



# SUSTAINABILITY POLICY

## AJABU ADVENTURES

### **Purpose**

Ajabu Adventures is committed to promoting sustainable tourism by minimizing our negative impacts on the environment, society, and economy while enhancing the benefits for our communities and customers.

Our sustainability policy is integral to our operations, ensuring responsible safari experiences that respect and protect the natural and cultural heritage of Tanzania.

### **Sustainability management & legal compliance**

#### Sustainability commitment

Every member of the Ajabu Adventures team is fully dedicated to enhancing our sustainability performance and supports our company sustainability mission statement and policy. Moreover, we are committed to transparently communicate what we have achieved in the past, our current initiatives and our goals for the future.

We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to (publicly) communicating our sustainability performance (by means of the Travelife report) every two years.

#### Sustainability management & legal compliance

At Ajabu Adventures we are committed to continuously improve our sustainability practices, with ongoing monitoring and evaluation of our sustainability policy.

We adhere to all local, regional, national, and international regulations concerning human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use. We maintain a strict Code of Ethics, upholding a zero-tolerance policy towards corruption, bribery, forced labor, and discrimination.



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

As our employees are our biggest asset for delivering meaningful travel experiences to our customers, we maintain a clear human resource policy providing for the following:

- Equal employment opportunities, regardless of the background, race, religion or gender. Currently the number of man and women employed are more or less equal.
- Fair labor practices, including fair wages, bonuses and reasonable working hours. We do not tolerate forced or child labor, not in our direct environment and neither with our partners.
- Regular training opportunities to enhance their skills, knowledge and professional development, as well as towards wildlife and conservation.
- A safe, healthy, and welcoming workplace.
- Commitment to a zero-tolerance policy for acts of bribery, corruption, discrimination, and violation of human rights, including forced labour, human trafficking, and all rights of children.
- Commitment to a zero-tolerance policy for any form of sexual exploitation, harassment, or abuse, particularly involving children and adolescents.

Self-evidently we expect this commitment from all our partners and suppliers as well.

## **Internal management: environment**

### Environmental management of office operations

Ajabu Adventures is committed to managing environmental impact as an integral part of our operations. It is our policy to assure the environmental integrity of our processes and products at all times by:

- Continuously seeking opportunities to improve our environmental performance by establishing objectives and targets, measuring progress, and reporting our results, including among others energy, water, paper, and carbon.
- Practicing a waste hierarchical approach to always reduce, reuse, and recycle commodities and products instead of waste, particularly waste to landfill.
- Promoting participation and communicating our commitment to responsible environmental management by promoting environmental responsibility amongst our employees and stakeholders and soliciting input from them to better achieve our environmental goals.
- Minimizing pollution including light, noise, and any soil, water, or air contaminants, and avoiding use of any toxic or hazardous substances.



### Carbon management of office operations

Ajabu Adventures is committed to reducing our carbon footprint and endeavors to reduce the amount we travel as much as possible by:

- Reduce 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.
- Encouraging remote work whenever possible, and when it is not possible, making it easier for employees to limit their carbon footprint by use of eco modes of transportation.
- We commit to offsetting our remaining direct and indirect carbon from travel and fossil energy use via [Carbon Tanzania](#).
- Implementing procedures such as a proper and regular maintenance of our safari vehicles.
- Installing energy efficient equipment and appliances where possible.

### Land use

Ajabu Adventures offices are located in a suburban area and abides by all local land use laws, respects local cultural and natural resources in our business operations, and favours sustainable architecture and design.

### **General suppliers policy**

- Ajabu Adventures 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.
- Ajabu Adventures prefers to work with partners that share the company's commitment towards sustainability. This means that we prefer partners that have a written sustainability statement as an integral part of their business policy and/or a clear sustainability policy in place.
- Ajabu Adventures 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.



- Whenever possible, Ajabu Adventures prefers to select partner companies that comply with tourism specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.
- Ajabu Adventures expects its suppliers to adhere to our Code of Conduct, that includes the following responsible business practices:
  - Complying with all local, regional, national and international regulations
  - Respecting all human rights including labor rights, children’s rights, and women’s rights
  - Committing to fair employment conditions
  - Following anti-corruption, anti-bribery, anti-extortion, and anti-discrimination policies
  - Protecting children from (sexual) exploitation through tourism
  - Protecting the environment and natural resources
  - Acting in the best interest of local communities
  - Protecting the interests of Ajabu Adventures
- Following a zero-tolerance policy, Ajabu Adventures will immediately terminate any relationships with suppliers that violate the Code of Conduct, specifically through acts of bribery, corruption, discrimination, and violation of human rights.
- Ajabu Adventures raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimize their carbon footprint.
- Ajabu Adventures actively collaborates with suppliers to improve their sustainability performance. We encourage our suppliers to continuously learn about sustainability and provide/support this learning whenever possible.
- Ajabu Adventures maintains open lines of communication with our suppliers and partners and encourage feedback from our stakeholders at any time and on any topic, particularly sustainability.

## **Inbound partner agencies**

- Ajabu Adventures only works with partner agencies that adhere to the company’s Code of Conduct.



