

## G for Good

# What responsible travel means to us

We're a social enterprise and we've been pioneers of community tourism since the day we started our tours 30 years ago. Our tours, built together through meaningful relationships with local communities, directly benefit the people and places we visit. But it doesn't stop there.

The communities we impact extend far beyond these destinations, to our employees, supplier and agent partners, small business owners, customers, social followers, and travellers just like you. And we're trying to bring more people into this larger community to power its potential, including local and Indigenous communities, women, youth, cultures across borders, people who have traditionally been marginalized or undervalued. It's a ripple effect.

So, when you travel with us, with our community, you'll get a more enriching experience that gives back and helps make the world better. And by changing the way we see ourselves and our relationship with the world, we can make a difference in our own communities back home, too. The ripples keep getting bigger. It's about changing people's lives through travel, all while having the time of your life. Come together, and join our movement.

### **Our tours change lives by benefiting communities in the destinations we travel to:**

- We measure the real-world impact we are having through our G Local Survey which shows that our tours have a positive ripple effect on local communities. Most tours now have a Ripple Score, which we plan to continually improve.
- We employ local staff to guide our tours and local businesses to host, transport and provide activities for our travellers. This boosts the local economy and makes for better tours as those we work with have extensive knowledge of local culture, nature and heritage.
- We encourage our suppliers to purchase goods and services locally, offer our customers meals at locally owned restaurants and serve meals made with fresh, local ingredients - multiplying the ripple effect.



### **We give back, to invest in the future:**

- We support Planeterra, a non-profit turning travel into impact by building a network of community tourism enterprises around the world, ensuring tourism dollars stay in the hands of local people and their families. Together, we are working to integrate 100 community tourism enterprises into tour itineraries, so travellers can give back while they are on a G Adventures trip.
- Our G Expedition Ship raises money for the Ocean Health Fund to support projects that protect marine wildlife.
- We invest in training and development to help our staff fulfil their potential and create new opportunities. The G Values Fund provides low interest loans for former G Adventures CEOs (tour leaders) to kick-start their own businesses, which enhance the experience of our travellers and have a positive impact on local communities.

### **We treat employees and local people fairly and with respect:**

- We make G Adventures a great place to work by designing exciting and inspiring workplaces, offering great benefits and ensuring we pay a Living Wage. We ensure our employees are treated fairly and treat each respectfully through our Employee Conduct Policy.
- We have an equal opportunities policy which is integrated into all areas of our business.
- We make child welfare a priority. In 2016, we partnered with Friends-International to develop the Global Good Practice Guidelines on child welfare in the travel industry and have since been awarded ChildSafe certification globally
- We respect the rights of Indigenous people by adhering to the principles in our guidelines on Responsible Travel with Indigenous Communities, which form the basis of our policy on travel with Indigenous people.
- We provide travellers with guidance on how to respect the cultural and religious beliefs of local communities through our Traveller Conduct Policy.
- We publish an annual Modern Slavery statement and take steps to address any risk of human rights abuses in our supply chain.

### **We care for the environment:**

- We run our offices and tours responsibly by, for example: purchasing renewable energy, monitoring resource consumption, minimising waste and raising awareness on key issues.
- We encourage our suppliers to reduce the environmental impact of their operations and take steps to protect natural habitats.
- We encourage participation in citizen science projects on our expedition vessels, to collect data for expert organisations worldwide, and educate travellers on conservation, biodiversity and climate change through on board lectures.
- We are committed to working with our suppliers, partners, employees and travellers to reduce unnecessary single-use plastics throughout our operations, including in our offices and on the tours we run, through our Plastics Partnership Project [gadventures.com/about-us/responsible-travel/plastics-partnership-project/](https://gadventures.com/about-us/responsible-travel/plastics-partnership-project/)

