

Community Action Plan for Tangier

“Cruise for Compassion” – Aligning Tourism with Humane Action

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■ Overview

Tangier, as an emerging Peace in Action City, is uniquely positioned to model how compassion can be embedded into all aspects of urban life—including tourism. With the full resumption of cruise ship activity at the Port of Tangier in 2023, we now have a powerful opportunity to engage travelers, support animal welfare, and strengthen our city's commitment to peace through community care. This proposal introduces “Cruise for Compassion,” a scalable, sustainable, and heart-led initiative that connects cruise tourism with direct, local action—through support for SFT Animal Sanctuary.

■ About SFT Animal Sanctuary

SFT (Sanctuaire de la Faune de Tanger) is one of the largest and most active animal sanctuaries in Africa. Located in Tangier, it currently cares for over 1,000 resident animals and has rescued, vaccinated, and sterilized more than 8,000 street animals across the region. But SFT is more than a sanctuary. It is a place of education, empathy, and outreach. Children and community members regularly visit to learn about nonviolence, responsibility, and care for all living beings. In line with the United Nations GC26 Comment—which recognizes the psychological harm caused when children witness cruelty to animals—SFT plays a critical role in protecting children’s emotional development by creating a peaceful, humane environment in the city.

■ Proposal: Cruise for Compassion

We propose a partnership between the Port of Tangier and visiting cruise lines, where each passenger is invited (or included) to contribute €0.50 upon disembarkation. This small, symbolic amount would: • Create an annual funding stream of €100,000+ • Support TNVT (Trap, Neuter, Vaccinate, Treat) street animal programs • Expand humane education for children and communities • Strengthen Tangier’s reputation as a Compassion Port This gesture connects the visitor to the soul of the city—and gives cruise companies a tangible, transparent way to demonstrate their Corporate Social Responsibility (CSR).

■ Tangier as a “Compassion Port”

This initiative supports: • Tangier’s Peace in Action City designation • UN Sustainable Development Goals, particularly SDG 11 and SDG 15 • The growing trend of ethical, meaningful tourism Tangier can lead as the first Mediterranean port to pair humane action with sustainable tourism—creating a model that can be replicated worldwide.

■ CSR Engagement Options for Cruise Lines

Model	Description	Example Benefit
Micro-Contribution (€0.50)	Cruise lines collect or match a small passenger contribution.	€1,500 per 3,000 passengers
Voluntourism / Guest Engagement	Guests visit SFT during port stop or join educational activities.	Creates emotional connection with the city
Compassion Port Partner Badge	Recognition program with annual impact report.	Enhances sustainability brand profile

■ Next Steps

We are currently: • Drafting outreach materials for cruise sustainability teams • Coordinating with local port authorities and tourism agencies • Seeking CSR-aligned foundations to support implementation and evaluation

■ How You Can Help

We invite fellow Peace Cities, partners, and ICP supporters to: • Share connections in the cruise industry or maritime CSR • Offer insights from similar port-based initiatives • Amplify this initiative through newsletters, networks, or social media

■■ Final Thoughts

This is more than a funding model—it's a way to tell a new story about how cities can welcome the world with love in action. Through something as small as €0.50, we can show that compassion is scalable, and that peace begins with how we treat the most vulnerable—animals, children, and each other. Tangier is ready to lead by example. Let's make "Cruise for Compassion" a model of peaceful tourism for the world.