



## Press release

### **TO DO Award: Tunisian company WildyNess honoured for socially responsible tourism**

#### **The Import Promotion Desk connects European tour operators with WildyNess – also at ITB Berlin: Hall 4.1, Stand 221**

Bonn/Berlin, 16/02/2026 – The travel start-up WildyNess has received the TO DO Award in recognition of its commitment to socially responsible tourism. The Tunisian company brings tour operators and individual travellers together with local micro-enterprises on a hybrid marketplace, enabling unique, community-based travel experiences. The TO DO Award is an international competition organised by Studienkreis für Tourismus und Entwicklung e.V. (Study Group for Tourism and Development) that honours sustainable tourism projects involving the local population, environmentally friendly resource use and the development of sustainable economic cycles. The award will be presented at ITB on 3 March.

Since 2023, WildyNess has been part of the Import Promotion Desk (IPD) programme. This initiative of the German Federal Ministry for Economic Cooperation and Development supports WildyNess in presenting its offerings on the European market and in attracting European tour operators as partners. The WildyNess team will also be present at ITB, showcasing their offerings at the trade fair with the support of the IPD.

“We are proud of this award”, says Achraf Aouadi, CEO of WildyNess. “The TO DO Award recognises our commitment to strengthening local communities and providing impressive, sustainable travel experiences throughout Tunisia.” The platform offers over 100 carefully curated travel packages, ranging from cooking classes and pottery workshops to hikes in national parks and multi-day desert tours. All of these are developed in close cooperation with local experts and communities. The WildyNess team ensures that these packages comply with the principles of social sustainability, protecting Tunisia's natural resources and cultural heritage. For instance, 80–90 per cent of the travel price goes directly to the hosts. To conserve resources, particular attention is paid to reducing plastic use and promoting water-saving practices. WildyNess focuses on small groups, authentic community experiences and close cooperation with locals instead of mass tourism.

**IPD at ITB Berlin: Hall 4.1, Stand 221**



### **Import Promotion Desk (IPD)**

The Import Promotion Desk (IPD) is an initiative to promote imports in Germany. IPD forms a link between small and medium-sized enterprises in selected developing and emerging countries and European importers. The aim is to integrate the partner countries into global trade, thus making a contribution to sustainable economic, social and ecological development in these countries.

IPD opens access to the EU market for small and medium-sized enterprises from the partner countries and supports them in establishing trade relations. IPD opens up new sources of supply in the partner countries for European importers who want to organise their entrepreneurial commitment in a sustainable way and supports them in the procurement process for certain products and services.

IPD is currently active in 21 countries: Brazil, Cambodia, Colombia, Côte d'Ivoire, Ecuador, Egypt, Ethiopia, Ghana, Indonesia, Kenya, Madagascar, Morocco, Nepal, Peru, Senegal, South Africa, Sri Lanka, Tanzania, Tunisia, Ukraine, and Uzbekistan.

IPD focuses on specific sectors: fresh produce, natural ingredients for food, pharmaceuticals and cosmetics, sustainable seafood, cut flowers, sustainable tourism, and digital services & products.

The global development organisation sequa gGmbH is responsible for setting up and implementing the IPD in close cooperation with the German Wholesale, Foreign Trade and Services Association (BGA). The IPD is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

IPD is part of the "Partners in Transformation - Business & Development Network", into which the BMZ programmes for economic actors are organised. The aim of "Partners in Transformation" is to promote socio-ecological and feminist economic transformation in the partner countries.

Further information at [www.importpromotiondesk.de](http://www.importpromotiondesk.de)

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