

## **Sustainability policy of Alainn Tours**



## **Purpose**

The company is committed to keep on developing and promoting a sustainable tourism offer to its clients. The purpose of this policy is to establish a framework which will help us manage the socio-cultural, environmental and economical impacts of our activity on the different destinations we sell by setting clear guidelines, implementing management practices and ensuring a full support from our team.

## **Scope**

This policy applies to all employees of the company.

Manon BEGHAIN is responsible for implementing the company's sustainability policy.

## **Sustainability management & legal compliance**

### Sustainability commitment

Alainn Tours leadership is wholly committed to the company's sustainability performance and endorses the company's sustainability mission statement and policy.

We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to communicating our sustainability performance every year.

### Sustainability management & legal compliance

Alainn Tours commits to continuous improvement of sustainability practices, including the ongoing monitoring and evaluation of our sustainability policy, with dedicated personnel and resources to achieve our sustainability goals.

Alainn Tours follows all local, regional, national, and international regulations as they relate to human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use.

## **Internal management: social policy & human rights**

### Employees

- We recognize that our employees are our biggest asset for delivering meaningful travel experiences to our customers. Therefore, we maintain a clear human resource policy to ensure:
  - Legal compliance in all regards
  - A safe, healthy, and welcoming workplace
  - Fair contract conditions including fair compensation
  - Training opportunities including trainings on topics of sustainability and health and safety in the workplace and in the industry
  - Participation in the sustainability planning activities
  - Inclusion and equal opportunity for all employees, particularly with regard to compensation, promotion, distribution of benefits, and professional development opportunities.

## **Internal management: environment**

## Environmental management of office operations

- We are committed to keeping the direct footprint of our business operations as minimal as possible and actively follow sustainability-sound principles. We have the following measures in place:
  - Follow all local and national regulations concerning environmental law
  - Measure, monitor, and evaluate use of commodities and products purchased, especially in terms of paper, energy, and carbon.
  - Procure office supply locally, seasonally, fair trade, in bulk, with limited packaging and sustainability certified whenever possible.
  - Print only when necessary, and when printing, always print double-sided on grayscale. Paper must always be FSC or equivalent certified.
  - Energy saving measures are in place in all common areas
  - Electronic equipment and lighting is turned off when not in use.
  - Water is consumed mindfully by only using the necessary amount and by immediately fixing any leakage.
  - Waste is separated into the following categories: dry recyclable, organic waste, general waste and glass and is disposed of properly by either ourselves or our landlords.

## Carbon management of office operations

- Alainn Tours is committed to reducing its carbon footprint and endeavours to reduce the amount we travel as much as possible by:
  - Reducing the amount we travel as much as possible
  - Monitoring and measuring carbon footprint with the aim to reduce as much as possible and offset remaining amounts.
  - We commit to offset our remaining carbon footprint via SouthPole.

## **General suppliers policy**

- Alainn Tours is committed to sourcing its products and services responsibly, avoiding harmful impacts on society, culture and nature as much as possible. We expect the same level of engagement and commitment from our suppliers.
- Alainn Tours prefers to work with partners that share the company's commitment towards sustainability. This means that we prefer partners who have a written sustainability statement, have a clear sustainability policy in place or implement sustainability actions.
- Alainn Tours prefers to work with suppliers in the destinations that are locally owned or managed, use local and seasonal products and services and benefit the local community by hiring locally and equitably and by providing fair working conditions.
- Alainn Tours expects its suppliers to adhere to its sustainability principles which includes the following responsible business practices:

- Complying with all local, regional, national and international regulations
  - Respecting all human rights including labour rights, children's rights, and women's rights
  - Committing to fair employment conditions
  - Protecting the environment and natural resources
  - Acting in the best interest of local communities
  - Protecting the interests of Alainn Tours
- Alainn Tours encourages its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
  - Alainn Tours actively collaborates with suppliers to jointly improve our sustainability performance. We encourage our suppliers to learn about sustainability and support this learning whenever possible.
  - Alainn Tours maintains open lines of communication with its suppliers and partners and encourage feedback from our stakeholders at any time and on any topic, particularly sustainability.

