Sustainability Policy

It is our responsibility as representatives at the forefront of travel to support and encourage everyone we work with to embrace sustainable practices, while minimising negative social, environmental and economic impacts.

We measure the impact of our business against key UN Sustainable Development Goals, seeking long-term improvements and meaningful change throughout our business – both at home and overseas.



The goal of this policy is to embed sustainable development principles into core business practices.

Being a responsible business is a journey. This is a living document and will be sent to departmental managers each year as a reminder of our responsibilities, account for any changes in staffing and to be kept up to date with regards to new actions and protocols as well as removal of those no longer applicable.

It is also recommended managers share the applicable sections each year with their staff to ensure our sustainability programme is established throughout the business.

The sustainability co-ordinator will annually review this policy and advise the management team of significant alterations.

Date last reviewed:

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Office: Internal Management.....(Managing Director)

Reviewed by Managing Director

4 EDUCATION AND PRODUCTION AND PRODUCTION A	Link / Guidance
Policy	
The company has a written sustainability policy that reflects the company structure and activities.	This document
The policy drives continuous improvement within the social, cultural, economic, human rights, health, safety and environmental realms of the business.	
Our sustainability mission and policy will be communicated to all key stakeholders (staff, customers and suppliers) and seeks to engage their support.	<u>Website</u>
It is available on both our staff intranet and company websites.	
A staff-centred sustainability committee (IMPACT) meets regularly and works to improve and expand upon the company's sustainability practices.	IMPACT minutes
The committee is divided into three focus groups – People, Planet and Product.	ST meeting notes
The Impact committee will annually establish an action plan with clear targets, actions and responsibilities within each focus group, as well as organise fundraising activities for charities.	
The company will appoint an employee who is responsible for the co- ordination of sustainability tasks and to report to senior management on a quarterly basis.	ST Co-ordinator job description
The company is actively involved in promoting sustainability within the travel industry and is active in seeking out partnerships and information sharing with trade organisations and other tour operators.	[AITO, ABTA, Der Tour, LATA meetings]
We will ensure the company's transparency by public reporting and communicating our sustainability credentials and commitments.	<u>Website</u>
The company will ensure that all staff are aware of the sustainability policy and ethos. Staff members are regularly updated through training sessions, activities and related developments via newsletters, intranet and other communication channels used by the company.	Staff Training

The company complies with all applicable local, national and international legislation and regulations including, among others, health, safety, labour	
and environmental aspects.	
Promotional materials and marketing communications are accurate and	
transparent with regard to the organisation and its products and services,	Marketing
including sustainability claims.	
Customer satisfaction, including aspects of sustainability, is monitored and	
corrective action taken.	[CSQ]
The company seeks to maintain strong relations and open and transparent	[FCDO,
dialogue with government institutions.	Embassies/Consulates]
We will embed sustainable development principles into core business	
practices and endeavour to make ethically conscious decisions and in our	ST Policy
relations throughout the business.	

Office: Staff and Social Policy.....(Finance Director & Human Resources)

1 NO 2 ZERO 3 GOOD HEALTH 4 GUALITY 5 GENDER 8 B CONNANC GROWTH Image: And Difference Image: And Di	Link / Guidance
The company is committed to treating all applicants and employees in the same way regardless of their race, colour, nationality, sex, marital or civil partnership status, age, disability, religious belief, political opinion, gender reassignment or sexual orientation.	Staff handbook
Staff welfare is at the forefront of the office business practice. For example, the company will consider flexible working times or part time employment (e.g. to support family obligations); regularly review employee benefits to promote their quality of life (eg, right to request flexible working hours, hybrid work etc); Employees are entitled to sick leave in line with national legal requirements.	<u>Staff handbook</u>
The company commits to paying staff a salary in accordance or above with the real living wage.	Living wage certificate
The company have an equal pay policy to provide and control equal remuneration for those within the same role category regardless of gender or nationality and for commission to be structured in the same way for all applicable staff. (eg, office staff, tour leaders)	Bespoke salary progression
The company offers schemes for pregnancy and maternity/paternity leave for all employees.	<u>Staff handbook</u>
The company has a liability insurance for all its employees (e.g. in case of work related accidents).	Liability insurance
The company contributes to a pension scheme and/or retirement plan for all staff members, who haven't opted out.	Pension information
The company has a comprehensive documented health and safety plan to ensure we comply with both moral and legal duties for all office based staff	Staff handbook
The company has documented procedures in place to voice complaints and expectations	Staff handbook
There is a clear disciplinary procedure which is effectively communicated with employees	Staff handbook
The company grants employees fixed paid yearly holiday and sick leave and unpaid annual leave allowance (which is communicated to new starters before formally accepting a new role)	<u>Staff</u> <u>handbook</u> /individual contracts
The company will consider initiatives and requests to promote the good health and well-being of employees.	<u>Staff handbook</u>

