

CARING FOR A BETTER WORLD

Strategic plan 2017 - 2020



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Photo previous page:
TUI JUNIOR ACADEMY South Africa – Enriching the lives of underprivileged school children around Greater Kruger Park through environmental education

TUI CARES for Crete – Enhancing the livelihoods of wine and olive farmers by linking their products to the tourism industry

CARING FOR A BETTER WORLD

By supporting projects that help make the world a better place, we aim to create better destinations for local people to live in and for holidaymakers to visit.

Therefore, with the help of holidaymakers, **We care about empowering young people**, opening up new opportunities and perspectives through education and training;

We care about protecting the natural environment, safeguarding the beauty of holiday destinations;

We care about thriving communities, enhancing local livelihoods in destinations through tourism.

That's what we mean when we say **Caring for a Better World.**

TUI TURTLE AID Cape Verde – Protecting endangered marine turtles by promoting turtle-friendly tourism and creating awareness on Sal and Boa Vista

ABOUT THIS STRATEGIC PLAN

Welcome to the TUI Care Foundation strategic plan Caring for a Better World. This plan states the strategy for the period 2017 – 2020. It gives insights into who we are, the challenges we face, the approach we take and the ambitions we aspire for the sustainable development of holiday destinations.

To find out more about TUI Care Foundation, visit www.tuicarefoundation.com.



"We are all well aware of the travel industry's power to create change. Tourism is much more than simply sun, sea and sand. For many people in the world it is the key to a more secure and prosperous life. We are also aware, however, that tourism can bring challenges for both man and nature. At TUI Care Foundation we want to strengthen the positives that tourism brings and find solutions to the challenges."

Thomas Ellerbeck
Chairman, TUI Care Foundation

ABOUT US

TUI Care Foundation is the corporate foundation of the TUI Group, the world's leading tourism business. The independent foundation is based in the heart of Europe, the Netherlands.



TUI Care Foundation builds on the potential of tourism as a force for good by supporting and initiating partnerships and projects that create new opportunities for the next generation and contribute to thriving destinations all over the world.

By connecting holidaymakers to good causes, we foster education and training initiatives to open up new opportunities and perspectives for young people, the protection of the natural environment in holiday destinations, and sustainable livelihoods in thriving destinations where local communities can benefit even more from tourism.

TUI Care Foundation works global and acts local - it builds on strong partnerships with local and international organizations to create meaningful and long lasting impact. The charitable foundation values transparency and the efficient use of funds. Therefore 100% of the donations go to destination programmes with all administration costs of the foundation covered by TUI.

TUI ACADEMY Zanzibar – Opening up new perspectives for young people to become a tourist guide through professional education

MISSION

With the help of holidaymakers we are harnessing the positive impacts of tourism to make a difference for people and places in destinations around the world.

VALUES

We are transparent

We are transparent about our spending. All administration costs of TUI Care Foundation are covered by TUI.

We are positive

We focus on solutions rather than problems and strongly believe that tourism can be a global force for good: it brings people together and fosters cultural understanding and solidarity; it transfers knowledge and prosperity; and it drives the development of societies around the world.

We are global

We 'work global and act local'. This allows us to have meaningful impact on people and places.

We are engaging

We involve holidaymakers in our work by encouraging them to make a positive difference in the destinations they travel to.

OUR CHALLENGE



The tourism sector is an industry with an enormous scope and impact. Today travel and tourism is accounting for 10 percent of the world's GDP and the UN World Tourism Organisation predicts that the number of international arrivals worldwide will grow from 1.2 billion in 2016 to 1.8 billion in 2030¹.

In 2015 the United Nations launched the UN Sustainable Development Goals (SDGs); a shared global challenge that aims for a better future for all of us by 2030. When done well, tourism can be a powerful force for good contributing to these global goals.

Tourism creates positive impacts, which are further boosted when the challenges of the sector are being addressed in a sustainable way.

