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# SUSTAINABILITY POLICY

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Eco-Adventures is a committed inbound destination management company which offers travel experiences where the tourist would enjoy the history, culture and nature of East Africa. We provide an excellent service with the highest quality and security standards while preserving nature and heritage, contributing to the development of the communities visited, improving the quality of life of our employees, understand and respect the needs of our stakeholders.

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## ***Our Objectives***

The objective of the company is to provide unique, sustainable and authentic travel experiences – which educate and engage travellers on East Africa’s rich culture and diverse natural beauty while supporting local economies and promoting ecological development.

## ***Our Beliefs***

Wildlife Tourism, Nature Tourism, Adventure Tourism, Community & Cultural Tourism.... We offer a wide variety of activities and customize every safari to the needs and interests of our clients! Every guide at Eco Adventures is a respectful teacher of the surroundings with special focus on the community, preservation of natural resources - paying attention to every detail. Our vast knowledge and passion drives us to expertly package the beauty and diversity of East Africa and proudly deliver it with style and reliability!

## ***Commitment Statement***

***"Embracing sustainability for transformative tourism with positive impacts".***

## ***Vision Statement***

To be Internationally recognized as the preferred value-based Tour Operator in East Africa championing Sustainability in Tourism for Development.

## ***Our Mission Statement***

Eco Adventures is an eco-ethical business in Tourism with a social mission, committed to the delivery of authentic, sustainable & transformative travel experiences for the benefit of all. We achieve this through our commitment to linking the success of our business with the wellbeing of the local communities & preservation of the environment at each of our destination.





## ***Our Philosophy***

The Origins of our Name Eco Adventures is directly linked with Eco Tourism – the practice of purposeful travel that not only entertains the visitors and tourists but also conserves the natural environment while uplifting the socio-economic level of local communities.

Eco Adventures strives each and every day to demonstrate this practice in four distinct ways in each of the destinations we operate:

- ✓ Partnership by choice with suppliers who have adapted sustainable practices.
- ✓ Development of community partnerships in socio-economic projects in the areas of health, education and conservation
- ✓ Support by choice local humanitarian causes e.g. Self-help Women's Groups, Children's Orphanages.
- ✓ Support the available Fair Trade Outlets.

Eco-Adventures offers travel experiences where the tourist interacts with locals and enjoy the destination in a sustainable way. This is made possible by the local guides who are experienced and knowledgeable of the destination and encourage or persuade our customers to be respectful and careful with our ancestral, cultural and natural heritage.

Our projects also contribute to the local development and the preservation of the environment. Some examples include our initiative to support the MAACHILD charity drive, the use of hotels that are sustainable within the destination, and the use cleaner or eco-friendly transportation.

Eco-Adventures is member of KATO, Eco-tourism Kenya, Gems of Kenya, and ATTA. Eco-Adventures works for the development and promotion of the responsible and sustainable tourism in East Africa.

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## **Our sustainability policy is reflected in each part of our supply chain:**

### **Our Customers:**

- ✓ Our customers are encouraged to be respectful of the environment and the communities in the destination they will visit. We also remind them about the Kenya conservation laws referring to the cultural goods, species of endangered wild fauna and flora, the protection of human rights of vulnerable communities and prevention of exploitation, sexual abuse and other forms of child abuse.
  - ✓ Our customers can voluntarily support our education charity drive that aims at educating the Maa child.
  - ✓ We evaluate the quality of our service through satisfaction surveys and travel reports from the operations team based on daily follow-ups and comments from our clients.
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## **Our destinations:**

- ✓ We are committed to support the conservation efforts and development projects that help and promote sustainable development of the destinations we offer.
- ✓ Our clients support local artisans and local producers in such way that the community is benefited.
- ✓ We promote visits to natural national parks which generates revenue to support research and protection of fauna and flora including endangered and endemic species
- ✓ We promote eco-lodges and other type of sustainable accommodations most of them which are certified by Eco-Tourism Kenya, some of them are run by the local community
- ✓ We monitor our destinations periodically based on their sustainability policy statements.

## **Our Suppliers:**

- ✓ Most our accommodations are small boutique hotels run or owned by local people. In some destinations we used local hotel operators associated with international hotel chain that also have a defined sustainability policy.
- ✓ One of our principal criteria to select a supplier is that they engage in socially responsible actions and promote an ethical treatment of their employees.
- ✓ We always promote local guides and their training as well as education initiatives.
- ✓ Eco-Adventures does not offer products or services of excursions, lodging and other touristic suppliers who damage or violate the human rights, fauna or flora, or other natural resources (water sources, etc.).
- ✓ We monitor our suppliers periodically based on the sustainability policy statements (surveys) and ensure their commitment through the code of conduct and/or signed agreement.

## **Our Internal Process**

- ✓ We minimize our energy consumption by turning off lights, computers, fans and other equipment while we are not using them.
- ✓ We recycle all the paper that we use in the office. Our printing machines are set by default to double-sided and we print only when is necessary. We do not print brochures at fairs and instead we give online material.
- ✓ We promote a safe, healthy, pleasant and motivated work environment. We stimulate open communication and confidence in our work team.
- ✓ We promote training and educational programs of our team that contributes to their professional development and impacts positively the company competitiveness.
- ✓ We implement technologies tools when necessary to improve our productivity and competitiveness.



## **Product Development:**

✓ We promote new product development based on innovation, the sustainability policy statements, especially in Community Based Tourism and Fair Trade travel experiences.

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Finally, we affirm our commitment to the following current regulations in Kenya and we invite you to commit as well:

- ✓ We reject the exploitation, sexual abuse and other forms of child abuse in accordance with the provisions in Law 2010.
- ✓ We reject commercialization and illegal trafficking of cultural goods and species of wild fauna and flora.
- ✓ We promote cultural diversity of Kenya. We reject discrimination and racism. Constitution of Kenya (Kenya, 2010). Chapter 4 on Human rights.