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In cooperation with

**TUI CARE FOUNDATION**

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Die Nachhaltigkeitsinitiative

# Scoring a goal for sustainable tourism

Young female football enthusiasts in Namibia are being trained in sustainable tourism

Anna-Marie Shikusho loves football. Just like the other girls at the NFA Girls Centre in Windhoek, Namibia, she would spend every day on the football ground if she had the chance. This is where she trains to improve stamina, tactical knowledge and shooting skills, as well as to build teamwork and self-confidence. But Anna-Marie Shikusho also understands that very few of those who play football are able to earn a living from their passion. Which is why she is glad to have the opportunity to follow a vocational training course in sustainable tourism: 'This course is a big step for my future dual career. It will have a major impact on my life – and I'm happy about that,' says the 21-year-old. She is one of twelve young women at the NFA Girls Centre – an activity and learning centre for girls and young women – to have won scholarships to take part in the course.



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## A safe space that opens new horizons

The training courses are a result of the partnership between the German Federal Ministry for Economic Cooperation and Development (BMZ) and private partners TUI Care Foundation and Futouris e.V.. BMZ builds on the enthusiasm for sport in developing countries to teach values and skills to children and young people. The primary focus in Namibia is on promoting girls and young women: the rates for new HIV infections and teenage pregnancies are high, and many girls lack career prospects. So in collaboration with the Namibia Football Association (NFA), BMZ established the NFA Girls Centre in Windhoek. The Girls Centre not only provides girls and young women with a safe environment in which to play football, it

creates opportunities for general schooling and vocational education – such as the training course in tourism and hospitality, which Anna-Marie Shikusho and 11 other young women are now about to commence.

The training itself is financed by grants from the TUI Care Foundation: over the course of one year the young women will learn the essentials of restaurant management and gain insights into the tourism industry in Namibia. All young women who successfully complete the course will be awarded an internationally recognised certificate and will have good prospects of finding a job. That is a win-win situation for Anna-Marie Shikusho: in addition to spending time regularly with her friends at the football ground, she will also be doing a useful training course.

## Cooperation between German development cooperation and sustainable tourism

The partnership between BMZ, the TUI Care Foundation and Futouris e.V. was agreed in March 2016 and put into action with immediate effect: a pilot project gave 20 girls from the NFA Girls Centre the chance to take part in an initial three-month preparatory course geared to the hospitality industry and to qualify for the scholarships. Twelve of them have now started the full training course.

BMZ has been working with local and international partners since 2013 in Namibia to implement ‘sport for development’ as an instrument for HIV prevention and to promote girls and women. The idea behind the approach is to provide children and young people with a broad range of knowledge on issues such as health and HIV prevention, violence prevention, education, inclusion and gender equality – and to do so in a lively and engaging way in the context of organised sports activities. The programme in Namibia offers specially developed vocational education courses in sustainable tourism, developed in partnership with Futouris e.V. and the TUI Care Foundation.

As a non-profit organisation, the TUI Care Foundation supports projects which generate prospects for young people, protect the natural and animal world and promote sustainable development and prosperity at destinations all over the world. As such, the foundation’s aim is to help people in holiday destinations to benefit appropriately from the opportunities offered by tourism. In order for the foundation to operate effectively, it builds on robust partnerships with regional and international organisations. The TUI Care Foundation cooperates with Futouris in the context of a foundation membership.

The sustainability initiative Futouris e.V. is committed to preserving our planet’s natural and cultural inheritance and to shaping more sustainable approaches to tourism. Established as a non-profit association in 2009, its members are medium-sized enterprises and market leaders in the national and international tourism industry. The companies signed up to Futouris cooperate to develop model projects and innovative ideas that promote greater responsibility and sustainability in tourism.



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