



KIBUYU AFRICAN SAFARIS

SUSTAINABILITY POLICY

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CHAPTER 1. SUSTAINABILITY MANAGEMENT AND CONTROL

1.1. Introduction

Introduction: Kibuyu African Safaris, we are committed to promoting sustainable tourism practices that protect the environment, support local communities, and ensure economic viability. Our sustainability policy reflects our dedication to responsible travel and our mission to provide enriching and eco-friendly safari experiences.

Therefore, we are committed to promoting sustainability. We aim to follow, implement and promote good sustainability practices to maximize positive impacts and minimize negative impacts on tourism of our operations and to influence our clients and partners to do the same.

1.2. Vision

To be a leading safari company that sets the standard for sustainable tourism in Tanzania, promoting conservation, community well-being, and cultural heritage.

1.3. Sustainability Objectives

- a) Reduce our environmental impact through sustainable resource management.
- b) Support and engage with local communities to foster economic and social benefits.
- c) Promote responsible tourism practices among our clients and partners.

1.4. Sustainability Management & Legal Compliance

We commit to sustainability management, practiced by these following actions:

- a) To have an appointed employee who is responsible for sustainability coordinator tasks;

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- b) To have a sustainability mission statement that is communicated through company website and briefings if need arise.
- c) To have an accessible and written sustainability policy that aims for a reduction of the negative social, cultural, economic and environmental impacts of the company's activities; and includes employee related health and safety aspects;
- d) To collaborate and actively involved in external forums and working groups which are supportive to sustainability in tourism;
- e) To conduct baseline assessment of the company's performance on sustainable practices;
- f) To have sustainability guidelines and assessment system in place to identify the sustainability performance of key suppliers/partners;
- g) To have sustainability action plan with clear targets, actions, measures, responsibilities and time planning;
- h) To develop documented procedures to monitor and evaluate the implementation of the sustainability policy, objectives and targets;
- i) To ensure company's transparency in sustainability by public reporting and communicating;
- j) To ensure that all staff are fully aware of our Sustainability Policy and are committed to implementing and improving it.

We commit to complying with all national legislation, regulations and codes of practice.



CHAPTER 2. KEY AREAS OF FOCUS

2.1. Environmental Impact

a) Waste Management

- Implement waste reduction, recycling, and proper disposal practices.
- Minimize single-use plastics and encourage the use of eco-friendly products.

b) Energy Efficiency

- Adopt energy-saving technologies and practices in our operations.
- Use renewable energy sources wherever possible.

c) Water Conservation

- If possible, implement water-saving measures in our premises.
- If Possible, educate staff and guests on the importance of water conservation.

d) Carbon Footprint Reduction

- Offset carbon emissions from our operations and safari activities.
- Promote low-impact travel options and conservation projects.

2.2. Social Responsibility

a) Community Engagement

- Support local education, healthcare, and infrastructure projects.
- Engage in fair trade practices and support local artisans and businesses.

b) Fair Labor Practices

- Ensure fair wages, safe working conditions, and equal opportunities for all employees.
- Promote training and development programs for staff.



c) Support for Local Businesses

- Source products and services from local suppliers to stimulate the local economy.
- Promote cultural heritage and responsible tourism practices.

2.3. Economic Viability

a) Sustainable Business Practices

- Ensure long-term profitability through responsible and ethical business operations.
- Continuously seek innovative solutions to enhance sustainability.

b) Monitoring and Reporting

We will regularly monitor our sustainability performance and report our progress to stakeholders. This includes:

- Sustainability reports outlining achievements and areas for improvement.
- Regular reviews of our sustainability action plans and objectives.

2.4. Commitment to Continuous Improvement

We are dedicated to continuously improving our sustainability practices. We will stay informed about new developments, technologies, and best practices in sustainable tourism and incorporate them into our operations.

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CHAPTER 3. INTERNAL MANAGEMENT

3.1. Social Policy

We commit to sustainable internal management by having clear written and well-communicated social policy that includes the following principles: -

- a) To grant employees the freedom of employment and contract termination with notice (ideally minimum one month) and without penalty
- b) To include labor conditions according to national labor law and a job description in the employment contract;
- c) Wage rate is to be mentioned in the contract and equals or above the national legal wage;
- d) To ensure that staff are working under allowable working hours based on agreement and that no staff shall work overtime;
- e) To grant employees fixed paid yearly holiday and sick leave;
- f) To have health and safety policy for employees which complies to national legal standards;
- g) To have first aid sets and trained staff are available at all relevant locations;
- h) To have a clear disciplinary procedure that is effectively communicated with employees;
- i) To have a measurement system for employee satisfaction on a regular basis;
- j) To provide periodic guidance and training for employees on roles, rights and responsibilities regarding health and safety issues. This includes fire and relevant natural disasters;
- k) To create opportunities for students in participating in traineeship/internship/apprenticeship;
- l) To encourage employment opportunities for persons with special needs.

