



Forward Travel Sustainability Policy

Forward Travel is committed to reshaping the way people experience the world by placing sustainability at the core of every journey we design and deliver. Our approach integrates environmental responsibility, cultural respect, and economic inclusivity into a single, cohesive framework that guides both our product development and our day-to-day operations.

We recognise that travel has the power to generate significant positive impact when it is managed thoughtfully. Equally, it carries a responsibility to protect the environments we visit, respect the cultures we engage with, and ensure that local communities meaningfully benefit from tourism. This policy sets out the principles and practical commitments that underpin our sustainability approach, ensuring that these values are not aspirational, but actively embedded in how we work.

Sustainability at Forward Travel is not treated as a separate initiative, it is a foundational element of our business model. From supplier selection and itinerary design through to client education and on-ground delivery, we actively seek to reduce negative impacts while maximising long-term value for destinations and communities. Our goal is to ensure that every itinerary contributes to conservation outcomes, supports local economies, and fosters deeper cultural understanding.

This document outlines the guiding principles and operational actions that shape our commitment to responsible travel, ensuring accountability, consistency, and continuous improvement across all areas of the business.

Sustainability Vision & Mission

Vision

To establish Forward Travel as a recognised leader in responsible and sustainable travel, where every journey delivers measurable and lasting benefits for the environment, local communities, and cultural heritage. We aim to ensure that travel is not only enriching for the traveller, but also contributes positively to the long-term health and resilience of the destinations we operate in.

Mission

To design and deliver transformative travel experiences that are environmentally responsible, socially inclusive, and economically empowering. Through carefully selected partnerships, ethical operational practices, and ongoing engagement with local stakeholders, we seek to ensure that tourism supports conservation, strengthens community livelihoods, and preserves the integrity of the places we visit for future generations.

Environmental Responsibility

Forward Travel is committed to reducing environmental impact across all areas of its operations, with a structured focus on measurable emissions reduction, responsible consumption of resources, and the long-term protection of natural ecosystems. Carbon footprint reduction is prioritised through the implementation of comprehensive, Gold Standard-certified carbon offset programmes applied to all itineraries. These programmes are selected to

ensure verifiable environmental integrity, transparency of impact, and alignment with internationally recognised climate standards. In addition, Forward Travel actively seeks to partner with transport providers that demonstrate demonstrable investment in fuel-efficient technologies and low-emission operational practices, while also encouraging travellers to adopt lower-impact transport options wherever practical. This includes the use of direct flight routing to reduce unnecessary emissions, as well as alternatives such as rail travel, electric vehicle transfers, and cycling-based touring experiences where infrastructure allows.

Sustainable transportation principles are embedded directly into itinerary planning and product design. Preference is given to public transport systems in destination, as well as walking-based exploration and cycling itineraries that reduce reliance on motorised transport while enhancing cultural immersion. Forward Travel also seeks to collaborate with, and where possible support, transport providers transitioning toward electric or hybrid fleets. This includes engagement with emerging mobility solutions that contribute to decarbonising tourism-related transport networks over time.

In relation to accommodation, Forward Travel prioritises partnerships with eco-lodges, sustainability-certified hotels, and properties that demonstrate verified commitments to environmental management systems. Key selection criteria include the use of renewable energy sources, implementation of water conservation technologies, responsible waste management practices, and transparent sustainability reporting. Accommodation partners are assessed not only on comfort and service standards, but also on measurable environmental performance and long-term sustainability credentials.

Waste management is treated as a core operational requirement across all travel services. Forward Travel maintains a strict commitment to the elimination of single-use plastics wherever operationally feasible. This is supported through the provision of reusable travel essentials for clients, including water bottles, cutlery, and reusable carry items, designed to reduce dependency on disposable alternatives. In parallel, all suppliers and partners are required to demonstrate robust recycling systems, waste separation processes, and compliance with responsible disposal practices appropriate to their destination context.

Energy efficiency is integrated into both corporate operations and supplier engagement frameworks. Forward Travel operates offices that prioritise energy-efficient design and equipment, including the use of renewable energy sources where available, LED lighting systems, and energy-efficient appliances. This internal commitment is reinforced externally through ongoing engagement with accommodation and service partners, with encouragement to transition toward renewable energy adoption and improved energy management practices as part of broader sustainability development.

