

AFRICALE TRAVEL & LEISURE

Sustainability Policy

35 Wesley Street, Gardens, 8001, Cape Town, South Africa

Our Philosophy

At Africale Travel & Leisure, we believe travel should create meaningful and positive connections between people, cultures, wildlife, and the territories that make these experiences possible.

As a company deeply connected to Southern and Eastern Africa and Oceania, we are committed to promoting responsible tourism practices that respect natural ecosystems, support local communities, preserve cultural heritage, and contribute to long-term sustainability.

We believe that tourism, when developed responsibly, can become a positive force for conservation, cultural understanding, local economic development, and environmental awareness.

Our sustainability approach is based on authenticity, ethical partnerships, conscious travel design, and a deep respect for the places and people with whom we work.

This Sustainability Policy applies to: Africale Travel & Leisure staff and consultants, freelance guides and destination specialists, suppliers and operational partners, accommodation providers and transport operators, and travellers participating in Africale experiences.

This policy has been developed in alignment with internationally recognised responsible tourism principles and benchmark sustainability frameworks within the travel industry, including the Travelife certification programme. It forms part of Africale's Responsible Tourism Framework, which includes a set of interrelated policies and guidelines governing Africale's approach to sustainability, responsible tourism, supplier standards, traveller behaviour, and operational practices.

1. Sustainability Commitment

Africale Travel & Leisure leadership is responsible for promoting, implementing, and continuously improving the company's sustainability principles across its operations, partnerships, and traveller experiences. Sustainability is considered an integral part of Africale's long-term vision and operational decision-making process.

We are committed to:

- promoting responsible and ethical tourism experiences
- supporting conservation-focused initiatives
- working with trusted local partners
- minimising negative environmental and social impacts
- contributing positively to local communities and economies
- encouraging respectful cultural exchange

- promoting responsible wildlife tourism
- educating travellers on responsible travel behaviour
- strengthening sustainability awareness throughout our supply chain

We recognise sustainability as an ongoing process of learning, collaboration, and continuous improvement.

2. Sustainability Approach & Progressive Commitment

Africale is committed to continuously expanding and strengthening its sustainability approach across all destinations in which it operates.

This means progressively engaging and raising awareness among our partners, suppliers, guides, and clients — ensuring that responsible tourism principles are embedded not only in Africale's own operations but throughout the travel experiences we design and deliver.

We recognise that sustainability is a gradual process. Our approach is to improve continuously, setting concrete targets and actions in our Sustainability Action Plan, which is reviewed and updated annually.

3. Ethical Tourism Principles

Africale believes tourism should respect the dignity of local communities, preserve wildlife and natural habitats, celebrate cultural authenticity, create long-term local value, encourage meaningful human connections, avoid exploitative tourism models, and support responsible and conscious travel choices.

We strongly oppose tourism practices that exploit people, animals, or environments for commercial entertainment purposes.

4. Legal Compliance & Business Ethics

Africale Travel & Leisure operates in accordance with applicable local, national, and international laws and regulations. We are committed to ethical business conduct, transparency and integrity, anti-corruption principles, respect for human rights, non-discrimination, responsible supplier relationships, and compliance with wildlife and environmental regulations.

Africale maintains zero tolerance toward corruption and bribery, forced labour, human trafficking, child exploitation, exploitative wildlife tourism, and discrimination or harassment.

5. Human Rights, Working Environment & Health and Safety

Africale values fair, respectful, and inclusive working relationships. As a company operating through a network of independent professionals, local guides, consultants, and regional partners, we are committed to:

- promoting respectful collaboration and equal opportunity

- maintaining fair and ethical working conditions, including remuneration above the national minimum wage in all operating countries
- respecting diversity and cultural differences
- encouraging professional development and learning
- creating safe and respectful working environments for all collaborators

Health and safety is considered a fundamental responsibility across all Africale operations. We are committed to:

- ensuring that all guides, specialists and operational partners maintain appropriate safety standards and qualifications
- communicating health and safety information to travellers before and during trips
- working only with transport and activity providers who maintain legally compliant safety standards
- maintaining appropriate emergency preparedness in operational activities
- supporting the physical and psychological wellbeing of all collaborators working with Africale

Africale's Health & Safety Policy and Equal Opportunities Policy form part of its broader Responsible Tourism Framework and are available as separate documents.

6. Office Environmental Management

Africale operates primarily as a remote company from a shared coworking space in Cape Town, South Africa. This model inherently minimises energy and resource consumption, as infrastructure is shared across multiple users. We are committed to:

- minimising paper use and encouraging digital documentation and communication
- reducing energy consumption — devices are switched off when not in use and set to energy-saving mode
- managing waste responsibly, including separation of recyclable materials where locally feasible
- minimising the use of single-use plastics in office and operational activities
- using reusable cups, bottles and cutlery in place of disposable alternatives
- consuming tap water directly rather than single-use plastic bottles
- using eco-labelled cleaning products with naturally derived ingredients where available
- preferring local and sustainably produced products where available

7. Animal Welfare & Responsible Wildlife Tourism

Wildlife and conservation are central to Africale's philosophy and operations. Africale Travel & Leisure is committed to responsible wildlife tourism practices that prioritise animal welfare, conservation awareness, and respectful observation in natural environments.

