



Forward Travel Sustainability Policy

Executive Summary Forward Travel is committed to redefining the way we explore the world by integrating environmental stewardship, cultural respect, and economic inclusivity into every journey we design. Our goal is to create meaningful travel experiences that benefit people and the planet. This policy outlines our guiding principles and the actionable steps we take to ensure sustainability is embedded in all aspects of our operations.

Sustainability Vision & Mission

- **Vision:** To be a leading force in sustainable travel, where every journey with Forward Travel creates meaningful, positive impacts on the planet, people, and places.
- **Mission:** To offer transformative travel experiences that are environmentally responsible, socially inclusive, and economically empowering, ensuring the well-being of our destinations and their communities for future generations.

1. Environmental Responsibility

Carbon Footprint Reduction

- Implement comprehensive, Gold Standard-certified carbon offset programs for all trips.
- Partner with transport providers committed to fuel-efficient and low-emission technologies.
- Encourage direct flights and low-emission options such as trains, electric vehicles, and biking tours.

Sustainable Transportation

- Promote public transport, walking, and cycling tours where practical.
- Invest in or collaborate with providers of electric or hybrid transport solutions.

Sustainable Accommodation

- Select eco-lodges and certified sustainable hotels prioritising renewable energy, waste reduction, and water conservation.

Waste Management

- Eliminate single-use plastics in all operations.
- Provide reusable water bottles, cutlery, and bags to clients.
- Work exclusively with partners maintaining robust recycling and waste programs.

Energy Efficiency

- Operate energy-efficient offices using renewable sources, LED lighting, and energy-saving appliances.
- Promote renewable energy use among accommodation partners.

Biodiversity Protection

- Avoid visits to sensitive habitats during critical periods (e.g. breeding seasons).
 - Work with conservation partners to support biodiversity and habitat restoration projects.
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2. Cultural & Social Responsibility

Community Collaboration

- Co-create travel experiences with local communities that are authentic, respectful, and economically beneficial.
- Facilitate respectful cultural exchange and educate clients about local traditions.

Cultural Preservation

- Highlight heritage sites and traditional practices in ways that support conservation and avoid cultural exploitation.
- Avoid any activities that commodify or degrade cultural identity.

Fair Trade & Ethical Practices

- Ensure all suppliers are paid fairly and operate under ethical, safe working conditions.
 - Promote locally made, sustainably sourced products.
 - Prohibit orphanage tourism and other exploitative practices.
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3. Economic Responsibility

Support for Local Economies

- Direct travellers to local businesses, artisans, restaurants, and accommodation.
- Design itineraries that distribute benefits across both iconic and off-the-beaten-path destinations.

Sustainable Investments

- Allocate a percentage of profits to support local conservation, education, and community projects.
- Partner with local social enterprises and green businesses.

Measurable Goals

- By 2026, ensure at least 75% of Forward Travel's suppliers are locally owned.
 - Increase the percentage of trip expenditure retained locally year on year.
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4. Traveller Education & Engagement

Pre-Trip Education

- Provide comprehensive sustainability guides to all clients.
- Offer briefings on local customs, environmental challenges, and responsible travel behaviours.

On-Trip Sustainability

- Include eco-conscious activities (e.g. reforestation, beach clean-ups).
- Promote responsible wildlife experiences and educate travellers on best practices.
- Showcase lesser-visited destinations to disperse tourism benefits.

Post-Trip Engagement

- Collect client feedback on sustainability performance.
- Encourage clients to support local causes or revisit destinations as responsible advocates.

Travellers' Sustainability Pledge

- Offer clients a voluntary pledge to travel responsibly and minimise their footprint.

5. Partnerships & Certifications

Sustainability Certifications

- Actively pursue certifications such as Travelife, Green Globe, and EarthCheck.
- Ensure policies and practices evolve to meet international sustainability standards.

Collaborative Partnerships

- Partner with NGOs, conservation groups, and sustainable tourism platforms.
- Collaborate with industry and government bodies on responsible tourism policy development.

Responsible Marketing

- Maintain full transparency and avoid greenwashing.
- Accurately communicate both our sustainability efforts and areas for improvement.

6. Continuous Improvement

Monitoring & Reporting

- Publish an annual sustainability report outlining our environmental, social, and economic impacts.

- Set measurable annual goals and report progress to stakeholders.
- Conduct regular third-party assessments and stakeholder reviews.

Staff Training & Innovation

- Train all employees in sustainable tourism practices.
- Foster a workplace culture that values sustainability, innovation, and ongoing learning.

Supplier Code of Conduct

- Implement a formal code outlining expectations for fair labour, environmental performance, and ethical practices among partners.

7. Ethical Considerations

Animal Welfare

- Prohibit participation in or promotion of unethical wildlife tourism.
- Ensure all animal-related activities follow international animal welfare standards.

Human Rights & Labour

- Uphold human rights and fair working conditions in all destinations.
- Refuse to work with any partners linked to exploitative or unsafe labour practices.

8. Crisis Management & Climate Adaptation

Crisis Response

- Maintain a crisis management plan for political instability, pandemics, or natural disasters.
- Work closely with local partners to ensure quick, coordinated responses with minimal harm.

Responsible Exit Strategies

- Develop guidelines for ethically disengaging from destinations if continued travel becomes untenable.

Climate Adaptation

- Collaborate with destinations to adapt tourism operations to climate risks.
 - Develop climate-resilient travel products that ensure long-term sustainability.
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Conclusion Sustainability is central to Forward Travel's identity. This policy is not static, it evolves alongside our understanding of global challenges and our commitment to being a responsible, forward-thinking travel company. We invite our travellers, partners, and communities to join us in shaping a more sustainable travel future.