TUI CARES for Lanzarote - Enhancing the livelihoods of wine farmers by linking their products to the tourism industry while protecting the cultural heritage of the volcanic landscape in Lanzarote

YOUNG PEOPLE AND TOURISM

The tourism industry employs 277 million people across the world – that is one in 11 jobs worldwide. In many developing countries tourism plays a major part in the economy. The industry already makes an important contribution to youth unemployment and gender equality by being a key employer for both young people and women². However, qualitative education is still not available for many disadvantaged children and youth living in holiday destinations, which does not enable them to reach their full potential.

ENVIRONMENT AND TOURISM

Clean environments, attractive natural areas, authentic historic and cultural traditions and welcoming hosts are key elements for holiday destinations. Tourism contributes already significantly to the income for protected areas and heritage sites in these destinations. However, climate change, the unsustainable management of water, waste and energy, and people pose an increasing threat to the natural environment of destinations.

LOCAL ECONOMY AND TOURISM

Destinations worldwide have invested in tourism as a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues and infrastructure development. However, often local communities with their local businesses, products and services do not fully benefit from the holidaymakers visiting their destination, as they are not sufficiently linked to the tourism industry.

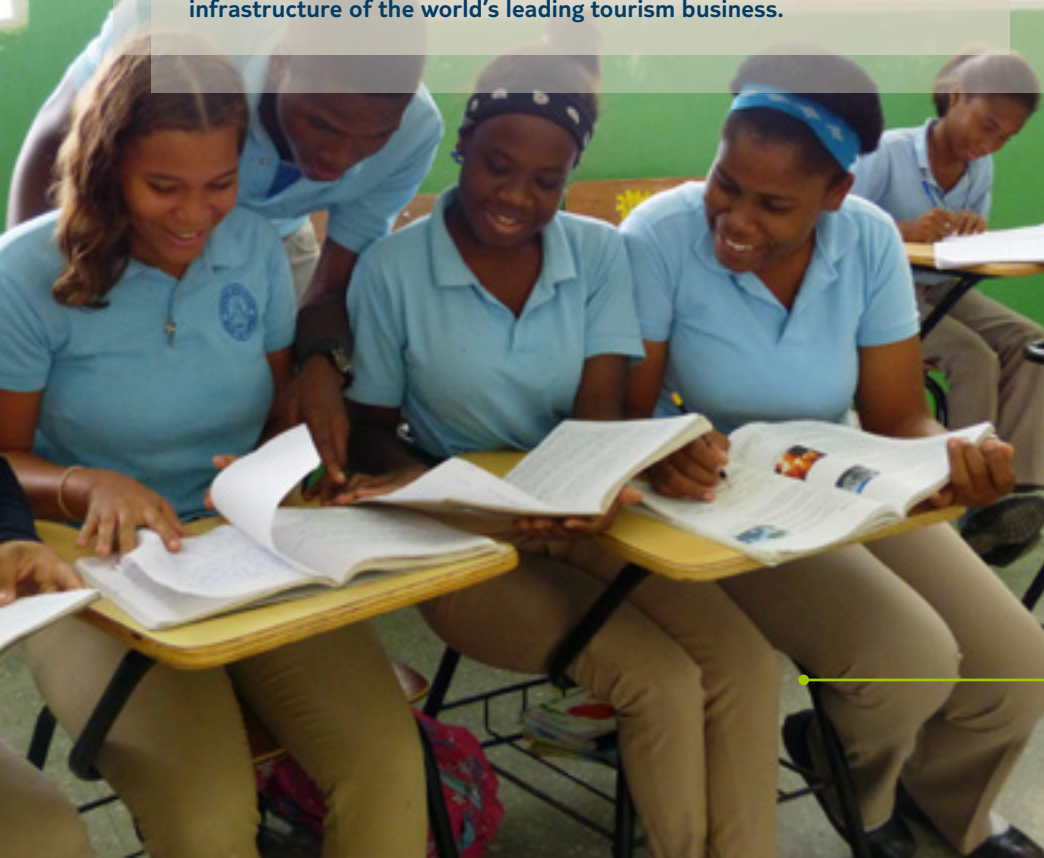
1 UNWTO, 2017

2 WTTC, 2014

OUR APPROACH



TUI Care Foundation's approach is developed to drive tourism as a force for good, while helping to make the world a better place by delivering impact on the UN Sustainable Development Goals (SDGs). Our focus is on contributing to the empowerment of young people, the protection of the natural environment and the development of thriving communities. The way we do that is through our programmes and partners whilst involving holidaymakers. Furthermore, as the corporate foundation of TUI Group, we make use of the expertise, knowledge and infrastructure of the world's leading tourism business.



CARING FOR A BETTER WORLD

Based on the groundbreaking Total Impact Measurement and Management research, conducted by TUI Group, PricewaterhouseCoopers and the Travel Foundation, we have identified the most impactful fields of engagement (young people, environment and local economy) for the TUI Care Foundation, that enhance the benefits of tourism. We further substantiated the underlying programmes, ambitions and objectives for the coming years by research with holidaymakers and TUI employees. The results can be found in the Caring for a Better World framework.

PARTNERSHIPS

