

RESPONSIBLE TOURISM POLICY TALES FROM AFRICA TRAVEL (PTY) LTD.

Version Sept 2026.

1. Mission and focus of the company

Tales from Africa Travel is focusing exclusively on low impact, community centred tourism as per our mission:

Tales from Africa Travel will successfully create a direct selling site with **special, responsible, and experience oriented tours** in southern Africa. Clients will feel that they are dealing with a person and not with a company. Each tour will be tailor made to each client's wishes. Engaging with clients before, during, and after the tour is a focus point.

Where these experiences do not exist, we will participate in developing them. We aim to reduce our carbon footprint across all tours where possible, and to contribute to climate action for the emissions we cannot yet reduce.

This is translated in the company focus we want to communicate to our clients:

You dream of fascinating Tales from Africa, you're passionate about travel, and you want to experience the REAL Africa. You want your visit to benefit both locals and nature. We love making sure you meet the local people, communities, and nature of Africa in an honest way, one where both they and you as a visitor genuinely benefit.

Tales from Africa: Real People, Real Experiences, Real Impact.

2. Our team, and sustainability Management & legal compliance

Tales from Africa Travel is run by two directors: Henko Wentholt, who is contracted and also serves as our Sustainability Coordinator, and Berna van Rooijen, who is not currently a paid or formally employed member of the company. We are transparent about operating at this scale, and the commitments below reflect what we practise today as a small, founder-led operator, together with what we commit to formalising as the company grows.

Tales from Africa Travel demonstrates its commitment to sustainability management through:

- Maintaining our Travelife and FairTrade Tourism certification, received 09 June 2026, providing an objective external review of our policies and sustainability claims.
- Employing a dedicated Sustainability Coordinator ([Director A name], also a company director) who oversees our sustainability initiatives; this role will be supported by additional staff as the company grows.
- Actively communicating our sustainability mission to customers, partners, and suppliers.
- Maintaining an accessible, written sustainability policy that reduces negative social, cultural, economic, and environmental impacts while addressing employee health and safety.
- Collaborating with and actively participating in external forums and working groups that support sustainability in tourism.

- Having conducted a baseline assessment of our company's environmental and social performance in June 2026, which guides our ongoing improvement and is reviewed annually.
- Implementing sustainability guidelines and an assessment system to evaluate the sustainability performance of key suppliers and partners.
- Having developed a sustainability action plan with defined targets, measurable actions, assigned responsibilities and a clear timeline, reviewed at least annually given our current team size.
- Establishing documented procedures to monitor and evaluate the implementation of our sustainability policy, objectives, and targets.
- Ensuring transparency in our sustainability efforts through public reporting and open communication, including being clear about our current company size and structure.
- As a two-person company, ensuring both directors understand and are personally committed to implementing and continuously improving this Sustainability Policy; this will extend to formal staff onboarding and training as we hire.

Additionally, Tales from Africa Travel commits to full compliance with all national legislation, regulations, and codes of practice related to sustainability and responsible tourism.

3. Internal management: social policy & human rights

Tales from Africa Travel commits to responsible internal management by maintaining a clear, written, and well-communicated social policy. As noted above, we currently operate with one contracted employee (who is also a director); the commitments below describe what applies today and what we commit to as we grow. We achieve this by:

- Granting employees the freedom to choose employment and terminate contracts with advance notice (ideally a minimum of one month) without penalty.
- Ensuring that employment contracts include labour conditions in accordance with national labour laws and a detailed job description.
- Providing a wage rate that is well above the national legal minimum, clearly stated in the employment contract.
- Determining and compensating overtime based on mutual agreement.
- Providing medical and liability insurance as required by national law.
- We commit to establishing one before taking on additional staff, and to reviewing the second director's employment and benefit status as the company grows. Not yet operating a pension plan, as we currently have a single employee.
- Granting employees fixed paid annual leave, sick leave, and unpaid leave allowances.
- Implementing health and safety policies that comply with national legal standards.
- Ensuring first aid provisions are in place; our Sustainability Coordinator is first-aid trained, and this will expand as our team grows.

- Complying with national laws regarding the Minimum Age for Admission to Employment.
- Maintaining a documented, effective process for our employee to voice concerns and expectations directly with the directors, given our current team size.
- Maintaining a clear, written disciplinary procedure, ready to apply consistently as we grow our team.
- Monitoring job satisfaction through regular, documented one-on-one check-ins between the directors, rather than a formal survey process. Given our current team size, reviewing sustainability, wellbeing, we commit to moving to structured satisfaction assessments once we employ additional staff.
- Providing periodic training and guidance on roles, rights, and responsibilities related to health and safety, including fire safety and responses to natural disasters.
- Committing to prioritise employment opportunities for individuals from disadvantaged communities as we begin hiring additional staff.
- Offering traineeship, internship, and apprenticeship opportunities for students as our team and capacity grow.
- Committing to encourage employment opportunities for persons with special needs as we begin hiring additional staff.

