

**Empowering  
Entrepreneurship  
Initiative**

# **TOURISM RECOVERY PROGRAMME**

**MEDIA KIT**

Supported by the



Federal Ministry  
for Economic Cooperation  
and Development

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**enpact**

 **TUI CARE  
FOUNDATION**

Active in 4 Countries

**Egypt, Mexico,  
South Africa, Kenya**

Support per business

**9000 Euro**

Dedicated Mentoring  
Support

**3 months**

Supporting

**315 Businesses**

Virtual Learning  
Programme

**3 months**

# FACT SHEET

# ABOUT

## **The Empowering Entrepreneurship Initiative**

was created to provide direct support for entrepreneurs in emerging markets.

Derived from a number of enpact's portfolio products, the initiative supports innovative businesses with a curated combination of mentoring, workshops, network-building and funding.

The Empowering Entrepreneurship Initiative launched with two programmes in 2020 that were designed to help growing businesses cope with the economic challenges brought on by the COVID-19 pandemic.

A total number of **330 businesses** across 6 countries received financial support, training, mentoring and resources to focus on adapting their businesses to the unique struggles arising during the crisis. Through the initiative, 957 entrepreneurs were mentored and 3701 jobs were preserved.

# ABOUT

The Empowering Entrepreneurship Initiative allows enact to implement a modern solution to development cooperation — one that is focused on sustained economic growth.



TAILORED TRAINING



DEDICATED MENTORING



FINANCIAL SUPPORT



GLOBAL NETWORK



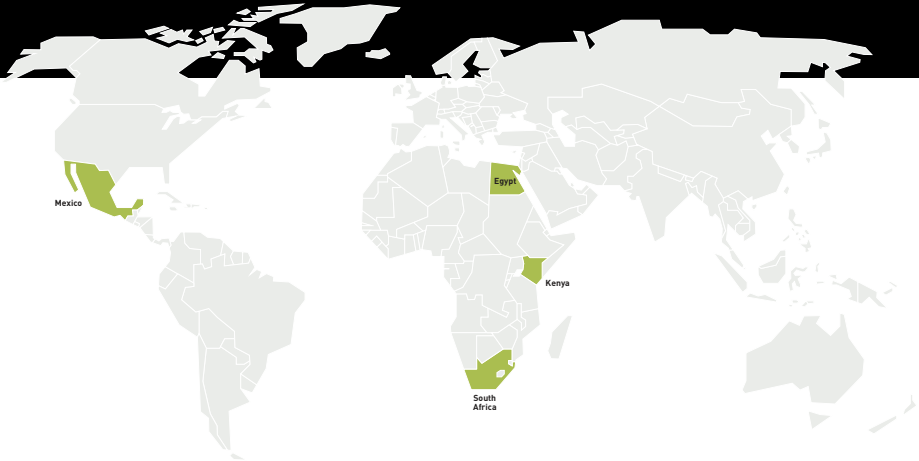
ACCESS TO MARKET



TOOLS & RESOURCES

# PROGRAMME OVERVIEW

**The Tourism Recovery Programme** the third programme of the Empowering Entrepreneurship Initiative, launches in June 2021 and aims to provide support for **315 travel and tourism SMEs and innovative businesses in Egypt, Mexico, Kenya and South Africa** through dedicated mentoring, financial backing and business development support.



## 1 APPLICATION PHASE

PREPARATION, PROMOTION AND SELECTION

Outreach & promotion

Selection process

Virtual kick-off

05/21

06/21

07/21

## 2 PROGRAMME PHASE

FINANCIAL SUPPORT, TRAINING AND MARKET ACCESS

Workshops

Individual mentoring and coaching

Market access in Germany

08/21

09/21

10/21

11/21

12/21

01/22

02/22

03/22

Monthly transfers of financial support

ITB



## IMPLEMENTING PARTNERS

### **enpact e.V.**

The non-profit association enpact is a **leading player in the establishment of start-up networks to promote international development cooperation.** With a variety of programmes, enpact supports startups in Europe, Africa, Asia, Latin America and the Middle East. The goal is to create a global network of start-up ecosystems and their actors that enables the exchange of ideas, solutions and mutual support.

