DESTINATION SUSTAINABILITY

Magazine 2013
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MISSION

Our mission is to put a smile on people’s faces.

An infectious smile, not just on the faces of our customers, but also of the people who live in our destinations, public interest groups, our own staff and many others.

EDITORIAL

The journey continues ...

TUI is Europe’s leading tourism group – and leaders have to take responsibility. From TUI’s perspective, that means committing to sustainability. We invite you to come and see how far we have travelled along this road.

This magazine is a colourful, entertaining travelogue about our journey to greater sustainability. It begins with the planning, and considers how we get to our holiday, our quest for equilibrium, our stay and our memories of those magic moments. It describes the partners we work with to achieve better certified sustainability, looks at new technologies for saving energy and cutting emissions, reports on how Hannover 96 football fans have been helping, and tells the stories of children such as Sabina in India, who wants to be a teacher.

We are delighted that this second edition of our magazine can illustrate the progress we made again last year – even if we realise that we are still a long way from reaching all our goals.

One thing we should not forget here is to say: a big thank-you to our customers for their confidence in our sustained commitment, and to our employees for living sustainability and sharing the experience with others.

Yours sincerely,

Friedrich Joussen,
Chairman of the Executive Board of TUI AG
“Travelling gives you plenty of stories to tell ...” This is the beginning of an old poem by Matthias Claudius, and it still applies today. However, when you intend to set out on a journey, you have to plan carefully so that you do have plenty of good stories to tell upon your return. Proper planning starts with choosing the best destination, and that’s what we have done: our trip will take us towards destination sustainability.
Sound reasons, sound basis

If you choose destination sustainability, you have to open up your ears, eyes and mind. However, that is by far not enough. You also need the skill to review your own motives and actions critically. Moreover, sustainability cannot be improved with a mere flick of the wrist. A systematic and sustainable approach hinges upon a well-conceived strategy.

“TUI’s understanding of sustainable development is to achieve a long-term permanent balance between economic, ecological, social and cultural requirements.” This is a statement you will find in a prominent place in our Sustainable Development Report. It sounds nice, it sounds sophisticated, but the question arises: Why should we wish to do so in the first place? Isn’t the exclusive purpose of a listed company to generate and maximise profits for its shareholders? “No,” says Mila Dahle, Head of Group Environmental Management and Sustainable Development at TUI AG. After all, “What drives us in this respect is the idea of smart entrepreneurial action which can also create social benefits, and in this way we aim to combine services for our customers with social care and ecological reason. That is why we pursue our sustainability strategy.”

sust_management

The details of our sustainability strategy, information about dialogue with our stakeholders and many other interesting facts are presented in the report section of our Sustainable Development Report in the chapter on Responsible Governance.
TUI’s strategy for sustainability is based on a precise analysis of the key sustainability factors affecting our business areas and the resulting opportunities and risks. It requires a systemic, holistic perspective in order to understand and cater for interrelationships between these factors. This sounds very theoretical – can a few examples be given to explain it? “Yes, it’s quite simple. The turtles on the Mediterranean coast in Turkey, on the one hand, attract tourists who, on the other hand, may then cause the turtles to retreat. We have launched appropriate measures to largely prevent turtles from being disturbed when laying their eggs, while at the same time sensitising our customers. Another example is emissions of gases impacting climate change from jet nozzles on the aircraft operated by TUI airlines. They contribute to climate change and hence impact the attractiveness of destinations. We have therefore taken technical measures to reduce emissions, on the one hand, while aiming to offset the remaining carbon emissions as far as possible, on the other,” says Mila Dahle.
Friedrich Joussen has been Chairman of the Executive Board of TUI AG since February 2013. He has a degree in electrical engineering and has held many major posts in the course of his career. Before joining TUI he spent several years as CEO of the mobile phone operator Vodafone in Germany. He recognises the great significance of sustainability – especially for TUI.

"Why is sustainability so important to us? There are two reasons. One is that our customers expect us to offer holidays where they can enjoy natural landscapes while damaging the environment as little as possible. The other is that destinations are only attractive if they are truly intact. If we do not protect destinations sustainably, we will be sawing off the branch we are sitting on.

