Sustainability Policy

This Policy sets out the environmental, social and economic commitments proposed for Safari B's operations and travel services. It provides a framework for responsible business decisions, supplier engagement and guest conduct, supported by an implementation action plan and annual review.

POLICY EDITION

October 2026

REVIEW

At least annually, or earlier as set out in section 19.

1. Introduction

Safari B is a Namibia-based travel company arranging tailor-made self-drive, privately guided and fly-in safaris in Namibia, South Africa, Botswana, Zambia and Zimbabwe. Safari B is committed to providing responsible and meaningful travel experiences while contributing positively to the protection of the environment, the well-being of local communities and the sustainable development of the destinations in which it operates. Safari B recognises that tourism depends fundamentally on healthy ecosystems, thriving communities, cultural heritage and responsible economic activity. Sustainability is therefore an integral part of the manner in which Safari B conducts its business, develops tourism products, selects suppliers and partners, engages employees and communities, and communicates with travellers. Through this Policy, Safari B commits to continually improving its environmental, social and economic performance and to integrating sustainability considerations into its operational and strategic decision-making.

2. Definitions

“Sustainability” means meeting present economic, social and environmental needs without compromising the ability of future generations to meet their own needs.

“Sustainable Tourism” means tourism that takes full account of its current and future economic, social and environmental impacts while addressing the needs of visitors, businesses, communities and the environment.

“Responsible Tourism” means tourism that minimises negative environmental and social impacts while creating positive economic, cultural and conservation benefits for destinations and host communities.

“Circular Economy” means an approach that seeks to prevent waste and keep products and materials in use for as long as reasonably possible through reduction, reuse, repair, recovery and recycling.

“Biodiversity Conservation” means the protection and responsible management of ecosystems, habitats, species and natural resources.

“Cultural Heritage” includes the traditions, knowledge, values, customs, places and practices of communities that contribute to their cultural identity.

“Sustainable Procurement” means the acquisition of goods and services in a manner that considers environmental, social, ethical and economic impacts.

“Sustainable Mobility” means transport practices aimed at reducing fuel use, emissions and other adverse environmental effects associated with travel.

“Stakeholders” include employees, customers, suppliers, tourism partners, local communities, authorities and organisations affected by or involved in Safari B’s operations.

“KPIs” means Key Performance Indicators used to measure progress towards Safari B’s sustainability objectives.

3. Scope of the policy

3.1 This Policy applies to Safari B’s business activities and, where applicable, to its:

- employees and representatives;

- tour leaders and guides;
- suppliers and service providers;
- accommodation partners;
- transport providers;
- activity providers;
- tourism partners;
- contractors; and
- guests.

3.2 The Policy covers, among other areas:

- environmental management;
- energy and water consumption;
- waste and pollution;
- procurement;
- transportation;
- accommodation;
- tourism activities;
- biodiversity and wildlife;
- community relations;
- cultural heritage;
- employment and human rights;
- child protection;
- ethical conduct;
- customer communication; and
- sustainability monitoring and reporting.

3.3 Safari B will encourage all organisations and individuals within its tourism value chain to support and progressively implement the principles contained in this Policy.

3.4 This Policy governs Safari B's own decisions and activities. Requirements for independent suppliers shall be communicated through selection criteria, contracts and operating instructions. Guests shall receive relevant guidance before travel and during their journeys. Safari B shall not represent independently operated properties, vehicles or activities as facilities under its direct control.

4. Objectives of the policy

4.1 Integrate environmental, social and economic sustainability into Safari B's business operations and decision-making.

4.2 Reduce the environmental footprint associated with Safari B's operations, products and services.

4.3 Promote responsible use of energy, water and natural resources.

4.4 Prevent waste wherever possible and promote reuse, recovery and recycling in accordance with circular economy principles.

4.5 Protect biodiversity, wildlife and sensitive terrestrial and marine ecosystems.

4.6 Support local communities through employment, procurement, entrepreneurship and responsible community partnerships.

4.7 Promote respect for Southern Africa's cultural heritage, traditions and local communities.

4.8 Protect human rights and promote fair, safe and equitable working conditions.

4.9 Maintain zero tolerance for child exploitation, child labour, corruption, bribery and other unethical conduct.

4.10 Promote responsible tourism practices among customers, employees, suppliers and tourism partners.

4.11 Measure sustainability performance and continuously improve Safari B's practices through defined objectives, actions and KPIs.

