



# SUSTAINABILITY POLICY

MATOKE TOURS





# Sustainability Policy

## CONTENTS

Purpose.....	4
Scope .....	4
Sustainability management & legal compliance .....	5
Sustainability commitment .....	5
Sustainability management & legal compliance .....	5
Internal management: social policy & human rights .....	5
Employees .....	5
Internal management: environment.....	6
Environmental management of office operations .....	6
Carbon management of office operations .....	6
Land use.....	6
Local commitment.....	7
General suppliers policy .....	8
Inbound partner agencies .....	9
Transport .....	9
Accommodations.....	9
Activities & Excursions.....	10
Tour leaders, local representatives, and guides.....	10
Destinations.....	11
Sustainable destinations.....	11
Contribution to local communities / local economic network.....	11
Environmental stewardship in destinations.....	11
Use of Plastic .....	11
Animal welfare .....	12
Customer communication and protection .....	13
Privacy .....	13
Marketing and communication .....	13
Sustainability communication .....	13
Customer experience .....	13
Contact / Responsible person .....	14



# Sustainability Policy

Definitions .....	14
Definition of hazardous material.....	14
Definition of Memorandum of Understanding .....	14
Definition of CITES .....	14
Effective date.....	15
Revision history .....	15



# Sustainability Policy

## Purpose

Matoke Tours has developed a comprehensive sustainability plan to address environmental, social, and economic considerations within our operations. The challenge is to keep these three pillars in balance, because all three are equally important.

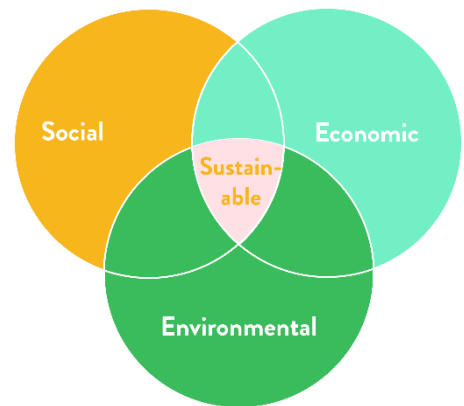
One of the key objectives of Matoke Tours' sustainability plan is to preserve the natural environment and biodiversity of the regions we operate in. We achieve this by actively engaging in conservation efforts, supporting local initiatives, and promoting environmentally friendly practices among our staff, partners, and clients.

In addition to environmental conservation, Matoke Tours is committed to supporting local communities and enhancing their socio-economic well-being. We do so by prioritizing partnerships with local suppliers, hiring local staff, and facilitating community development projects. By incorporating local communities into the tourism value chain, Matoke Tours ensures that economic benefits are distributed more equitably and that communities have a stake in the preservation of their natural and cultural heritage.

Matoke Tours' sustainability plan also focuses on cultural preservation and promoting respect for local traditions and customs. We prioritize responsible cultural interactions, ensuring that travellers have authentic and meaningful experiences while also respecting the dignity and privacy of local communities. We actively educate our clients about local customs, etiquette, and traditions, fostering cross-cultural understanding and appreciation.

Furthermore, Matoke Tours is dedicated to promoting awareness and education about environmental, social, and economic impact within the travel industry. We actively engage in partnerships and collaborations with organizations, governments, and local communities to share best practices, develop sustainable tourism policies, and raise awareness about the importance of responsible travel.

The purpose of Matoke Tours is to create a positive and lasting impact on the destinations we operate in. By integrating environmental stewardship, community development, cultural preservation, and industry collaboration, Matoke Tours demonstrates that responsible tourism can be both ethical and rewarding.



## Scope

This policy applies to all operations at the Matoke Tours office in The Netherlands, from sales to the executive level of our company. Staff, suppliers, and partners are expected to fully uphold objectives under this policy whenever possible within prevailing budgets.



## Sustainability management & legal compliance

### Sustainability commitment

Matoke Tours leadership is wholly committed to the company's performance on environmental, social, and economic topics and endorses the company's sustainability mission statement and policy.

We will use the Travelife platform to report on our 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

Matoke Tours 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.

Matoke Tours 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 (part of our supplier contracts), including a zero-tolerance policy for corruption, bribery, forced labour, and discrimination.