Reviewed by Finance Director & Human Resources

Staff handbook
Disability policy
<u>Volunteering</u>
Ride to work
[HR]
[HR]
[Annual reviews/HR]
[LATA, AITO]

Overseas: Staff and Social Policy.....(Head of Product)

Reviewed by Head of Product

1 NO 2 ZERO 4 QUALITY 5 GENDER 8 DECENT WORK AND 10 REDUCED Immediation Immediation Immediation Immediation Immediation Immediation Immediation Immediati	Link / Guidance
The company acts to ensure all overseas partners comply with relevant national laws protecting the rights of employees.	<u>Service</u> <u>Level</u> <u>Agreement</u> (SLA)
Our local partners comply with all applicable international, national, and local laws and regulations, industry minimum standards, and any other relevant statutory requirements whichever requirements are more stringent.	Dertour Code of Conduct
Key sustainability clause(s) are included in our service level agreements with local suppliers (e.g. Modern slavery, child welfare, anti-corruption and bribery). These clauses are also available on the company website.	<u>Dertour</u> <u>Code of</u> <u>Conduct</u>
We have informed all our local partners of the standards we expect with regards to fair and safe working conditions and that there is no discrimination in hiring, compensation, access to training, promotion, termination or retirement based on race, national origin, religion, age, disability, gender, marital status, sexual orientation, union membership or political affiliation. They have been provided with our modern slavery policy guidelines	<u>Modern</u> slavery policy
The company communicates the expectation our chosen suppliers pay tour leaders, guides, porters and other local staff contracted at least a living wage that is equal to or above the legal minimum or relevant industry standard Our partners agree to protect the welfare of children and their right to be safe and kept	<u>SLA</u> Child
from harm and are provided with our child welfare policy guidelines.	Welfare policy
Tour leaders and guides, contracted by the supplier, are appropriately qualified and are trained regularly, including as a minimum on general sustainability principles. Guidance has also been provided in this regard to all suppliers.	<u>SLA</u>
Tour leaders, local representatives and guides provide information and interpretation to our clients on relevant sustainability matters in the destination (e.g. protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g. behavioural tips and photography) and human rights (e.g. respect, dignity).	SLA

Office: Customers.....(Head of Sales)

Reviewed by Head of Sales

3 GOOD HEALTH AND WELL BEING AND WELL BEING AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION	Link / Guidance
Policy The company ensures that customer privacy is not compromised. We have a clear	Privacy policy
and up to date policy which sets out how we collect, use and store personal	<u></u>
information which complies with all relevant data protection legislation.	
The product and price information is clear, complete and accurate with regard to the	[Client
company and its products and services, including sustainability claims.	documentation]
Destination information, including sustainability aspects, are factually correct,	[Client
balanced and complete.	documentation]
Customers are informed on precautions to take in destinations and with services	Eg. <u>Trekking</u>
that carry some risk to their health and safety.	fact sheets.
	Briefing dossier
Contact details of all relevant local representatives are provided on final	[Client
documentation. A 24hr London based emergency helpline is also provided for any	documentation]
issues which cannot be easily resolved.	documentation
Customer satisfaction is monitored, and corrective actions are taken for service and	[Customer
product improvements.	Service
	Questionnaire]
The company has clear procedures in case of complaints from clients	<u>Booking</u>
	<u>conditions</u>
Customers are aware of our nature positive and sustainability commitment from the	[Client
outset and encouraged to take sustainable choices.	documentation]
Customers are advised that we measure our carbon emissions and a related	[<u>Client</u>
donation is made by the company for every holiday we sell in support of a	documentation]
regenerative/carbon sequestration programme to mitigate the impact	
The company's sales team are given refresher training and aware of the general	Sustainability
environmental benefits in discussing different travel options with customers	<u>Sustainability</u> training
(eg, booking direct flights, longer holidays, lower class flights and reducing internal	(ongoing)
flights; providing more sustainable travel options for accommodation and	(ongoing)
excursions)	Eg, <u>Stay</u>
	sustainably
	webpage
Customers are encouraged to donate to our chosen charity at the proposal stage.	[Client
(eg, to maximise take-up staff automatically include this charity donation on our	documentation]
client invoices)	
Customers are encouraged to reduce plastic waste through the purchase of	[Client docs
refillable bottle at a discount through our partnership with Water-to-Go.	and <u>Water to</u>
	<u>Go]</u>
Customers receive recommendations on how to make a positive contribution on the	[Briefing
ground (e.g. limitation of resource use, waste, souvenirs, cultural habits, initiatives	Dossier]
to be supported).	
Customers are provided with recommendations for locally owned restaurants or	[JLA Travel app]
other social enterprises which support the local community.	