Tales from Africa Travel also commits to upholding human rights by:

- Ensuring that employee(s) have the right to trade union membership, collective labour negotiations, and representation without restriction.
- Participating in and complying with sector-wide collective labour negotiations (where applicable).
- Prohibiting discrimination in recruitment, employment conditions, access to training, promotions, and senior positions based on gender, race, age, disability, ethnicity, religion, beliefs, or sexual orientation.
- Providing equal opportunities for all employees to access resources and develop their skills through regular training and education

4. Internal management: environment and community relations

Tales from Africa Travel commits to environmental sustainability and positive community relations by:

- Operating as a 'work from home' company by default. Where remote work is not possible (e.g., in disadvantaged communities), we provide shared office spaces.
- Enforcing paper-free policies by prioritizing digital communication via the internet, email, and apps whenever feasible.
- Reducing the use of disposable and consumer goods.
- Prioritising the purchase of goods and services with proven environmental credentials, including office supplies, catering, giveaways, and merchandise.

- Buying products in bulk to minimise packaging waste.
- Setting printing and copying machines to default double-sided printing or other paper-saving modes.
- Using non-hazardous, biodegradable cleaning materials with an Eco-label certification where locally available.
- Printing business cards and other materials on environmentally friendly paper, using printing companies with certified environmental management systems when available at reasonable costs.
- Transitioning to an 'internet-only' policy wherever possible.
- Measuring, monitoring, and reducing energy consumption through active commitment.
- Calculating our CO2 footprint using tools such as the Sustainable Travel Carbon Footprint calculator, and contributing to Credible Carbon's local projects as a separate climate action, while tracking progress over time
- Purchasing green energy and energy-efficient lighting for all areas where available.
- Turning off lights and equipment when not in use, utilising automatic timers or motion sensors, and enabling energy-saving modes on devices.
- Selecting low-energy equipment for new purchases while considering cost and quality.
- Implementing a water reduction policy, monitored monthly or yearly for benchmarking.
- Sourcing water sustainably to avoid negative environmental impacts.
- Installing water-saving equipment in toilets and reusing wastewater and rainwater where possible.
- Complying with national waste disposal regulations.
- Developing and implementing a solid waste reduction and recycling policy with measurable goals.
- Reducing packaging waste and avoiding non-recyclable or non-biodegradable materials.
- Minimising the use of non-refillable plastic water bottles in the office.
- Separating recyclable materials and ensuring proper disposal.
- Optimising ink and toner cartridge use to minimise waste.
- Recycling or properly disposing of batteries.
- Following national legislation on wastewater treatment, ensuring it is safely reused or discharged.
- Minimising and substituting harmful substances while properly managing the storage, handling, and disposal of chemicals.
- Using lead-free and water-based paints for both interior and exterior applications when available.
- Adopting pollution reduction practices for company buildings within our control.
- Measuring and reducing staff related travel, while promoting lower emission transportation options.
- Tracking emissions and working to reduce and through locally available programs.
- Providing financial incentives for employee(s) who use public transport, cycling, or other lower emission options
- Minimising transport impact by encouraging remote work, video meetings, and telecommuting.

- Maintaining and inspecting future company vehicles to ensure compliance with legal emission standards and reduce energy use.
- Providing ongoing training and information to employee(s) about their roles in internal environmental practices.
- Complying with land use, zoning, and protected/heritage area regulations when constructing, renovating, or demolishing company buildings.
- Sustainably designing and constructing new buildings or renovations using locally appropriate, eco-friendly materials and methods.
- Protecting and preserving local historical, archaeological, cultural, and spiritual sites while ensuring continued access for local communities.

5. Partner agencies local and international

Tales from Africa Travel is dedicated to fostering sustainability within our partner network, ensuring that every collaboration aligns with our environmental and social responsibility goals. We commit to this by:

- Maintaining a record of sustainability practices for all partner accommodations and agencies.
- Partnering only with organisations that actively integrate sustainability into their tourism policies. Where such policies are lacking, we encourage and support partners in their development.
- Minimising our own ecological footprint by prioritising public transport, reducing paper use, implementing waste separation, and using certified recycled materials.
- Selecting local accommodations that demonstrate tangible benefits to their communities, including fair labour policies.
- Raising awareness among key partners through sustainability-focused campaigns and training sessions.
- Educating partners on industry sustainability standards, such as Travelife and national tourism guidelines.
- Incorporating sustainability requirements into cooperation agreements, including adherence to national codes of conduct for local partners.
- Regularly evaluating the sustainability practices of key partners to ensure genuine and ongoing commitment.
- Clearly communicating our sustainability policies to all partners and expecting their compliance, including sharing relevant information with end customers.
- Embedding sustainability clauses in contracts with inbound and receptive partners.
- Encouraging partners to participate in sustainability training programs for travel professionals.
- Formalising agreements with written contracts that outline sustainability expectations.
- Including contractual provisions that allow for termination if a partner fails to take adequate measures against the exploitation of children within the supply chain.
- Ensuring that all partner organisations comply with national labour laws protecting employee rights.

