



This document will be reviewed annually.

## 1 Vision/mission/company ethos

- At JacTravel our core values are respect, integrity, delivering value, agility, and hunger to win.
- We believe in creating a working environment that has a positive impact in the planet which informs our mission to be the leading European DMC.
- It is our vision to engage with clients, suppliers, and colleagues to achieve our policy goals.
- JacTravel is aware that its business activities impact upon the environment and we are committed to alleviating those negative impacts as it's our mission/vision.

## 2 UNWTO definition

- At JacTravel, we believe that sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, n.d.). We therefore aim to reduce our negative effects and increase our positive impacts.

## 3 Continuous improvement

- Sustainability is a journey of continuous improvement, and we are aware that we have a lot to learn. So far, we had achieved Green Tourism Gold award status for the Edinburgh office, but time has since passed, and we need to ensure we continuously review our activities.

## 4 Measuring and reducing negative impacts

### 4a. Energy consumption

- We will measure our electricity use at the end of each financial quarter and will target reducing consumption by 5% each year.

- When needing to relocate, we will source new premises that are more energy efficient.
- We will engage with landlords to install timed light switches where appropriate.
- We will educate our teams about digital pollution.

#### 4b. Water consumption

- We will measure our water consumption at the end of each financial quarter and will target reducing consumption by 5% each year.

#### 4c. Waste production

- We will measure our waste consumption at the end of each financial quarter and will target reducing consumption by 5% each year.
- We will recycle paper, cardboard, cans, plastic bottles, batteries, ink cartridges and mobile phones.

### 5 Ethical purchasing

- We will ensure our office cleaning contractors use environmentally friendly products.
- We will ensure we purchase Fairtrade only coffee, tea, and sugar.

### 6 Carbon offsetting

- At JacTravel we are committed to reducing our carbon footprint as much as possible and to offsetting the remainder with a trusted partner. Our corporate parent WebBeds are currently working with Toitu Envirocare to offset our emissions and hence we are part of a Net Zero corporation.
- We will prioritise further reducing our impact first by:
  - Ensuring all business travel is critical.
  - Defining what a sustainable programme / itinerary is and then both creating them and promoting them to our client base.

### 7 Responsible sustainability marketing

- We know that it is important to communicate our efforts in an honest way. We are aware of the risk of greenwashing, and we therefore commit to honestly communicating where we are on our journey and our improvements.

## 8 Social responsibility

We will support our local community by:

- Purchasing locally where possible.
- Hiring local guides as much as possible.
- Providing a guest profile that have a high per capita spend and who visit many local entrances, often supporting rural communities.
- Encouraging off-peak business to spread the tourism season.

## 9 Supporting biodiversity and the environment

- We support and conserve biodiversity in our destinations by encouraging guides to educate visitors about local biodiversity challenges in all of our destinations.

## 10 Supporting our teams

- We recognise the value of personal development of our employees and so will offer continued training and support to deliver sustainable and responsible practices.

Signed by:



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Managing Director

22nd December 2023

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Date



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Head of Sustainability

22nd December 2023

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Date