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3.2. Human Rights

We commit to practice human rights by ensure the enforcement of following practices:

- a) To declare not to hinder trade union membership, collective labor negotiations and representation of members by trade unions;
- b) To participate and comply with a (sector wide) collective labor condition negotiation structure (if locally existing)
- c) To prohibit discriminations, regard to recruitment, conditions of employment, access to training and senior positions, or promotion in terms of gender, race, age, disability, ethnicity, religion/beliefs or sexual orientation;
- d) To ensure all employees have an equal chance and access to resources and opportunities for personal development through regular training, education.

3.3. Environment and community relations

We commit to practice environmental protection and enhance community relations by ensuring the enforcement of following practices:

- a) Actively reduce the use of disposable and consumer goods;
- b) Favor the purchase of sustainable goods and services, office and catering supply, giveaways and merchandise;
- c) Purchase products in bulk, to reduce the amount of packaging materials;
- d) Set copy and printing machines by default to double-sided printing or other forms of paper saving modes;
- e) Use cleaning materials which are non-hazardous, non-eutrophic and biodegradable and are certified with an eco-label, if locally available;
- f) Print brochures on environmentally friendly paper, if locally available at reasonable costs;
- g) Purchase green energy and energy efficient lighting for all areas, when available;

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- h) Switch off Lights and equipment when not in use and set equipment by default in the energy saving mode, where this is feasible;**
- i) Prefer low energy equipment when buying new items, including considerations of cost and quality;**
- j) Use sustainable water sourcing, which does not adversely affect environmental flows;**
- k) Comply with the national legislation concerning waste disposal;**
- l) Develop and implement a solid waste reduction and recycling policy, with quantitative goals;**
- m) Take measures to reduce the amount of packaging materials and not provide non-recyclable or non-biodegradable package materials;**
- n) Take action to reduce the amount of (non-refillable) plastic bottles of drinking water for office use;**
- o) Separate all materials which can be recycled and organize collection and proper disposal;**
- p) Implement waste reducing methods when using ink and toner cartridges for printing and copying, whenever feasible;**
- q) Recycle or properly dispose of batteries;**
- r) Comply with national legislation of wastewater treatment, which should be reused or released safely;**
- s) Minimize and substitute the use of harmful substances and manage properly the storage, handling and disposal of chemicals;**
- t) Use lead-free and water based paints, both inside and outside, when locally available;**
- u) Financially encourage employees to use public transport or sustainable means of transport;**
- v) Maintain and properly check motorized company vehicles, to reduce emissions and energy use and make sure they comply with the legal emission standards,**



- w) Provide periodic guidance, training and/or information to all staff members, about their roles and responsibilities with respect to internal environmental practices;**
- x) Comply with land use, zoning and protected or heritage area laws and regulations; when planning, designing, constructing, renovating, operating or demolishing company buildings and infrastructure;**
- y) Base planning, design and construction of new buildings or renovations, on locally appropriate and feasible sustainable practices and materials;**
- z) Contribute to the protection and preservation of local historical, archaeological, culturally, and spiritually important properties and sites, and not impede access to them by local residents.**



CHAPTER 4. PARTNER AGENCY POLICY

Based on an inventory of our key partner agencies, we have developed and implemented a policy to improve sustainability of our partner agencies. Our aim is to make sustainable development concrete to each and every partner within our business.

