

# **Genius Loci Travel**

**Tour Operator**

**Walking, Cycling and Kayaking in Italy**

**“Sustainability Policy”**

## **Purpose**

The company is committed to reducing its impacts on the Destinations and local communities involved, growing sustainably and inspiring others to take action. Our aim is to make sure that our core values are shared and supported by our Guests, third party suppliers and all stakeholders.

## **Sustainability management & legal compliance**

The co-founders of the company are wholly committed to the company's sustainability performance and endorse the company's sustainability mission statement and policy.

We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to (publicly) communicating our sustainability performance (by means of the Travelife report) every two years.

The company values are strongly connected to the policy objectives, this makes it easier to address a continuous improvement of sustainability practices, including the ongoing monitoring and evaluation of our sustainability policy, with the whole team and resources to achieve our sustainability goals.

Genius Loci Turismo follows all local, regional, national, and international regulations as they relate to human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use. We have a zero-tolerance policy for corruption, bribery, forced labour, and discrimination.

We recognize that our employees are our biggest asset for delivering meaningful travel experiences to our customers.

In Italy, the female inactivity rate (ages 15–64) stands at approximately 43% as of early 2026, with southern regions reporting rates above 50%—significantly higher than the European Union average.

This persistent territorial gap underscores ongoing disparities in women's participation in the labour market. We are proud to go against this trend, with more than 65% of our team composed of women.

We believe that, despite the undeniable extra efforts required to organise office work in a predominantly female team (where the majority work part-time), our “pink team” has become a real asset over the years.

We are eager to maintain a clear human resource policy to ensure:

- Legal compliance in all regards
- A safe, healthy, and welcoming workplace
- Fair contract conditions including fair compensation
- Training opportunities including trainings on topics of sustainability, sexual harassment and exploitation in the workplace and in the industry
- Participation in the sustainability planning activities
- Inclusion and equal opportunity for all employees, particularly with regard to compensation, promotion, distribution of benefits, and professional development opportunities.

## **Internal management: environment**

### Environmental management of office operations

We are committed to keeping the direct footprint of our business operations as minimal as possible and actively follow the 5Rs (reduce, reuse, collect, regenerate, recycle) principles.

We have the following measures in place:

- Follow all local and national regulations concerning environmental law
- Measure, monitor, and evaluate use of all commodities and products purchased, especially in terms of water, waste, energy, and carbon.
- Procure office supply locally, seasonally, fair trade, in bulk, with limited packaging, sustainability certified whenever possible. We have a person of the staff who is responsible for searching/seeking companies that produce goods by meeting the above criteria.
- Print only when absolutely necessary, and when printing, always print double-sided on grayscale.
- Paper must always be **FSC** or equivalent **certified**
- When we print Route Notes for our customers paper is **RECYCLED**.
- All equipment and lighting is energy-efficient and turned off when not in use
- Water saving measures are being implemented in the common spaces
- Waste is separated into the following categories: plastic, organic, paper products, metal, hazardous, glass, e-waste, waste to landfill and is disposed of properly by Salerno municipality.

**Genius Loci Travel srl** is committed to managing environmental impact as an integral part of our operations.

It is our policy to ensure the environmental integrity of our processes and products at all times by:

- Continuously seeking opportunities to improve our environmental performance by establishing objectives and targets, measuring progress, and reporting our results.
- Promoting participation and communicating our commitment to responsible environmental management by promoting environmental responsibility amongst our employees and stakeholders and soliciting input from them to better achieve our environmental goals.

### Carbon management of office operations

Genius Loci Turismo srl is committed to reducing our carbon footprint and endeavours to reduce the amount we travel as much as possible by:

- By 2027 monitoring and measuring carbon footprint with the aim to reduce as much as possible and offset remaining amounts.
- Encouraging employees to limit their carbon footprint by use of eco modes of transportation.
- By 2027 find a suitable carbon offset company in order to compensate our remaining direct and indirect carbon footprint from travel and office management.

## General suppliers' policy

- We strive to sourcing our products and services responsibly, avoiding harmful impacts on society, culture and nature as much as possible. We expect the same level of engagement and commitment from our suppliers.
- We try to work with partners that share our commitment towards sustainability. This means that we prefer partners that have a written sustainability statement as an integral part of their business policy and/or a clear sustainability policy in place.
- We choose to work with suppliers in the destinations that are locally owned or managed, use local and seasonal products and services and benefit the local community by hiring locally and equitably and by providing fair working conditions.
- Whenever possible, we are eager to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.
- We expect **our suppliers** to respect and share the following responsible business practices:
  - Complying with all local, regional, national and international regulations
  - Respecting all human rights including labour rights, children's rights, and women's rights
  - Committing to fair employment conditions
  - Following anti-corruption, anti-bribery, anti-extortion, and anti-discrimination policies
  - Protecting children from (sexual) exploitation through tourism
  - Protecting the environment and natural resources
  - Acting in the best interest of local communities
- **Genius Loci Travel** raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
- **Genius Loci Travel** actively collaborates with suppliers to improve their sustainability performance. We encourage our suppliers to continuously learn about sustainability and provide/support this learning whenever possible.
- **Genius Loci Travel** maintains open lines of communication with our suppliers and partners and encourage feedback from our stakeholders at any time and on any topic, particularly sustainability.

