

Sustainability policy of DMC SVETA ANA - CROATIE



Purpose

The incoming travel agency Sveta Ana d.o.o. is committed to sustainable development. The purpose of this policy is to organise trips with the less impact on the environment, to manage our company in its full social dimension, to value work and to protect our destination, Croatia.

Scope

This policy applies to our company and its employees, our suppliers and our travelers, in fact to the whole trips production chain. Our sustainability manager, Roger Schlachter, is responsible for implementing the company's sustainability policy.

Sustainability management & legal compliance

Sustainability commitment

Sveta Ana's 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

The travel agency Sveta Ana 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.

Sveta Ana 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, sexual harassment and exploitation in the workplace and 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

- The travel agency Sveta Ana 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.

Carbon management of office operations

- Sveta Ana 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 use of eco modes of transportation.
 - Implementing procedures such as [e.g. following proper maintenance for vehicle fleet, offering incentives such as bike rental stipend and showers].
 - Installing energy efficient equipment and appliances [where appropriate/possible]

Land use

- Sveta Ana's offices are 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.

General suppliers policy

- The travel agency Sveta Ana 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.
- Sveta Ana 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.
- Sveta Ana 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, Sveta Ana prefers to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.
- Sveta Ana expects its suppliers to adhere to a Code of Ethics, 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 the local tourist economy branch and encourage short circuits (local products, local partners and internal working team...)

Our complete supplier Code of Ethics is available here: [\[link to document/website\]](#).

- Following a zero-tolerance policy, Sveta Ana will immediately terminate any relationships with suppliers that violate our policies/the Code of Ethics, specifically through acts of bribery, corruption, discrimination, and violation of human rights.
- Sveta Ana raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
- Sveta Ana 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.
- Sveta Ana 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

- Sveta Ana only works with partner agencies that adhere to the company's Code of Ethics.
- In the entire process of developing and operating our travel packages, Sveta Ana expects partner agencies to act in the best interests of the surrounding communities and environment as well as our guests.
- Sveta Ana provides partner agencies opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

Transport

- Sveta Ana only works with transport providers that adhere to the company's Code of Ethics.
- When selecting transport for guests and business related travel, Sveta Ana 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.
- Sveta Ana has implemented clear guidelines for reducing GHG emissions from transport and selecting the most environmentally friendly transport options, including the following measures:
 - Preferring ground transport over air transport for short-haul travel destinations
 - Avoiding in-destination flights as much as possible
 - Offering rail-and-fly transport to and from the airport
 - Using public transportation options in the destinations
 - Using appropriate vehicle sizes for group sizes and purchasing most efficient vehicles available
 - Training drivers on eco-driving techniques
- Sveta Ana endeavours – and has a system in place – to measure and compensate for the unavoidable GHG emissions produced from transportation. Compensation costs are either included by default in the package price or compensation is actively promoted to the clients as a booking option.

Accommodations

- Sveta Ana only works with accommodations that adhere to the company's Code of Ethics.
- In the accommodation selection process, Sveta Ana considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental

footprint.

- Sveta Ana favours the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions

Activities & Excursions

- Sveta Ana only works with excursion providers that adhere to the company's Code of Ethics.
- All excursions and activities run by or on behalf of Sveta Ana respect local customs, traditions, cultural integrity, and natural resources.
- Sveta Ana commits to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.
- Sveta Ana gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.
- Sveta Ana has clear guidelines/Codes of Conduct 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.
- Sveta Ana provides excursion and attraction providers opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

Tour leaders, local representatives, and guides

- Sveta Ana 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 Sveta Ana.
- Sveta Ana 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 Sveta Ana are trained regularly and knowledgeable in the sustainability topics of the destination.
- Sveta Ana provides guides with learning opportunities on sustainability topics including providing free access to the Travelife online learning platform.

Destinations

Sustainable destinations

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

Contribution to local communities / local economic network

- Sveta Ana 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
 - 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

- Sveta Ana 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

Customer communication and protection

Privacy

- Our customer protection is our priority. Therefore, we maintain a clear privacy policy [add link] to ensure
 - Legal compliance in all regards
 - Customers and their data are protected
 - Customers know how their information is being used

Marketing and communication

- Sveta Ana 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.

Customer experience

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

Contact / Responsible person

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, Roger Schlachter, who can be reached at roger@sveta-ana-travel.com

Definitions

“A good trip” is defined as “an authentic and personal experience of a territory in all its dimensions, human and natural. It is optimised to use as little energy as possible. It enriches the destination and the guest in a win-win relation.”

Effective date

This policy is effective from 01.11.2023.

Revision history

This policy will be revised every 2 years if necessary.