

SUSTAINABILITY POLICY

As a travel agency committed to various tourism stakeholders, we are aware of our key role and influence in the sustainable development of tourism. Therefore, we have established our sustainability policy according to the criteria below.

1. Sustainable Management and Legal Compliance

We are committed to sustainable management, implemented through the following actions:

- Having designated employees who are responsible for sustainability coordinator tasks;
- Having a sustainability mission statement that is communicated to clients, partners, and suppliers;
- Maintaining a written and accessible sustainability policy aimed at reducing the negative social, cultural, economic, and environmental impacts of the company's activities, including health and safety aspects related to employees;
- Conducting a baseline assessment of the company's performance in sustainable practices;
- · Having sustainability guidelines and an evaluation system to identify the sustainability performance of key suppliers;
- Maintaining a sustainability action plan with clear objectives, actions, measures, responsibilities, and time planning;
- Developing documented procedures to monitor and evaluate the implementation of the policy and sustainability objectives;
- Ensuring corporate transparency in terms of sustainability by communicating publicly;
- Ensuring that all staff are fully aware of our sustainability policy and committed to implementing and improving it.

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

2. Internal Management: Social Policy and Human Rights

We are committed to sustainable internal management by having a clear, written, and wellcommunicated social policy, which includes the following principles:

- Granting employees freedom of employment and contract termination with notice and without penalty;
- Including working conditions in accordance with national legislation;
- Providing medical and liability insurance in accordance with national legislation;
- · Granting employees fixed paid annual leave and sick leave, as well as unpaid annual leave
- Maintaining a health and safety policy for employees that complies with national legal standards;
- Respecting national provisions regarding the minimum age for employment;
- Maintaining documented and effective procedures for employees to express grievances and expectations;
- Having a system for measuring employee satisfaction on a regular basis.

We are committed to respecting human rights by ensuring the implementation of the following practices:







- Declaring not to hinder union membership, collective bargaining, or representation of members by unions;
- Prohibiting discrimination in recruitment, employment conditions, access to training and managerial positions, or promotion, based on gender, race, age, disability, ethnicity, religion/beliefs, or sexual orientation;
- Ensuring that all employees have equal opportunities and access to resources and personal development opportunities through regular training.

3. Internal Management: Environment

We are committed to environmental protection and improving community relations by ensuring the implementation of the following practices:

- Actively reducing the use of disposable and consumable goods;
- Promoting the purchase of sustainable goods and services;
- Setting photocopiers and printers to default double-sided printing or other paper-saving modes;
- Printing brochures on environmentally friendly paper with a printing company that operates with a certified environmental management system;
- Implementing measures to reduce brochure waste or adopting an 'Internet only' policy;
- Actively committing to measure, monitor, and reduce energy consumption;
- Purchasing green energy and high-efficiency lighting for all areas, where possible;
- Switching off lights and equipment when not in use;
- Preferring low-energy equipment when purchasing new items;
- Complying with national legislation on waste disposal;
- Taking measures to reduce the use of plastic bottles;
- Implementing waste reduction methods when using ink and toner cartridges for printing and copying, whenever possible;
- Reducing staff travel and using more sustainable transport modes, whenever possible;
- Reducing transport-related impacts through teleworking and holding remote meetings.

4. Partner Agencies

Based on an inventory of our main partner agencies, we have developed and implemented a policy to improve the sustainability of our partner agencies. Our goal is to make sustainability concrete for each of the partners of our company.

We are committed to:

- Maintaining a list of sustainability practices of accommodations and partner agents;
- Informing key partners about Travelife standards and national tourism standards;
- Regularly assessing the sustainability practices of our main partners to ensure their practices are truly sustainable;
- Informing key partners about our sustainability policy;
- Ensuring that partner companies comply with all relevant national laws protecting employees' rights.









5. Transport

We strive to ensure that the vehicles used during tours do not cause above-average pollution. We believe transport is an important aspect of sustainable tourism, and we do our best to reduce the average level of pollution.

We are committed to:

- Considering and giving preference to more sustainable alternatives when selecting transport options for transfers and excursions, taking into account price, comfort, and practical considerations;
- Providing quality vehicles that comply with environmental pollution standards.

6. Accommodation

We strive to establish a fully sustainable tourism supply chain. Partner accommodations play an important role in this regard, and are encouraged and motivated to adopt sustainable practices. We are committed to:

- Preferring and selecting accommodations that are locally owned and managed;
- Choosing accommodations that employ local communities;
- Highlighting certified and committed accommodations;
- Encouraging accommodations to follow best practices/trainings in responsible tourism;
- Clearly and actively communicating our sustainability goals and accommodation requirements;
- Working with accommodations and restaurants that integrate elements of local art, architecture, or cultural heritage, while respecting the intellectual property rights of local communities.