Local representatives.....(Head of Product)

Product section reviewed by Head of Product

1 poverty ∕ Ř¥ŘŘŘ Ť	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 EDUCATION	17 PARTNERSHIPS FOR THE GOALS		Link / Guidance
Policy						
representativ	es will includ		ility aspect	on the meeting a	nanagers and local agenda. (The points	
Our company sustainability support to ou	/ will support / and respons ir local repres	and encourage bible tourism.	ge everyone We will pro engage ther	we work with to vide informatior		<u>Impact</u> <u>Strategy</u>
All new and e	xisting local r	representative	es are inforn	ned about the co with the informa	ompany's tion and guidance	<u>SLA</u>
possible we v	vill seek to pr	•	rs that enga		ents. Where ese areas by way of	IMPACT minutes ST meeting notes
harmful impa	icts on societ	-	nature as r	nuch as possible	esponsibly, avoiding e. We encourage our	<u>SLA</u>
		y evaluate the truly sustaina		lity practices of o	our key partners to	<u>Impact</u> <u>Strategy</u>
basic practic	es of acting re	esponsibly an	d can there	fore be promote	ct which exceeds the d and recognised and g communications.	[Meetings, newsletters etc]
	or harassmen		-		or any other form of omen, minorities and	<u>SLA</u>
All new and e terminate any	xisting suppli y relationship	s that violate	our Code of	-	t to immediately fically through acts of	<u>Dertour</u> <u>Code of</u> <u>Conduct</u>

Communities and Culture....(Head of Product)

1 NO POVERTY 2 ZERO HUNGER 3 GOUD HEALTH AND WELL BEING SAND WELL BEING SAND WELL BEING SAND WELL BEING SAND SANTATION 8 BECENT WORK AND ECONOMIC GROWTH 10 NEDUCED INSTITUTIONS 11 SUSTAINABLE CITIES SUSTAINABLE CITIES 16 PEACE JUSTICE INSTITUTIONS 17 PARTNERSHIPS SUSTAINABLE CITIES 17 PARTNERSHIPS SUSTAINABLE CITIES 10 PEACE JUSTICE INSTITUTIONS 17 PARTNERSHIPS SUSTAINABLE CITIES 10 PEACE JUSTICE INSTITUTIONS 17 PARTNERSHIPS SUSTAINABLE CITIES 10 PEACE JUSTICE INSTITUTIONS 10 PEACE JUSTICE INSTITUTIONS 10 PEACE JUSTICE SUSTAINABLE CITIES 10 PEACE JUSTICE INSTITUTIONS 10 PEACE JUSTICE SUSTAINABLE CITIES 10 <t< th=""><th>Link / Guidance</th></t<>	Link / Guidance
Policy	1
Our company insists all services in the suppliers product portfolio do not jeopardise the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities nor adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.	<u>SLA</u>
Our company will focus on low impact tourism and when choosing new product and destinations will consider sustainability aspects in the selection process and avoid those in which tourism leads to structural negative local effects (in terms of biodiversity, waste; sanitation; human rights and healthcare, water, energy and food availability) - unless the we are convinced it results in clear counter balancing effects. Where local communities are raising concerns about development projects we are made aware to appraise the situation ourselves.	<u>SLA</u>
In selecting new destinations, our company will consider accessibility and, within	<u>SLA</u>
reason, the most sustainable means of transport, alongside comfort and practicality. In selecting new service providers and products, our company will favour those that engage with and support local communities and which seek to provide equal employment opportunities for local residents.	<u>SLA</u>
Through our local networks, our company will seek to influence and support local government concerning sustainability, destination planning and management, use of natural resources and socio-cultural issues.	<u>SLA</u>
Our company strongly recommend overseas suppliers support biodiversity conservation, including protected areas and areas of high biodiversity, through financial contribution, political support, and/or integration into a sustainable product portfolio.	SLA
Our company strongly recommend suppliers actively support initiatives for local infrastructure and social community development which may include, education, training, health and sanitation and environmental projects.	<u>SLA</u>
Our suppliers will inform us of projects aimed at supporting vulnerable communities which we can assist with through product development or fundraising initiatives.	<u>Impact</u> <u>Strategy</u>
Suppliers follow locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites to minimise adverse impacts and maximise local benefits. Services respect the intellectual property rights of local communities.	<u>SLA</u>
Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.	<u>SLA</u>