Through these measures, Tales from Africa Travel ensures that our partner agencies actively contribute to responsible tourism and the long-term sustainability of the destinations we serve.

6. Transport

Tales from Africa Travel is dedicated to reducing vehicle emissions on our tours, recognising the impact transport has on the places we visit. We actively seek lower emission vehicles and route options to minimise our footprint while maintaining comfort and practicality.

To achieve this, we:

- Prioritise the lowest emission transport options available, balancing environmental impact, price, and traveller comfort.
- Encourage and facilitate the use of public or low-impact transport to reach departure points for international and long-distance journeys.
- Favour eco-friendly alternatives for local transfers and excursions, considering both sustainability and logistical feasibility.
- Integrate and promote holiday packages that follow recognised sustainability frameworks, incorporating responsible transport, accommodations, and activities.

By embedding these principles into our operations, we ensure that every journey contributes to a greener future while delivering an authentic and responsible travel experience.

7. Accommodations

Tales from Africa Travel is dedicated to building a supply chain that minimises environmental impact and supports local communities. Partner accommodations play a critical role in this, and we actively motivate and support them to reduce their footprint and strengthen community benefit.

Partner Accommodation Standards

Tales from Africa Travel commits to ensuring our partner accommodations align with sustainability and quality standards by focusing on the following aspects:

- Responsible Supplier Agreement: Ensuring accommodations sign a sustainability contract that outlines mutual commitments.
- Water & Energy Conservation: Partnering with accommodations that implement water-saving and energy-saving programs.
- Waste Management: Requiring accommodations to have waste management systems in place and implement energy reduction measures.
- Supply Chain Standards: Supporting accommodations that source locally, reduce waste, and run energy efficient operations.
- Child Protection Policies: Ensuring accommodations have policies in place to protect children's rights.

- CSR Activities: Collaborating with accommodations that actively engage in Corporate Social Responsibility (CSR) initiatives.
- Employee Health & Safety Training: Partnering with accommodations that train employees in health, safety, and responsible tourism practices.

Promoting Certification and Local Ownership

- Certification Encouragement: Actively motivating accommodations to seek sustainability certifications such as Travelife or GSTC recognition.
- Local Ownership: Giving preference to locally owned and managed accommodations, thereby supporting local economies.
- Community Empowerment: Selecting accommodations that employ and empower local communities in various capacities.

Transparency & Accountability

- Sustainability Documentation: Requiring accommodations to provide evidence of their sustainability goals and strategies, along with signed sustainability addendums.
- Best Practice Training: Encouraging accommodations to undergo sustainability training and adopt best practices in responsible tourism.
- Sustainability Assessments: Ensuring accommodations complete sustainability questionnaires to provide insight into their practices.
- Clear Communication: Effectively communicating our sustainability objectives and requirements to all contracted and potential accommodations.

Sustainability Clauses in Contracts

- Standard Sustainability Clauses: Including clauses in all accommodation contracts that focus on the prevention of child labour, anti-corruption, waste management, and biodiversity protection.
- Zero Tolerance for Child Exploitation: Ensuring that all accommodation partners have a zero-tolerance policy for the sexual exploitation of children, including a termination clause for failure to take adequate preventive measures, training on children's rights and reporting, and collaboration with stakeholders to raise awareness.

Cultural Preservation & Environmental Responsibility

- Cultural Respect: Collaborating with accommodations and restaurants that incorporate local art, architecture, and cultural heritage, while respecting the intellectual property rights of local communities.

- Environmental Stewardship: Terminating cooperation with accommodations that harm local communities by compromising access to essential resources such as food, water, energy, healthcare, or soil integrity.

By focusing on these sustainability measures, Tales from Africa Travel ensures that our tourism supply chain is not only responsible but also contributes positively to the environment and local communities.

8. Excursions and Activities

Tales from Africa Travel is deeply committed to protecting animal welfare, supporting local communities, and ensuring minimal environmental impact. We prioritise safeguarding the authenticity of cultures and natural ecosystems while strictly opposing practices that harm wildlife or pollute the environment.