5. Sustainability governance and legal compliance

5.1 Sustainability shall be incorporated into Safari B's management processes and operational decision-making.

5.2 Safari B shall comply with applicable laws, regulations and statutory requirements relevant to its operations, including those relating to tourism, labour, environmental protection, occupational health and safety, taxation, consumer protection, child protection and ethical business conduct.

5.3 Management shall maintain oversight of the implementation of this Policy and ensure that appropriate responsibilities for sustainability are assigned within the organisation.

5.4 Safari B shall maintain a Sustainability Action Plan containing, where appropriate:

- objectives and targets;
- sustainability activities;
- responsible persons;
- implementation timelines;
- performance indicators; and
- evidence or means of verification.

5.5 Sustainability performance shall be monitored through relevant KPIs and operational assessments.

5.6 Management shall periodically review sustainability risks and opportunities and take appropriate corrective or improvement measures.

5.7 Safari B shall communicate material sustainability initiatives and progress to relevant stakeholders through appropriate communication channels.

5.8 Sustainability commitments shall be communicated to employees during induction and reinforced through training, meetings and internal communication.

5.9 Management shall designate a sustainability coordinator, with authority to maintain the action plan, gather evidence and escalate concerns. In a small team, this role may be combined with another position.

5.10 Safari B shall prohibit bribery, corruption and conflicts of interest that compromise fair business decisions. Management shall keep relevant registrations and permits current and verify applicable requirements in each destination.

5.11 Safari B shall share practical sustainability experiences, training resources and lessons with suppliers and industry stakeholders, while respecting confidentiality, and retain evidence of these exchanges.

6. Human rights, labour practices and child protection

6.1 Safari B is committed to respecting internationally recognised principles of human dignity and fundamental labour rights.

6.2 Employees shall be treated fairly and respectfully and shall not be subjected to discrimination, harassment, intimidation, exploitation or degrading treatment.

6.3 Safari B shall promote:

- fair employment practices;
- equal opportunity;
- safe and healthy working conditions;
- appropriate remuneration in accordance with applicable requirements;
- employee development and training; and
- respectful and inclusive workplace relations.

6.4 Employees shall have access to an appropriate mechanism through which workplace concerns or grievances may be raised confidentially and without retaliation.

6.5 Safari B prohibits forced labour and child labour within its own operations.

6.6 Safari B maintains zero tolerance for sexual exploitation or abuse of children in tourism.

6.7 Employees, guides, representatives and relevant suppliers shall be informed of Safari B's child-protection requirements and their responsibility to report suspected exploitation or abuse through appropriate channels.

6.8 Safari B shall seek to work with suppliers and tourism partners that demonstrate respect for labour rights, human rights and child-protection principles.

6.9 Serious breaches involving exploitation, abuse or other unethical practices may result in appropriate corrective measures, including termination of business relationships where warranted.

6.10 Employment terms shall be communicated in writing, covering remuneration, hours, rest, leave and applicable benefits. Safari B shall respect freedom of association and collective bargaining and provide equal access to development opportunities.

6.11 Safari B shall not arrange orphanage tourism or unsupervised visits to children's institutions. Suspected abuse shall be escalated promptly to management and appropriate competent authorities, with immediate protection of the affected person prioritised. Staff shall not investigate allegations themselves or disclose identifying information unnecessarily.

7. Environmental management and climate action

7.1 Environmental Responsibility

Safari B shall seek to minimise the environmental impacts associated with its operations and tourism products through responsible resource management, pollution prevention and continuous improvement.

7.2 Energy

Safari B shall promote energy efficiency through practical measures including:

- use of energy-efficient lighting and equipment;
- switching off lights and electrical equipment when not required;
- avoiding unnecessary energy consumption;
- responsible use of cooling and ventilation systems;
- use of natural ventilation where appropriate; and
- consideration of renewable-energy solutions where technically and economically feasible.