Accommodation....(Head of Product)

4 education 6 clean water and samitation 7 affordable and clean benefit 8 decent work and convert wo	Link / Guidance
Our company will keep a record of sustainability information on the accommodation we sell and carry out a review of those which reinforce the benefits of sustainable travel.	[Work in progress]
Our staff and description writers are prompted and encouraged to highlight any exceptional sustainability stories applicable to accommodation providers in our product descriptions.	[Accommodation description template]
Our company favour accommodation providers which have a commitment to sustainability practices and we will enthusiastically promote properties actively engaging with sustainability.	Eg, <u>Stay</u> <u>sustainably</u> webpage
Our company will remind suppliers on a regular basis to consider the sustainability practices of accommodation in its selection process by taking into account their sustainability management and social and environmental footprint. (eg, a water saving program; an energy saving program; a waste management program; an energy reduction system; a sustainable supply chain; a child protection policy; social responsibility activities eg, charitable support)	SLA
Key accommodation partners will be motivated and encouraged to become sustainably certified (eg, Travelife, Global Sustinable Tourism Council -GSTC)	[Work in progress –developing survey?]
Key accommodation partners will periodically be asked to provide evidence clarifying their sustainability goals and strategies and to gain insight into their practices	[Work in progress -developing survey?]

Excursions....(Head of Product)

4 education 8 economic growth 10 reduced 11 sustainable crites 11 sustainable crites 1	Link / Guidance
Our company will keep an inventory of environmentally or culturally sensitive excursions	Product
of we sell and carry out a review of those which reinforce the benefits of sustainable travel.	<u>Database</u>
All excursions and activities run by or on behalf of our suppliers respect local customs, traditions, cultural integrity, and natural resources	SLA
Our suppliers are reminded to give preference to excursions and activities that benefit and empower local communities and actively source excursions and activities that put local people at the centre to spread the economic benefits of tourism	<u>SLA</u>

All our suppliers follow appropriate guidelines for the management and promotion of	<u>SLA</u>
visits to natural sites in order to minimize adverse impacts and maximise visitor	
fulfilment	
Our suppliers ensure visitors are advised on behaviour standards during excursions and	SLA
activities with a focus on respecting the local culture, nature, and environment.	
Suppliers understand that guides are the intermediaries between the visitors and the	
socio-cultural and environmental context of the destination, conveying the appropriate	
behaviour to them. Guides should always act appropriately and seek to influence others	
to also do so.	
Food and Drink: We will support local social enterprises (restaurants, cafes, bars)	[JLA Travel
wherever possible on our trips which bring obvious benefits to the areas we operate in.	app]
(eg, community-based initiatives, co-operatives, educational, empowering).	
Our suppliers are appauraged to eask out supplierable least husinesses that sim to	<u>CI A</u>
Our suppliers are encouraged to seek out sustainable local businesses that aim to	<u>SLA</u>
improve the lives of local people, contribute to community development and replace	
those with dining options which bring few local benefits (large international chains,	
buffets)	

Transport....(Head of Product)