### **TUI Care Foundation**

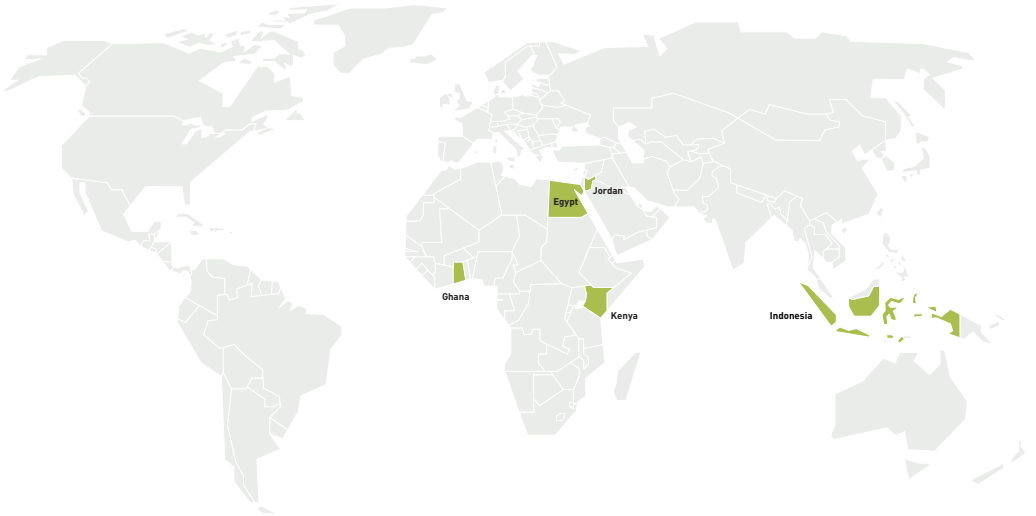
The TUI Care Foundation is the corporate foundation of TUI, **the world's leading tourism company.** Since 2016, the foundation has been committed to education, environmental and species protection and economic development in travel destinations. With more than 30 projects in Europe, Africa, Latin America and Asia, the TUI Care Foundation strengthens the livelihood of thousands of people and promotes sustainability and resilience for tourism of the future.

# PREVIOUS PROGRAMMES

## COVID-19 RELIEF PROGRAMME

The COVID-19 Relief Program, part of the Empowering Entrepreneurship Initiative by enpact, provides **180 businesses in Egypt, Ghana, Jordan, Kenya and Indonesia** across all sectors with dedicated mentoring, financial backing, and business development support.

[Learn more](#)



# PREVIOUS PROGRAMMES

## COVID-19 RELIEF PROGRAMME FOR TOURISM

The COVID-19 Relief Program for Tourism was implemented in partnership with TUI Care Foundation and supported **150 innovative businesses in travel & travel-related sectors across Mexico, Kenya, Indonesia, and Jordan** through dedicated mentoring, financial backing of up to 9,000 Euros, expert workshops and access to international tourism network and resources.

[Learn more](#)





# GET INVOLVED!



Applications are now open for the Tourism Recovery Programme from Tuesday, the **1st of June to Sunday, the 20th of June at 11:59 PM (CEST)**. Find more information **here**.

You can download the press release, visual assets and programme flyer by clicking the **here**.

To learn more about the Empowering Entrepreneurship Initiative and the Tourism Recovery Programme, please visit our **website**.

# IN THE MEDIA



## “START DER INITIATIVE EMPOWERING ENTREPRENEURSHIP”

Projekterwähnung durch das  
Tourismussekretariat der  
mexikanischen Regierung

[Artikel hier](#)



## „DEUTSCHE HILFE FÜR TOURISMUSUNTERNEHMEN“

Erwähnung in der Printausgabe der  
mexikanischen Publikation “Quequi”

[Artikel hier](#)



## **„LEHREN AUS 30 JAHREN DEUTSCHER WIEDERVEREINIGUNG“**

Radioauftritt von Annett Günter, deutscher Botschafterin in Kenia. Das Programm wird in Minute 30 erwähnt.

[Video hier](#)



## **„DAS VON DEUTSCHLAND FINANZIERTES PROGRAMM BIETET INNOVATIVEN, JUNGEN UNTERNEHMEN IM TOURISMUS FINANZIELLE, TECHNISCHE UND MENTORING-UNTERSTÜTZUNG“**

Artikel in der Jordan Times, einer großen nationalen Zeitung in Jordanien

[Artikel hier](#)



**„GEMEINSAM UNTERSTÜTZEN  
ENPACT UND TUI CARE FOUNDATION  
150 UNTERNEHMERTEAMS  
IN ENTWICKLUNGS- UND  
SCHWELLENLÄNDERN MIT  
MENTORING UND FINANZIELLER  
FÖRDERUNG.“**

Artikel-Feature im Online-Tourismus-  
Nachrichtensender Tip Online

[Artikel hier](#)



**„AUSWAHLPHASE ABGESCHLOSSEN:  
TUI CARE FOUNDATION  
UNTERSTÜTZT 150 TOURISTISCHE  
UNTERNEHMERTEAMS IN  
MEXIKO, KENIA, INDONESIA UND  
JORDANIEN“**

Artikel im Online-Nachrichtenportal  
Touristik News

[Artikel hier](#)

## **The Empowering Entrepreneurship Initiative**

was developed by the non-profit organisation enpact e.V. The initiative was launched in 2020 with two programmes designed to deliver economic relief from the COVID-19 crisis. The Tourism Recovery Programme is the third standalone programme of the initiative, designed to deliver support to businesses in the tourism sector. The COVID-19 Relief Programme is supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the Federal Ministry for Economic Cooperation and Development (BMZ) and is implemented together with enpact and TUI Care Foundation.

## **PRESS CONTACT**

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