Our sustainability efforts are guided by principles of responsible tourism. We achieve this by:

- Maintaining an inventory of excursions that minimise environmental impact and respect local cultures, nature, and communities.
- Adopting a strict “hands-off wildlife” policy and adhering to the Blood Lions pledge, which prohibits activities involving captive wildlife or companies that exploit wildlife species.
- Actively promoting excursions that benefit local communities and support biodiversity conservation, such as visiting protected areas, environmental initiatives, or social projects.
- Educating our guests on respectful behaviour to minimise their ecological and cultural impact while enhancing their travel experience.
- Engaging skilled and certified guides for cultural, heritage, and ecologically sensitive tours to ensure authenticity and respect for the sites visited.

We further support this by collaborating with local partners, communicating our objectives clearly, and adhering to national and international tourism standards. Tales from Africa Travel is committed to leaving a positive legacy for the environment, wildlife, and communities we visit.

9. Tour leaders, local representatives and guides

Tales from Africa Travel prioritises the involvement of local communities in tourism, fostering a fair, safe, and supportive working environment. We are committed to ensuring respectful practices that benefit people and place in all our operations by:

- Engaging and training local tour leaders, guides, representatives, porters, drivers, and other contracted staff wherever possible, and ensuring they are compensated with at least a living wage that meets or exceeds legal or industry standards.
- Providing all employees with written contracts detailing their job descriptions, labour conditions, and terms, while ensuring they fully understand these agreements.

- Regularly training and certifying our employees and partners, including sustainability training that highlights responsible tourism practices and relevant destination-specific aspects.
- Educating local staff on our sustainability policies through newsletters, contract addendums, emails, and targeted training sessions.
- Training tour leaders and representatives to inform guests about sustainability issues, such as the protection of natural and cultural heritage, responsible resource use, and local social norms (e.g., tipping, dress codes, and photography).
- Addressing the prevention of sexual exploitation of children through specialised training for our team, including the legal and ethical requirements to protect vulnerable individuals.

By collaborating with local communities and partners, Tales from Africa Travel ensures that all operations comply with international, national, and local laws while promoting respectful tourism practices that uplift local economies and cultures.

10. Destinations

Tales from Africa Travel is dedicated to ensuring the sustainability of the destinations we operate in by carefully considering their environmental, social, and cultural impact. We prioritise:

- Selecting destinations that align with our environmental and community values, avoiding locations where tourism causes structural negative effects unless our involvement can counterbalance these impacts. We also consider alternative, non-mainstream destinations and those accessible through lower emission transport options.
- Complying with spatial planning laws, protected area regulations, heritage guidelines, and local, regional, or national destination management strategies.
- Supporting biodiversity conservation and protected areas by offering financial contributions, advocating for political support, and incorporating these efforts into our product offerings.
- Encouraging partnerships between accommodations and local producers to strengthen local economies. Additionally, we influence and support local governments (in collaboration with other stakeholders) on sustainability, destination planning, resource management, and sociocultural issues.
- Promoting responsible tourism by discouraging the purchase of souvenirs made from threatened flora and fauna (as per CITES and the IUCN Red List) or illegal historic and archaeological artifacts.
- Actively educating our travellers on responsible choices, such as responsible souvenir purchasing and identifying food options that avoid overfished or endangered species.

Through these actions, Tales from Africa Travel ensures that our operations enhance the well-being of destinations and their communities while preserving their natural and cultural heritage for future generations.

11. Customer communication and protection

Prior to Booking

Tales from Africa Travel ensures transparent and ethical communication with customers by:

- Taking active steps to protect customer privacy.
- Providing clear, accurate, and complete product and price information, including sustainability claims.
- Complying with relevant standards and voluntary codes of conduct in marketing and advertising, ensuring that no promises are made beyond what we can deliver.
- Offering factually correct, balanced, and complete destination information, including sustainability aspects.
- Informing customers about the environmental impact of different transport options and promoting lower impact alternatives where available.
- Highlighting accommodations, excursions, and transport options with recognised environmental certifications as clear "better" choices.

During and After Booking

We prioritise customer safety, education, and satisfaction throughout their journey. This includes:

- Sharing information about the natural environment, local culture, and sustainability issues in the destination, along with recommendations for positive contributions.
- Providing health and safety precautions, emergency contact details, and clear guidelines for responsible participation in excursions and activities. These guidelines aim to minimise negative impacts while maximising enjoyment and are often developed with NGOs and local communities.
- Educating customers on legal considerations for purchasing and transporting historic artifacts or items made from threatened flora and fauna.
- Encouraging support for local businesses, restaurants, shops, and charitable initiatives to benefit the local economy and community.
- Promoting public transport, cycling, and other lower emission options within destinations when feasible.

After the Holiday

Tales from Africa Travel continues its commitment to improving customer experiences by:

- Measuring client satisfaction systematically and incorporating results to enhance services and products.
- Including sustainability as an integral focus in customer satisfaction research.
- Ensuring clear and efficient procedures for addressing client complaints.

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