TUI Care Foundation supports and initiates partnerships and projects that fit the strategic framework and fulfill the project and partner criteria. We build on strong partnerships with local and international organisations to create meaningful and long lasting impact. Therefore, we support different kinds of organisations; from large, well established, global organisations to small nonprofits and start-ups.

PRIORITY DESTINATIONS

TUI Care Foundation works worldwide. However, we have identified priority

destinations. The selection is based on the socio-economic development stage of countries worldwide in combination with the importance and interest to TUI Group. Often we will work with TUI Group stakeholders and suppliers in the destination in order to maximize the impact of our projects.

UN SUSTAINABLE DEVELOPMENT GOALS

TUI Care Foundation will use the SDGs to assess the relevance of our programmes, projects and partners. The strategic plan Caring for a Better World and its underlying programmes have a direct or indirect link to all 17 global goals. Our strategic plan contributes directly to:

- SDG 1 No poverty
- SDG 2 Zero hunger
- SDG 4 Quality education
- SDG 5 Gender equality
- SDG 8 Decent work and economic growth
- SDG 9 Industry, innovation and infrastructure
- SDG 11 Sustainable cities and communities
- SDG 12 Responsible consumption and production
- SDG 13 Climate action
- SDG 14 Life below water
- SDG 15 Life on land
- SDG 17 Partnerships for the goals

TUI ACADEMY Dominican Republic – Opening up new perspectives for disadvantaged youth in Punta Cana through professional education in the hospitality sector

CARING FOR A BETTER WORLD



**EMPOWERING
YOUNG PEOPLE**



**PROTECTING
THE NATURAL
ENVIRONMENT**



**THRIVING
COMMUNITIES**

AMBITIONS BY 2020	OBJECTIVES BY 2020
<p>We will improve the life chances of over 100,000 children and youth by 2020.</p>	<ol style="list-style-type: none"> 1. We will empower 10,000 careers through TUI ACADEMY. 2. We will give 100,000 children better opportunities in life via TUI JUNIOR ACADEMY. 3. We will reach out to children and youth in disaster situations via TUI FUTURE FUND.
<p>We will protect the welfare of over 1 million animals by 2020.</p> <p>We will participate in 10 innovative destination projects to save resources by 2020.</p>	<ol style="list-style-type: none"> 4. We will protect 1 million turtles via TUI TURTLE AID. 5. We will protect 15,000 elephants via TUI ELEPHANT AID. 6. We will lead the way with resource saving initiatives in the field of waste, water and energy via TUI CLEAN & GREEN.
<p>We will help enhance 10,000 local livelihoods in destinations through tourism by 2020.</p>	<ol style="list-style-type: none"> 7. We will drive local sourcing, create cultural experiences for holidaymakers and enhance entrepreneurship opportunities in holiday destinations via TUI CARES.