Besides, the TUI brand thrives by showing its commitment to sustainability to be hands-on and credible. That is important now, and it will be all the more so tomorrow, because markets don’t wait. If we want to stay there with the front runners, we certainly can’t afford to slip back – least of all – as a travel company in sustainability."
A star of enhanced sustainability

A mesmerising destination, Egypt impresses tourists with its unique cultural treasures but also its beautiful beaches and enormous coral and fish diversity. It is therefore not surprising that Egypt is very popular among water sports lovers – which is not always conducive to preserving these fragile ecosystems. The Green Star Hotel Initiative aims to combine tourism and coastal protection. It focuses on environmental certification based on clearly defined and monitored criteria. Besides TUI, the project is driven by the Egyptian travel group Travco Group, the German agency for international cooperation (GIZ), the Egyptian Ministry for Tourism and the German Ministry for Economic Cooperation and Development (BMZ). The initiative pursues seven key objectives:

• Significant improvement in the environmental performance of individual destinations
• Preservation of biodiversity in all certified Green Star Hotels
• Significant 20 – 30% reduction in energy and water consumption
• Increased use of renewable energies
• Ensuring waste is properly handled and sewage is properly treated
• Raising awareness for environmental protection among hotel guests, staff and residents
• Capacity building for sustainable hotel management

The Green Star Hotel Initiative has been run as a strategic alliance since 2010. To date, 46 hotels in seven regions in Egypt have been certified with the Green Star. More than 2,000 hotel staff have undergone training in this respect. A key idea of the initiative is to create role models and motivate the hotel sector.

An award for a basis

The tourism sector embraces a large number of different sustainability labels, logos and awards – around 130 in total. The Global Sustainable Tourism Council, fostering a common understanding of sustainability in the tourism sector, aims to provide guidance and define a common basis for tourism sustainability labels. TUI promotes this commitment and therefore granted its 2012 International Sustainability Award to the Global Sustainable Tourism Council. The prize, worth €10,000, was awarded at the Council’s annual meeting held in Washington.

TUI’s International Sustainability Award, granted for the first time in 1991, is awarded to initiatives that make crucial and exemplary contributions to promoting sustainable tourism. Previous award-winners have included local environmental initiatives in Turkey, Greece, Kenya and Menorca, and the Blue Flag initiative of the Foundation for Environmental Education, the Federation of Nature and National Parks of Europe EUROPARC and the Eco Centre for the Protection of Coral Reefs on the Maldives Island of Kuramathi.
A sustainability award and award-winner

In April 2012, TUI Austria awarded a sustainability prize for scientific research for the first time. The first award-winner was Sandra Hillerzeder, a graduate of the Salzburg University of Applied Sciences. Why exactly she was chosen and what the new award is all about is explained by Dr Josef Peterleithner, spokesperson of TUI Austria Holding and chairman of the jury, in an interview:

Dr Peterleithner, why has TUI Austria awarded a sustainability prize for scientific research?

Dr Josef Peterleithner: TUI has actively promoted environmental protection for more than 20 years, firmly anchoring it as one of the principles of our Company. TUI aims to continually improve the ecological footprint and social impact of the tours offered, as an intact environment and society are natural prerequisites for sustainably enjoyable holidays. It is therefore only natural for TUI to award a sustainability prize.

The prize has been awarded to Sandra Hillerzeder. What is special about her paper?

Dr Josef Peterleithner: Ms Hillerzeder dealt with sustainability in cycling holidays based on the example of the tours offered along the Etsch cycle route, which links Landeck in Tyrol with Merano, Bolzano, Trento and Verona. Ms Hillerzeder's paper was outstanding in every regard – from the idea, the concept, implementation and practical relevance all the way to overall presentation. She has forged a convincing link between theory and practice.

The award has been granted as one of the categories of the Tourissimus Award. What’s that?

Dr Josef Peterleithner: Well, the Austrian Society for Applied Research in the Tourism and Leisure Sector and the Institute for Tourism Management of the Vienna University of Applied Sciences have awarded an Austrian tourism research prize, the Tourissimus Award, for many years. It has served to honour outstanding achievements of Austrian students and educational institutes and present them to the public. This is the framework for granting the TUI Sustainability Award for scientific sustainability research. Although it is a new award, we were surprised about the large number and high quality of the research papers. We are already looking forward to receiving the submissions for this year’s Sustainability Award.

One final question: What has Ms Hillerzeder actually won?

Dr Josef Peterleithner: An amount of €1,200 and a holiday stay in an Austrian ROBINSON Club, which she has indeed earned.
Certiﬁed – from Egypt via Morocco all the way to Cyprus

The standard ISO 14001 deﬁnes requirements of an environmental management system and comprises numerous rules and standards for various parts of an environmental management system, including life cycle assessments and environmental indicators. At the end of 2012, a total of 103 hotels forming part of TUI had been certiﬁed according to the ISO 14001 standard. TUI’s head ofﬁce in Hanover had also been certiﬁed.