7. Excursions and Activities

We place great importance on the well-being of animals and communities, aiming for tours that leave only a minor footprint. We safeguard the authenticity of communities and the natural environment, and we firmly oppose any harm to wildlife and environmental pollution. We are committed to:

- Advising clients on behavior standards during excursions and activities, emphasizing respect for local culture, nature, and the environment;
- Communicating our sustainability objectives and requirements to relevant excursion providers;
- Not offering excursions that harm humans, animals, plants, natural resources such as water and energy, or that are socially and culturally unacceptable;
- Not offering excursions where wild animals are held in captivity, except for duly regulated activities in line with local, national, and international law;
- Not partnering with companies that harvest, consume, display, sell, or trade wildlife species, except within regulated activities that ensure sustainable use and compliance with local, national, and international law;
- Employing qualified and/or certified guides to lead guests through sensitive cultural sites, heritage sites, or ecologically sensitive destinations;
- Advising clients on excursions and activities that involve and directly support local communities through the purchase of services or goods, traditional crafts, and local food production methods, or visits to social projects;











 Advising clients on excursions and activities that support the local environment and biodiversity, such as visits to protected areas or environmental protection projects.

8. Tour Leaders, Local Representatives and Guides

We uphold a fair and safe working environment that supports and respects local communities. We are committed to:

- Preferring to work with local tour leaders, local representatives, local tour guides, porters, drivers, cooks, and other local staff whenever possible;
- Ensuring that our tour leaders, local representatives, and guides inform clients about relevant sustainability issues in the destination (protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g., tipping, dress code, and photography), and human rights;
- To harmonize practices and guarantee ethical and sustainable service quality, Ëretz has established a code of conduct for tour guides. This document defines the expected behaviors regarding professionalism, sustainability awareness, respect for local populations, environmental preservation, and safety management. All guides working with Eretz are required to familiarize themselves with this code, comply with it, and undergo regular training in the best practices it promotes.

9. Destination

We seek to maximize positive impacts and minimize negative impacts at the destination to ensure the sustainable development of the places where we operate. We are committed to:

- Supporting initiatives that improve relations between accommodations and local producers;
- Supporting local government in sustainability, planning, and destination management, natural resource use, and socio-cultural issues;
- Not promoting souvenirs containing threatened species of flora and fauna, as listed in the CITES treaty and the IUCN Red List, or historical and archaeological objects (unless permitted by law). The choice of sites visited and excursions offered is fully aligned with this approach. We select locations based on precise criteria, including:
- The quality of visitor infrastructure (efficient public transport, limited parking, pedestrian accessibility, ecological sanitation, etc.);
- The level of accessibility for people with reduced mobility, families, or other specific groups;
- The existence of local sustainable management plans ensuring ecosystem preservation, visitor flow control, and appropriate educational signage.

We also help limit the negative impact of tourism by:

- Avoiding sites under excessive tourist pressure;
- Promoting walking, cycling, or collective transport tours whenever possible;
- Offering non-traditional alternatives, such as discovering lesser-visited villages engaged in sustainable practices, to reduce pressure on traditional tourist sites.









10. Communication and Client Protection

The well-being and information of clients are very important to us. At Eretz, we ensure clear and constant communication and a high level of protection for our clients.

Before booking, we are committed to:

- Offering tailor-made trips that meet each traveler's specific expectations;
- Ensuring client privacy is not compromised;
- Making sure product and price information is clear, complete, and accurate, regarding the company and its products and services, including sustainability claims;
- Providing factual, balanced, and complete information about the destination, including sustainability aspects;
- Informing clients about sustainable alternatives in accommodation, excursions, holiday packages, and transport, where applicable.

After booking and during holidays, we are committed to:

- Providing consumers with information about the natural environment, local culture, and cultural heritage of the holiday destination;
- Informing clients about health and safety risks and precautions in the destination;
- Keeping a contact person and a phone number permanently available for emergencies;
- Training staff and maintaining guidelines on how to handle emergency situations;
- Providing clients with documented guidelines and/or codes of conduct for sensitive excursions and activities, to minimize negative impact and maximize enjoyment. Wherever possible, the guidelines are developed in collaboration with relevant NGOs and the affected community;
- Encouraging clients to use local restaurants and shops.

After holidays, we are committed to:

- Systematically measuring customer satisfaction and considering results to improve services and products;
- Maintaining clear procedures for handling customer complaints.