7.3 Water

Recognising the importance of responsible water use, Safari B shall:

- promote efficient water consumption;
- promptly address leaks within facilities under its control;
- encourage efficient fixtures and equipment where practical;
- avoid unnecessary running water;
- promote responsible water use among employees and guests; and
- explore appropriate rainwater or alternative water-saving measures where feasible.

7.4 Climate and Greenhouse-Gas Emissions

Safari B recognises tourism and transportation as contributors to greenhouse-gas emissions. Safari B shall progressively:

- identify significant sources of emissions within its operations;
- seek opportunities to measure relevant emissions;
- reduce unnecessary energy and fuel consumption;
- work with more efficient transportation providers;
- encourage lower-impact travel practices; and
- establish realistic emission-reduction objectives as reliable baseline data becomes available.

Safari B shall avoid making carbon-neutrality or similar environmental claims unless appropriate measurement, reduction measures and credible evidence support such claims.

7.5 In water-scarce destinations, itinerary planning and supplier discussions shall address responsible abstraction, water-saving practices and local restrictions. Drinking water safety shall take priority over packaging reduction.

7.6 Safari B shall separate office emissions from emissions associated with customer travel when developing its baseline, record calculation methods and data gaps, and prioritise avoiding and reducing emissions. Any voluntary offset contribution shall be described transparently and shall not substitute for reductions.

8. Waste management and circular economy

8.1 Safari B shall apply the principles of waste prevention, reduction, reuse, recovery and recycling wherever reasonably practicable.

8.2 Employees and guests shall be encouraged to avoid unnecessary waste and single-use items.

8.3 Safari B shall encourage waste separation where appropriate recycling or recovery facilities are available.

8.4 Reusable materials, including paper, containers, cartons, glass and other suitable materials, should be reused or responsibly recovered wherever feasible.

8.5 Digital communication shall be preferred where practical to reduce unnecessary paper consumption.

8.6 Where printing is necessary, Safari B shall encourage double-sided printing and the use of recycled or responsibly sourced paper where available.

8.7 Safari B shall encourage employees and guests to contribute responsibly to the cleanliness of beaches, marine environments and other natural areas.

8.8 Safari B shall identify suitable opportunities to support locally led environmental awareness, waste reduction and conservation initiatives in its destinations. Any support shall be agreed with the relevant community or organisation and recorded accurately.

8.9 Waste shall be disposed of responsibly and in accordance with available waste-management systems and applicable requirements.

8.10 Batteries, electronic equipment, oils and other hazardous waste under Safari B’s control shall be stored safely and transferred to appropriate authorised handlers. Guests shall be advised to carry waste out of remote areas and use designated disposal facilities.

9. Sustainable procurement and local economic development

9.1 Safari B recognises procurement as an important mechanism for supporting sustainable local economic development.

9.2 Preference shall, where practical and commercially reasonable, be given to:

- locally produced goods;
- local businesses and service providers;
- environmentally responsible products;
- products with reduced packaging;
- reusable and durable products;
- ethically produced goods and services; and
- suppliers demonstrating responsible employment and environmental practices.

9.3 Safari B shall seek to reduce unnecessary supply-chain impacts by purchasing locally where suitable alternatives are available.

9.4 Suppliers shall be encouraged to adopt practices consistent with Safari B's sustainability principles.

9.5 Where reasonably possible, Safari B shall consider sustainability performance as part of supplier and service-provider selection.

10. Community development and cultural heritage

10.1 Safari B recognises that tourism should create meaningful benefits for host communities.

10.2 Safari B shall seek opportunities to support local economic participation through:

- local employment;
- local procurement;
- use of locally based guides and service providers;
- support for community enterprises;
- promotion of locally produced goods and services; and
- responsible community initiatives.

10.3 Community projects supported by Safari B should, where practicable, respond to locally identified needs and encourage meaningful community participation.

10.4 Safari B shall encourage travellers to respect local customs, traditions, communities and ways of life.

10.5 Visits to cultural and heritage sites shall be conducted respectfully and in accordance with applicable rules and the expectations of local custodians.