TUI initiated an integrated employer branding campaign for Germany in early 2012. Its goal is to position TUI as an attractive employer for potential new recruits and describe the many different career opportunities in the individual business areas of our Company. The campaign comprises social media activities and also a redesigned career website, a microsite, a blog for apprentices, online and out-of-home advertising, recruiting measures and presentations at higher education and career fairs.
All journeys begin with a first step – and some never end. Those are the journeys where the way is the goal. The journey to sustainability is like that, because our actions can never be completely sustainable. The best we can do is draw closer to the destination. That is what we intend to do, and we shall do it by using state-of-the-art transport to move us forward.
Sustainability is all about details

Flying has transformed the world and – metaphorically – made it smaller. Now we want to transform flying, to make it more sustainable. Many technical innovations have been devised in recent years to cut both fuel consumption and pollutant emissions. Here, too, we have started out on a journey. And we have made good progress – but we do not intend to rest yet.

And – first again! When it comes to sustainable travel, the name TUI is usually well ahead in the rankings. We were especially pleased when TUIfly was designated Best International Charter Airline in the world by the independent climate protection organisation “atmosfair” in its Airline Index 2012. TUIfly came top of the Airline Index together with Monarch Airlines, placing it ahead of all scheduled airlines in the distance-based evaluation. The reasons can be found in the efficient Boeing B737– 800 aircraft, the optimal seating and very good load factors – that was how “atmosfair” explained the award when it was announced at the International Air Show in Berlin in 2012.

Less kerosene – mile by mile
TUIfly has always been highly economical about the fuel it consumes per 100 kilometres and per passenger. Rather than the usual 4 litres of jet fuel, the average in the German sector, it was only using 2.81 litres. Now that figure has fallen even lower: just 2.63 litres are consumed per passenger for every 100 kilometres. That is the kind of thriftiness we all appreciate. But it is no cause for celebration, because although the 150 airlines assessed managed to reduce their carbon emissions per passenger-mile by 3% in the space of a year, global air traffic increased by about 10% over the same period. Total emissions have therefore risen. In other words, we have got off to a successful start, but we are still a long way from where we are going. That is why cutting carbon emissions is going to be with us for a long time on this journey: future economic growth must not translate into higher carbon emissions.
All aboard!

A company that sets out to convince customers, business partners and destinations that sustainability is the only way to go must first of all get its own employees involved. So last year, TUI ran its Green Days for the eighth time. The two-day environmental event was devoted on this occasion to “The Earth’s Treasures – Waste Management”. It focussed on an exhibition about “Plastics on the Ocean Waves”, featuring works by the artist Guido Scharfenberg, who makes things from plastic waste recovered from the high seas. The message was clear: tourism is both a cause and a victim of waste in the water and along the beach.

Jet engines can be switched off more like the diesel engines on our cruise liners

When TUIfly aircraft taxi onto the runway or up to a gate, the engines remain switched on. That costs fuel – too much fuel, because those big jet engines were simply not designed to travel short distances at low speeds. They were designed to fly. Together with two well-known suppliers, TUIfly is the first airline in the world to test what experts call the Electric Green Taxiing System. The tests are being performed on a Boeing 737–800. For this electric taxiing, the aircraft’s main engine is equipped with an electromechanical power device, enabling the plane to roll into position without switching on the jets. This requires less kerosene, and noise levels are substantially reduced, too. The results have been encouraging, and so the work is continuing on systems to make wider use of this electric option.

A different mode of transport, but a very similar problem: like planes, the sea vessels operated by TUI Cruises need power for lights, lifts, kitchens and all kinds of other things while they are anchored in port. Auxiliary engines have always been used for this. They are housed on the ships and they run on diesel, a fuel with a poor record on emissions of carbon dioxide, sulphur and nitrogen oxides, and particles. Working with a company in Hamburg, TUI Cruises has agreed and signed a project known as the “e-power- barge”. E-power is electricity, that much is obvious, but why a barge? Because a barge is a lightweight vessel – a floating container, in fact – that can be pushed about without its own engine and crew. So the e-power barge is a floating power station based in Hamburg port which drifts over to the TUI Cruises liner and provides it with power. This is a big barge: 80 metres long with a beam of more than 11 metres. The power output is flexible and can be adapted to requirements. It is supplied by several gas-fuelled diesel engines and matching generators. These gas engines boast high efficiency and low consumption. Almost no SOx, NOx or particle emissions are produced. If the prototype currently under construction proves its value, the use of e-power barges will doubtless not be confined to Hamburg or to TUI Cruises.
When people travel, they are often looking to compensate for daily routines. But travellers also have to compensate for the effects of their journey – to strike a balance between personal wishes and the impact their travel will have on the environment and their fellow beings. One way to compensate is by offsetting. In simple terms, if your journey generates carbon emissions, you should help to cut carbon emissions somewhere else.
Kilo for kilo, gram for gram

