

## **Young people shaping global policy debates: TUI Care Foundation and OECD welcome new Youthwise cohort**

- *Youthwise 2025–2027, the OECD's Youth Advisory Board, brings together young people aged 18–30 from OECD Member countries, representing a wide range of backgrounds.*
- *Initiative powered by the TUI Care Foundation since 2023 and brings youth perspectives into global debates on education and skills, digitalisation, climate change, social inclusion and sustainable tourism.*
- *Two-year programme launched with opening workshop at OECD Headquarters in Paris.*

**Berlin, 23 October 2025.** *The TUI Care Foundation and the OECD are launching the new Youthwise 2025–2027 cohort. Over the next two years, a group of inspiring young people aged 18 to 30 will bring their voices to international policy discussions, helping to ensure that the perspectives of the young generation are integrated into the work of the OECD.*

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The new programme was officially launched at an opening workshop held at the OECD Headquarters in Paris, where Youthwise members engaged directly with experts from across the organisation. Initial sessions included contributions from the Directorate for Education and Skills and the Centre for Entrepreneurship, SMEs, Regions and Cities, which shared new insights on sustainable tourism — one of the key topics identified for Youthwise to explore and address in the coming term.

Launched by the OECD in 2021 and supported by the TUI Care Foundation since 2023, Youthwise empowers young people to engage directly with policy experts, tourism professionals and other external stakeholders. Through in-person, virtual, and hybrid consultations, events and workshops, the initiative gives participants a behind-the-scenes look at international policy-making and enables them to contribute solutions to pressing challenges.

The first Youthwise cohort supported by the TUI Care Foundation in 2023–2024 explored topics such as the school-to-work transition, climate resilience and the path to net zero, as well as youth policy including the critical challenges of skills development and youth participation. Building on this success, the 2025–2027 cohort will broaden the conversation to include sustainable tourism, digitalisation, education and skills, and social inclusion. They will bring their experiences and perspectives as young researchers, youth advocates, students and NGO founders into dialogue with policymakers, international institutions and civil society.

Alexander Panczuk, Managing Director of the TUI Care Foundation, said: “Young people are not only the leaders of tomorrow, they are already shaping the future today. By supporting Youthwise, we’re ensuring that their voices are heard in the places where policy is designed - helping to create fairer, greener and more inclusive societies. We are

proud to continue this partnership with the OECD and to give young people the opportunity to influence international debates that will impact generations to come.”

Youthwise members will continue their activities with a consultation event in Berlin hosted by the TUI Care Foundation, and a hybrid event in Latin America.

### ***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.org](http://www.tuicarefoundation.org)

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### ***About the OECD***

The Organisation for Economic Co-operation and Development (OECD) is an international organisation that works to build better policies for better lives. Drawing on more than 60 years of experience and insights, the OECD shapes policies that foster prosperity and opportunity, underpinned by equality and well-being. The OECD works closely with policy makers, stakeholders and citizens to establish evidence-based international standards and to find solutions to social, economic and environmental challenges. From improving economic performance and strengthening policies to fight climate change to bolstering education and combating international tax evasion, the OECD serves as a unique forum and knowledge hub for data, analysis and best practices in public policy. Its core aim is to set international standards, support their implementation, and help countries forge a path towards stronger, fairer and cleaner societies. Website: [www.oecd.org](http://www.oecd.org)

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