

ETENA.
**Empowering
Tourism
Ecosystems**
North Africa
An initiative by TUI Care Foundation and enpact

Scaling **Tourism** Innovation Across **Egypt, Tunisia & Morocco**

ETENA Regional Accelerator
Focus Areas &
Eligibility Criteria

An initiative by



TUI FUTURESHPERS
PROGRAMME



ETENA Accelerator: Scaling Tourism Innovation Across Egypt, Tunisia & Morocco

1. Programme Description

Launched by TUI Care Foundation and enpact, the Empowering Tourism Ecosystems in North Africa (ETENA) programme focuses on supporting **100 aspiring entrepreneurs and 10 startup founders** across Egypt, Tunisia, and Morocco through tailored business development support and funding opportunities.

The programme comprises four components: **Idea Marathon, 2-month Pre-incubator, 6-month Incubator, and a regional 3-month Accelerator.**

In its accelerator phase, the ETENA programme is designed to support **10 founders of tourism startups**, across **Egypt, Tunisia, and Morocco**, with a **3-month** regional experience that includes **tailored business training, peer-to-peer exchange, and exposure to regional stakeholders.**

Participating founders will take part in two startup camps in Egypt, receive mentoring and investor-readiness support, and gain access to a strong cross-border network of tourism experts and partners.

The purpose of the ETENA Accelerator is to equip tourism founders with the tools, knowledge, and regional connections they need to **scale their businesses**, strengthen their impact on rural tourism, promote authentic local experiences, and contribute to job creation and sustainable development across North Africa.

2. Project Focus: Driving Cross-Border Growth in Sustainable Tourism

We are calling on ambitious **scale-ups** transforming **Rural Tourism** and **Sustainable Tourism** across **Egypt, Morocco, and Tunisia**—and ready to grow beyond their home market. Rural destinations in North Africa hold immense untapped potential, offering rich cultural heritage, diverse landscapes, and dynamic local communities. Yet, the sector needs innovative, scalable solutions that can elevate authentic rural experiences while preserving the environment and strengthening community livelihoods.

We invite scale-ups developing eco-friendly hospitality concepts, nature-based activities, digital tourism platforms, sustainable mobility solutions, or community-centered value chains—especially those seeking **cross-border expansion**. If your venture is ready to deepen its impact, enter new regional markets, and shape a more resilient and responsible tourism ecosystem across North Africa, this Accelerator is designed for you.

Suggested Areas For Innovation:

Your tourism startup can be tapping into one of the following focus areas:

- **Eco-Friendly Accommodation & Hospitality**
 - Sustainable eco-lodges and community-run guesthouses
 - Low-impact architectural solutions for rural areas
- **Nature-Based & Outdoor Tourism Experiences**
 - Trekking, hiking, desert expeditions, and nature trails
 - Wildlife and biodiversity conservation tourism
 - Adventure tourism models that prioritize environmental protection
- **Cultural Heritage & Community-Led Experiences**
 - Revitalization of traditional crafts, cuisine, and community festivals
 - Models that ensure fair revenue-sharing with rural communities
- **Sustainable Local Value Chain Solutions**
 - Agri-tourism innovations connecting farms to travelers
 - Rural supply chain innovations for food, crafts, and services
 - Local sourcing and circular economy solutions for tourism operations
- **Sustainable Mobility & Transport**
 - Low-emission transport options for rural destinations
 - Shared mobility solutions adapted for remote areas
 - EV charging or last-mile access innovations
- **Cross-Border Scaling & Regional Market Integration**
 - Business models that can be replicated across Egypt, Tunisia, and Morocco
 - Solutions enabling partnership development among rural destinations.

3. Eligibility Criteria

To qualify for the accelerator and receive training and mentoring support, **applicants** must meet the following criteria:

Founder / Eligibility

- Demonstrated commitment to participating in all accelerator activities, including mentoring sessions and cross-regional engagements.
- Ability to articulate the startup's vision, growth needs, and expansion goals.
- Willingness to collaborate with peers across Egypt, Tunisia, and Morocco to foster regional learning and shared innovation.

Startup / Scale-Up Eligibility

To be eligible, your **startup/scale-up** should be:

- **Tourism-focused**, addressing challenges or opportunities within **rural tourism**, including sustainability, cultural preservation, community-based tourism, or innovative travel experiences.
- At **growth stage**, with a validated business model, proven market traction, and clear potential for scale.
- **Legally registered** in one of the three focus countries: **Egypt, Tunisia, or Morocco**.
- **Impact-oriented**, demonstrating a commitment to generating positive social, environmental, or economic outcomes—especially within rural communities.
- **Investment-ready**, with tangible growth potential, demonstrated market demand, and a clear roadmap for **regional or international expansion**.

4. Evaluation Matrix

1. Innovation & Relevance to Rural/Sustainable Tourism — 20%

Assesses whether the solution introduces a new, creative, or disruptive approach within **rural or sustainable tourism**, and whether it addresses key sector challenges or opportunities across Egypt, Tunisia, and/or Morocco.

2. Social, Environmental & Economic Impact Potential — 20%

Evaluates the extent to which the startup/scale-up can generate measurable positive impact—especially for **rural communities**, local livelihoods, environmental stewardship, cultural preservation, and community empowerment.

3. Scalability & Business Growth Potential — 20%

Measures the feasibility of scaling the business regionally or internationally; strength of the business model; market traction; financial sustainability; and readiness to attract investment or strategic partnerships.

4. Team Capacity, Motivation & Commitment — 15%

Assesses the founders' dedication, participation readiness, clarity of vision, entrepreneurial experience, and the team's ability to deliver, learn, and implement mentorship recommendations.

5. Fit & Potential Benefit from the Accelerator Program — 15%

Evaluates how much the startup/scale-up can benefit from the accelerator's cross-regional learning environment, expert mentoring, workshops, and networking opportunities—and whether the program can meaningfully support its next growth stage.

6. Quality of Application — 10%

Considers clarity and completeness of answers, coherence of the narrative, evidence of strategic thinking, and the submission of all required documents and attachments.

Bonus Criterion: Diversity & Inclusion — +10% (optional)

Additional consideration will be awarded to startups that are:

- women-led,
- founded by persons with disabilities,
- include team members from underserved or rural communities.

This ensures equitable representation of marginalized groups within the program.

If you have questions regarding your applications, please reach out to us at shc@enpact.org Please note that this is the only official channel of communication to receive timely application support.

Apply here

After submitting your application, please keep an eye on your email. **If your application is shortlisted, we will be reaching out to schedule an interview.** The email will notify you if your application is accepted or share feedback in case we are unable to accommodate you in the programme. Please make sure to also regularly check your spam.

The ETENA programme was developed and is being implemented by enpact Stiftung. It is powered and supported by TUI Care Foundation, within the framework of TUI Care Foundation's Empowering Communities Initiative.

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