Travelling creates carbon dioxide or CO₂. The idea behind offsetting is that travellers compensate for the amount of CO₂ they generate by making a voluntary donation. As climate change is a global phenomenon, it makes no difference where in the world the other CO₂ is reduced. This example from Kenya illustrates how offsetting works in practice ...

Stones blackened by soot, a pot delicately perched on top and acrid smoke – this is a traditional open fireplace of the kind commonly found in the kitchens of Siaya in Western Kenya. It is unhealthy, not only for the people around the hearth, but also for the climate, because this is a very inefficient way to cook and contributes hugely to the loss of forest in this area. The climate change organisation myclimate is working to ensure that local artisans can build more than 40,000 new stoves in a period of seven years. That will reduce the amount of wood needed for cooking by 40 to 50%, cutting CO₂ emissions by a similar amount and saving forest. myclimate collects the money from holidaymakers flying with, for example, TUI, who use the TUI Climate Calculator to work out their personal CO₂ expenditure and donate an appropriate sum to myclimate. The organisation was created in 2002 from a project set up by students and lecturers at ETH Zurich. Today, myclimate is a professional international partner for corporates, NGOs and public agencies.

40,000 stoves

Local artisans will build more than 40,000 new stoves. That will reduce the amount of wood needed for cooking by 40%.
The TUI Climate Calculator and myclimate
Travelling frequently causes greenhouse gas emissions. Travellers can prevent this by working out their personal “emissions” at www.tui-klimarechner.de and donating an appropriate amount to myclimate. The organisation uses this money to support climate protection projects all over the world.

The climate-relevant emissions associated with your planned holiday for two people are made up of the following:

• Flight from Frankfurt (Rhine-Main) to Hurghada (outward and return, Economy): 2,736 kg CO₂ equivalent
• 14-day stay in hotel: 840 kg CO₂
• Bus transfer: 11.0 kg CO₂

To fully offset the emissions associated with your holiday TUI recommends payment of a climate contribution of €53.81.

Our consumer behaviour has an effect on the world climate: The manner in which we consume and what we consume, how we move around and also how and where we go on holiday – we all leave in our wake an individual “ecological footprint”.

VIDEOS:
The principle of offsetting used by myclimate in the form of a film and in only 1.5 minutes!
“We see offsetting as a service we can offer, one that makes a major contribution towards reducing our carbon footprint and raising customer awareness. We are setting a good example by offsetting the emissions caused by our own business flights for TUI AG and TUI Deutschland. Even so, we must keep working to reduce emissions further or cut them out where we can.”

Andreas Vermöhlen, Group Environmental Management/Sustainable Development

“Carbon offsetting is a positive act. It means taking responsibility for your own greenhouse emissions. By paying cash compensation into climate change projects with high standards, TUI customers are not just helping the climate, but enabling big improvements to people’s lives in developing countries and emerging economies.”

Stefan Baumeister, CEO myclimate Deutschland gGmbh

“Gold-standard carbon offsets make a vital contribution to sustainable development in the countries concerned and support technologies based on renewable energies. Not enough is done to communicate this tool, nor is it seriously linked into the travel product. But offsetting does not mean ‘business as usual’. Travelling responsibly and offering responsible travel products above all mean cutting emissions. Offsetting is second-best.”

Juliette de Grandpré, Program Officer Development of Carbon Markets, WWF Germany
Our mission: to cut emissions
TUI AG Magazine 2013

With nature and for nature
A DORFHOTEL holiday means living in an apartment with all the benefits of a very good hotel – without a bad conscience. Because DORFHOTELS have set themselves very strict criteria. These include using energy-efficient technologies, drawing on renewable energies, eliminating or sorting waste, sourcing regional products, applying an environmental management system and much more besides. But can’t anyone claim that? Yes, but not everyone has an environment certificate founded on the international benchmark ISO 14001 as the DORFHOTELS do, and not everyone has featured for many years among the TUI Environment Champions and TUI EcoResorts.