Finally, biodiversity protection forms a fundamental component of Forward Travel's environmental responsibility framework. All activities are planned with careful consideration of ecological sensitivity, with particular attention given to avoiding disturbance in habitats during critical periods such as breeding, nesting, and migration cycles. Forward Travel collaborates with conservation organisations, local environmental groups, and community stakeholders to support biodiversity preservation initiatives, habitat restoration projects, and conservation funding programmes. Through these partnerships, the company aims to ensure that tourism contributes positively to ecological resilience and the long-term protection of natural environments in destination regions.



Cultural & Social Responsibility

Forward Travel is committed to ensuring that all travel experiences are developed and delivered in a manner that actively upholds cultural integrity, strengthens local communities, and promotes equitable participation in the economic benefits of tourism. Cultural and social responsibility is embedded throughout the design, planning, and delivery of all itineraries, with a clear emphasis on respect, authenticity, and long-term positive impact in destination regions.

Community collaboration is a foundational principle of Forward Travel's approach. Travel experiences are developed in close partnership with local stakeholders, including community leaders, cultural practitioners, guides, and locally owned enterprises. This co-creation process is designed to ensure that experiences are not only authentic and culturally appropriate but also deliver tangible economic and social value to the communities involved. Travellers are supported through structured guidance that encourages respectful cultural exchange, with particular attention given to local customs, traditions, belief systems, and social norms. This includes pre-departure education and on-ground briefings designed to foster informed and respectful engagement.

Cultural preservation is fully integrated into itinerary development and destination selection processes. Forward Travel prioritises engagement with heritage sites, cultural landscapes, and traditional practices in a manner that supports their protection, continuity, and long-term sustainability. Experiences are carefully designed to avoid any form of cultural commodification, misrepresentation, or superficial engagement. Instead, emphasis is placed on context, interpretation, and meaningful understanding, ensuring that cultural encounters are approached with dignity and respect for their origins and significance.

Forward Travel maintains a firm commitment to fair trade and ethical operational standards across its entire supply chain. All suppliers, partners, and service providers are required to demonstrate adherence to fair remuneration structures, safe and lawful working conditions, and recognised ethical employment practices. Preference is consistently given to locally made, locally sourced, and sustainably produced goods and services, thereby ensuring that economic value is retained within destination communities and contributes to local development outcomes.

In addition, Forward Travel enforces a strict zero-tolerance policy toward orphanage tourism and any form of activity that exploits vulnerable individuals or communities. All partnerships and experiences are assessed against clear ethical criteria to ensure they uphold dignity, safeguard wellbeing, and avoid any practices that may contribute to harm or dependency. Through this approach, Forward Travel seeks to ensure that tourism operates as a positive force for cultural preservation, social equity, and community empowerment.

Economic Responsibility

Forward Travel is committed to ensuring that tourism functions as a meaningful and sustained contributor to local and regional economies, rather than a transient or uneven source of revenue. Economic responsibility is embedded into itinerary design, supplier selection, and partnership development, with a clear focus on maximising in-destination value retention and supporting long-term community prosperity.

Support for Local Economies

Forward Travel actively prioritises the use of locally owned and operated businesses across all destinations. This includes accommodation providers, restaurants, transport operators, guides, cultural practitioners, and independent artisans. Wherever feasible, supplier selection favours enterprises that demonstrate strong local ownership structures, transparent labour practices, and direct community reinvestment.

Itineraries are designed with a deliberate intent to distribute economic benefits beyond primary tourism centres. This includes integrating regional towns, rural communities, and lesser-visited destinations into travel routes, thereby reducing overconcentration in established tourism hubs. This approach supports a more balanced flow of visitor expenditure and contributes to broader regional development.

Forward Travel also places emphasis on the promotion of authentic, locally produced goods and services. Travellers are encouraged to engage directly with local markets, craftspeople, and food producers, ensuring that economic value is retained within the communities that create and sustain these offerings. This approach is reinforced through supplier vetting processes and on-ground partner selection criteria.

Sustainable Investments

A structured commitment is maintained whereby a defined portion of company profits is allocated to initiatives that generate long-term social, environmental, and educational outcomes within destination regions. These investments are prioritised toward projects that demonstrate community leadership, measurable impact, and alignment with conservation or development goals.