We commit to this by;

- a) Keeping a list of the sustainability practices of partner accommodations and agents;
- b) Working with organisations who are truly implementing sustainability in their tourism policy;
- c) Minimalizing the ecologic footprint of the office by travelling mainly via public transport, working as paperless as possible, separating waste, and to make use of certified recycled paper;
- d) Paying attention to the local benefits of communities when selecting local accommodations and their social policy for employees;
- e) Raising awareness among key partners on sustainable consumption by organising (online) campaigns and trainings;
- f) Informing key partners on the Travelife and national tourism standards;
- g) Informing key partners about the travel companies' sustainability policy and that they are expected to comply with it and/or communicate it to final customers where relevant;
- h) If relevant, Including key sustainability clauses in contracts with inbound/receptive partners;
- i) If relevant, Motivating Incoming/inbound partners to participate in sustainability trainings for travel companies;
- j) Having a written contract with partner agencies when it's possible;
- k) Including clauses in the partner contracts that enable contract partners to end the contractual agreement prematurely if the partner company



does not take adequate measures to prevent sexual exploitation of children within the direct supply chain;

- l) Ensuring that partner companies comply with all relevant national laws protecting the rights of employees.

4.1. Transport

We try to ensure that vehicles used on tours do not cause more than average pollution. We believe that transport is an important aspect of sustainable tourism, and we do our best to decrease the average pollution level.

We commit to this by;

- a) Selecting the most sustainable options considering price and comfort when selecting transport options to the destination;
- b) Considering and giving preference to more sustainable alternatives when selecting transport options for transfers and excursions in the destination, taking into account price, comfort, and practical considerations;
- c) Integrating and/or promoting one or more sustainable holiday products/packages based on a recognised methodology, including sustainable transport, sustainable accommodations, and sustainable activities.

4.2. Accommodations

We try to achieve a tourism supply chain that is fully sustainable. The partner accommodations play an important role in achieving this, and are stimulated and motivated to adapt sustainable practices.

We commit to this by;

- a) Selecting accommodations that comply with sustainability and quality standards;
- b) Motivating and encouraging partner accommodations to become sustainably certified;



- c) Preferring and selecting accommodations that are locally owned and managed;
- d) Selecting accommodations that employ local communities;
- e) Having accommodations provide evidence clarifying their sustainability goals and strategies;
- f) Encouraging accommodations to follow best practices/trainings on responsible tourism;
- g) Encouraging accommodations to fill in the sustainability questionnaire to gain insight in their practises;
- h) Clearly and actively communicating our sustainability objectives and requirements regarding accommodations to contracted and other relevant accommodations;
- i) Giving clear preference to accommodations that work with internationally acknowledged (e.g. GSTC recognised) and/or Travelife certification;
- j) Offering incentives to accommodations that are actively engaging in sustainability;
- k) Ensuring that through our accommodation supply chain, the rights of children are respected and safeguarded;
- l) Working with accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage; while respecting the intellectual property rights of local communities;
- m) Terminating cooperation with accommodation in case of clear evidence that contracted accommodations jeopardize the provision of integrity of basic services such as food, water, energy, healthcare, or soil to the neighbouring companies.;

4.3. Excursions and activities

We value animal and community welfare extremely high and aims at tours that only leave a minor footprint. We are safeguarding the authenticity of the



communities and the natural environment, and are strongly against harming wildlife and polluting the environment.

We commit to this by;

- a) Advising guests on behaviour standards during excursions and activities with a focus on respecting the local culture, nature, and environment;
- b) Not offering any excursions that harm humans, animals, plants, natural resources such as water and energy, or which are socially and culturally unacceptable;
- c) Not offering any excursions in which wildlife is held captive, except for properly regulated activities in compliance with local, national, and international law;
- d) Not being involved with companies that harvest, consume, display, sell, or trade wildlife species unless it is part of a regulated activity that ensures that their utilisation is sustainable and in compliance with local, national, and international law;
- e) Having skilled and/or certified guides to guide our guests in sensitive cultural sites, heritage sites, or ecologically sensitive destinations;
- f) Promoting and advise our guests on excursions and activities which directly involve and support local communities by purchasing services or goods, traditional crafts and local (food) production methods, or visiting social projects;
- g) Promoting and advising our guests on excursions and activities which support local environment and biodiversity such as visiting protected areas or environmental protection projects;

4.4. Tour Leaders, Local Representatives and Guides

We aim at involving as many locals as possible by employing them in the tourism business. We stand for a fair and safe working environment that supports and respects local communities.