Natural equilibrium ...
By substituting wood pellets for heating oil, the ROBINSON Club Cala Serena on Majorca is building rigorously on its record for environment management. As of the end of November, all heat generation at the Club has been carbon-neutral.

By installing three new 200-kW biomass boilers, the ROBINSON Club Cala Serena has ensured that all its hot water, room heating and pool heating is done the green way, using regenerative fuels.

Besides, installing the wood pellet system has saved approximately 220,000 litres of conventional fuel oil a year. The ROBINSON Club expects this investment to reach payback in about five years.

Green motoring on holiday
“Private motoring by car is a major factor in climate change, and obviously car hire is no exception. TUI Cars is one of the biggest rental car brokers in Germany. We believe that brings a responsibility with it, and so, from the summer season of 2013, TUI Cars will use myclimate to offset all carbon emissions from the vehicles we broker. Our guests will be pleased to hear that it won’t cost them a penny more. TUI Cars will donate the money. An easy conscience is all part of the travel package.”

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Our mission: to cut emissions
Totally carbon-neutral and totally satisfied – that is the goal the Iberotels and DORFHOTELS in Germany have set themselves. After all, as it says on the hotel chain website, “without sustainable protection for the environment there will be no quality holidays, and without quality holidays there will be no customer satisfaction”. That is why enormous efforts are being made to cut emissions of greenhouse gas to a sustainable minimum. But a hotel can’t function without causing a few emissions, so Iberotel and DORFHOTEL are working with myclimate to neutralise what they can’t prevent.
Get to the hotel and put your feet up, or head off straight for the action? It doesn’t matter. When people go on holiday, they want something different from the usual, and everyone has their own idea of what that means. However, the purpose of a holiday is always the same: to recuperate. And sustainably, too – in other words, the impact should last as long as possible. But it is our job to make something else sustainable: your whole stay.
Sustainably relaxed

What is a holidaymaker? A guest who arrives, stays a while and then goes home. In the future, apart from arriving, staying and leaving, we will give more thought to what we have left behind long after we get home. Are the people and the natural environment better off or worse off after we leave? That is a question we have been mulling over and which has motivated us to take action …

Florence, Siena, Pisa, and somewhere between them lies the village of Tenuta di Castelfalfi. It’s a good place for truffles, wine and oil, but not so good for people. In the sixties there were 600 people living here. These days there are only a handful, and an occasional light also goes on in the window of a holiday home. Everyone else has moved to the big city, where the air may not be sweet with the scent of thyme and lavender, but at least the church roof isn’t collapsing and the swimming pool hasn’t closed down, and most important of all there are jobs. This is all set to change – because for the last few years the village and the surrounding area have belonged to TUI. The deal was struck thanks to a strategy for breathing new life into the town, while altering as little as possible. The idea is not to build one great holiday camp, but to divide the land into small portions and develop them prudently. The plans envisage three hotels built with regional materials. Other properties, some restored and some new but all with a traditional look, will be sold. Many of the old buildings will be done up and put to a new use – for example, as restaurants. TUI was able to purchase this sought-after site after submitting a strategy based around a combined heat and power station, a water supply fed from a natural source, and a biological treatment system enabling waste water to be used several times over. The site is already producing and selling its own olive oil, as any self-respecting community in Tuscany should.
We are the champions
TUI makes it easier for responsible hotel operators and responsible tourists to come together. Holidaymakers only need to consult the list of TUI Environment Champions to see who attaches particular importance to sustainability. These awards, which are made annually, have become an integral part of the competition between facilities – for the benefit of our guests, but also for the benefit of sustainability. The criteria are wide-ranging: water and waste water, regenerative energy sources, waste disposal methods and the distance travelled by food and drink are parameters which are as important in the evaluation as compliance with social standards. During ISO 14001 certification, an independent expert checked and confirmed that selections and assessments are conducted on an objective basis. And naturally the opinions of holidaymakers are taken into account.

Crème de la crème in matters of sustainability
The TUI AG Hotels & Resorts go a step further than this, because to keep their “EcoResort” seal it is not enough for them to be a TUI Environment Champion. They are also required to demonstrate a certified environmental management system. Anyone who takes the trouble to study the list of requirements will be bound to conclude that they could hardly be more ambitious!