EMPOWERING YOUNG PEOPLE



We will improve the life chances of over 100,000 children and youth by 2020.

In order to enable children and youth to reach their full potential, we will invest in education and life skills for young people, boys and girls. It is important for us that disadvantaged children and youth living in or around our holiday destinations and in countries where TUI operates, live in a safe environment and have access to inclusive and equitable education, job opportunities and activities, which empower them to have better life chances.

TUI ACADEMY focuses on professional education and training which creates new opportunities for young people living in and around holiday destinations. We will empower careers through different projects from intensive trainings, life skills teachings and work placements to workshops and online courses.

TUI JUNIOR ACADEMY enriches children's lives around the world. Our projects give young children better opportunities in life and the chance to get involved in important sustainability issues like biodiversity, climate change, animal welfare, waste management and human rights.

TUI FUTURE FUND focuses on emergency relief for children and youth in need when a disaster strikes in destinations. We work with pre-selected partners to enable a rapid humanitarian response in disaster situations.

TUI ACADEMY Namibia - Opening up new perspectives for disadvantaged young women through professional education in the hospitality sector

OBJECTIVES

1. We will empower 10,000 careers through **TUI ACADEMY**.
2. We will give 100,000 children better opportunities in life via **TUI JUNIOR ACADEMY**.
3. We will reach out to children and youth in disaster situations via **TUI FUTURE FUND**.

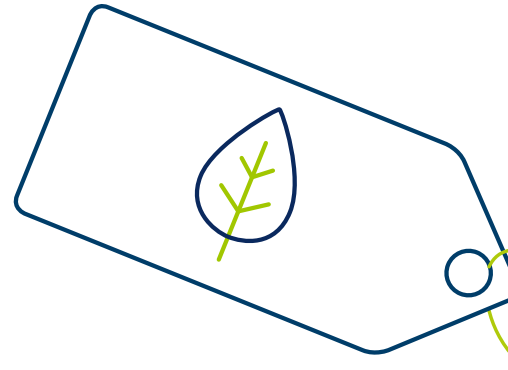
PROTECTING THE NATURAL ENVIRONMENT

We will protect the welfare of over 1 million animals by 2020.

Biodiverse destinations are important for tourism. Some species are of special relevance –as endangered marine species or elephants. They play an vital role for their ecosystems and for people as cultural icons and livelihoods for communities. Unfortunately, marine species and elephants are threatened by people, harmed by unsustainable development and impacted by climate change.