11 SUSTAINABLE CITIES AND COMMUNITIES 13 Action	Link / Guidance
Policy	
When selecting transport for travellers, our company commit to considering the most environmentally friendly options available for travelling to, from, and within the destination – taking into consideration distance, price, route, and comfort.	<u>Sustainability</u> <u>training</u>
Our company regularly remind suppliers to look to optimise the energy efficiency of ground transportation and provide options for lower impact in-country transportation (eg, optimising routes, swapping internal flights for land transport, offering shared or public transport options and looking for opportunities to switch to fuel efficient vehicles or electric as soon as destination infrastructure allows).	SLA
Our suppliers are provided with guidance in our SLA on eco-efficient driving techniques which can significantly reduce fuel consumption and CO2 emissions	<u>SLA</u>

Animal welfare....(Head of Product)

14 LIFE 15 LIFE Image: State of the stateo	Link / Guidance
Our company will provide our customers with responsible wildlife experiences where animals in the wild have the freedom and ability to exhibit a wide range of natural behaviours and visitors can observe them from a safe and respectful distance.	Animal welfare pledge
Working and domestic animals will be well looked after in terms of both their physical and mental health.	

Our company has designed, and will follow a dedicated animal walfers relianted and	Animal
Our company has designed, and will follow, a dedicated animal welfare policy for our	<u>Animal</u>
business, which we will share with customers, overseas partners and staff	<u>Welfare</u>
	Policy
Our company encourages local leadership in tackling animal welfare concerns by	<u>Animal</u>
engaging in dialogue with suppliers about our policy, which also forms part of our	Welfare
Service Level Agreement. An understanding of animal welfare best-practice also forms	Policy
part of our selection process for new suppliers.	
Our local suppliers are aware we expect they will ensure that any services we offer that	<u>Animal</u>
include an element of animal interaction follow the best practice guidelines as	<u>Welfare</u>
outlined in our animal welfare policy and take action where relevant to ensure these	Policy
principles are adhered to	
Our company encourage our staff and clients to monitor animal welfare standards	[Briefing
throughout our operations, and report concerns back to us so we can act.	Dossier
	<u>Staff</u>
	Training
Our approach to animal welfare is regularly reviewed and updated on an annual basis	<u>Animal</u>
	Welfare
	Policy

Environment....(Head of Product)

13 CLIMATE Solution Policy	Link / Guidance
Our company encourage all suppliers to take steps to identify their carbon emissions and implement procedures to avoid or to minimise them.	Impact Strategy
Where appropriate, our suppliers support nature positive products and contribute to biodiversity conservation, including through appropriate management of its operations. Particular attention is paid to natural protected areas and areas of high biodiversity value	SLA
Our suppliers follow appropriate guidelines for the management and promotion of visits to natural sites in order to minimise adverse impacts	<u>SLA</u>
Our suppliers will work towards reducing single use plastic on the ground in Latin America (eg, Promote widespread use of water dispensers, eliminate the use of single use items for lunches etc)	[PM supplier meeting agenda]



Climate Action....(ST Co-ordinator)

Reviewed by ST Co-ordinator

13 RELIMATE	Link / Guidance
Policy	
The company is a signatory of the Glasgow Declaration on Climate Action in Tourism. In doing so, we pledge to deliver an aligned plan to cut tourism emissions in half by 2030, and aim to reach net-zero emissions as soon as possible before 2050	<u>Glasgow</u> Declaration
The company have a climate action plan which follows a five-step pathway to Measure, Decarbonise, Regenerate, Collaborate, and Finance.	<u>Climate Action</u> <u>Plan</u>
The company will annually measure the carbon emissions of our business activities in the UK and overseas.	<u>CO2e</u> <u>Measurements</u>
Each year decarbonisation targets are set opportunities to reduce the carbon footprint throughout our business operations and our customers travel arrangements are identified	Impact Strategy
The company will mitigate the residual carbon emissions of every one of our holidays by making a donation and invest in a nature-based solution to support carbon sequestration and proactively conserve and restore nature.	<u>Rewilding</u> <u>Chile</u>
The company will collaborate with others throughout the industry in recognition that the best way to act on climate change is to work together to reduce collective carbon emissions. Sharing ideas, challenges and solutions will help build a regenerative tourism industry, based on the principles of climate justice.	[DERtour ST group, AITO. LATA]
The company recognises that a successful sustainability strategy requires human and financial resources to be made available, as required, to meet its objectives.	<u>Impact</u> <u>Strategy</u>
We will support conservation through promotion, product procurement, and local charities (eg, Galapagos conservation trust, Onçafari Jaguar Project, LATA Foundation, Rewilding Chile)	Rewilding Chile; LATA Foundation; Sol y Luna Foundation; Oncafari Jaguar projec t ; Galapagos Conservation Trust.
Our approach to climate action is regularly reviewed and updated on an annual basis	<u>Climate Action</u> <u>Plan</u>