- In the entire process of developing and operating our travel packages, Ajabu Adventures expects partner agencies to act in the best interests of the surrounding communities and environment as well as our guests.
- Ajabu Adventures provides partner agencies opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

## Transport

- Ajabu Adventures only works with transport providers that adhere to the company's Code of Conduct.
- When selecting transport for guests and business related travel, Ajabu Adventures commits to choosing the most environmentally friendly options available for travelling to, from, and within the destination – taking into consideration distance, price, route, and comfort.
- Ajabu Adventures has implemented clear guidelines for reducing GHG emissions from transport and selecting the most environmentally friendly transport options, including the following measures:
  - Preferring ground transport over air transport for short-haul travel destinations
  - Avoiding in-destination flights as much as possible
  - Prioritize airlines that operate the latest and most fuel-efficient airplane models
  - Using appropriate vehicle sizes for group sizes and purchasing most efficient vehicles available
- Ajabu Adventures endeavors – and has a system in place – to measure and compensate for the unavoidable GHG emissions produced from transportation. Compensation costs are either included by default in the package price or compensation is actively promoted to the clients as a booking option.



## Accommodations

- Ajabu Adventures only works with accommodations that adhere to the company's Code of Conduct.
- In the accommodation selection process, Ajabu Adventures considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint.
- Ajabu Adventures favors the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions.
- When selecting accommodations, Ajabu Adventures prioritizes properties that are locally run, small-scale, and/or directly committed to sustainability or conservation goals.

## Activities & Excursions

- Ajabu Adventures only works with excursion providers that adhere to the company's Code of Conduct.
- All excursions and activities run by or on behalf of Ajabu Adventures respect local customs, traditions, cultural integrity, and natural resources.
- Ajabu Adventures commits to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.
- Ajabu Adventures gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.
- Ajabu Adventures has clear guidelines in place for environmentally and culturally sensitive excursions offered by or on behalf of the company. These guidelines are actively communicated to guests as well as distributed and implemented by excursion providers and guides.
- Ajabu Adventures provides suppliers and partners opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.



## Tour leaders, local representatives, and guides

- Ajabu Adventures commits to hiring qualified local guides, porters, drivers or other local staff, paying them living wages and providing safe and fair working conditions. We expect the same from our suppliers that are hiring local staff on behalf of Ajabu Adventures.
- Ajabu Adventures understands that guides are the intermediaries between the guests and the socio-cultural and environmental context of the destination, conveying the appropriate behavior to them. Therefore, we make sure that all guides hired by or leading tours on behalf of Ajabu Adventures are trained regularly and knowledgeable in the sustainability topics of the destination.
- Ajabu Adventures provides guides with learning opportunities on sustainability topics including providing free access to the Travelife online learning platform.
- Our guides have access to extensive training and are required to adhere to strict policies regarding respect for wildlife & nature, wildlife conservation and sustainability.

## Destinations

### Sustainable destinations

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

### Contribution to local communities / local economic network

- Ajabu Adventures commits to positive contribution to the destinations in which we operate, by:
  - Sourcing locally and responsibly, and supporting local and traditional arts and culture
  - Encouraging guests to shop responsibly and locally. We educate them about illegal/prohibited/forbidden souvenirs



- Collaborating with other local tourism stakeholders [including local government, other tourism businesses, academia, community groups] to further the sustainable tourism development of the destination
- Respecting and advocating for all human rights (i.e. children's rights, women's rights, labour rights, etc.) as well as land rights

### Environmental stewardship in destinations

- Ajabu Adventures commits to environmental stewardship in the destinations in which we operate by:
  - Ensuring natural resources remain intact
  - Educating guests about the principles of responsible travel and responsible visitor behavior

## **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

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

### Sustainability communication

- Customers are informed about the social and environmental impact of their journey, and are educated about the sustainable choices they can make, including transparent communication on:





- Certified accommodations
- Compensation of their trips CO2 emissions
- Activities and excursions that benefit the local communities and environmental protection
- Responsible shopping and illegal souvenirs
- Projects that Ajabu Adventures support and initiatives we take to make their holiday more sustainable
- Actions the clients can take themselves to make their journey more responsible

### 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
  - Group numbers
  - Greenhouse Gas emissions and offsetting
  - Transport
  - Shopping
  - Sexual exploitation
  - Children in tourism
  - Satisfaction and complaints
- Ajabu Adventures maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability.

### **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 led by the Sustainability Coordinator, Miranda Bekkers who can be reached at [marketing@ajabu-adventures.com](mailto:marketing@ajabu-adventures.com).



## Definitions

### Code of Conduct

Also known as privacy and code of conduct, is a defined set of rules, principles, values, employee expectations, behaviors, and relationships that a business considers important and believes necessary for its success. It acts as a memorandum of understanding between our company and our partners and suppliers, stipulating that we are being committed to the principle of responsible tourism and that we expect the same from our partners.

### Effective date

This policy is effective from 01/11/2024.

### Revision history

This policy will be revised by 01/11/2025.