Forward Travel seeks to establish and maintain partnerships with local social enterprises, non-governmental organisations, and environmentally responsible businesses that operate with clear social value objectives. These partnerships are assessed not only on commercial viability but also on their contribution to capacity building, employment generation, and community resilience.

Investment decisions are reviewed periodically to ensure alignment with evolving sustainability priorities and to maintain transparency in the allocation of funds. Where possible, initiatives are structured to encourage local participation in governance, implementation, and long-term stewardship.

Measurable Goals and Accountability

Forward Travel has established clear, time-bound targets to ensure accountability and continuous improvement in its economic impact. By 2027, the organisation is committed to ensuring that a minimum of 75% of all suppliers engaged across its operations are locally owned, with verified tracking mechanisms in place to monitor compliance.

In addition, Forward Travel is actively working to increase the proportion of total trip expenditure that remains within destination economies. This is measured through ongoing supplier audits, cost-flow analysis, and periodic impact assessments designed to evaluate how and where tourism revenue is distributed.

These metrics are reviewed on an annual basis, with results informing procurement strategy, partnership decisions, and product development. Continuous improvement is embedded as a core principle, ensuring that economic benefits are not static, but progressively enhanced over time in line with sustainability objectives.

Traveller Education & Engagement

Forward Travel is committed to fostering informed, responsible, and engaged travellers through a structured approach to sustainability education before, during, and after each journey. Traveller education is recognised as a critical component in achieving meaningful and lasting positive impact, ensuring that clients are not only participants in travel experiences, but also active contributors to responsible tourism outcomes.

Pre-trip education forms the foundation of this engagement strategy. All clients are provided with comprehensive sustainability guides tailored to their specific destinations, outlining key environmental considerations, cultural expectations, and responsible travel behaviours. These materials are complemented by structured pre-departure briefings, which provide further insight into local customs, environmental pressures, and appropriate visitor conduct. The objective is to ensure travellers arrive well-informed, culturally aware, and prepared to engage respectfully with both people and place.

On-trip sustainability is integrated directly into the travel experience through the inclusion of environmentally and socially responsible activities. Where appropriate, itineraries may incorporate participation in conservation initiatives such as reforestation projects, habitat restoration activities, or organised beach and community clean-ups. Forward Travel also prioritises the promotion of responsible wildlife experiences, ensuring that all encounters adhere to ethical viewing standards and contribute to conservation awareness. In addition, itineraries are designed to include lesser-visited destinations where appropriate, supporting the dispersal of tourism benefits and reducing pressure on over-visited sites.

Post-trip engagement is maintained as an ongoing component of the traveller relationship. Feedback is actively sought regarding sustainability performance, destination impact, and traveller experience, with insights used to inform continuous improvement in product design and operational practices. Clients are also encouraged to maintain their connection to destinations through continued support of local initiatives, charitable organisations, or by returning as informed and responsible advocates for the regions they have visited.

Forward Travel also offers travellers the opportunity to participate in a voluntary Sustainability Pledge. This pledge encourages clients to commit to responsible travel principles, including minimising environmental impact, respecting cultural norms, and supporting local economies. The pledge serves as both a personal commitment and a shared statement of intent, reinforcing the role of the traveller as an active partner in sustainable tourism outcomes.

Partnerships & Certifications

Forward Travel is committed to advancing its sustainability performance through recognised certification frameworks, strategic collaborations, and transparent communication practices. Partnerships and certifications are regarded as essential mechanisms for ensuring

accountability, continuous improvement, and alignment with internationally accepted sustainability standards within the global tourism industry.

Sustainability certification is actively pursued through established and reputable programmes, including Travelife, Green Globe, and EarthCheck. These frameworks provide structured benchmarks against which Forward Travel's policies, operational practices, and supply chain management can be independently assessed. The company is committed to ensuring that internal systems, procedures, and reporting mechanisms are continuously developed to meet and exceed the requirements of these and other relevant international sustainability standards. Certification is viewed not as a static achievement, but as an ongoing process of verification, improvement, and accountability.

Collaborative partnerships form a core component of Forward Travel's sustainability strategy. The company actively engages with non-governmental organisations, conservation groups, and sustainable tourism platforms to support environmental protection, community development, and responsible travel innovation. These collaborations are designed to facilitate knowledge sharing, co-developed initiatives, and direct support for conservation and social impact projects in destination regions. In addition, Forward Travel works with industry associations, destination management organisations, and relevant government bodies to contribute to the development and strengthening of responsible tourism policies and frameworks at both local and international levels.

