



# SUSTAINABILITY POLICY

MATOKE TOURS





## CONTENTS

Purpose.....	4
Scope .....	4
Sustainability management & legal compliance .....	4
Sustainability commitment .....	4
Sustainability management & legal compliance .....	5
Internal management: social policy & human rights .....	5
Employees .....	5
Internal management: environment.....	5
Environmental management of office operations .....	5
Carbon management of office operations .....	6
Land use.....	6
Local commitment.....	6
General suppliers policy .....	7
Inbound partner agencies .....	8
Transport .....	8
Accommodations.....	8
Activities & Excursions.....	9
Tour leaders, local representatives, and guides.....	9
Destinations.....	10
Sustainable destinations.....	10
Contribution to local communities / local economic network.....	10
Environmental stewardship in destinations.....	10
Animal welfare .....	10
Customer communication and protection .....	11
Privacy .....	11
Marketing and communication .....	11
Sustainability communication .....	11
Customer experience .....	11
Contact / Responsible person .....	12
Definitions .....	12



# Sustainability Policy

Definition of hazardous material.....	12
Definition of Memorandum of Understanding .....	12
Definition of CITES.....	12
Effective date.....	13
Revision history .....	13



## Purpose

Matoke Tours would like to let one wonder about all the beauty that the world in general, and Africa in particular has to offer!

We want to do this in a responsible manner, so that each visit from one of our clients, contributes in a positive way to the social, cultural and economic development of the country they are visiting. We also aim to make a positive impact to strengthening the nature and biodiversity of the country they are traveling in. We will limit the negative impact of tourism as much as we can.

Matoke Tours needs to play a more important role in educating our customers and involving them in what we do and where we want to go in our sustainability policies.

In order to ensure local travel is as sustainable as possible, we have set requirements for our suppliers, including sustainability in supplier contracts.

Sustainable business is part of the Matoke DNA and will be even more in future.

## Scope

This policy applies to all operations at the Matoke Tours office in The Netherlands, from sales to the executive level of our company. Staff, suppliers, and partners are expected to fully uphold objectives under this policy whenever possible within prevailing budgets.

## Sustainability management & legal compliance

### Sustainability commitment

Matoke 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 (publicly) communicating our sustainability performance (by means of the Travelife report) every two years.



## Sustainability management & legal compliance

Matoke 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.

Matoke 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. We follow a strict Code of Ethics (part of our supplier contracts), including a zero-tolerance policy for corruption, bribery, forced labour, and discrimination.

## Internal management: social policy & human rights

### Employees

- ☺ Matoke Tours supports both career-related and job-related professional development activities.
- ☺ Matoke Tours is committed to the principle of fair and equal pay for similar work and for work of equal value for all its employees, and contractors, regardless of gender/sex, race, national origin, marital status, age, religion.
- ☺ Matoke Tours is committed to fostering a safe, healthy, and inclusive work place/work culture where all employees are able to perform their duties/to recognise their potential.
- ☺ Matoke Tours is committed 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.
- ☺ Matoke Tours further expects this commitment from all partners and suppliers.

## Internal management: environment

### Environmental management of office operations

Matoke Tours 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 but not limited to energy, water, paper, and carbon.
- ☺ Practising 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.



- ☺ Minimising pollution including light, noise, and any soil, water, or air contaminants, and avoiding use of any toxic or hazardous substances.
- ☺ Matoke Tours is committed to fostering a safe, healthy, and inclusive work place/work culture where all employees are able to perform their duties/to recognise their potential.
- ☺ Matoke Tours is committed 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.
- ☺ Matoke Tours further expects this commitment from all partners and suppliers.

## Carbon management of office operations

Matoke Tours is committed to reducing our carbon footprint and endeavours to reduce the amount we travel as much as possible by:

- ☺ Reduce the amount we travel as much as possible and we commit to offsetting our carbon from our business flights via greening projects of JustDiggIt.
- ☺ Aiming to monitor and measure our carbon footprint to be able 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 offer full Public Transportation compensation for staff to travel to and from work.
- ☺ Installing energy efficient equipment and appliances where possible

## Land use

- ☺ Matoke Tours office is located in a urban 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.

