, 24 July 2025. *The tourism environments of Portugal and of MENA countries like Egypt, Tunisia and Morocco are very different from each other - but there is one challenge that these countries share: Despite a strong tourism sector and immense natural and cultural heritage, entrepreneurs in these countries struggle with barriers to creating and growing their micro, small and medium businesses. These struggles include a lack of entrepreneurial support networks as well as limited access to markets and financing.*

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The TUI Care Foundation has therefore launched two new TUI Futureshapers programmes to help fuel an impact-minded entrepreneurship culture that will innovatively tackle social and environmental problems and turn tourism into a key solution to local challenges.

In Portugal, after a successful first phase in 2023-2024, TUI Futureshapers will provide again entrepreneurs technical assistance to social entrepreneurship projects. In partnership with IRIS (Regional Incubator for Social Innovation) online sessions and on-site workshops on the topic of social entrepreneurship in tourism will be available in four Portuguese cities for up to 60 participants. Up to ten project ideas will be selected to receive one-to-one sessions with a dedicated mentor from TUI Group, as well as a three-day on-site training programme and masterclasses on various business topics. The participating teams will pitch their social business concepts to potential investors and partners at a final event in Porto. The best three ideas will receive a cash prize and support within a six-month incubation period.

In North Africa, TUI Futureshapers in partnership with enpact Stiftung will provide entrepreneurs in the region with the knowledge and tools to generate jobs in the tourism industry. Special focus is given to supporting entrepreneurship in rural areas and creating sustainable tourism experiences that link local indigenous communities to visitors. During the first phase of the programme, ideation marathons for 100 participants will create awareness around entrepreneurship as well as networking opportunities. In the second phase, which is a pre-incubator, 50 people will receive training and mentoring combined with pitching events. Eight teams of up to three participants each will be rewarded with monthly financial support and a free workplace at enpact's Startup Haus in Cairo, as well as further mentoring and training to support

them with their business ideas. In the final phase of the accelerator programme, ten startup founders from Egypt, Tunisia and Morocco will have access to three months of mentoring, expert training and round table events as well as guaranteed participation in two, one-week startup camps in Egypt.

The two projects are part of the global TUI Futureshapers programme that empowers people to turn social challenges into entrepreneurial opportunities in holiday destinations.

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.

About IRIS

IRIS is an incubator that supports the creation and development of social innovation projects, which are new ideas to solve serious social and environmental problems. IRIS - Regional Incubator for Social Innovation was created in 2017, in the Tâmega e Sousa region, under a partnership for impact, promoted by the European Investment Bank Institute and PortusPark, with co-financing from Portugal Inovação Social. In 2020, to continue the work developed, the non-profit association IRISOCIAL Incubadora de Inovação Social was created. Currently, IRIS operates along three axes: incubation, capacity building and education. In incubation, it supports impact projects and empowers them to have the necessary tools to achieve better results and social and environmental impact. www.iris-social.org

About enpact Stiftung

enpact is a non-profit organisation working with entrepreneurs and business support organizations across all development stages. Its approach is designed to facilitate quick and efficient access to the crucial resources needed for the sustainable growth of any business: financial support, training, mentoring and network development. All projects of the foundation are founded on peer-to-peer knowledge exchange, connecting resources across ecosystems, and building global communities that support entrepreneurial activity.

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