10.6 Cultural experiences should be presented in a manner that respects the dignity, authenticity and intellectual and cultural property of host communities.

10.7 Safari B shall avoid tourism activities that commodify, disrespect or exploit communities or their cultural heritage.

10.8 Visits to indigenous and other local communities shall take place with informed host agreement, fair remuneration and respect for community decisions. Guides and guests shall obtain consent before photographing people or entering private or sacred spaces.

10.9 Safari B shall favour suitable community-owned enterprises and conservancy-based tourism opportunities where available. Donations and community support shall respond to locally identified priorities and shall not be advertised as existing partnerships without evidence.

11. Partners and suppliers

11.1 Safari B shall seek to collaborate with partners and suppliers that demonstrate a commitment to responsible and sustainable tourism.

11.2 Relevant agreements may include sustainability provisions appropriate to the services provided.

11.3 Where practicable, Safari B shall assess significant suppliers and partners against relevant sustainability considerations, which may include:

- compliance with applicable law;
- environmental management;
- labour practices;
- child protection;
- ethical conduct;
- biodiversity conservation;
- waste management;
- local economic contribution; and
- community responsibility.

11.4 Safari B shall encourage partners to pursue recognised sustainability standards or certification where appropriate and reasonably accessible.

11.5 Where a significant sustainability concern is identified, Safari B shall engage the supplier or partner regarding corrective action and may reconsider the relationship where serious or persistent non-compliance occurs.

11.6 Safari B shall keep a register of significant suppliers and assess risk before selection and periodically thereafter. Assessments shall record evidence, concerns, corrective actions, responsible people and review dates. Activities involving immediate safety, abuse or serious wildlife-welfare concerns shall be suspended pending assessment.

11.7 Supplier requirements shall be proportionate to the service and risk. Smaller local providers shall be offered practical improvement guidance; certification shall not be treated as a substitute for checking actual practices.

12. Transportation

12.1 Safari B recognises transportation as an important source of environmental impact within tourism.

12.2 Where reasonably possible, Safari B shall favour transport providers that:

- maintain vehicles appropriately;
- operate fuel-efficient vehicles;
- comply with applicable safety requirements; and
- demonstrate responsible environmental practices.

12.3 Travel programmes should be planned efficiently to avoid unnecessary journeys and excessive fuel consumption where this can be achieved without compromising safety or guest experience.

12.4 Group transportation, shared transfers and other efficient travel arrangements shall be promoted where appropriate.

12.5 Guests and employees may be encouraged to walk, cycle or use other appropriate lower-impact forms of transportation for short journeys where safe and practical.

12.6 Self-drive clients shall receive route and road-condition guidance, realistic driving times, emergency contacts and instructions on wildlife, speed, fatigue and remote-area preparedness. Clients shall be advised to avoid driving after dark where road and wildlife risks make this unsafe.

12.7 Guests and providers shall remain on authorised routes, avoid driving over fragile desert surfaces and vegetation, and observe park, conservancy and community access rules. Unauthorised off-road driving shall not form part of Safari B's itineraries.

12.8 For fly-in safaris and regional flights, Safari B shall explain relevant travel choices and seek efficient routing. Where feasible and safe, clients shall be offered longer stays, fewer flight sectors or suitable surface-transfer alternatives. Aviation providers shall be assessed for applicable licensing, safety and operational suitability.

13. Accommodation

13.1 Safari B shall seek to work with accommodation establishments that demonstrate responsible environmental and social practices.

13.2 Sustainability considerations in accommodation selection may include:

- energy efficiency;
- responsible water management;
- waste reduction and recycling;
- reduction of single-use plastics;
- responsible employment practices;
- community engagement;
- local procurement;
- biodiversity protection; and
- recognised sustainability certification where appropriate.

13.3 Safari B shall encourage accommodation partners to continually improve their sustainability performance.

13.4 Where comparable options exist, preference may be given to establishments demonstrating stronger sustainability performance.

13.5 Supplier records shall distinguish verified certification from unverified sustainability statements. Where available, credible initiatives such as renewable energy, water conservation or local employment shall be described accurately in itineraries so clients can recognise and choose better-performing options.