## Local commitment

In addition to all projects Matoke Tours supports in Africa, Matoke Tours also takes social responsibility in its own country by donating to designated project(s) in The Netherlands.

We donate to “Stichting De Vakantiebank”. The aim of this foundation is to offer people with an income around the social security standard a carefree holiday week, to get a break from their home situation and to gain new energy.



## General suppliers policy

- ☺ Matoke 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.
- ☺ Matoke Tours 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.
- ☺ Matoke 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.
- ☺ Whenever possible, Matoke Tours prefers to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.
- ☺ Matoke Tours offers incentives for partners that are actively engaged in sustainable operations.
- ☺ Matoke Tours expects its suppliers to adhere to a Memorandum of Understanding, that 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
  - 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 Matoke Tours
- ☺ Following a zero-tolerance policy, Matoke Tours will immediately terminate any relationships with suppliers that violate Memorandum of Understanding, specifically through acts of bribery, corruption, discrimination, and violation of human rights.
- ☺ Matoke Tours raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
- ☺ Matoke Tours 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.
- ☺ Matoke Tours 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

- ✎ Matoke Tours only works with partner agencies who engage in socially responsible actions and promote an ethical treatment of their employees.
- ✎ We monitor our suppliers periodically based on the sustainability policy statements (surveys) and ensure their commitment through the Memorandum of Understanding.
- ✎ In the entire process of developing and operating our travel packages, Matoke Tours expects partner agencies to act in the best interests of the surrounding communities and environment as well as our guests.
- ✎ Matoke Tours provides partner agencies opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

## Transport

- ✎ When selecting transport for guests and business related travel, Matoke Tours 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.
- ✎ Matoke Tours has implemented clear guidelines for reducing GHG emissions from transport and selecting the most environmentally friendly transport options - where applicable -, including the following measures:
  - Using direct flights where possible
  - Using airlines that have the latest airplane models
  - Using appropriate vehicle sizes for group sizes and purchasing most efficient vehicles available
- ✎ Matoke Tours endeavours – and has a system in place – to measure and compensate for the unavoidable GHG emissions produced from air transportation. Compensation costs are either included in the package price, for the remaining part compensation is actively promoted to the clients as a booking option.

## Accommodations

- ✎ Matoke Tours prefers to work with suppliers who engage in socially responsible actions and promote an ethical treatment of their employees.
- ✎ In the accommodation selection process, Matoke Tours considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint.
- ✎ Matoke Tours always promotes the use of local staff, and supports training and education initiatives.
- ✎ Matoke Tours 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.





## Activities & Excursions

- ☺ Matoke Tours prefers to work with suppliers who engage in socially responsible actions and promote an ethical treatment of their employees.
- ☺ Matoke Tours works with inbound local agents who will book/organise the activities and excursions. All excursions and activities on behalf of Matoke Tours respect local customs, traditions, cultural integrity, and natural resources.
- ☺ Matoke Tours commits to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.
- ☺ Matoke Tours gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.
- ☺ Matoke Tours has shared clear guidelines (MoU) for environmentally and culturally sensitive excursions offered by or on behalf of the company. These guidelines are actively communicated to guests (on our website and travellers information documents) and our local agents, who instruct the local excursion providers.
- ☺ Matoke Tours provides our local agents the opportunity for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

## Tour leaders, local representatives, and guides

- ☺ Matoke Tours prefers to work with local suppliers who engage in socially responsible actions and promote an ethical treatment of their employees.
- ☺ Matoke Tours 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 Matoke Tours.
- ☺ Matoke 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 Matoke Tours are trained regularly and knowledgeable in the sustainability topics of the destination.
- ☺ Matoke Tours also makes sure the guides act according a strict code of ethics around Africa's precious nature and wildlife.



