

## **Tackling inequality: TUI Care Foundation starts social entrepreneurship and mentoring initiative for young people in Sweden**

- *TUI Futureshapers Sweden launched by the TUI Care Foundation and Mentor Sweden and kicked off with a boot camp in Sweden*
- *Initiative enhances entrepreneurial skills of young people in socioeconomic vulnerable areas through mentoring and training in social entrepreneurship in tourism*
- *4,500 young people will benefit from digital lectures and school workshops designed to support them in their career path; additional one-to-one mentorship offers in-depth support*

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**Berlin, 3<sup>rd</sup> April 2025.** *Despite its strong economy and social welfare system, socioeconomic inequality still exists in Sweden. Disparities are evident in income, education, employment, and in access to opportunities, especially amongst certain demographic groups, including young people. On the outskirts of Stockholm in particular, young people from disadvantaged backgrounds face barriers to quality education, which limits their future prospects. Unemployment rates are high due to limited job opportunities, discrimination and lack of access to professional networks.*

The TUI Futureshapers programme in Sweden aims to tackle this issue by enhancing the entrepreneurial skills of young people in these areas and providing them with a comprehensive, long-term mentoring programme. The two-year project, in partnership with Mentor Sweden, features two holistic, five-day boot camps focused on social entrepreneurship in tourism. These events emphasise the importance of tourism as a driver of economic growth and cultural exchange and highlight career opportunities within the industry. Participants aged between 15 and 20 receive training in social entrepreneurship, concept development, project management and leadership skills, whilst working on cases that address socio-economic challenges within the tourism sector. Students will be tasked with developing innovative solutions to a sustainability challenge during the boot camp. By working on real-life cases, they will learn important skills in creativity, team building, project planning, social entrepreneurship and leadership. The goal is to strengthen their future opportunities in the workforce and equip them with tools to create sustainable change.

Alexander Panczuk, Managing Director of the TUI Care Foundation: "Every young person deserves the chance to dream big and achieve their goals. TUI Futureshapers Sweden is our commitment to equipping young people with the entrepreneurial skills and confidence that can transform communities. This programme is about unlocking potential and driving sustainable change through tourism, which reflects the TUI Care Foundation's commitment to fostering education and equal opportunities in life."

Cecilia Bernard, Secretary General of Mentor Sweden: "We are thrilled to partner with the TUI Care Foundation to inspire and empower young people. We believe these boot camps will allow the young participants to broaden their horizons in social

entrepreneurship and tourism, equipping them with skills and insights for a meaningful impact."

The programme extends beyond the boot camps, offering a mentorship component to selected young people, and will include various outdoor and indoor activities and regular meetings with a mentor. This mentorship provides personalised development opportunities on both personal and professional levels, helping to broaden career prospects in tourism and related fields. TUI employees will support the initiative and volunteer as mentors, providing valuable guidance and support to the students throughout the programme. Additionally, students will gain inspiration and knowledge about different career opportunities from experienced speakers through the *Mentor Inspo* digital programme. School workshops will further support students by guiding them in their career and life choices, increasing self-awareness and building confidence. Overall, the project will enhance the prospects of over 4,500 young people, equipping them with the skills and confidence to succeed in the dynamic field of tourism.

TUI Futureshapers Sweden is part of the international TUI Futureshapers programme that empowers young people to turn social challenges into entrepreneurial opportunities in tourism destinations such as Portugal, Morocco, Senegal, Cape Verde, Tunisia, Greece and Tanzania.

### **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](http://www.tuicarefoundation.com)

### **About Mentor Sweden**

Mentor Sweden is part of Mentor International, which was founded in 1994 and is the international network for the various mentor countries. The initiative for Mentor International came from H.M. Queen Silvia in consultation with the World Health Organization (WHO), and the organization was founded with the basic idea that young people need adult role models. Mentor Sweden is a non-profit organization that helps young people grow, become strong and believe in themselves with the help of mentorship. Our mentors and role models unleash the potential of young people. By listening, encouraging and inspiring, together we create a society where everyone gets the chance to develop and no one is left behind.

Website: [www.mentorinternational.org/sweden/](http://www.mentorinternational.org/sweden/)

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