



## SUSTAINABILITY POLICY 2019

Amo Zanzibar Tours & Safari is committed to minimizing its ecological footprint, to preserving the natural, cultural & traditional resources, thus ensuring the sustainability of their operations. For us, the well-being of the local population and the preservation of the ecosystem of the archipelago & continent are a real priority.

Through responsible tourism, we work to improve local development, both economically and socially, and to raise our customers' awareness for a low-impact, environmentally friendly mode of travel.

Following is in detail what we mean by this, and how we realize it in every aspect of our operation.

### **Mission Statement:**

*"We aim to offer thoughtful and therefore responsible tourism, which provides our guests with an authentic insight into the Swahili coast territory and urban country, while minimizing the negative aspects of tourism in terms of environmental and social degradation. Through our sustainability policy, we are raising awareness among our partners and clients of the need to preserve traditions, cultural and natural resources through sustainable trade."*

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### Our commitments to sustainable tourism

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We have designated a member of our team as responsible for the company's sustainability policy.

We have developed an action plan with clearly defined targets and objectives to improve the sustainability of our operations.

With our sustainability policy we minimize negative effects of our operations and promote an alternative to mass tourism, which has a huge (and sadly often destructive) impact on the social, economic, cultural & environmental fabric of the destinations.

It is also concerned with the well-being of our employees through fair employment conditions and standards to ensure their safety and health.

Transparency is important to us. We share our philosophy and the steps we are taking to put it into practice with our business partners, customers and the interested public.

We ensure that the whole team understands our sustainability policy and complies with it.

We are co-operating with other stakeholders to promote a sustainable and circumspect development of tourism in the region.

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## I. Internal Management: Social Policy and Rights of Our Employees

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We follow a comprehensive health and safety policy of the employees in connection with the legislation in force.

Our staff are regularly counseled and trained regarding their rights and responsibilities, as well as issues of health and safety (fire, natural disaster, terrorism).

Our office and every car is equipped with a first-aid kit, and we encourage and sponsor our employees to train in First Aid.

We respect the freedom of employment; our employees can terminate their contracts any time with advance notice of at least one month without penalty.

Each contract of employment includes a precise job description, so our future employees know what to expect and what is expected of them.

The salary is mentioned in the contract of employment and is above the legal average.

Overtime is compensated according to a mutual agreement between employee and employer.

An annual paid leave of 4 weeks is attributed to each of our employees, as well as sick leave and maternity leave if required.

We also offer part-time employment opportunities, flexible working hours and the possibility of taking unpaid leave in case of major events (death, marriage...).

We provide resources and opportunities for trainings and further education for our employees

We only employ people above the legal minimum age of employment.

We cultivate an atmosphere of open communication throughout the company, to minimize friction loss and to make sure performance, motivation and job satisfaction remain high.

We have a disciplinary procedure in place, which is communicated with the employees.

Amo Zanzibar Tours & Safari offers opportunities to national and international students to temporarily join the company as trainee.

We create job opportunities for challenged persons whenever possible.

We strictly ban any form of discrimination (racial, social, incapacity, sexual orientation, religion...) during the recruitment and in the company.

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## II. Internal Management: Environmental Policy

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To treat our environment and Zanzibar's natural resources gently and with consideration, and to minimize negative impact, we have the following standards and guidelines in place:

- ✓ Minimize the use of disposable or single-use objects
- ✓ Favor the sustainable purchase of materials
- ✓ Buy wholesale to limit carbon emissions connected to the delivery but also limit unnecessary packaging.
- ✓ Reduce the use of printer and consequently paper by favoring virtual communication
- ✓ Provide information online rather than printed brochures as much as possible
- ✓ For unavoidable printing, favor recycled paper and natural ink if it's available locally.
- ✓ Disconnect or switch off electrical devices and lamps when they are unused, rather than leaving them on stand-by
- ✓ Use fans instead of air-conditioning
- ✓ Separate refuse and recycle paper, plastic and glass
- ✓ Recycling of batteries.
- ✓ Recycling of electronic devices.
- ✓ Follow the law regarding sewage and. waste management
- ✓ Use eco-friendly cleaning products and avoid harsh chemicals whenever possible/available (our certified eco-person is in charge of the sourcing)
- ✓ Reduce the use of plastic bottles for the agency (purchase of 5 l-bottles to reduce the superfluous packaging)
- ✓ Buy local products to reduce deliveries and consequently the pollution.
- ✓ Maintain equipment and installations to avoid dissipation of resources (e.g. dripping water)
- ✓ Regular check-ups and maintenance of Amo Zanzibar's vehicles, so that they comply with environmental standards in force.
- ✓ Communicate with the team and refresh their awareness how important it is that we keep our operations as eco-friendly as possible

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## III. Internal Management: Community Relations

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Promote the local economy by taking tourists to small shops and shops of local artisans and traders.

Provide more visibility for the local's traditions and crafts and thus strengthen their preservation

Recruit our guides, drivers, office staff and others from the local community, and thus contribute to the social and economic development.

Partnering with local people to provide services for our customers (e.g. a meal at a family home)

Facilitate authentic encounters and discoveries for our customers, far from mass tourism & the "folklorization"

Inform visitors about local traditions and customs, to foster a better understanding and respect (clothes, conduct, gestures, etc.)

Sponsor young Zanzibari guides at Kawa Training Centre and thus contribute to social development at grass-root level

We specifically target independent travelers, families and small groups to promote culturally and environmentally sensitive tourism, rather than mass tourism. Our work aims to foster a real intercultural exchange, based on mutual respect, appreciation and good will.