## Destinations

### Sustainable destinations

- ☺ Matoke Tours prefers to work in destinations that have committed to sustainability as an integral part of community and destination development.
- ☺ We aim to provide tourists with relevant information about our destinations. Also we encourage responsible tourism behaviour via our website, our social media channels and newsletters.

### Contribution to local communities / local economic network

Matoke 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.
- ☺ Encouraging guests to visit local projects and see sustainable initiatives during their tour through the destination.
- ☺ Encouraging guests to shop responsibly and educating 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

Matoke Tours 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 behaviour

### Animal welfare

Matoke Tours commits to animal welfare. If a supplier (or any of its partners) is involved in any form of keeping animals in captivity (e.g. as part of entertainment, elephants, and lions in captivity, etc.), all animals must be acquired in accordance with the legal established guidelines and comply with CITES: the Convention on International Trade in Endangered Species of Wild Fauna and Flora ([www.cites.org](http://www.cites.org)).



## 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

- ☺ Matoke Tours 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 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

### 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:

- ☺ Compensation of their trips CO2 emissions
- ☺ Responsible shopping and illegal souvenirs
- ☺ Responsible behaviour in natural environment and around wildlife
- ☺ How customers can contribute themselves to travel on a sustainable manner

### Customer experience

- ☺ Matoke Tours maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability.
- ☺ Matoke Tours 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                       | ○ Transport                   |
| ○ Emergency procedures                    | ○ Shopping                    |
| ○ Privacy                                 | ○ Sexual exploitation         |
| ○ Group numbers                           | ○ Children in tourism         |
| ○ Greenhouse Gas emissions and offsetting | ○ Satisfaction and complaints |



## Contact / Responsible person

Our management is responsible for enabling employees to contribute to our environmental objectives and to implement this policy.

If you have any questions about our sustainability policy and practices, please contact our Sustainability Manager / Director Wim Kok ([wim@matoketours.nl](mailto:wim@matoketours.nl)) or Sustainability Coordinator Mariëlle Koudijs ([marielle@matoketours.nl](mailto:marielle@matoketours.nl))

## Definitions

### Definition of hazardous material

Hazardous Material: A product, waste or combination of substances which because of its quantity, concentration, physical, chemical, toxic, radioactive, or infectious characteristics may reasonably pose a significant, actual, or potential hazard to human health, safety, welfare, or the environment when improperly treated, stored, transported, used, disposed of, or otherwise managed. Hazardous materials include - without limitation - synthetic organic chemicals, petroleum products, heavy metals, radioactive or infectious materials, and all substances defined as "toxic" or "hazardous" under MGL Chapters 21C and 21 E using the Massachusetts Oil and Hazardous Material List in 310 CMR 40.

### Definition of Memorandum of Understanding

A memorandum of understanding (MoU) is a type of agreement between two or more parties. It expresses a convergence of will between the parties, indicating an intended common line of action. It is often used either in cases where parties do not imply a legal commitment or in situations where the parties cannot create a legally enforceable agreement. It is a more formal alternative to a gentlemen's agreement. Matoke Tours works in partnership with suppliers who believe in sustainability values. In this document it means that Matoke Tours is committed to the principle of responsible tourism and works according to a responsible tourism policy. As part of this we carefully select our partners and ask them to join us in support of responsible tourism and by this to positively contribute towards the destinations economy, environment and people. Signing the MoU showcases the joint commitment to responsible tourism and the partner's support of our mission.

### Definition of CITES

Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is an international agreement between governments. The aim is to ensure that international wildlife trade does not endanger their survival. More information on [www.cites.org](http://www.cites.org)



# Sustainability Policy

## Effective date

This policy is effective from 01-01-2023

## Revision history

This policy was revised on 26-01-2023  
This policy will be revised by 01-01-2024