Responsible marketing is a fundamental principle underpinning all external communications. Forward Travel is committed to full transparency in the representation of its sustainability practices, ensuring that all statements made are accurate, evidence-based, and reflective of actual operational performance. The company maintains a strict avoidance of greenwashing in any form, recognising the importance of integrity and trust in sustainability communication. Marketing and client communications are designed to present both achievements and ongoing areas for improvement in a balanced and honest manner, reinforcing a culture of accountability and continuous progress.

Continuous Improvement

Forward Travel is committed to an ongoing process of monitoring, evaluation, and enhancement of its sustainability performance across environmental, social, and economic dimensions. Continuous improvement is embedded as a core operational principle, ensuring that policies remain dynamic, evidence-based, and responsive to emerging best practice within the global sustainable tourism sector.

Monitoring & Reporting

Forward Travel will publish an annual sustainability report detailing its environmental, social, and economic impacts. This report will provide transparent disclosure of performance against established targets, including progress on emissions reduction, community engagement outcomes, and economic contribution to destination economies. The reporting framework will be structured around measurable annual objectives, enabling clear tracking of progress over time and facilitating accountability to internal and external stakeholders.

In addition to internal monitoring processes, Forward Travel will undertake regular independent third-party assessments to validate performance and ensure alignment with recognised sustainability standards. These external reviews will be complemented by structured stakeholder engagement processes, including feedback from destination partners, suppliers, clients, and community representatives. Insights gathered through these mechanisms will directly inform policy refinement and operational adjustments.

Staff Training & Innovation

Forward Travel is committed to ensuring that all employees receive ongoing training in sustainable tourism principles and responsible business practices. This includes induction-level education for new staff as well as continuous professional development opportunities focused on emerging trends, certification standards, and destination-specific sustainability considerations. Training programmes are designed to ensure that sustainability is understood and applied consistently across all roles and functions within the organisation.

A culture of innovation and continuous learning is actively encouraged within the workplace. Staff are supported in identifying and implementing new ideas that improve sustainability outcomes, enhance operational efficiency, and strengthen positive impact in destination communities. This includes fostering cross-functional collaboration and encouraging knowledge sharing across teams and partners.

Supplier Code of Conduct

Forward Travel will implement a formal Supplier Code of Conduct to clearly define expectations for all partners and service providers. This code will establish minimum standards relating to fair labour practices, environmental performance, and ethical business conduct. It will require suppliers to demonstrate compliance with applicable local laws as well as alignment with internationally recognised sustainability principles.

The Code of Conduct will form an integral part of supplier selection, contracting, and ongoing performance evaluation. Suppliers will be regularly assessed against these standards, with engagement focused on continuous improvement and capacity building where gaps are identified. Where necessary, corrective action processes will be implemented to ensure compliance and uphold the integrity of Forward Travel's sustainability commitments.

Ethical Considerations

Forward Travel is committed to maintaining the highest ethical standards across all aspects of its operations, with particular emphasis on animal welfare, human rights, and labour conditions. Ethical responsibility is treated as a non-negotiable foundation of all partnerships, supplier relationships, and travel experiences, ensuring that tourism activities do not contribute to harm, exploitation, or rights violations in any form.

Animal Welfare

Forward Travel maintains a strict policy prohibiting participation in, promotion of, or facilitation of any form of unethical wildlife tourism. This includes activities that involve animal cruelty, forced interaction, poor captivity conditions, or practices that compromise the physical or psychological wellbeing of animals. All wildlife-related experiences included within itineraries are subject to rigorous assessment to ensure alignment with recognised international animal welfare standards.

Preference is given to conservation-focused and observation-based wildlife experiences that prioritise natural behaviour, habitat preservation, and minimal human interference. Forward Travel works only with operators who demonstrate responsible wildlife management practices, including appropriate space provisions, ethical handling protocols where applicable, and a demonstrable commitment to conservation outcomes.

Human Rights & Labour

Forward Travel is firmly committed to upholding internationally recognised human rights standards across all destinations in which it operates. This commitment extends to ensuring that all travel experiences and supplier relationships are conducted in a manner that respects the dignity, safety, and fundamental rights of all individuals involved in the tourism supply chain.