Single Use Plastic reduction....(ST Co-ordinator)

12 RESPONSIBLE CONSUMPTION AND PRODUCTION Policy	Link / Guidance
The company is committed to reducing and eliminating unnecessary plastic products	Single use
from within our own offices and operations.	<u>plastic</u>
The company will use our influence positively to engage suppliers in reducing waste	<u>policy</u>
providing Single Use Plastic Best Practice guidance.	<u>Plastic</u>
	<u>guidance</u>
Our company will provide information to our customers Informing all customers about	[Briefing
the opportunities to use reusable water bottles and other plastic reduction tips	Dossier]
The Impact Committee will create ongoing targets around single-use plastic reduction.	Impact
ST co-ordinator will ensure this is included on every IMPACT meeting agenda	<u>meetings</u>

Office Environment....(Head of Operations)

Reviewed by Head of operations

6 CLEAN WATER AND SANITATION	7 CLEAN ENERGY	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE	Link / Guidance
•	210		AWWE	60		
Policy						
Office pro	ocuremei	nt				
favour sustai	nable suppli	emented an o ers and produ energy equipr	cts, wheneve		-	[Purchasing policy]
		ons have been				
disposable a	nd consume	r to measure a r goods (espec aper use (inte	cially paper fo	or internal offi	ce use).	[Record kept of paper purchase]
	•	lentials (recyc			,	
The company double-sided		that all copy a	nd printing m	achines are s	et by default to	[Periodic checks]
	•	n the office is f	airtrade, orga	anic, or has ar	nother	[Purchasing
recognised s						policy]
where applic packaging m		ts are purcha	sed in bulk to	reduce the a	mount of	[Purchasing policy]
		are non-hazaı	dous, non-eu	utrophic, biod	egradable and	[Purchasing
eco-labelled						policy]
Energy						
		ve commitmer cooling usage		e, monitor and	reduce energy	<u>Climate Action</u> <u>Plan</u>
						<u>CO2e</u>
						<u>Measurements</u>
	asible (e.g. w				re it's uipment is set	[Periodic checks]
Water	the energy-s					<u> </u>
	v communica	ates water red	uction as an a	aspiration in t	enant meetings	[Tenant Meeting,
1				-	rly read to track	Building
1		installed etc		0	-	Management
						communication]
Waste						
disposal.		ith the nationa	-	_		
1				-	sed (including	Impact Strategy
	-	ic waste and p recyclable wa		nas quantitat	ive goals to	
		neasures to re		ount of packag	ging	[Periodic reviews]

materials and is not providing non-recyclable or non-biodegradable package materials	
The business provides reusable cups and glasses for drinking water (no single use	[Periodic reviews]
plastic bottles/cups are provided on the premises.	

Office Marketing....(Head of Marketing)

