



Sustainability Policy

Version 1.3

19th August 2020

VISION & MISSION

To be Sri Lanka's most trusted and creative travel company, by listening carefully and understanding our clients, striving always to harness the extraordinary power of travel to transform and enrich people's lives while at the same time supporting sustainable tourism by working with ethical partners, by developing experiences that respect local communities and culture, by protecting, preserving and nurturing heritage sites and Sri Lanka's natural biodiversity.

We are travel designers. We create, design and deliver highly personalised and insightful experiences that promote and enrich the traveller with a focus on authentic connection and sustainability. We deliver a professional service with passion and attention to detail.

VALUES

- We strive for excellence in everything we do.
- We are passionate and caring and we support one another with mutual respect.
- We believe in our mission and strive for continuous improvement by challenging each other to be better and by benchmarking ourselves against the best.
- We take ownership and hold ourselves accountable and our ethics and integrity are at the heart of everything we do.
- We have a united, empowered and strong team culture that values diversity and recognises, rewards and retains talent.
- We are committed to sustainability and protecting Sri Lanka's nature, culture and humanity in all that we do.

IMPORTANT ISSUES

Sri Lanka *InStyle* faces many challenges as a business, challenges in the destination we operate in and challenges as an industry. Our main challenges involve the following:

- **Climate Change.**
 - Climate change is affecting Sri Lanka's our coastlines. Rising sea levels will affect one of our primary assets which are our tropical beaches. Therefore coastal conservation is of primary importance. Erratic and unpredictable torrential rains cause flash floods which result in displacement and disruption to all sectors of the economy. Increasing dry spells and droughts affect the production of electricity forcing the government to cut power supply during increasingly longer periods of time. This in turn affects the productivity and the economy of the country at all levels.
- **Tourism Development and Planning.**
 - Poor planning and weak implementation of zoning regulations and policies is counter-productive and detrimental to the development of a sustainable tourism industry. Examples of this are buildings adversely affecting the integrity of key natural assets such some of Sri Lanka's prime beaches. Another adverse effect of poor planning is the proliferation of large hotels promoting very low value tourism.
- **Awareness and Education.**
 - There have been a number of cases of harassment in Sri Lanka. Sexual exploitation and paedophilia are also issues of grave concern in Sri Lanka affecting the reputation of the country as a safe and secure destination.
- **Governance.**
 - Weak governance is resulting in the mismanagement of key tourism assets, threatening ecosystem and impacting the integrity of important cultural sites, consequently undermining the guest experience.
- **Plastic and Waste Management.**
 - Plastic and other waste is present on many of our beaches and nature trails and waterways, and also on the sides of roads. More awareness amongst consumers and the general population is needed. Governments struggle to define and implement policies aimed at managing waste and reducing the use of plastic. The reputation of the country is affected compromising overall levels of satisfaction and the sustainable growth of the tourism industry in Sri Lanka.

Due to their direct impact on us and our stakeholders we have prioritized the following issues that need to be addressed:

1. **Demonstrate effective sustainable management by:**
 - a. Developing a robust sustainability management system (GSTC A1)

- b. Being an active participant and engaging with the destination (GSTC A10)
 - c. Promoting the destination as well as our products and services accurately (GSTC A6)
 - d. Applying sustainable practices in the way we manage the company and our office (GSTC A7.3 and A9)
- 2. Maximize the social economic benefits to the local community in Sri Lanka by:**
- a. Subscribing to and promoting policies that minimize harassment and exploitation (GSTC B5), promoting equal opportunities (GSTC B6) and decent work practices (GSTC B7).
 - b. Developing experiences that protect local livelihoods (GSTC B9)
- 3. Minimize negative impacts of tourism on Sri Lanka's cultural heritage by:**
- a. Promoting cultural interactions that foster appreciation and cross-cultural understanding and respect (GSTC C1)
 - b. Developing and curating experiences that present Sri Lanka's cultural heritage faithfully with a focus on protecting and preserving these cultural assets (GSTC C2 and C3)
- 4. Minimize negative impacts of tourism on the environment in Sri Lanka by:**
- a. Focusing on reducing pollution caused by vehicles on round tours (GSTC D2.2), promoting ecological / carbon neutral forms of transportation (GSTC D2.1)
 - b. Conserving biodiversity, ecosystems and landscapes when visiting natural sites (GSTC D3.3), when interacting with wildlife (GSTC D3.4) and promoting animal welfare (GSTC D3.5).

COMMITMENT AND SCOPE

This policy will apply to all trips, experiences and events organized by *SriLankaInStyle*. *SriLankaInStyle's* ability to act on your policy can be affected by what we control and influence, as well as the prevailing laws of Sri Lanka. Hence:

- our staff and direct contractors, such as guides and chauffeur guides are expected to uphold objectives under this policy to the fullest extent possible.
- we acknowledge we have limited influence over third parties whose we send our clients to but do not manage, such as heritage sites, museums, national parks, hotels, restaurants, and experience venues. While we cannot control the decisions of these parties, we commit to educate them of our policy and encourage them to align operating practices with policy objectives.
- our attention to environmental, social and economic responsibility includes working within the law and voluntarily exceeding legal requirements in order to be innovative

and demonstrate leadership on the issues that are important to us and our stakeholders. As we design experiences, execute and operate trips and events, and evaluate our success we are able to choose every day in big and small ways how our actions and words build a better quality of life for our employees, clients, travellers and suppliers.

OBJECTIVES & REPORTING

A Sustainability Progress Report will be produced every year. A separate document created every year to spell out our objectives for future years. We will externally report on our progress against these goals by publishing both documents as well as this policy on our website. Internal senior reviews will be held at every TFG board meeting. Management reviews will be conducted weekly and conversations on the various different sub-projects will take place on TEAMS.