

TUI Care Foundation partners with Hand in Hand International and Equality in Tourism to empower women and strengthen rural economies through sustainable farming in Tanzania

- *TUI Field to Fork Tanzania aims to train 2,700 entrepreneurs - 80% women - in regenerative agriculture, business skills, and climate resilience*
- *The initiative strengthens links between women-led farms and the tourism sector in Kilimanjaro, promoting agritourism and sustainable sourcing*

Berlin, 31 July 2025. *Despite the Serengeti ecosystem attracting nearly a million tourists annually, over half of the local population in surrounding regions lives below the international extreme poverty line of \$2.15 per day. Rural communities in Simiyu and Kilimanjaro face mounting challenges: degraded soil, changing weather patterns, and crop destruction by wildlife. Women are disproportionately affected, often lacking access to education, assets, and opportunities to earn a stable income.*

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

www.tuicarefoundation.com

TUI Field to Fork Tanzania addresses these challenges by empowering women through sustainable agriculture and tourism. The project promotes gender equality, economic development and environmental conservation - ultimately improving the livelihoods of marginalised women and their communities.

In the Simiyu region, families rely on smallholder farming for income, but climate change-related drought is driving down yields and threatening livelihoods. To address this, Hand in Hand International is leading efforts to transform rural economies by training 2,700 local entrepreneurs across 16 villages, 80% of whom are women.

Over the course of twelve months, participants receive training in regenerative farming, climate resilience and business skills including enterprise development and financial management. In addition, the programme will support the creation or expansion of 1,890 microenterprises and generate an estimated 2,475 jobs.

The project focuses on high-potential value chains including sunflower processing, beekeeping and poultry farming. A key component is the formation of self-help groups, which foster peer learning, savings and collective marketing. These groups empower women to access credit, share knowledge and build sustainable businesses.

By unlocking financial resources and expanding market access, the programme aims to boost incomes by over 80%, strengthen climate resilience and spark a wave of prosperity across entire communities.

In the Kilimanjaro region, Equality in Tourism is collaborating with the Kilimanjaro Women Information Exchange and Community Organization (KWIECO) to empower women-led farming groups through partnerships with the hospitality sector to promote economic diversification and reduce poverty. The project supports women in Namwai and Kimashuku to build sustainable enterprises that supply hotels and tour operators with locally grown produce. It will establish partnerships with the tourism stakeholders

and provide training to hotel staff on the value of sourcing products from local women farmers, fostering long-term partnerships.

A member-led demonstration farm will be established, with a green house, drip irrigation, and water tanks to combat drought and climate change. Women from marginalised communities will receive hands-on training in climate-resilient farming techniques. The project also develops a unique “field to fork” tourism experience, offering immersive farm tours and promoting authentic local culture. Nestled at the foot of Mount Kilimanjaro, these experiences allow visitors to connect with Tanzania’s rich agricultural traditions and community life.

The project is part of the global TUI Field to Fork programme, which enables sustainable food production by establishing links with the tourism sector to create better income opportunities in rural communities in destinations like Greece, Cape Verde, Colombia, Portugal and Cyprus.

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

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.

About Hand in Hand International

Hand in Hand International is a global non-profit organisation aiming to change lives by empowering women to beat the odds and succeed as entrepreneurs. Its main activities include providing business and credit management training, training farmers on regenerative agriculture and circular economy techniques and building market connections, including with the tourism industry. Hand in Hand is committed to decentralised, locally led transformation because they believe it’s the best way to fuel sustainable, long-term impact.

About Equality in Tourism

Equality in Tourism is a registered non-profit organisation transforming the lives of women in tourism by advocating for gender equality across the industry. They envision a just tourism industry that empowers women and girls, promotes diversity and inclusion, and contributes to the social, economic and environmental well-being of local communities. Their collaborative and innovative approach provides practical solutions and best practices that inspire global action towards a more equitable and responsible tourism industry.

About KWIECO

The Kilimanjaro Women Information Exchange and Community Organization (KWIECO) is a national NGO in Tanzania dedicated to promoting legal human rights, gender equality, and social justice. It works to build a society that protects equal rights through legal aid, economic empowerment, gender awareness, and advocacy for good governance. KWIECO supports marginalized groups through counselling, outreach, training, and partnerships with communities and civil society. In collaboration with international partners such as the TUI Care Foundation, Equality in Tourism, and Hand in Hand International, KWIECO empowers women and drives sustainable, inclusive development through tourism and entrepreneurship and Gender Justice.

Contact:

TUI Care Foundation

Manuel Ferreira

Head of Programme Management and External Communications

+44 7471 260915

manuel.ferreira@tui.com

TUI Care Foundation
Pariser Platz 6a
10117 Berlin

www.tuicarefoundation.com