## **Transport**

- When selecting transport for guests and business related travel, Alainn Tours commits, when possible, to choosing the most environmentally friendly options available for travelling to, from, and within the destination – taking into consideration distance, price, route, and comfort.
- Alainn Tours has implemented clear guidelines for reducing GHG emissions from transport and selecting the most environmentally friendly transport options, including the following measures:
  - Avoiding in-destination flights as much as possible
  - Using public transportation options in the destinations when it makes sense
  - Using appropriate vehicle sizes for group sizes
- Alainn Tours endeavours – and has a system in place – to measure and compensate for the unavoidable GHG emissions produced from transportation. Compensation costs are included by default in the client's package price and are offset on a basis of 50% to SouthPole and 50% to local organisations. Every business trip's CO2 emissions are calculated and offsetted via SouthPole.

## **Accommodations**

- Alainn Tours prioritise working with accommodations that adhere to the company's Sustainable Accommodation Policy.
- In the accommodation selection process, Alainn Tours considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint.
- Alainn Tours favours the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions.

## **Activities & Excursions**

- Alainn Tours only works with excursion providers that adhere to the company's Sustainable Activity Policy.
- All excursions and activities run by or on behalf of Alainn Tours respect local customs, traditions, cultural integrity, and natural resources.
- Alainn Tours commits to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.
- Alainn Tours gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.

## **Tour leaders, local representatives, and guides**

- We expect suppliers that are hiring local staff on behalf of Alainn Tours to hire qualified local guides, drivers or other local staff, providing safe and fair working conditions.
- Alainn Tours understands that guides are the intermediaries between the guests and the socio-cultural and environmental context of the destination, conveying the appropriate behaviour to them. Therefore, we make sure that all guides hired by or leading tours on behalf of Alainn Tours are knowledgeable, professional and respect basic sustainability principles.

## **Destinations**

### Sustainable destinations

- Alainn Tours prefers to work in destinations that have committed to sustainability as an integral part of community and destination development.
- Alainn Tours aims to send visitors to secondary or lesser-known tourist areas to avoid overtourism.

## Contribution to local communities / local economic network

- Alainn Tours commits to positive contribution to the destinations in which we operate, by:
  - Sourcing locally and responsibly, and supporting local and traditional arts and culture
  - Collaborating with other local tourism stakeholders including local government, other tourism businesses and community groups to further the sustainable tourism development of the destination

## Environmental stewardship in destinations

- Alainn Tours commits to environmental stewardship in the destinations in which we operate by:
  - Ensuring natural resources remain intact
  - Informing guests about the principles of responsible travel and responsible visitor behaviour

## **Customer communication and protection**

### Privacy

- Our customer protection is our priority. Therefore, we maintain a clear privacy policy to ensure
  - Legal compliance in all regards
  - Customers and their data are protected
  - Customers know how their information is being used

### Marketing and communication

- Alainn Tours strives to be truthful in all situations and at all times. We offer products and services that do what we claim in our communication.
- We honour our explicit and implicit commitments and promises.
- We are anti-greenwashing and stand behind our sustainability claims 100%.
- We endeavour to be inclusive and representative in our marketing, and to always take into account cultural, religious, and ethnic sensitivities.

### Customer experience

- The company aims for all customer experiences to be positive, and follows strict health and safety, marketing, and excursion policies to ensure customer satisfaction. These policies cover specific topics of (but not limited to):
  - Health and safety

- Emergency procedures
  - Privacy
  - Greenhouse Gas emissions and offsetting
  
  - Transport
  - Satisfaction and complaints
- Alainn Tours maintains open lines of communication with our customers and encourages feedback at any time and on any topic.

### **Contact / Responsible person**

All staff are responsible for the ownership and undertaking of this policy.

All staff are responsible for the promotion and implementation of this sustainability policy within their departments.

The implementation of this policy will be lead by the Sustainability Coordinator, Manon Beghain, who can be reached at [manon@alainntours.com](mailto:manon@alainntours.com).

### **Effective date**

This policy is effective from 01/06/2023.