



# DAMARANA

## Sustainable Policy

## TABLE OF CONTENTS

1. DEFINITION OF TERMS .....	3
2. INTRODUCTON .....	3
3. SCOPE OF THE POLICY .....	4
4. OBJECTIVES OF THE POLICY .....	4
5. SUSTAINABILITY MANAGEMENT AND LEGAL COMPLIANCE .....	4
6. INTERNAL MANAGEMENT: COMMUNITY RELATION SOCIAL AND ENVIRONMENTAL RESPONSIBILITY .....	4
7. PARTNERSHIPS.....	5
8. TRANSPORTATION.....	5
9. ACCOMMODATION.....	5
10. ACTIVITIES.....	6
11. TOUR LEADERS, LOCAL REPRESENTATIVES, AND GUIDES .....	6
12. DESTINATIONS .....	6
13. CUSTOMER COMMUNICATION AND PROTECTION.....	6
14. IMPLEMENTATION AND REVIEW.....	6

## 1. DEFINITION OF TERMS

**“Sustainability”**: Balancing environmental, social, and economic considerations to meet present needs without compromising future generations.

**“Responsible Tourism”**: Tourism that minimizes environmental impacts, respects local cultures, and contributes to community development.

**“Community Relations”**: Collaborating with local communities to promote social and economic benefits.

**“Eco-friendly Practices”**: Adopting methods that reduce environmental harm and promote conservation.

**“Ethical Conduct”**: Upholding integrity and accountability in all operations.

**“Labour Rights”**: Ensuring fair treatment, safe working conditions, and respect for workers' rights in all operations.

**“Child Labour”**: The strict prohibition of employing children in any capacity in adherence to international labour standards.

**“Carbon Neutrality”**: Reducing greenhouse gas emissions as much as possible and offsetting remaining emissions to achieve a balance.

**“Circular Economy”**: An economic system aimed at eliminating waste and the continual use of resources through recycling, reuse, and conservation.

**“Zero Tolerance Policy”**: A policy that enforces strict consequences for violations, particularly concerning child exploitation, corruption, and bribery.

**“Sustainable Mobility”**: Transportation practices that minimize environmental impact, such as using fuel-efficient vehicles and promoting public or non-motorized transport.

**“Biodiversity Conservation”**: The protection and sustainable management of diverse ecosystems, species, and genetic resources.

**“Cultural Preservation”**: The active safeguarding of cultural heritage, traditions, and practices, ensuring they are respected and maintained for future generations.

**“Stakeholder Engagement”**: Collaborative efforts involving employees, customers, partners, and communities to achieve shared sustainability goals.

## 2. INTRODUCTION

Damarana Safaris, a Namibian tour operator certified by EcoAwards Namibia, is proud to hold the prestigious 5 Flowers certification for sustainability. The company design tours that celebrate Namibia's unique landscapes, biodiversity, and cultural heritage. Committed to responsible tourism, we strive to minimize environmental impacts, support local communities, and uphold the highest ethical standards. This includes embracing principles such as Cultural Preservation, ensuring Carbon Neutrality, and promoting a Circular Economy.

## 3. SCOPE OF THE POLICY

This policy applies to all facets of Damarana Safaris' operations, including procurement, energy use, waste management, transportation, accommodations, activities, and stakeholder relations. It governs the actions of employees, partners, suppliers, and guests involved in or impacted by our operations. Stakeholder Engagement is key in ensuring our goals are achieved collaboratively.

#### **4. OBJECTIVES OF THE POLICY**

- 4.1 To reduce environmental impact through sustainable practices in energy, waste, and resource management.
- 4.2 To support local communities by fostering economic opportunities and cultural preservation.
- 4.3 To promote ethical practices, ensuring zero tolerance for corruption, exploitation, and child labour.
- 4.4 To uphold and advocate for workers' rights, ensuring safe, equitable, and respectful working conditions.
- 4.5 To achieve Carbon Neutrality by reducing emissions and offsetting remaining carbon footprints.
- 4.6 To integrate Circular Economy principles into waste and resource management practices.
- 4.7 To continuously improve sustainability practices in line with global best practices.

#### **5. SUSTAINABILITY MANAGEMENT AND LEGAL COMPLIANCE**

- 5.1. Sustainability is integrated into every aspect of Damarana Safaris, ensuring decisions align with our environmental, social, and economic commitments.
- 5.2. Regular assessments of our operations are conducted to identify opportunities for improvement and set measurable goals.
- 5.3. Transparent reporting ensures accountability and builds trust with stakeholders, enabling feedback to refine our strategies.
- 5.4. A comprehensive action plan is in place to guide the implementation of sustainability initiatives, with clear roles and timelines.
- 5.5. Compliance with local and international labour laws is prioritized, ensuring fair wages, non-discrimination, and protection from workplace hazards.
- 5.6. Damarana Safaris enforces a strict zero-tolerance policy against child labour in any part of its supply chain or operations, demonstrating our commitment to Ethical Conduct.