## Transport

- When selecting transport for guests and business-related travel, we prefer to choose the most environmentally friendly options available for travelling to, from, and within the destination – taking into consideration distance, price, route, and comfort.
- Using public transportation options in the destination
- Using appropriate vehicle sizes for group sizes and purchasing most efficient vehicles available
- We are committed to find a way to measure and compensate for the unavoidable GHG emissions produced from transportation. From 2027 compensation will be either included by default in the package price or actively promoted to the clients as a booking option.

## Accommodation

- In the accommodation selection process, we consider the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint. Please refer to our detailed **Accommodation Policy**.

- When we develop a new itinerary, we look for accommodations that respect and protect land use, local architecture, customs and local traditions.
- When the above isn't possible, we avoid chains and big-name hotels. Many of our hoteliers are walkers themselves and take an active and helpful interest in our clients' progress, and take part in environmental initiatives in their area.

### **Activities & Excursions**

- All excursions and activities run by or on behalf of the company respect local customs, traditions, cultural integrity, and natural resources.
- We are committed to not offering any excursions that harm humans, wildlife, environment, or natural resources such as water and energy.

### **Tour leaders, local representatives, and guides**

- We are committed to hiring qualified local guides, porters, drivers or other local staff, paying them living wages and providing safe and fair working conditions.
- We are aware that guides are the intermediaries between the guests and the socio-cultural and environmental context of the destination, conveying the appropriate behaviour to them. Therefore, we make sure that all guides hired by or leading tours on behalf of our company are trained and knowledgeable in the sustainability topics of the destination.
- We provide guides with learning opportunities on sustainability topics including providing free access to the Travelife online learning platform.

### **Destinations**

Our aim is to discover those places where clients can feel and taste the 'real spirit' of Italy. Off the beaten track, in unknown parts of Italy, but even close to known tourist areas we discover those authentic places most tourists don't get to.

Tours for real travellers, who seek out both the highlights of a destination and true experiences of local culture – in ways that benefit local communities.

Our goal is not only delivering authentic local experiences for our customers, but we also take active steps to care for the destination they travel to.

### Contribution to local communities / local economic network

We do try to give a positive contribution to the destinations in which we operate, by:

- Sourcing locally and responsibly, and supporting local and traditional arts and culture
- Encouraging guests to shop responsibly and educating them about illegal/forbidden souvenirs.

- Collaborating with other local tourism stakeholders (including local government, other tourism businesses, etc) to foster a more sustainable tourism development of the destination
- Respecting and advocating for all human rights (i.e. children's rights, women's rights, labour rights, etc.) as well as land rights

### Environmental stewardship in destinations

- We participate actively to the planning of footpaths, and the actual cleaning and waymarking of many of these – in collaboration with the local authorities and local guides and conservation volunteers. In the destinations in which we operate we try to watch over the policies implemented by local institutions that might damage the destination.
- We inform our customers about our commitment towards a more responsible travel and invite them to do the same.

## **Customer communication and protection**

### Communication & Customer experience

- We commit to inform our customers about the social and environmental impact of their journey and about the choices they can make to compensate their impact on the destination
- We encourage feedback at any time and on any topic, particularly sustainability
- We strive to be truthful in all situations and at all times. We offer products and services that do what we claim in our communications.
- We are anti-greenwashing and stand behind our sustainability claims 100%.
- We endeavour to be inclusive and representative in our marketing, and to always take into account cultural, religious, and ethnic sensitivities.

## **Business Ethics, Integrity and Fair Competition**

Genius Loci Travel is committed to conducting all of its business activities in an honest, ethical and responsible manner. We act with professionalism, fairness and integrity in all our relationships with guests, employees, suppliers, partners and local communities.

We adopt a **zero-tolerance approach to bribery, corruption and unethical conduct** of any kind.

We do not offer, request or accept improper advantages, facilitation payments or kickbacks, and we comply with all applicable laws and regulations wherever we operate. We take our ethical and legal responsibilities seriously, recognising that trust, transparency and accountability are essential to the long-term sustainability of our business.

Genius Loci Travel does not make contributions to political parties and only supports charitable initiatives that are legal, ethical and aligned with local laws and practices.

We believe that **fair and healthy competition** is an essential part of a responsible tourism sector. We compete honestly and respectfully, valuing cooperation over confrontation. We respect the work, confidential information and intellectual property of other tourism professionals and stakeholders. At the same time, we actively support collaboration with other tour operators and local partners when this contributes to more sustainable tourism practices and benefits destinations and local communities.

Protecting our guests is a priority. All employees and collaborators are required to respect customer privacy and to handle personal data with care, ensuring that information is collected, stored and processed securely and in line with our **Privacy Policy**.

Our communication and marketing are transparent, accurate and responsible. We avoid any form of greenwashing and ensure that our sustainability claims are truthful, verifiable and consistent with our actual practices. Product, pricing and destination information is presented in a clear and honest way, and we make every reasonable effort to deliver experiences that meet – and whenever possible exceed – our guests' expectations.

**Genius Loci Travel** is committed to fostering an open and respectful working environment, where employees and partners feel safe to speak up. No one will suffer any disadvantage or retaliation for refusing to take part in unethical behaviour or for reporting, in good faith, concerns related to integrity, corruption or misconduct.

## **Privacy**

Our customer protection is our priority. Therefore, we maintain a clear privacy policy <https://www.geniusloci.it/tour/privacy-policy> to ensure:

- Legal compliance in all regards
- Customers and their data are protected
- Customers know how their information is being used