The company maintains a strict refusal to engage with any partners, suppliers, or operators associated with exploitative, unsafe, or unlawful labour practices. This includes but is not limited to forced labour, child labour, unsafe working environments, and discriminatory employment conditions. Supplier due diligence processes are designed to identify and mitigate such risks prior to engagement, with ongoing monitoring to ensure continued compliance.

Forward Travel prioritises partnerships with organisations that demonstrate fair employment practices, respect for workers' rights, and adherence to local and international labour regulations. Where concerns are identified, engagement is either suspended or terminated in accordance with the company's ethical compliance framework, reinforcing a zero-tolerance approach to human rights violations within the tourism value chain.

Crisis Management & Climate Adaptation

Forward Travel is committed to maintaining robust, proactive frameworks to ensure the safety of travellers, the integrity of local partnerships, and the resilience of destination operations in the face of global uncertainty. This commitment extends across crisis preparedness, responsible disengagement protocols, and long-term climate adaptation strategies designed to safeguard both people and places.

Crisis Response

Forward Travel maintains a comprehensive crisis management plan designed to respond effectively to a range of potential disruptions, including political instability, public health

emergencies, natural disasters, and other unforeseen events that may impact travel safety or feasibility. This framework is regularly reviewed and updated to reflect evolving global risk environments and best practice standards in travel risk management.

In the event of a crisis, Forward Travel works in close coordination with local partners, suppliers, and ground operators to ensure rapid, informed, and coordinated responses. Clear communication protocols are established to prioritise traveller safety, minimise disruption, and reduce potential harm to local communities. Decision-making processes are guided by real-time intelligence, destination-specific risk assessments, and established emergency escalation procedures, ensuring that responses are both timely and proportionate.

Responsible Exit Strategies

Forward Travel recognises that responsible tourism engagement must also include the capacity to disengage ethically from destinations when continued operations are no longer viable or appropriate. To this end, the company maintains clear guidelines for responsible exit strategies that prioritise the welfare of local communities, the continuity of livelihoods where possible, and the preservation of respectful relationships with in-destination partners.

These guidelines are designed to ensure that any withdrawal from a destination is conducted in a structured, transparent, and collaborative manner. This includes appropriate notice periods, support for partner transition where feasible, and consideration of the broader socio-economic implications for affected communities. The objective is to avoid abrupt disengagement that could negatively impact local stakeholders who depend on tourism-related income.

Climate Adaptation

Forward Travel is committed to working collaboratively with destination partners to adapt tourism operations in response to the growing impacts of climate change. This includes engagement in resilience planning, infrastructure adaptation discussions, and the integration of climate risk considerations into itinerary design and destination selection.

The company actively supports the development of climate-resilient travel products that are designed to remain viable under changing environmental conditions. This involves reassessing seasonal travel patterns, diversifying destination offerings, and incorporating adaptive strategies that account for shifting weather patterns, ecosystem changes, and resource availability.

Through these efforts, Forward Travel aims to contribute to the long-term sustainability of tourism destinations, ensuring that travel remains both responsible and resilient in the context of ongoing climate change.

Closing Statement

Sustainability is fundamental to Forward Travel's identity, shaping not only how journeys are designed and delivered, but also how the organisation operates, partners, and evolves within the global travel landscape. This policy represents a living framework rather than a fixed



document, intended to adapt in response to emerging environmental, social, and economic challenges, as well as advancements in best practice across responsible tourism and sustainable development.

Forward Travel recognises that meaningful progress in sustainability requires ongoing reflection, accountability, and willingness to refine approaches over time. As such, this framework will continue to develop in alignment with new knowledge, evolving stakeholder expectations, and the growing urgency of global sustainability priorities.

The company remains committed to maintaining a forward-thinking approach that integrates responsibility into every aspect of its operations, ensuring that growth in travel is balanced with the protection of destinations, the empowerment of communities, and the preservation of cultural and natural heritage.

Forward Travel extends this commitment beyond its own operations, inviting travellers, partners, and destination communities to actively participate in shaping a more sustainable and equitable future for travel. Through shared responsibility and collaborative action, tourism can continue to serve as a positive force for connection, understanding, and long-term global stewardship.