#### **6. INTERNAL MANAGEMENT: COMMUNITY RELATION SOCIAL AND ENVIRONMENTAL RESPONSIBILITY**

- 6.1. Priority is given to local suppliers and fresh, seasonal products to support the Namibian economy.
- 6.2. Sustainable procurement is a key aspect of our operations. We prioritize the procurement of products and services that are locally available and made, environmentally friendly and socially responsible. By supporting suppliers who share our commitment to sustainability, we can reduce our environmental footprint and promote ethical practices across our supply chain.
  - Buy local as much as possible;
  - Control supply chain as much as possible;
  - Inform tourists about Code of Conduct and recommend to support local and environmental conscious businesses, restaurants.

- 6.3. Energy-efficient technologies, such as LED lighting and solar power, are used to minimize energy consumption.
- 6.4. Water-saving measures, including limiting laundry services, unnecessary car washing and rainwater harvesting are encouraged.
- 6.5. Staff members are provided with water bottles to reduce single-use plastics.
- 6.6. Circular Economy approach ensures resources are reused or recycled wherever possible, reducing waste generation.
- 6.7. Training programs are provided to equip our team and travellers to engage with local cultures in a respectful and authentic manner, aligning with Cultural Preservation.
- 6.8. Collaborations with local organizations to promote education, conservation, and youth empowerment are our key priorities to local empowerment.
- 6.9. Fair wages, health insurance, retirement benefits, and safe working conditions are ensured for all our permanent staff members.
- 6.10. Regular professional development and training opportunities are provided to our staff members.
- 6.11. Grievance mechanism is in place to address employee concerns effectively and confidentially.
- 6.12. We actively advocate against child exploitation in tourism and ensure strict adherence to child protection across all operations and partnerships.

## **7. PARTNERSHIPS**

- 7.1. Damarana Safaris collaborates with suppliers and partners who share our sustainability values. Agreements include clauses on adherence to sustainable practices and the promotion of eco-friendly tourism.
- 7.2. Partners are assessed for compliance with child labour laws, Biodiversity Conservation, and environmental standards.
- 7.3. Sustainable certifications are encouraged among our partners.

## **8. TRANSPORTATION**

- 8.1. Preference is given to low-emission vehicles and transportation partners committed to Sustainable Mobility.
- 8.2. Staff and guests are encouraged to use bicycles and other non-motorized means for short-distance travel where feasible.
- 8.3. Travel packages are designed to minimize environmental impact while providing enriching experiences.

## **9. ACCOMMODATION**

- 9.1. Partnerships are established with accommodations demonstrating eco-friendly practices and community engagement.
- 9.2. Sustainability criteria in accommodation agreements ensure alignment with our values, covering areas like energy conservation, waste management, and labour rights.

- 9.3. Accommodations must ensure ethical treatment of employees and compliance with labour laws.

## **10. ACTIVITIES**

- 10.1. Activities offered by Damarana Safaris emphasize conservation, cultural respect, and community involvement.
- 10.2. Regular evaluations ensure that activities align with sustainability objectives.
- 10.3. Activities involving animals adhere to strict welfare standards, avoiding exploitative practices such as animal rides or petting.
- 10.4. Activities are designed to promote Biodiversity Conservation and cultural understanding.

## **11. TOUR LEADERS, LOCAL REPRESENTATIVES, AND GUIDES**

- 11.1. Training programs equip our team with knowledge on sustainability and responsible tourism.
- 11.2. Local guides are prioritized to ensure authentic experiences and support local livelihoods.
- 11.3. Guides and representatives receive training on child protection and the prevention of exploitation in tourism.

## **12. DESTINATIONS**

- 12.1. Destinations are selected based on sustainability criteria, promoting environmental conservation and local development.
- 12.2. We actively support projects that protect natural resources and enhance community welfare.
- 12.3. Cultural sites are visited with respect, ensuring the preservation of heritage and engagement with local custodians. This aligns with our focus on Cultural Preservation.

## **13. CUSTOMER COMMUNICATION AND PROTECTION**

- 13.1. Comprehensive information on sustainability practices is provided to customers to encourage responsible travel.
- 13.2. Feedback mechanisms allow customers to contribute to the continuous improvement of our practices.
- 13.3. Clear communication ensures customers are aware of their role in upholding our child protection and sustainability standards.

## **14. IMPLEMENTATION AND REVIEW**

- 14.1. This policy will be implemented upon approval and reviewed periodically to ensure relevance and alignment with evolving standards.
- 14.2. Annual audits will evaluate the policy's effectiveness and compliance across operations.