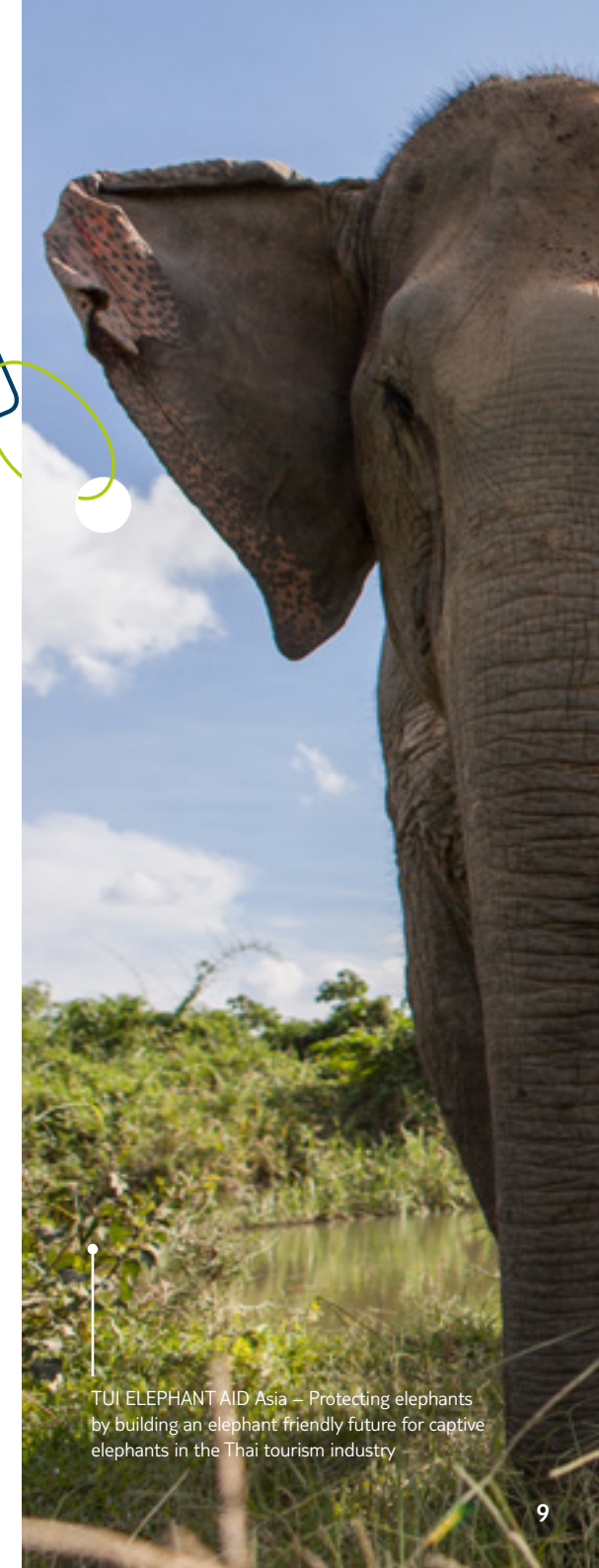
TUI TURTLE AID supports turtle protection projects and awareness raising activities in holiday destinations. We will contribute to the protection of newly born turtles by supporting partners in protecting the nesting areas of the turtles through activities that involve organisations in turtle-friendly tourism, that create awareness among holidaymakers, children and members of coastal communities and that focus on climate change adaptation.

TUI ELEPHANT AID focuses on building an elephant friendly future and safeguarding elephant populations in Africa and Asia. Our programme contributes to the protection of elephants in the wild and to the welfare improvement of elephants kept in captivity for tourism entertainment.

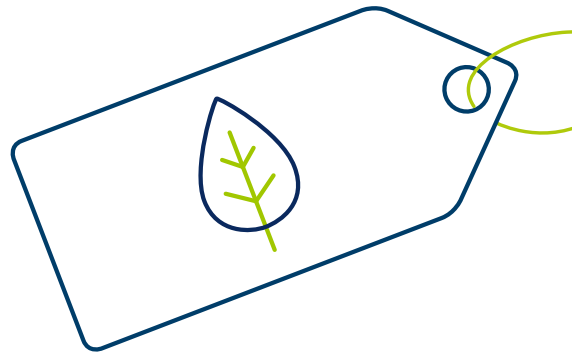


OBJECTIVES

4. We will protect 1 million turtles via **TUI TURTLE AID**.
5. We will protect 15,000 elephants via **TUI ELEPHANT AID**.



TUI ELEPHANT AID Asia – Protecting elephants by building an elephant friendly future for captive elephants in the Thai tourism industry



PROTECTING THE NATURAL ENVIRONMENT

We will participate in 10 innovative destination projects to save resources by 2020.

The natural environment faces environmental challenges. At a local level tourism has an impact on waste, water and energy. To safeguard holiday destinations, natural resources should be used more efficiently. Therefore, we will support the sustainable management of waste, water and energy by participating in innovative destination projects that save resources.

