

Empowering young people and local entrepreneurs in Cabo Verde: TUI Care Foundation launches additional projects on Sal Island

- *TUI Academy Sal and TUI Futureshapers Sal are driving inclusive economic growth through targeted skills development and entrepreneurship.*
- *Vocational training initiatives will equip 330 young people with certified hospitality, administration, and tourism qualifications.*
- *Over 180 local SMEs assessed to receive tailored business support for growth*

Berlin, 6 August 2026. *The TUI Care Foundation is deploying a comprehensive support ecosystem on Sal Island to empower local youth and accelerate small business growth. Implemented in collaboration with Sal Academy Vocational Training School and development agency Target 8.9, the initiatives position sustainable tourism as an active catalyst for long-term community development.*

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The expanding tourism economy on Sal Island faces a critical socio-economic challenge. A mismatch exists between available vocational training and the evolving workforce demands of the commercial hospitality market. This imbalance often restricts local communities, particularly disadvantaged young people, from accessing the immense direct financial benefits generated by the tourism sector.

To bridge this gap, the TUI Academy Sal programme provides fully funded, certified vocational education to 330 young people aged 16 to 35. It places a strong, intentional focus on driving the economic inclusion of women.

The Academy curriculum covers seven distinct and nationally accredited professional areas from the National Qualifications Catalogue. These include accommodation reception, tour guiding, and small business management. Vocational learning is reinforced through theory, technical workshops, and mandatory 360-hour internships with local industry partners. Complementary field hands-on learning will form a core pillar of the academy experience to connect theoretical training with the market. Future cohorts will participate in structured educational visits, including local hotel site assessments and prominent cultural exhibitions.

Meanwhile, the TUI Futureshapers Sal programme continues to strengthen entrepreneurship, women-led businesses and local economic participation in Sal. In recent months, the programme has delivered practical training and incubation activities focused on business management, formalisation, leadership, digital tools and business planning, helping entrepreneurs improve how they manage, structure and grow their businesses.

A strong focus has been placed on women entrepreneurs. Through the “Elas No Comando” Business Management Training for Women, implemented in collaboration with local community-based organisations, 36 women entrepreneurs were supported

across two cohorts, with sessions covering business management, business formalisation, leadership and team management. The programme also concluded the Women Fishmongers Business Incubation Programme, developed in partnership with local environmental entities, supporting women-led businesses with training and guidance on business formalisation, financial management, good production practices and preparation to meet national certification requirements.

The programme has also expanded support for digital transformation and business incubation. An AI for Business training introduced entrepreneurs and businesses to practical AI tools for marketing, communication and productivity. Through the Expedientá Business Incubation Programme, entrepreneurs received practical training, mentoring and hands-on support to strengthen their business models, improve financial and digital management, adopt better production practices and prepare for market opportunities, including access to the hotel supply chain and participation in a business fair. Together, these activities are helping local entrepreneurs move from ideas and informal practices towards more structured, resilient and competitive businesses connected to the opportunities of Sal's tourism economy.

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TUI Academy Sal is part of the TUI Care Foundation's global TUI Academy programme, which provides vocational training for disadvantaged young people to access high-quality education, work experience, life skills coaching and a brighter future. Projects are currently active in Destination including Thailand, Zanzibar, Morocco, Dominican Republic, Jamaica and Montenegro.

TUI Futureshapers Sal is part of the global TUI Futureshapers programme, which empowers young people to turn social challenges into entrepreneurial opportunities in tourism destinations across the world such as Cambodia, Laos, Spain, Tunisia, Egypt, Colombia and Jamaica.

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 Target 8.9

Target 8.9 is a global development agency initiated by TUI Care Foundation. It is dedicated to mobilising both non-financial and financial resources to implement destination initiatives that create meaningful and sustainable impacts in tourism destinations. The organisation's activities align with target 8.9 of the United Nations'

Sustainable Development Goals (SDGs) – which aims to promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all, with an emphasis on the tourism sector and highlighting local culture and products.

About Sal Academy

Sal Academy is a professional training institution based in Sal Island, Cabo Verde, committed to empowering people through high-quality professional training and skills development. Accredited by the Directorate-General for Employment and Training since 2018, it offers a range of certified courses in areas such as tourism and hospitality, administration, commerce, IT and security. It focuses on practical and work oriented learning, combining theory, practice and internships.

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