



# ANIYAMI

THE BRAZIL  
TRAVEL EXPERIENCE

## ANIYAMI SUSTAINABILITY POLICY 2023

### BACKGROUND

Aniyami Brazil is a full service DMC, Receptive Tour Operator and Inbound Agency operating since 2003, and focus on adventure and experiential travel all throughout Brazil. We provide advanced knowledge through creative, responsible and quality travel experiences and serve with efficiency our agent clients all throughout the process, from Brazil travel product design, through sales & reservations to trip operations at the destination. We have been a member of ATTA (Adventure Travel Trade Association) since 2013, and have been certified as a B Corporation social enterprise since 2016.

In 2016, we approved a new business plan for the company with 3 significant changes:

- 1) We revised our vision, mission, values & declarations
- 2) We committed to impact measurement and certification
- 3) We developed a strategic action plan for sustainability

### VISION

It was a simple passion for the principles of sustainable travel and 'all things Brazil', which gave birth to Aniyami Brazil. Ever since, we have been convinced that **the cultural encounter resulting from sustainable travel can positively transform the lives of travelers as well as of local communities**. We understand the current use of mass tourism that looks at the destination uniquely as a consumption good, is very harmful for local communities. Our goal is that travelers can explore Brazil, **getting in touch with the true essence of each region**, its local inhabitants, their culture, gastronomy and the varied landscapes they call home. And at the same time, local communities can welcome other cultures while promoting **sustainable economic development and environmental conservation**. We then create, plan and operate authentic travel experiences across Brazil to reflect that essence, bringing cultures together during unforgettable experiences for everyone.

### MISSION

Our mission is "to promote **sustainable community economic development** as well as **environmental conservation** through adventure travel experiences throughout Brazil"



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## VALUES

Our company values are:

- 1) We promote **long term relationships** with suppliers, clients, destinations and employees to achieve common objectives based on trust, dignity and respect
- 2) We provide a **family environment** and a motivational, personalized and flexible teamwork approach to HR to improve productivity and integration
- 3) We are dynamic, innovative, creative and have **own personality**
- 4) We understand the Aniyami tourism experience as an excellent vehicle to optimize **environmental, social and economic impacts** for destinations and travelers
- 5) We are strongly committed to provide and control **high quality customer service**, product development and operations at the destination
- 6) We inspire the travel experience in Brazil, by finding the **best balance between adventure and safety**
- 7) We are **leaders in knowledge** of Brazil as a destination both at the sales stage with our country managers and at the operations stage with our guides
- 8) We are proud of being a company of the Brazilian Northeast with **multicultural and multi-diverse staff** that sells travel experiences all around Brazil to the world
- 9) We plan and operate all our activities based on a **long-term strategic management plan** with clearly defined objectives
- 10) We are focused on **providing value** in all our services to our clients and local communities

## DECLARATIONS

Aniyami declares that:

- Diversity & Equal Opportunities

Aniyami Brazil repudiates any discrimination addressed to any person based on race, religion, political ideas, ethnic origin, skin color, gender, sexual orientation, social class,



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physical or mental disability, nationality, age, marital status, including all resulting forms of harassment or physical or moral violence.

- Sexual Harassment

Aniyami Brazil repudiates all forms of sexual harassment. All employees, service providers and guides are responsible for ensuring that no sexual harassment practices take place both at the workplace and at the travel experience.

- Child Labour and Abuse

Aniyami Brazil declares that sexual exploitation of children in Brazil is a crime. Anyone who sexually abuses, exploits, or attempts to sexually abuse a child under the age of 18 is committing a crime. Unfortunately, travel to Brazil has historically been related to sex tourism, and we actively encourage all stakeholders who verify that a client is accompanied by a minor under suspicious circumstances should immediately report.

- Corruption

Aniyami Brazil repudiates any illicit practices such as bribery, extortion, kickbacks, money laundering, terrorism financing in all its forms, as well as corrupt practices in order to influence the action of a Brazilian or foreign government official in order to obtain improper advantages.

- Wild Animal Trafficking

Aniyami Brazil repudiates any practice of acts such as killing, persecuting, hunting, capturing, using specimens of wild flora, native or in migratory route, without the permission, license or authorization from the competent authority.

Any employee, contractor, guide, or traveler who has witnessed acts against the declarations above should immediately bring the matter to the attention of Aniyami 24h Emergency contact. We are committed to take firm action with the police or the appropriate agency to enforce such declarations.

## GENERAL OBJECTIVES

Following United Nations Sustainable Development Goals, we understand Aniyami Brazil has a role and should commit to all of them. However, we will primarily focus on understanding, measuring and acting towards the following SDGs:

### SUSTAINABLE DEVELOPMENT GOAL 8

“To promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.”



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“Tourism is one of the driving forces of global economic growth and currently provides for 1 in 11 jobs worldwide. By giving access to decent work opportunities in the tourism sector, society –particularly youth and women – can benefit from increased skills and professional development. The sector’s contribution to job creation is recognized in Target 8.9 “By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”.”

## SUSTAINABLE DEVELOPMENT GOAL 11

“To Make cities and human settlements inclusive, safe, resilient and sustainable.”