School dolphin club
A handful of pupils are huddled in a boat which is visibly home-made and not seaworthy. Its name is “Dolphin Safari”. Larger numbers are sitting around them, listening to the correct way to observe dolphins without disturbing them. At home the school club might put on a play, but here on the Kenyan coast dolphin clubs bring the youngsters together to protect dolphins. First of all, they learn a lot about the dangers dolphins face, from the impact of non-sustainable fishing, inconsiderate dolphin-watching methods, and pollution in the coastal communities. With this knowledge they spread out to inform local fishermen, boat owners and tourists. TUI and its incoming agency Pollman’s Tours & Safaris Ltd have donated a “dolphin bus” to help instructors travel between the widely dispersed clubs, and are supporting the project, along with the Kenyan Wildlife Service, Watamu Marine Association (WMA) and other partners.
A school that makes Sabina smile ... Le Passage to India, part of TUI Travel PLC, has set up a charitable foundation in India called Shaping Lives. This foundation is supporting Project Arman, which is managed by the Chintan Environmental Research and Action Group.

Project Arman charming story
This is a story about a small centre called Arman that makes lots of people smile. Take Sabina. Her dad is a waste picker and couldn’t send Sabina to school until Arman came along. Arman is a free learning centre that preps the kids of waste pickers for eventual admission into school. And that makes Sabina smile. And her dad ... and her mum ... But that’s not where the smiling ends because Sabina’s dad decided that because their child had got access to a school due to Khwaja Nizamudin’s kindness, they’ll give away a portion of their meal to homeless people in the area – no matter how small their own meal is ... as a thank-you, ... but that’s not where the smiling ends either because Sabina is just one of 177 children that go to Arman ... But as you can imagine, that’s not where the smiling ends either because Sabina wants to become a teacher, teaching in a centre like hers, and we know what that means ... a lot of smiling kids that normally wouldn’t have that much to smile about. As we said, this is a story about a tiny centre that makes lots of people smile.

Taking the lead with water
The project “Drinking Water for Africa” has turned into a real success story for football club Hannover 96. When they play at home, the deposits on cups are collected as donations – about 1,500 cups per match. The club, the fans, TUI employees and the Group itself have made up a team for some time now, and they are playing to win. From 2009 until the autumn of 2012, they collected more than €100,000. The money has been used to renew, reactivate or build 20 wells in Ivory Coast. In Kenya, four drinking water processing facilities have been installed, and the plans for another are well advanced. This means that the donations from Hannover 96 fans have provided 20,000 people in Africa with access to clean drinking water they did not have before.

“We’ve never had good water here” – the film about the Drinking Water for Africa project on Spreading Smiles is as short as it is stunning, and it shows how much assistance can achieve.
www.spreadingsmiles.com/en#project=1

We don’t learn for school, but for life. That is certainly true here ....
www.spreadingsmiles.com/en#project=19
Keeping a good idea going: Nests for Life
When a severe earthquake struck Haiti and its capital Port-au-Prince three years ago, it wrought havoc. Life has now returned to the streets, but the rubble and the poverty are still there, and luckily for many schoolchildren so is the project "Nests for Life". The name is borrowed from a Creole proverb: "Little by little the bird builds its nest." The project took on tasks such as building a school, opening a boarding school for orphans, planting organic bananas and mangos, and even buying musical instruments for the school orchestra. The project is being supported by the sector initiative Futouris e.V., co-founded by TUI. This charitable institution has pledged to improve living conditions, promote education and protect natural resources in the destination countries of its members.

Stop! Children at risk!
Protecting children – especially from prostitution – goes without question. That is why all major TUI tour operators have signed up to the Child Protection Code drawn up by the tourism industry together with ECPAT, which stands for End Child Prostitution, Child Pornography & Trafficking of Children for Sexual Purposes. The target group ranges from commercial partners to staff and guests. Our partners undertake to ensure that children are protected in their accommodation facilities. Any infringement will mean that all their contracts with TUI are terminated. To raise staff awareness, TUI and ECPAT have devised an e-learning tool for tour guides, travel agents and employees of the tour operator TUI Deutschland. Holidaymakers are briefed on the outbound plane, where the film "Don’t Look Away" is included in the in-flight programme and the leaflet "Little Souls, Big Dangers" serves as a reminder not to turn a blind eye when they reach their destination.
Biodiversity checklist A to Z
Biodiversity is especially important to a tourism group because in many cases it is the local flora and fauna that help to determine the appeal of a destination. Last year, led by the Global Nature Fund, the European Business and Biodiversity Campaign carried out ten biodiversity checks on companies from a wide range of industries. The pivotal question was how corporate workflows influence ecosystems and biodiversity. No department was spared, be it management, sourcing, procurement, production, logistics, marketing or human resources. TUI submitted to one of these biodiversity checks and subsequently took advice from the Global Nature Fund experts about where the company could further fine-tune its performance. The ideas are now being implemented one by one. One was to draw up recommendations for TUI hoteliers about what they can do to protect biodiversity.