This forms a base for preserving the natural, cultural, spiritual and historical heritage of the region.

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## IV. Our Customers

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We present interesting and engaging information about the places of visit, related to cultural, natural and traditional resources.

We gently raise awareness for the impact of tourism, and know how to offer the most sustainable alternatives to “mass tourism standard practice” in terms of:

- Transport
- Activities
- Excursions
- Accommodation
- Catering
- Souvenir shopping ...

There is full transparency of our standards and philosophy.

We adapt excursions to the customers’ wishes.

We provide a 24-hours on-call service for our customers during their stay.

We respect our customers’ privacy.

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## V. Our Partners

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We co-operate with local people, especially on grass-root level, so that they, too benefit from the influx of tourism.

We choose business partners who share our values and commitment regarding sustainable tourism. In this way, we ensure all our services are sustainable on every level, and contribute to the preservation of the country’s natural, traditional and cultural resources.

With prospective partners, we promote a sustainable approach.

We work with providers who respect their employees’ rights according to the law.

We raise awareness in interest groups, boards and other bodies concerned with tourism.

We take a clear stance against child labour and sex tourism.

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## VI. Our Services: Excursions & Activities

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This is our core business, and we are well aware of the responsibilities, but also the great opportunities this presents for us. We are striving to create “win-win-win” situations for our customers, the local population and the natural environment:

Our tours and activities take our customers off the mainstream paths, to balance the environmental impact on overused places.

Our guides are regularly trained to be the most qualified possible.

Because they are members of the local community, they can offer our customers real insights and in-depth information.

We promote guided tours with a slow rhythm. The guide has time to explain the history, the traditions, legends etc., give the guests an opportunity to try things, rather than just look at everything in passing. In this way, we facilitate a holistic experience.

We have established a good standing and cooperation with villagers and townspeople, which facilitates real experiences and personal encounters with our guests – community tourism instead of “folklorisation”

Through partnerships with local people (a meal at a family home etc.) we support the community rather than big tourist establishments

Our excursions and activities are always adapted to the clients’ interests and wishes, rather than following a standard circuit.

We keep our groups small, so that our customers have a real personal experience, and to minimize the ecological damage that tourism can bring about.

Our tours contain a (discreet) element of sensitisation towards travelling responsibly.

We work in partnership with projects and institutions that work for the preservation of the local ecosystems.

We invite our customers to visit small local initiatives and projects that are ecologically and culturally sustainable. In this way, we support those initiatives, increase their visibility and revenue, and also promote an alternative tourism to mass tourism...

We decline any proposition of excursions and activities that have negative effects for the local population (false folklore, sex tourism...).

We decline any proposition of excursions and activities that damage the fauna or the flora (animals in captivity, hunting...).

We decline any proposition of excursions and activities that may involve human or animal ill-treatment.

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## VII. Our Services: Accommodation

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We select and propose to our customers environment-friendly accommodations which incorporate the principles of sustainable development, determined by the following criteria:

- ✓ They are certified as sustainable by labels and associations internationally or nationally recognized (RTTZ, Travelife, Fairtrade Tourism, GSTC, Rainforest Alliance)

- ✓ They are implementing a sustainability policy
- ✓ They use sustainable building materials, styles and landscaping that fit into the local environment
- ✓ They foster community development by sourcing furniture, decoration, groceries etc. locally and with an emphasis on authentic styles and craftsmanship..
- ✓ They recruit their staff as much as possible from the local community and provide training, so that local people benefit from the tourism development on their doorsteps
- ✓ They have a social policy in place regarding their employees' health and safety.
- ✓ Their staff has an awareness and training to protect children from exploitation (sexual or otherwise)
- ✓ They have systems and processes to economize the use of energy and water
- ✓ They reduce their ecological impact by organizing a selective sorting of waste
- ✓ Their cuisine is based on foods that are locally available and therefore fresh, rather than imported foods that involve long distance transport and lots of packaging
- ✓ They minimize the ecological impact of their operation by protecting the flora and fauna (don't offer red-listed species on the menu, don't disturb or jeopardize wildlife, treat animals well)
- ✓ They facilitate an authentic cultural and culinary experience for their guests

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## VIII. Our Services: Transport

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We propose to share transportation whenever it is feasible to reduce carbon emissions.

We strive to minimize road time by combining tours or excursions

We prioritise ecological alternatives where possible (mountain biking, canoeing, etc.)

We keep our vehicles well maintained and comply with applicable standards for emissions control

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## IX. Animal Welfare

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We do not engage in activities against animal welfare

We do not support activities with captive animals (other than for preservation reasons)

We do not support poaching (example no purchases of souvenirs that may be related to this activity)

We do not engage in any hunting-related activities.

We support wildlife conservation and habitat protection projects.

We advise our customers not to buy souvenirs that contain threatened flora or fauna

To raise awareness and create revenue for the protection of wild animals (dolphins, turtles, monkeys, etc.), we propose that our customers observe them in their natural habitat without disturbing them. We strongly discourage any activity that may change their behaviour, like feeding them or trying to touch them.

We raise our customers' awareness of the need to preserve the environment for its biodiversity.



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Amour Suleiman Amour El-Hinawy  
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Managing Director & Travel Consultant

**Amo Zanzibar Tours & Safari's Team**  
**28<sup>th</sup> August 2019**