

## **Protecting endangered habitats: TUI Care Foundation expands TUI Forest in Peru and launches new TUI Forest Project in Borneo**

- *TUI Forest Peru provides habitats for almost 30 endangered species by planting over 2.3 million native trees in the Andes mountains*
- *TUI Forest Borneo launches to protect the critical habitat of the orangutan, and empower local communities to the south of the island*
- *Programmes are launched as part of TUI Care Foundation's Forest February, which emphasises the global importance of reforestation*

**Berlin, 5th February 2025.** Deforestation is a significant global issue, with approximately 10 million hectares of forest lost each year. This loss of forest cover endangers the habitats of countless species, contributing to the decline of biodiversity. In response to this pressing challenge, the TUI Care Foundation is expanding its efforts to protect endangered habitats and support local communities through two key initiatives: the extension of TUI Forest Peru and the launch of the new TUI Forest Borneo.

TUI Care Foundation  
Pariser Platz 6a  
10117 Berlin

[www.tuicarefoundation.com](http://www.tuicarefoundation.com)

Building on the current success of the programme, TUI Forest Peru will extend its activities to plant an additional 450,000 native trees over a protected area of 220 hectares in the Tomas region, in addition to the 1.9 million High Andean trees already being planted in the Vilcanota mountain range. This initiative, in partnership with Global Forest Generation and Asociación Ecosistemas Andinos (ECOAN), focuses on restoring Polylepis forests, which are crucial for water security and biodiversity. These trees provide essential living conditions for almost 30 endangered species, including threatened birds such as the ash-breasted tit-tyrant and the white-browed tit-spinetail.

The project also supports the creation and management of a total of 25 community-run nurseries. This improves the livelihoods of indigenous communities, who receive income for growing the plants, which are then permanently planted in geographically strategic locations. Over 10,000 people are involved with the reforestation efforts. The project also enhances the attractiveness of both the Vilcanota Trek for ecotourism and the early development of Nor Yauyos-Cochas Landscape Reserve as an undiscovered wonder of the Andes. By maintaining 40km of nature trails and investing in infrastructure for visitors, TUI Forest Peru will provide the opportunity for over 50, 000 tourists to participate in a sustainable tourism experience and discover High Andean forests for themselves.

On the island of Borneo, the Masoraian wetlands are home to diverse species, including orangutans and Malayan sun bears. However, these lush habitats face threats from illegal logging and land encroachment for palm oil plantations. TUI Forest Borneo aims to protect and restore these critical ecosystems through a comprehensive reforestation campaign and widespread community engagement, in partnership with the organisation Friends of Nature, People and Forests (FNPF).

The project will plant 200,000 native trees over 125 hectares, creating 100 jobs for local people and involving 800 volunteers and staff in reforestation activities. By protecting

the habitats of at least eight endangered species, including orangutans and proboscis monkeys, the initiative will contribute to biodiversity conservation. Additionally, the development of a sustainable tourism product will provide local communities with new income opportunities and training in hospitality and guiding.

Alexander Panczuk, Executive Director of the TUI Care Foundation says: "We are thrilled to expand the TUI Forest in Peru and continue our work with indigenous communities to restore native forests and promote biodiversity. This project demonstrates the power of collaboration in achieving meaningful conservation outcomes. TUI Forest Borneo, meanwhile, represents a significant step in our mission to conserve endangered habitats, by combining sustainable tourism and environmental education to protect beloved and iconic species in Borneo such as the orangutan."

The TUI Care Foundation's 'Forest February' is a month of activities dedicated to reforestation. Through a series of project launches and educational activities, it emphasises the importance of community-managed reforestation solutions and sustainable agro-forestry tourism practices to safeguard forest ecosystems for local communities and generations to come.

TUI Care Foundation  
Pariser Platz 6a  
10117 Berlin

[www.tuicarefoundation.com](http://www.tuicarefoundation.com)

### ***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 the Global Forest Generation***

Global Forest Generation's mission is to restore forest ecosystems – at the scale needed to reverse the climate and biodiversity crisis. It does so by developing large-scale, multi-country restoration initiatives across critical ecosystems and catalyse the tools, resources, partnerships and capacities needed for local leaders to succeed in the long term. Website: [www.globalforestgeneration.org](http://www.globalforestgeneration.org)

### ***About Asociación Ecosistemas Andinos***

Asociación Ecosistemas Andinos (ECOAN) is a non-governmental, non-profit organisation dedicated to the preservation of endangered species of forests of Queuña in the mountains of Cusco, working hand in hand with the local communities. For over twenty years, ECOAN has been partnering with indigenous communities to provide long-

term restoration and protection of native Polylepis forests in the high Andes of Peru. Harnessing local and indigenous principles of “Ayni and Minka”, which in high Andean cultures comes close to the meaning of “reciprocity and shared communal work”, to collaboratively create a forest conservation model driven by and for local and indigenous communities is ECOAN’s unique innovation. It results in forging trusting, enduring relationships with the people planting and protecting the forests as a communal service where every villager participates, and a particularly cost-effective, as well as a profoundly culturally respectful approach to restoration. Website: [www.ecoanperu.org](http://www.ecoanperu.org)

### **About Friends of Nature, People and Forests (FNPF)**

Friends of Nature, People and Forests (FNPF) was founded in 1997 to protect wildlife, restore habitat and improve the wellbeing of local communities. They are a grass roots, front-line, conservation organisation. Their founders and key staff members are Indonesian, primarily veterinarians and qualified environmental scientists. They understand the local culture, situation and challenges and work closely with local communities, customary and cultural groups, government, researchers, volunteers, and the global conservation community. They employ, educate and improve the wellbeing (social & economic) of the local communities in the vicinity of each project. Their mission is to develop and implement best-management practices to reach the long-term goal of sustainable conservation by integrating local community wellbeing with the environment.

### **Contact:**

Anna-Lena Strehl  
Head of External Affairs  
TUI Care Foundation  
+49 151 22952553  
[anna.lena.strehl@tui.com](mailto:anna.lena.strehl@tui.com)