ROBINSON Club – excellent holidays, excellent training and a shining example
Since the year 2000, about 250 young Turkish citizens or youngsters with Turkish parents have been trained at ROBINSON Clubs in Turkey for jobs in reception, restaurants and bars, and even as chefs. The programme has its roots in the cooperation between the Turkish Education Ministry and ZAV, the German placement agency for jobs abroad. For the last two years, the company has been working with the Chamber of Industry and Trade in Hanover to give young Germans who have trained with ROBINSON in Turkey under Turkish law and exam rules the chance to have their diploma partially recognised by the Chamber. And thanks to this pilot scheme, ROBINSON has become a shining example to other hotels in Turkey seeking to develop their training activities.
Two partners, one project and one million euros
The political turbulence in North Africa has weakened tourism – even in Tunisia. TUI has been a partner to this country for many years and is supporting the development of tourism there. One project is being implemented jointly by the German Ministry for Economic Cooperation and Development and TUI. What is it all about? Promoting women! The funding, worth one million euros, is being spread between the two partners and over five years, and it will be used in three different ways:

Continuous training for hotel managers
Awareness training on “Corporate Culture and Equal Opportunities” if provided for hotel managers of both genders in partnership with the Tunisian hotel association.

Improving training standards in hospitality colleges
The Tunisian training system in hospitality colleges is being modernised, and women’s access to skill-learning programmes and vocational training in tourism is being improved with the aid of training vouchers and bursaries.

Promoting Tunisian crafts
Women account for much of the craft production in Tunisia itself, but many of the products are made in Asia rather than Tunisia. Selected craft initiatives will be supported, quality standards enhanced and workshops opened to holidaymakers.

RIU Hotels & Resorts has set itself a big sustainability agenda and therefore added a Corporate Responsible Business Manager to the team: Catalina Alemany. Ms Alemany has settled in to the job now and took the time to answer three questions.

Ms Alemany, you began your job as Corporate Responsible Business Manager about a year ago. This is probably a good time to take stock and to look ahead as well.

Catalina Alemany: Yes, we are working hard to certify our hotels and implement the Travelife sustainability system. This system requires us to undertake concrete commitments on environment issues, employment policy and the local community. It’s a very good start that will help us to obtain more sustainability certifications in future. Our aim is gradually to certify all the RIU hotels and we hope to achieve that goal by 2014.

What does sustainability in the hotel sector mean to you?
Catalina Alemany: Our customers have high expectations of sustainability. That’s because the public don’t like having the wool pulled over their eyes, whether on environment issues or employment policies. We are well aware of that, and we have to implement systems that will reduce the negative impact of our operations to a minimum.

Models for sustainable development include technological innovations, specific targets and measures on water saving, renewable energies, waste management and equal opportunities, and also agreements with NGOs.

The key point – in my view – is the attitude everyone concerned has towards the project.

What would you like to achieve with RIU in future in terms of sustainability?
Catalina Alemany: (laughs) A lot! We’ve only just begun and the future looks really exciting! We are pursuing various projects in different fields – for example, a system for monitoring indicators, a staff training programme, implementing new workflows, and a communication tool so we can exchange information with customers and partners. And step by step, we will build a new corporate culture with a strong focus on sustainability – not least to enhance customer satisfaction.
We have seen, experienced and learned so much on our journey to sustainability. The distance we travelled from our daily lives at home altered our perspective on a lot of things, including the way we behave. As guests, we tried to be as courteous as we could, because we would like to come back one day and find everything as beautiful as we remember it.
Forwards and backwards

Aiming for sustainability can be an up-and-down affair. Lots of successes, but failures too, sometimes. It’s like a holiday when the sun doesn’t shine every day. But then you just have to make the most of the day. Do that, and there will always be some reward ...