14. Activities, biodiversity and animal welfare

14.1 Safari B recognises that Southern Africa's natural environment, including its coastal and marine ecosystems, wildlife and biodiversity, forms an important part of the region's tourism value.

14.2 Tourism activities offered or facilitated by Safari B shall seek to minimise disturbance to ecosystems, wildlife and natural habitats.

14.3 Safari B shall promote activities that contribute to environmental education, conservation awareness and responsible interaction with nature.

14.4 Wildlife and marine encounters shall be conducted responsibly and in accordance with applicable laws, codes of conduct and accepted animal welfare principles.

14.5 Safari B shall avoid promoting or supporting activities that involve inappropriate handling, exploitation or unnecessary disturbance of wild animals.

14.6 Activity providers shall be encouraged to maintain appropriate environmental, safety and animal-welfare standards.

14.7 Guests shall be encouraged to:

- maintain appropriate distances from wildlife;
- avoid feeding or touching wild animals;
- avoid removing natural materials from protected or sensitive environments;
- refrain from littering;
- respect marine and terrestrial habitats; and
- follow instructions provided by guides, conservation authorities and responsible activity providers.

14.8 Particular care shall be taken to promote responsible conduct in marine, diving, wildlife-viewing and environmentally sensitive activities.

14.9 Safari B does not allow the purchase of souvenirs containing threatened flora and fauna species, any illegally obtained historic/archaeological artefacts, drugs or illegal substances, and shall abide by local and international laws in place to prevent this.

14.10 Safari B shall maintain an inventory of excursions it sells or facilitates, including those offered through local partners and accommodation providers. The inventory shall identify sensitive activities, locations, providers, environmental or cultural risks, operating requirements and review dates.

14.11 Particular attention shall be given to desert habitats, protected areas, wetlands, coastal environments, cultural heritage sites and indigenous community visits. Group size, season, visitor pressure, permits and local guidance shall inform activity selection.

14.12 Safari B shall not sell or promote captive wildlife performances, cub petting, predator walks, elephant riding or tourist handling of wild animals. Conservation and sanctuary visits shall be assessed for legitimate conservation purposes, animal care, and the absence of exploitative visitor interactions.

14.13 Wildlife viewing shall avoid chasing, crowding, baiting, feeding or obstructing animals. Marine and boat-based excursions, where offered, shall follow appropriate distances and habitat protection rules. Drones shall not be used without required permissions or where they disturb wildlife or communities.

15. Tour leaders, local representatives and guides

15.1 Tour leaders, guides and representatives play an important role in the implementation of Safari B's sustainability commitments.

15.2 Relevant personnel shall receive information or training appropriate to their roles covering matters such as:

- responsible tourism;
- environmental protection;
- biodiversity and wildlife;
- cultural sensitivity;
- child safeguarding;
- customer safety;
- waste management; and
- responsible visitor behaviour.

15.3 Safari B shall consider suitably qualified local guides and representatives to support local livelihoods and provide authentic local knowledge.

15.4 Guides shall encourage guests to behave responsibly and comply with applicable environmental, cultural and community requirements.

15.5 Guides and representatives shall receive destination-specific safety briefings and appropriate first aid and emergency response preparation. They should be informed how to report safeguarding, environmental and animal welfare incidents and shall not encourage guests to breach local rules.

16. Destinations and responsible product development

16.1 Safari B shall consider environmental, social and economic factors when developing tourism products and selecting destinations.

16.2 Tourism programmes should, as far as practicable:

- support local economic participation;
- respect environmental carrying capacity;
- minimise unnecessary environmental impacts;
- respect local communities;
- protect cultural and natural heritage; and
- encourage meaningful interaction between visitors and destinations.

16.3 Safari B shall support appropriate local projects and initiatives contributing to environmental conservation, community development and responsible tourism.

16.4 Safari B shall seek to avoid tourism activities that contribute materially to environmental degradation, community exploitation or inappropriate pressure on sensitive destinations.

17. Customer communication and protection

17.1 Safari B shall provide customers with accurate and relevant information regarding responsible and sustainable travel.