TUI CLEAN & GREEN supports innovative projects that focus on the sustainable management of natural resources, biodiversity protection and climate change. We will lead the way in participating in different environmental initiatives from food waste and plastic recycling to circular economy and awareness creation on saving resources in holiday destinations by the tourism industry, local communities and holidaymakers.

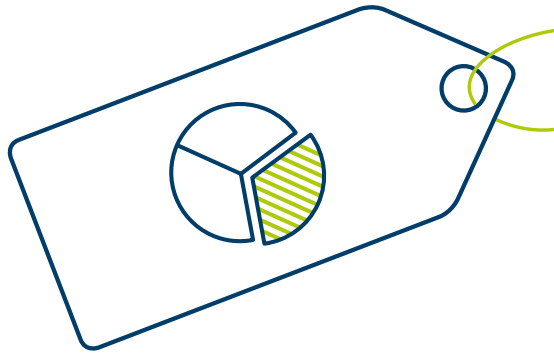
OBJECTIVE

6. We will lead the way with resource saving initiatives in the field of waste, water and energy via **TUI CLEAN & GREEN**.



TUI CLEAN & GREEN Curacao – Supporting the sustainable management of waste in the tourism sector and creating awareness among school children

THRIVING COMMUNITIES



We will help enhance 10,000 local livelihoods in destinations through tourism by 2020.

To enhance the livelihoods in destinations through tourism, we have to maximize the economic benefits of tourism. It is important that local people, women and men, with local, responsible products and services have greater access to the tourism industry and holidaymakers. In this way we can help people and communities thrive more through tourism.

TUI CARES focuses on professional education, business skills training, financial support for enterprise development and employment creation for people living in and around holiday destinations. We will help increase local livelihoods by improving the local sourcing of responsible products and services, creating cultural experiences for holidaymakers and opening up opportunities for entrepreneurs in holiday destinations.

OBJECTIVE

7. We will drive local sourcing, create cultural experiences for holidaymakers and enhance entrepreneurship opportunities in holiday destinations via **TUI CARES**.



TUI CARES for Jamaica – Enhancing the livelihoods of local tourism entrepreneurs by improving their crafts and business skills in Montego Bay



TUI CARES for Marrakesh – Enhancing the livelihoods for young Moroccans to become a tourist bike guide or bike mechanic while promoting biking as a green means of transport

GOVERNANCE & FINANCE

TUI Care Foundation is a corporate foundation of TUI Group. The foundation is independent under Dutch law and has been indicated as a Public Benefit Organisation (PBO, in Dutch ANBI) by the Dutch Tax and Customs Administration, which is part of the Ministry of Finance. Transparency about the finances is important to the foundation.

GOVERNANCE STRUCTURE

The governance structure of TUI Care Foundation consists of the Board of Trustees, the Management team and the Advisory Committee. The foundation has an independent Board of Trustees. The board members do not receive remuneration. The board oversees all activities of the foundation and sets the strategic framework for the foundation's development. The Management team executes the strategy and projects in accordance with the set framework. The foundation is chaired by Thomas Ellerbeck, Member of the Group Executive Committee TUI Group and Group Corporate & External Affairs Director.

The Board of Trustees and the Management team are supported by an Advisory Committee. The Committee consists of TUI experts on sustainable development,

communications, hotel development, cruise business and tour operating, who give advice on project proposals and actively research new projects and partners.

FINANCE

TUI Care Foundation values transparency, the efficient use of funds and responsible asset management. Therefore 100% of the donations made by holidaymakers go to destination programmes. All administration costs of the foundation are covered by TUI, which also includes marketing and communication costs.

Various TUI entities worldwide collect customer donations on behalf of TUI Care Foundation. TUI Group's ambition is to invest €10 million per year by 2020 to enhance the positive impacts of tourism.



For more information about TUI Care Foundation, visit www.tuicarefoundation.com

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TUI CLEAN & GREEN Cape Verde – Supporting the sustainable management of waste, water and energy in the tourism sector of Sal and Boa Vista