

Celebrating 307,000 young Eco Champions worldwide: 10th Anniversary of TUI Care Foundation's Junior Academy Programme

- *More than 307,000 children from over 1,200 schools have received environmental education through the TUI Junior Academy since 2016*
- *Nearly 9,000 teachers have been trained to deliver environmental and sustainability education for future generations*
- *TUI Care Foundation celebrates the programme's 10th anniversary with the launch of a new TUI Junior Academy in The Gambia*

Berlin, 3 September 2026. *The TUI Care Foundation is celebrating ten years of its global TUI Junior Academy, a programme that has so far inspired more than 307,000 school-aged children from over 1,200 schools around the world to become environmental champions in their communities. Since its launch in 2016, the programme has also equipped almost 9,000 teachers and educators with the knowledge and tools to deliver environmental and sustainability education that continues to benefit new generations of students.*

TUI Care Foundation
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www.tuicarefoundation.com

Across destinations in Africa, the Caribbean, Europe and Asia, the TUI Junior Academy helps children understand the challenges facing their local environment whilst encouraging practical action through hands-on learning. From helping to restore coastal ecosystems and protecting wildlife to reducing waste and taking action to mitigate climate change, pupils take part in outdoor experiences, school projects and community initiatives that transform environmental education into real-world action.

One of the programme's defining characteristics has been its focus on learning through experience. Children explore forests, wetlands, beaches and marine protected areas, meet conservation experts, participate in biodiversity surveys, plant trees, restore habitats and organise environmental campaigns within their schools. By connecting classroom learning with practical action, the programme helps young people develop both environmental knowledge and a lasting sense of responsibility for nature.

The tenth anniversary also marks the beginning of a new chapter with the launch of a TUI Junior Academy in the Gambia. Working with local partner Green-Up Gambia, the project will bring environmental education to 300 pupils across 30 schools through regional environmental bootcamps which combine interactive learning in topics like deforestation, sustainable farming and waste management, with field visits to some of the country's most important natural areas, including Tanji Bird Reserve and Kiang West National Park. Thirty teachers will receive specialist training to integrate environmental education into everyday lessons, the participating schools establishing practical environmental projects such as school gardens and tree nurseries. Through peer learning and strengthened environmental clubs, the project is expected to indirectly benefit around 7,500 additional students.

Alexander Panczuk, Managing Director of the TUI Care Foundation, said: "The greatest investment we can make in protecting our planet is investing in the next generation. For ten years, the TUI Junior Academy has shown that when children are given the opportunity to experience nature first-hand and understand the challenges facing their environment, they become passionate ambassadors for positive change. Reaching more than 307,000 young people is an incredible milestone, but even more inspiring is seeing how these children are taking their knowledge home, influencing their families and helping build more resilient communities. We are delighted to continue this journey by welcoming The Gambia to our growing global family of TUI Junior Academies."

The TUI Junior Academy forms part of the TUI Care Foundation's wider commitment to using tourism as a force for good by creating opportunities for young people while protecting the destinations they call home. As the Foundation celebrates its own tenth anniversary in 2026, the programme continues to demonstrate how environmental education can strengthen communities, inspire future conservation leaders and contribute to more sustainable tourism destinations for generations to come.

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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 Green-Up Gambia

Green-Up Gambia is a youth-led environmental organisation founded in 2016 and based in Banjul, working at the intersection of climate action, sustainable development, and community-driven conservation. Through initiatives such as the One Million Trees Campaign, aligned with the African Union's Great Green Wall, the organisation has planted over 140,000 trees, restored approximately 28 hectares of degraded land, and engaged more than 5,000 students through school green clubs and environmental programmes. Its work also links ecological restoration with cultural heritage and social memory.

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