17.2 Customers shall be encouraged to contribute positively to destinations by:

- respecting local cultures and communities;

- supporting local businesses;
- conserving water and energy;
- avoiding unnecessary waste and single-use items;
- respecting wildlife and natural environments;
- observing child-protection principles; and
- following destination-specific sustainability guidance.

17.3 Safari B shall ensure that sustainability communication is accurate and shall seek to avoid misleading, exaggerated or unsupported environmental claims.

17.4 Customers shall have an opportunity to provide feedback regarding Safari B's products, services and sustainability practices.

17.5 Relevant customer feedback shall be considered as part of Safari B's continuous improvement process.

17.6 Booking information shall explain material costs, inclusions, exclusions, cancellation terms, activity requirements and reasonably foreseeable travel risks. Accessibility and individual assistance needs shall be discussed honestly, with supplier arrangements verified before commitments are made.

17.7 Personal information shall be collected only for legitimate business needs, protected against unauthorised access and shared with service providers only where necessary. Retention and disposal shall follow applicable requirements.

17.8 Guests shall receive an accessible complaints channel and emergency contact arrangements. Complaints shall be recorded, investigated fairly and used to improve services. Safari B shall maintain and periodically review procedures for medical emergencies, vehicle incidents, extreme weather and other material travel disruptions.

18. Implementation, monitoring and reporting

18.1 This Policy shall become effective upon approval by Safari B Management.

18.2 Management is responsible for ensuring that appropriate resources and responsibilities are assigned for implementation.

18.3 Implementation shall be supported by the Sustainability Action Plan.

18.4 Safari B shall establish and maintain appropriate indicators to monitor material sustainability matters. These may include where data is reasonably available:

- energy consumption;
- water consumption;
- waste reduction and recycling;
- local procurement;
- local employment;
- staff sustainability training;
- supplier sustainability compliance;
- customer feedback;
- community initiatives;

- environmental incidents; and
- progress against annual sustainability objectives.

18.5 Sustainability performance shall be periodically reviewed to identify achievements, weaknesses and corrective actions.

18.6 Safari B shall maintain reasonable evidence of sustainability initiatives and progress to support internal management, external assessment and credible sustainability communication.

18.7 Sustainability information may be communicated through Safari B's website, reports, customer communication and other appropriate channels.

18.8 Within three months of approval, management shall confirm responsibilities, establish a supplier and sensitive-excursion register, brief relevant personnel and approve an initial action plan. Within six months, available baseline data shall be reviewed and measurable targets agreed. Progress shall be reviewed quarterly and the policy annually.

18.9 The action plan shall track, at minimum, personnel briefed, significant suppliers assessed, sensitive excursions reviewed, complaints and incidents resolved, and verified local procurement where data is available. Resource and emissions indicators shall state their reporting boundaries and distinguish measured data from estimates. These are implementation commitments, not claims of performance already achieved.

19. Policy review and continuous improvement

19.1 This Policy shall be reviewed at least annually or earlier where:

- relevant legislation or regulatory requirements change;
- recognised sustainability requirements or standards change;
- significant changes occur within Safari B's operations;
- monitoring identifies material deficiencies;
- significant environmental or social risks emerge; or
- Management determines that revision is necessary.

19.2 The review shall consider:

- progress against sustainability objectives;
- KPI performance;
- stakeholder and customer feedback;
- supplier and partner performance;
- identified sustainability risks;
- changes in Safari B's operations; and
- opportunities for continuous improvement.

Policy commitment and approval

19.3 Where necessary, the Sustainability Action Plan shall be amended following the review to establish updated objectives, responsibilities, timelines and measures.

Policy commitment

Safari B recognises that sustainability is a continuing process rather than a once-off obligation. Safari B therefore commits to responsible tourism practices that protect Southern Africa's natural environment, respect its people and cultural heritage, contribute to local economic development and provide meaningful travel experiences for its guests. Through responsible management, collaboration with communities and tourism partners, continuous monitoring and practical improvement, Safari B seeks to contribute positively to the long-term sustainability of the destinations in which it operates.

Approved by	Bianca Jordaan
Position	Owner
Signature	
Date	20 / 10 / 2026.
Next review date	

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