We commit to this by;

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- a) Ensuring that all employees have a written employment contract, including labour conditions and a job description, and fully understand the terms and conditions;
- b) Preferring to work with local tour leaders, local representatives, local tour guides, porters, drivers, cooks, and other local staff in case of equal ability, and provide training as required;
- c) Ensuring that our local partners comply with all applicable international, national, and local laws and regulations, industry minimum standards, and any other relevant statutory requirements whichever requirements are more stringent;
- d) Paying tour leaders, local representatives, guides, porters and other local staff contracted by us at least a living wage that is equal to or above the legal minimum or relevant industry standard;
- e) Ensuring that our tour guides, hosts, and other employees under contract are qualified and trained regularly;
- f) Ensuring that our local employees are informed on relevant aspects of our sustainability policy and comply with it, by newsletters, references or supplements to contracts, emails, or training and information sessions;
- g) Offering a special *sustainable travel* module in the trainings program for local tour guides and hosts, in which the main responsible tourism aspects are brought to attention followed by the role expected from the employees. This module will also include knowledge regarding the destination and its relevant sustainability aspects;
- h) Having our tour leaders, local representatives and guides inform clients on relevant sustainability matters in the destination (e.g. protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g. tips, dressing code and photography) and human rights (e.g. sexual exploitation);



- i) Training our employed tour leaders and local representatives on the avoidance of sexual exploitation of children. This will include training on how to check the requirements concerning exclusion of child abuse;

4.5. Destination

We aim to maximize positive impacts and minimize negative impacts at destination to ensure the sustainable development of the places that we operate in.

We commit to this by:

- a) Consider sustainability aspects in the selection process of new destinations and possibly offer alternative, non-mainstream destinations;
- b) Not selecting destinations in which tourism leads to structural negative local effects, (unless the company's involvement results in clear counter balancing effects);
- c) Consider selection of new destinations, which are reachable through more sustainable means of transport;
- d) Comply with legally based spatial planning, protected areas and heritage regulations. Also with destination management strategies of local, regional and national authorities;
- e) Support initiatives that improve the relationships between accommodations and local producers;
- f) Influence and support local government (when possible, together with other travel companies and stakeholders) concerning sustainability, destination planning and management, use of natural resources and socio-cultural issues;
- g) Support biodiversity conservation, including protected areas and areas of high biodiversity, through financial contribution, political support, and integration in product offers;

- h) Not promote souvenirs which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; or historic and archaeological artefacts (except as permitted by law).

4.6. Customer communication and protection

Customers welfare and information are very important to us. At Kibuyu African Safaris , we ensure clear and constant communication and high protection to our clients.

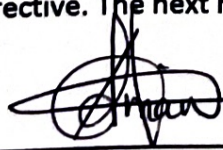
Prior to booking, we commit to this by:

- a) Ensure that customer privacy is not compromised;
- b) Comply with relevant standards and voluntary codes of conduct in marketing and advertising messages, and not promise more than is delivered;
- c) Make product and price information clear, complete and accurate, with regard to the company and its products and services, including sustainability claims;
- d) Provide destination information, including sustainability aspects, which is factually correct, balanced and complete;
- e) Promote (Certified) sustainable accommodations, excursions, packages and/or transport options, with logos or other messages; ensuring they are recognizable to consumer and presented as the "better" option;
- f) Inform the customer about sustainable alternatives concerning accommodations, excursions, package holidays and transport options, if available;
- g) Clearly inform (potential) direct customers, about sustainability commitments and actions;
- a. After booking and during holidays, we commit to this by:
- h) Provide Information to consumers about the natural surroundings, local culture and cultural heritage in the holiday destination;

- i) Inform consumers about key sustainability aspects and issues in the destination and receive recommendations on how to make a positive contribution;
- j) Inform customers about risks and precautions related to health and safety matters in the destination;
- k) Keep a contact person and a telephone number permanently available for emergency situations;
- l) Train personnel and keep guidelines available, on how to deal with emergency situations;
- m) Inform clients about applicable legislation concerning the purchasing, sales, import and export of historic or religious artefacts and articles containing materials of threatened flora and/or fauna in the destination;
- n) Motivate clients to use local restaurants and shops (where appropriate);
- o) Inform clients on sustainable transport options in destinations, when feasible;
- a. After holidays, we commit to this by:
- p) Measure systematically client satisfaction and take into account the results, for service and product improvements;
- q) Include sustainability as an integral part of the research into client satisfaction;
- r) Have clear procedures in case of complaints from clients;

REVIEW AND INTERNAL APPROVAL

This policy will be reviewed and updated annually to ensure it remains relevant and effective. The next review will take place on or before March 2027.



Signed on this date of 23 MAY 2025

Mr. Colman Tarimo

General Manager