Africale does not support or promote:

- elephant riding, lion walks, or cub petting

- exploitative captive wildlife interactions or wildlife performances
- animal selfies involving wild animals
- shark cage diving involving baiting practices or any marine activity that intentionally alters natural wildlife behaviour for tourism purposes
- trophy or canned hunting experiences

Africale recognises the distinction between wild and domesticated animals. Carefully selected horse-riding experiences may be included where high welfare, ethical handling, and safety standards are consistently respected.

Our full Animal Welfare Policy is available separately and forms an integral part of our sustainability framework.

8. Environmental Responsibility

Africale recognises the importance of protecting the natural environments that form the foundation of travel experiences across Southern and Eastern Africa and Oceania. We are committed to:

- encouraging lower-impact travel experiences and longer stays
- reducing unnecessary waste and single-use plastics
- supporting responsible waste management practices
- encouraging responsible water and energy use
- promoting environmental awareness among travellers and suppliers
- supporting biodiversity and conservation initiatives
- reducing unnecessary domestic flights where alternative transport options are feasible
- exploring carbon offset options for travel-related emissions as part of our medium-term sustainability targets

9. Sustainable Supplier Partnerships

Africale particularly values partnerships with locally rooted operators, independent guides, conservation-aware businesses, and regionally specialised professionals. We seek to collaborate with partners who share our values regarding sustainability, ethical tourism, wildlife protection, community respect, operational quality, and responsible tourism practices.

To assess and monitor supplier sustainability, Africale uses a Sustainability Quick Scan for Partners and a Supplier Sustainability Inventory, complemented by regular site visits and ongoing traveller feedback monitoring. Our Supplier Code of Conduct and Supplier Selection Process form essential parts of our sustainability framework and are shared with all active suppliers.

10. Community Engagement, Local Impact & Donations

Africale believes tourism should contribute positively to local economies and communities. We are committed to:

- supporting locally owned businesses where possible

- promoting local guides and regional expertise
- encouraging authentic cultural exchange
- respecting local customs and traditions
- avoiding exploitative community tourism practices
- supporting experiences that create meaningful local benefit

As a direct expression of this commitment, Africale donates 5% of the value of each journey to support community and humanitarian projects in its operating destinations. Current beneficiaries include Rainbow for Africa (Turin, Italy) — a non-profit working on healthcare access in Africa — and the Association of Volunteer Missionaries (AVM) in Chipata, Zambia, which supports education and community development for over 330 children. Africale also partners with Sunbirds Lodge Chobe (Kasane, Botswana), a women-led accommodation provider supporting vulnerable women from the local community.

11. Child Protection

Africale Travel & Leisure has zero tolerance for any form of child exploitation. We are committed to protecting children's rights and wellbeing, avoiding exploitative orphanage tourism, ensuring respectful conduct during community and school visits, discouraging inappropriate photography involving minors, and working only with partners who share these principles. All guides and partners are required to complete child protection training as part of their engagement with Africale.

12. Responsible Traveller Behaviour

Africale encourages travellers to approach destinations with curiosity, respect, humility, and environmental awareness. Travellers are informed of responsible travel practices through the pre-departure guide provided before every journey, covering wildlife behaviour, cultural respect, photography etiquette, illegal souvenirs, waste management, water use, and personal conduct. Guides reinforce this guidance throughout the trip.

13. Sustainability Communication & Education

Africale seeks to promote sustainability awareness through traveller communication, supplier collaboration, responsible itinerary design, educational guidance during travel experiences, and internal awareness and continuous learning. We aim to encourage more conscious and informed travel choices while maintaining authentic and meaningful travel experiences.

Africale publishes its sustainability commitments on its website (africale-travel.com) and is currently pursuing Travelife Partner certification as a formal recognition of its sustainability programme. We believe credibility is built through authentic action and genuine relationships rather than marketing-driven narratives.

14. Continuous Improvement

Africale Travel & Leisure recognises that sustainability is a continuous journey rather than a fixed destination. We are committed to:

- regularly reviewing our sustainability practices and action plan
- improving supplier monitoring processes and sustainability assessments
- strengthening responsible tourism standards across operations
- learning from industry best practices and traveller feedback
- adapting to evolving sustainability challenges and opportunities
- continuously improving the positive impact of our operations on communities, wildlife and the environment

Africale periodically reviews and monitors its sustainability performance, supplier alignment, operational practices, and traveller feedback as part of this continuous improvement process.

Commitment

Africale Travel & Leisure is committed to practising responsible tourism that respects people, wildlife and the environment — creating meaningful travel experiences across Southern and Eastern Africa and Oceania that benefit both travellers and the destinations they visit.

Contact / Responsible Person

All staff and consultants are responsible for the ownership, promotion and implementation of this policy within their respective areas of work.

The implementation of this policy is led by the Sustainability Coordinator, Alex Barbieri, who can be reached at: barbieri@africale-travel.com

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