Reviewed by Head of Marketing

11 SUSTAINABLE CITIES AND COMMUNITIES AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION AND PRODUCTION	Link / Guidance
Policy	
Communication	
All descriptions and promotions are transparent and accurate and do not promise more than is being delivered. New and existing description writers have undertaken 'greenwashing' training to ensure we are not promising more than we can deliver (eg, exaggerating or being dishonest about environmental impacts to appear more sustainable)	<u>Green Code</u> <u>Training</u>
We have a defined marketing plan for communicating sustainable holidays and make it easier for more customers to consistently make more sustainable holiday choices	ST communication plan
The company communicate our achievements against our sustainable goals, internally and externally through thorough reporting (Newsletters, website, trade shows)	Thrive
We will not use images that promote activities that may be harmful to animals or contrary to our child welfare policy on our website, newsletters, brochures or any other marketing materials.	Link to DER image guidance
Promotional materials	
Promotional materials and marketing communication comply with relevant	ASA advertising
standards and voluntary codes of conduct	Guidance
Sustainability criteria are considered for giveaways and merchandise (Canvas	[Purchasing
Bags, Luggage Tags, USBs, Pens etc) Our chosen print management company works with a certified environmental	policy] Print company
management system (e.g. ISO 14001, EMAS).	info
Brochures are printed on environmentally friendly paper (recycled, FSC, chlorine free, plastic free options).	[Purchasing policy]
The company has implemented measures to reduce brochure wastage. The amount of brochures produced is measured on an annual basis	[Brochure numbers/returns logged]
Trade shows	
The company consider the design and build of exhibition design and where practical, recycled and recyclable materials and items are reused for multiple shows as much as possible.	[Purchasing policy]
Staff transport to trade events are considered with a view to choosing the lowest carbon travel option. (eg, tube, train, taxi). Flights are only taken when the only viable option.	[Business Travel Policy]
The company incorporates promotion of its sustainability ethos and achievements and able to communicate this.	<u>Sustainability</u> training (ongoing)
Third-party agencies	
We will encourage all third-party agencies (eg, Website designer, digital marketing agency, CRM) to provide details or their sustainability policies, credentials and any certification.	

Office: Business Travel....(Head of Product & Sales)

Reviewed by Heads of Product and Sales

4 EDUCATION 13 CLIMATE 14 LIFE 15 LIFE 15 ON LAND 17 PARTNERSHIPS 17 FOR THE GOALS 17 FOR THE GOALS	Link / Guidance
Policy	
Planning	
The company measures the CO2e impact of staff related travel and recommended action to reduce this.	<u>CO2e</u> <u>Measurements</u>
We will only organise business travel/educational trips where the benefit to the business is clear and any potential harmful impacts has been considered. All educational trips will incorporate some element or ground service that reinforces the benefits of sustainable travel	[<u>Business</u> Travel Policy]
The company has set targets for annual carbon limits on business trips. When determining which staff would benefit most from educational travel, this is also given consideration.	CO2e Measurements
At the planning stage, the most sustainable modes of transport are considered with a preference for the lowest carbon option, within reasonable financial limits. (e.g. direct flights, electric vehicles for transfers, trains rather than internal flights, walking or cycling tour rather than driving tour)	[<u>Business</u> <u>Travel Policy]</u>
At the planning stage, suppliers are asked to highlight potential opportunities to connect staff to a community tourism experience during their trip (eg. support for social enterprises, local market visit, local cultural centre or art gallery, local conservation)	[<u>Business</u> <u>Travel Policy</u>]
During Travel Staff are aware to check any visits to indigenous communities and culturally or	[Business
historically sensitive sites minimise adverse impacts and maximise local benefits Staff are aware of and comply with guidance on climate action, plastic reduction and	Travel Policy] [Business
promoting positive behaviour change	Travel Policy
Staff are aware of and comply with the company client guidance on human rights, child safeguarding and animal welfare	[<u>Business</u> <u>Travel Policy]</u>
Staff should be aware when visiting any destination that our services and product should minimise the negative impact on the environment and local populations and staff should flag any concerns where tourism is felt to present a detrimental influence, eg, over-tourism, adverse effects on local livelihoods and traditions, access to water etc.	[<u>Business</u> Travel Policy]
Staff are aware that all visits provided by our suppliers should include a pre-activity briefing to include advise on behaviour standards with a focus on respecting the local culture, nature, and environment. This aspect should be included in reporting.	[<u>Business</u> Travel Policy]
Post Travel Reporting	
As part of the reporting process, staff are always asked to recommend any impressive initiatives (restaurants or other social enterprises which support the local community) that we might include on our client app? (eg, community-based initiatives, co-operatives, educational, empowering, etc)	[<u>Business</u> <u>Travel Policy</u>]

Staff are aware that any accommodation provider visited with exceptional	[Busines
sustainability credentials is highlighted in report and communicated to Product	Travel Pc
Managers to disseminate to Impact Committee (eg, water saving programme, energy	
saving programme, waste management, sustainable supply chain, community	
support, social enterprise, plastic reduction, animal welfare etc)	
Staff are aware to immediately flag any concerns regarding human rights, animal	[Busines
welfare, child safeguarding or bogus sustainability claims to product managers.	Travel Po