## Internal management: social policy & human rights

### Employees

- ☺ Matoke Tours supports both career-related and job-related professional development activities.
- ☺ Matoke Tours is committed to the principle of fair and equal pay for similar work and for work of equal value for all its employees, and contractors, regardless of gender/sex, race, national origin, marital status, age, religion.
- ☺ Matoke Tours is committed to fostering a safe, healthy, and inclusive work place/work culture where all employees are able to perform their duties/to recognise their potential.
- ☺ Matoke Tours is committed to a zero-tolerance policy for acts of bribery, corruption, discrimination, and violation of human rights, including forced labour, human trafficking, and all rights of children.
- ☺ Matoke Tours further expects this commitment from all partners and suppliers.



## Internal management: environment

### Environmental management of office operations

Matoke Tours 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.
- ☛ Matoke Tours is committed to fostering a safe, healthy, and inclusive work place/work culture where all employees are able to perform their duties/to recognise their potential.
- ☛ Matoke Tours is committed to a zero-tolerance policy for acts of bribery, corruption, discrimination, and violation of human rights, including forced labour, human trafficking, and all rights of children.
- ☛ Matoke Tours further expects this commitment from all partners and suppliers.

### Carbon management of office operations

Matoke Tours 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 and we commit to offsetting our carbon from our business flights via greening projects of JustDiggit.
- ☛ Aiming to monitor and measure our carbon footprint to be able 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.
- ☛ We offer full Public Transportation compensation for staff to travel to and from work.
- ☛ Installing energy efficient equipment and appliances where possible

### Land use

- ☛ Matoke Tours office is 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.



# Sustainability Policy

## Local commitment

In addition to all projects Matoke Tours supports in Africa, Matoke Tours also takes social responsibility in its own country by donating to designated project(s) in The Netherlands.

We donate to “Stichting De Vakantiebank”. The aim of this foundation is to offer people with an income around the social security standard a carefree holiday week, to get a break from their home situation and to gain new energy.



# Sustainability Policy

## General suppliers policy

- ☛ Matoke Tours 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.
- ☛ Matoke Tours 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.
- ☛ Matoke Tours 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, Matoke Tours prefers to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.
- ☛ Matoke Tours offers incentives for partners that are actively engaged in sustainable operations.
- ☛ Matoke Tours expects its suppliers to adhere to a Memorandum of Understanding, 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 Matoke Tours
- ☛ Following a zero-tolerance policy, Matoke Tours will immediately terminate any relationships with suppliers that violate Memorandum of Understanding, specifically through acts of bribery, corruption, discrimination, and violation of human rights.
- ☛ Matoke Tours raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
- ☛ Matoke Tours 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.
- ☛ Matoke Tours 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.





# Sustainability Policy

## Inbound partner agencies

- ✎ Matoke Tours only works with partner agencies who engage in socially responsible actions and promote an ethical treatment of their employees.
- ✎ We monitor our suppliers periodically based on the sustainability policy statements (surveys) and ensure their commitment through the Memorandum of Understanding.
- ✎ In the entire process of developing and operating our travel packages, Matoke Tours expects partner agencies to act in the best interests of the surrounding communities and environment as well as our guests.
- ✎ Matoke Tours provides partner agencies opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

## Transport

- ✎ When selecting transport for guests and business related travel, Matoke Tours 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.
- ✎ Matoke Tours has implemented clear guidelines for reducing GHG emissions from transport and selecting the most environmentally friendly transport options - where applicable -, including the following measures:
  - Using direct flights where possible
  - Using airlines that have the latest airplane models
  - Using appropriate vehicle sizes for group sizes and purchasing most efficient vehicles available
- ✎ Matoke Tours endeavours – and has a system in place – to measure and compensate for the unavoidable GHG emissions produced from air transportation. Compensation costs are either included in the package price, for the remaining part compensation is actively promoted to the clients as a booking option.

## Accommodations

- ✎ Matoke Tours prefers to work with suppliers who engage in socially responsible actions and promote an ethical treatment of their employees.
- ✎ In the accommodation selection process, Matoke Tours considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint.
- ✎ Matoke Tours always promotes the use of local staff, and supports training and education initiatives.
- ✎ Matoke Tours does not offer products or services of excursions, lodging and other touristic suppliers who damage or violate the human rights, fauna or flora, or other natural resources.



