

## **Empowering communities and improving forest-friendly livelihoods: TUI Care Foundation launches new TUI Forest Project in Zambia**

- *TUI Forest Zambia to enhance food security and restore critical ecosystems by training 1700 farmers in sustainable farming practices*
- *Up to 950,000 trees will be planted to foster environmental conservation*
- *Project is launched as part of TUI Care Foundation's Forest February, which emphasises the global importance of reforestation*

**Berlin, 12<sup>th</sup> February 2025.** *Forest ecosystems play a crucial role in environmental conservation and community livelihoods. They provide essential ecosystem services, support biodiversity, and offer educational opportunities for future generations. Recognising the importance of forests, the TUI Care Foundation is launching a new TUI Forest in Zambia. This initiative is part of the Foundation's commitment to support local communities to find sustainable income opportunities from forest environments.*

TUI Care Foundation  
Pariser Platz 6a  
10117 Berlin

[www.tuicarefoundation.com](http://www.tuicarefoundation.com)

TUI Forest Zambia aims to reduce pressure on critical ecosystems in the Mpumba region, a key area located between the Congo and Zambezi river basins. The project focuses on sustainable land management and economic development to protect the surrounding environment, including Lavushi Manda and South Luangwa National Parks—two important conservation areas in Zambia. In partnership with WeForest, the project will restore forest areas up to 865 hectares and plant 950,000 trees. The trees will be integrated into agricultural plots, increasing biodiversity and soil health. In addition, it will enhance food security by integrating sustainable agroforestry practices.

A key part of this approach is training lead farmers, who will then train 1,700 participants in agroforestry and conservation agriculture. Growing high-value crops like legumes and maize will improve both food security and income while reducing reliance on forests for timber and charcoal. Providing sustainable agricultural alternatives helps prevent destructive practices like slash-and-burn farming and overharvesting, which degrade forest ecosystems.

Additionally, a feasibility study will explore eco-tourism opportunities, such as guided bushwalks showcasing local flora and fauna, creating new economic prospects for the community. Through these forest-friendly and community-driven opportunities, the project supports both conservation and livelihoods, ensuring the long-term health and resilience of the region's ecosystems.

The TUI Care Foundation's 'Forest February' is a month of activities dedicated to reforestation. Through a series of project launches and educational activities, it emphasises the importance of community-managed reforestation solutions and sustainable agro-forestry tourism practices to safeguard forest ecosystems for local communities and generations to come.

**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.com](http://www.tuicarefoundation.com)

TUI Care Foundation  
Pariser Platz 6a  
10117 Berlin

[www.tuicarefoundation.com](http://www.tuicarefoundation.com)

**About WeForest**

WeForest is a non-profit organisation that restores and conserves forests at the landscape level – with the aim of maximising the impact of trees for People, Nature, and Climate. To date, WeForest has grown over 100 million trees, improved the livelihoods of 86,000 families and restored and conserved 70,700 hectares of forest. WeForest's vision is a world where communities and nature sustainably thrive together to stop global warming in our lifetime. WeForest's mission is to conserve and restore the ecological integrity of forests and landscapes, engaging communities to implement and deliver lasting environmental and social impacts. [www.weforest.org](http://www.weforest.org)

**Contact:****Anna-Lena Strehl**

Head of External Affairs

TUI Care Foundation

+49 151 22952553

[anna.lena.strehl@tui.com](mailto:anna.lena.strehl@tui.com)