TUI AG has done it again! In the annual review of sustainability rankings, the Group scored especially high in the categories Climate Strategy, Risk and Crisis Management, and Stakeholder Dialogue, making us leader once again in the Travel & Tourism sector of the Dow Jones Sustainability Indexes (DJSI) World and Europe. The DJSI lists the 340 companies among the 2,500 on the Dow Jones Global Index who are leading the way in sustainability. They are assessed not only by economic parameters, but above all selected environmental and social criteria. While we are on the subject, TUI also figures in the sustainability indices FTSE4Good on the London Stock Exchange, the DAX-global Sarasin Sustainability Germany on the German Stock Exchange, the Ethibel Excellence Index and the ECPI Ethical Index Euro.

“Thank you very much! We are very pleased!” TUI put a compelling case, and not to just anyone. A jury which includes the Director of the Global Nature Fund, Marion Hammerl, awarded the Group the prize for Biodiversity Management to Preserve Global Biodiversity at the 8th German Corporate Social Responsibility Forum. “We are very pleased about this tribute to our work. Preserving biodiversity is, and will remain, a central feature of TUI’s sustainability strategy,” declared Mila Dahle, Head of Group Environmental Management/Sustainable Development. She went on: “This prize is above all to the credit of all our colleagues and partners out there in the holiday destinations, to whom we are hugely grateful.”
A sea full of plastic
We are poisoning ourselves – slowly but surely. We have no need of emissions to do that: plastic bags will do. They end up in the sea and rapidly vanish. When the media talk about carpets of waste and whirlpools of rubbish the size of a continent, those are not giant islands of plastic bags. Much worse. The plastics are very quickly ground small by the sea water, so small that they are absorbed by the plankton which provides the staple diet for so many species. The particles full of DDT and other toxic substances pass through the food chains until they reach our plates. We may well point out that TUI holiday makers contribute very little to this kind of marine pollution. But they still have to confront it. That is why TUI Hotels & Resorts along the coast regularly organise beach clean-ups with staff and guests. All the waste is collected from the shoreline and the reefs. It probably won’t save the seas, but it will help to sharpen awareness among holiday makers and in the destinations.

Sustainability begins at the counter
Tourism is more sustainable as a whole if more people book sustainable tours. It’s a simple sum, and it adds up. To encourage even more customers to consider the sustainable options by “whetting their appetite” before they make their choice, TUI is participating in the Green Counter scheme by Futouris. The Green Counter is about providing staff in travel agencies with all the information they need about sustainable travel. The Green Counter package covers a broad spectrum: There are brief descriptions of local opportunities for sustainable activities, but travel agents also have a chance to participate personally in sustainable tourism at the destination, so that they can pass on their knowledge and enthusiasm to their own clients.
Sustainability strikes roots

Majorca is a favourite destination among Germans. Holidaymakers who fly to the Mediterranean island with TUI are doing not only themselves a favour, but the Balearic community, too. They are building a forest as part of a nature conservation project. Every TUI customer who travels to Majorca is automatically part of the reforestation scheme. “For every booking, a fixed sum is paid into the project, and anyone who wants to do more can spend €10 on ‘adopting’ a tree – and have their name added to a sign by the forest”, says Prof Dr Harald Zeiss, Head of Sustainability Management, TUI Deutschland. The project was designed by the Balearic Environment Ministry together with TUI, and it covers an area of 71 hectares. Most of the trees planted are Mediterranean pines or olives, with a sprinkling of holm oaks. By the time the project ends in 2015, some 57,600 trees should have taken root. Now, at the halfway stage, half that number have already been planted – and so we are well on target.

Mrs Kohrs, TUI has actively promoted the “mixed leadership” concept in recent years. The idea is to benefit from the advantages offered by mixed teams across all corporate levels and genuine equality of opportunities for men and women. What have you achieved in this regard?

Susanne Kohrs: We have achieved quite a lot. What has helped us in this regard is the exemplary cooperation between the Group companies, all pulling together.

Female executives already account for around 38% of management positions in TUI companies, with female employees representing an overall share of almost 70% of our workforce. Our share of women in management is already quite impressive, but we are not yet fully satisfied with what we have achieved.

That is why our mentoring programme, launched in 2012, is so important. The aim is for female junior managers, in particular, to receive encouragement from experienced managers, who introduce them to networks and support their career development.
We assume responsibility. Not just for contents and design, but also for production. The paper used for the present report has been made from forests managed in line with social, economic and ecological sustainability criteria and meets the standards of the FSC Mixed Sources category.