

## **Sustainability policy of Not In The Guidebooks**



## **Purpose**

Not In The Guidebooks is committed to benefiting and protecting local communities and the environment, whilst providing amazing, authentic travel experiences for our customers. The purpose of this policy is to improve how we communicate sustainability messages and ensure that we have a positive impact on people and planet, by providing a clear sustainability strategy as well as the commitments we are going to make in terms of achieving our goals.

## **Scope**

This policy applies to the Not In The Guidebooks internal team, and will be used to engage our suppliers, hosts and partners. This Policy does not directly apply to our external suppliers, hosts and partners, such as travel agent groups, as we cannot effect their activity in terms of sustainability, only offer incentives and inspiration to work in a more sustainable manner.

Will Patterson is responsible for implementing the company's sustainability policy.

## **Sustainability management & legal compliance**

### Sustainability commitment

Not In The Guidebooks' 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

Not In The Guidebooks 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.

Not In The Guidebooks 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, including a zero-tolerance policy for corruption, bribery, forced labor, and discrimination.

## **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 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

- Not In The Guidebooks is a remote working company, which greatly cuts down on energy usage, the ordering of office supplies and on travel emissions.
- We recognise the importance of meeting face to face, so meet as a company once a month, with options for an office space twice a week. We encourage all employees to travel to, and around London, using public transport with a particular emphasis on trains.
- We offer all employees training on working sustainably from home.

### Carbon management of office operations

- Not In The Guidebooks 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
  - 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 encouraging the use of the train.

### Land use

- Not In The Guidebooks is a remote working company, with employees working from their own homes. We do use hot desking office spaces to meet up, and these offices are located in urban areas and abide by all local land use laws.

## **General suppliers policy**

- Not In The Guidebooks 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.
- Not In The Guidebooks 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.
- Not In The Guidebooks 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, Not In The Guidebooks prefers to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications

like B Corp or ISO.

- Not In The Guidebooks offers incentives for partners that are actively engaged in sustainable operations.
- Not In The Guidebooks expects its suppliers to adhere to a Supplier Agreement, 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 Not In The Guidebooks

Our complete Supplier Agreement is currently being updated to send out to all suppliers, to ensure they are on board with our ideals.

- Following a zero-tolerance policy, Not In The Guidebooks will immediately terminate any relationships with suppliers that violate our Supplier Agreement, specifically through acts of bribery, corruption, discrimination, and violation of human rights.
- Not In The Guidebooks raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
- Not In The Guidebooks 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.
- Not In The Guidebooks 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.

- Not In The Guidebooks aims to not only open channels of communication between ourselves and our suppliers, but also between our suppliers themselves. We provide a space for suppliers to share best practice in order to provide inspiration for other suppliers, hosts and partners.

## **Inbound partner agencies**

- Not In The Guidebooks only works with partner agencies that adhere to the company's values.
- In the entire process of developing and operating our travel packages, Not In The Guidebooks expects partner agencies to act in the best interests of the surrounding communities and environment as well as our guests.
- Not In The Guidebooks will provide partner agencies opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

## **Transport**

- Not In The Guidebooks does not work directly with transport providers. Rather, we encourage our clients to take the most sustainable transport they possibly in, in the most sustainable manner they can. When selecting our hosts and experiences, we exclude any experiences and tours we deem to use unsustainable forms of transport.
- When selecting transport for business related travel, Not In The Guidebooks 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.
- Not In The Guidebooks has implemented clear guidelines for reducing emissions from transport and in help our customers select the most environmentally friendly transport options, including the following measures:
  - Encouraging ground transport over air transport for short-haul travel destinations
  - Avoiding in-destination flights as much as possible
  - Offering a sustainable collection of experiences reachable by rail
  - Encouraging hosts to use appropriate vehicle sizes for group sizes
- Not In The Guidebooks endeavours to measure and compensate for the unavoidable GHG emissions produced from transportation. We are currently working on finding a way in which compensation will be actively promoted to the clients as a booking option.

## **Accommodations**

- Not In The Guidebooks only works with accommodations that adhere to the company's values.
- In the accommodation selection process, Not In The Guidebooks considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint.
- Not In The Guidebooks favours the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions
- Not In The Guidebooks also favours the selection of accommodations that hold an official sustainability certification.

## **Activities & Excursions**

- Not In The Guidebooks only works with excursion providers that adhere to the company's values.
- All excursions and activities run by or on behalf of Not In The Guidebooks respect local customs, traditions, cultural integrity, and natural resources.
- Not In The Guidebooks commits to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.
- Not In The Guidebooks gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.
- Not In The Guidebooks 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.
- Not In The Guidebooks will provide our hosts and suppliers with opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.
- We will provide our suppliers and hosts with opportunities to share their best practices when it comes to sustainability, both providing them with the chance to promote their own product, and to inspire other hosts and suppliers to do the same.

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

- Not In The Guidebooks commits to working with hosts that hire qualified local guides, drivers or other local staff, paying them living wages and providing safe and fair working conditions.
- Not In The Guidebooks 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 show preference to hosts who ensure that all guides hired by or leading tours on behalf of Not In The Guidebooks are provided with training material on the sustainability topics.

- Not In The Guidebooks will provide hosts with learning opportunities on sustainability topics including providing free access to the Travelife online learning platform.

## **Destinations**

### Sustainable destinations

- Not In The Guidebooks prefers to work in destinations that have committed to sustainability as an integral part of community and destination development.
- Not In The Guidebooks aims to send visitors to secondary or lesser-known tourist areas to avoid overtourism.
- Not In The Guidebooks does not support destinations that have a questionable human rights track record.

### Contribution to local communities / local economic network

- Not In The Guidebooks 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 educating them about illegal/prohibited/forbidden souvenirs
  - 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

- Not In The Guidebooks commits to environmental stewardship in the destinations in which we operate by:
  - Not promoting any experiences that actively erode or damage the local environment.
  - Educating 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

- Not In The Guidebooks 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
  - Activities and excursions that benefit the local communities and environmental protection
  - Responsible shopping and illegal souvenirs
  - How they can help alleviate tourism leakage
  - Reducing their single use plastic consumption whilst travelling
  - Avoiding experiences that involve cruelty to animals

### Customer experience

- Not In The Guidebooks 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):
  - Emergency procedures - as Not In The Guidebooks promotes experiences in destinations all over the world, emergency procedures in-destination will be the responsibility of the relevant hosts and guides we have contracted, and there will be an emergency number available to call for these suppliers.
  - Privacy - our complete privacy policy can be found here (<https://www.notintheguidebooks.com/privacy-policy/>)
  - Transport - Not In The Guidebooks aims to inform all our clients about transport options where they



are optional, in order to achieve customer with a balance of comfort, practicality and sustainability.

- Shopping - Not In The Guidebooks actively discourages the sale of any illegal or unsustainable items when travelling with the company, including the sale of any souvenirs that contain endangered fauna or flora.
  - Sexual exploitation and children in tourism - Not In The Guidebooks follows the ABTA guidelines for human rights in tourism.
  - Satisfaction and complaints - Not In The Guidebooks invites all our clients to leave us honest feedback on any subject on our Trustpilot.
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- Not In The Guidebooks maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability.

## **Contact**

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, Will Patterson, who can be reached at [willp@nitgb.com](mailto:willp@nitgb.com).

## **Effective date**

This policy is effective from 10/05/2023.

## **Revision history**

This policy was first written on 04/01/2023

This policy was revised on 25/04/2023

This policy was revised on 24/05/2023

This policy will be revised by 31/07/2023