## Activities & Excursions

- ☛ Matoke Tours prefers to work with suppliers who engage in socially responsible actions and promote an ethical treatment of their employees.
- ☛ Matoke Tours works with inbound local agents who will book/organise the activities and excursions. All excursions and activities on behalf of Matoke Tours respect local customs, traditions, cultural integrity, and natural resources.
- ☛ Matoke Tours commits to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.
- ☛ Matoke Tours gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.
- ☛ Matoke Tours has shared clear guidelines (MoU) for environmentally and culturally sensitive excursions offered by or on behalf of the company. These guidelines are actively communicated to guests (on our website and travellers information documents) and our local agents, who instruct the local excursion providers.
- ☛ Matoke Tours provides our local agents the opportunity for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

## Tour leaders, local representatives, and guides

- ☛ Matoke Tours prefers to work with local suppliers who engage in socially responsible actions and promote an ethical treatment of their employees.
- ☛ Matoke Tours 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 Matoke Tours.
- ☛ Matoke Tours 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 Matoke Tours are trained regularly and knowledgeable in the sustainability topics of the destination.
- ☛ Matoke Tours also makes sure the guides act according a strict code of ethics around Africa's precious nature and wildlife.



## Destinations

### Sustainable destinations

- ✎ Matoke Tours prefers to work in destinations that have committed to sustainability as an integral part of community and destination development.
- ✎ We aim to provide tourists with relevant information about our destinations. Also we encourage responsible tourism behaviour via our website, our social media channels and newsletters.

### Contribution to local communities / local economic network

Matoke Tours 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 visit local projects and see sustainable initiatives during their tour through the destination.
- ✎ 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

Matoke Tours 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

### Use of Plastic

Matoke Tours commits to keep the destinations in which we operate as free from plastic pollution as possible and to reducing the use of plastic on the trips we organize by:

- ✎ Educating our guest about the use of plastics
- ✎ Encourage our local agents to minimise the use of single-use plastics on our trips, and instead using refillable bottles for our guests



# Sustainability Policy

## Animal welfare

Matoke Tours commits to animal welfare. If a supplier (or any of its partners) is involved in any form of keeping animals in captivity (e.g. as part of entertainment, elephants, and lions in captivity, etc.), all animals must be acquired in accordance with the legal established guidelines and comply with CITES: the Convention on International Trade in Endangered Species of Wild Fauna and Flora ([www.cites.org](http://www.cites.org)).



# Sustainability Policy

## 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

- ☺ Matoke Tours 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
- ☺ Responsible shopping and illegal souvenirs
- ☺ Plastic reduction and minimizing single-use plastics
- ☺ Responsible behaviour in natural environment and around wildlife
- ☺ How customers can contribute themselves to travel on a sustainable manner

### Customer experience

- ☺ Matoke Tours maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability.
- ☺ Matoke Tours 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



# Sustainability Policy

## Contact / Responsible person

Our management is responsible for enabling employees to contribute to our environmental objectives and to implement this policy.

If you have any questions about our sustainability policy and practices, please contact our Sustainability Manager / Director Wim Kok ([wim@matoketours.nl](mailto:wim@matoketours.nl)) or Sustainability Coordinator Mariëlle Koudijs ([marielle@matoketours.nl](mailto:marielle@matoketours.nl))

## Definitions

### Definition of hazardous material

Hazardous Material: A product, waste or combination of substances which because of its quantity, concentration, physical, chemical, toxic, radioactive, or infectious characteristics may reasonably pose a significant, actual, or potential hazard to human health, safety, welfare, or the environment when improperly treated, stored, transported, used, disposed of, or otherwise managed. Hazardous materials include - without limitation - synthetic organic chemicals, petroleum products, heavy metals, radioactive or infectious materials, and all substances defined as "toxic" or "hazardous" under MGL Chapters 21C and 21 E using the Massachusetts Oil and Hazardous Material List in 310 CMR 40.

### Definition of Memorandum of Understanding

A memorandum of understanding (MoU) is a type of agreement between two or more parties. It expresses a convergence of will between the parties, indicating an intended common line of action. It is often used either in cases where parties do not imply a legal commitment or in situations where the parties cannot create a legally enforceable agreement. It is a more formal alternative to a gentlemen's agreement. Matoke Tours works in partnership with suppliers who believe in sustainability values. In this document it means that Matoke Tours is committed to the principle of responsible tourism and works according to a responsible tourism policy. As part of this we carefully select our partners and ask them to join us in support of responsible tourism and by this to positively contribute towards the destinations economy, environment and people. Signing the MoU showcases the joint commitment to responsible tourism and the partner's support of our mission.

### Definition of CITES

Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) is an international agreement between governments. The aim is to ensure that international wildlife trade does not endanger their survival. More information on [www.cites.org](http://www.cites.org)



# Sustainability Policy

## Effective date

This policy is effective from 01-01-2023

## Revision history

This policy was made on 26-01-2023  
This policy was revised on 22-06-2023  
This policy was revised on 18-01-2024  
This policy was revised on 17-02-2025