“Tourism can advance urban infrastructure and accessibility, promote regeneration and preserve cultural and natural heritage, assets on which tourism depends. Investment in green infrastructure (more efficient transport, reduced air pollution) should result in smarter and greener cities for, not only residents but also tourists.”

## SUSTAINABLE DEVELOPMENT GOAL 15

“To protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.”

“Majestic landscapes, pristine forests, rich biodiversity, and natural heritage sites are often main reasons why tourists visit a destination. Sustainable tourism can play a major role, not only in conserving and preserving biodiversity, but also in respecting terrestrial ecosystems, owing to its efforts towards the reduction of waste and consumption, the conservation of native flora and fauna, and its awareness-raising activities.”

The main objectives of our sustainability policy would be:

- To promote **sustainable economic growth and employment** along with **social justice** throughout the supply chain.
- To promote **conservation of marine and land environment** at the destination.
- To promote the **understanding of the cultural encounter** between travelers and hosts as a fair event.

## PROMOTING SUSTAINABLE ECONOMIC GROWTH & SOCIAL JUSTICE

- To reduce the wage ratio
- To prioritize purchasing to sustainability certified suppliers or natural products
- To ensure all employees work in minimum safety and environmental standards
- To reinvest in the company’s social mission and employee base
- To prioritize suppliers that are
  - locally owned



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- owned by women
- owned by underrepresented ethnic groups
- To establish long-term partnerships with all stakeholders (retention rate)

## PROMOTING LAND & MARINE CONSERVATION

- To reduce the use of plastic, waste, energy and water
- To promote a paper-free policy
- To reduce the use of air and land transport in Aniyami Brazil's itinerary proposals
- To prioritize suppliers with a higher level of environmental commitment
- To reduce the company CO2 emissions
- To reach collaboration with local recycling cooperatives

## PROMOTING A FAIR CULTURAL ENCOUNTER

- To produce and update a specific risk management program and emergency protocol
- To prioritize activities that promote local culture and identity and protect the local environment
- To include sustainability commitments in all stakeholders' contracts
  - Company Employee Handbook
  - Traveller Travel Handbook
  - Guide Agreement for Sustainable Travel
  - Preferred Supplier Contract
- To develop collaboration with local activist associations involved in environmental conservation and sustainable community development.
  - visitation agreement
  - employee and supply chain involvement and CO2 compensation program
  - support in external funding

## INCREASING AWARENESS

To increase **awareness for sustainability** among all stakeholders, including travelers, community, supply chain and employees, we will be looking at the following objectives.

- To implement training on sustainability along the supply chain
- To ensure Aniyami sustainability, safety and quality policies are consistent
- To produce an annual report where sustainability is the essence
- To update Aniyami sales material including sustainability communication
  - website
  - company profile
  - newsletters/blog



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- travel itineraries
- social media

## MEASURING IMPACT

To measure the social, environmental and economic impact of our adventure travel activities in destinations, we will be looking at the following objectives and indicators.

- To become Travelife Certified
- To renew B Corp Certification (with 90 points)
- To produce monthly impact measurement report via KPIs
- To conduct yearly independent financial and environmental auditing
- To measure CO2 emissions along the supply chain
- To measure HR and Traveler satisfaction level
  - quality
  - safety
  - sustainability

## SUSTAINABILITY POLICY COMMITTEE

Aniyami Brazil developed an Aniyami Sustainability Working Group which is the dedicated human resource allocated to this project. The working group is formed by:

- 1 person from Board of Directors
- 1 person from Purpose Department
- 1 person from Growth Department

This group meets monthly and the Purpose Department is leading the meetings. It is responsible for implementing the approved Aniyami Brazil Sustainability Impact Model & Strategic Action Plan. This is aligned with this company policy and all actions have a responsible person, a time frame, and a budget allocation to make them happen.

The Impact Model & the Strategic Action Plan are attached to this document.



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## ANNEX 1

### The principles of sustainable tourism - UNWTO

A fundamental requirement of the tourism sector is that it should embrace the principles of sustainable tourism and focus on the achievement of sustainable development goals.

Sustainable tourism should not be regarded as a separate component of tourism, as a set of niche products, but rather as a condition of the tourism sector as a whole, which should work to become more sustainable.

The UNWTO has defined sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

A further elaboration of sustainable tourism by UNWTO refers to the need for it to:

- Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

More specifically UNWTO and UNEP identified 12 Aims for sustainable tourism which are

#### Aims for Sustainable Tourism

**1 ECONOMIC VIABILITY:** To ensure the viability and competitiveness of tourism destinations and enterprises, so that they are able to continue to prosper and deliver benefits in the long term.

**2 LOCAL PROSPERITY:** To maximize the contribution of tourism to the prosperity of the host destination, including the proportion of visitor spending that is retained locally.



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**3 EMPLOYMENT QUALITY:** To strengthen the number and quality of local jobs created and supported by tourism, including the level of pay, conditions of service and availability to all without discrimination by gender, race, disability or in other ways.

**4 SOCIAL EQUITY:** To seek a widespread distribution of economic and social benefits from tourism throughout the recipient community, including improving opportunities, income and services available to the poor.

**5 VISITOR FULFILLMENT:** To provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in other ways.

**6 LOCAL CONTROL:** To engage and empower local communities in planning and decision making about the management and future development of tourism in their area, in consultation with other stakeholders.

**7 COMMUNITY WELLBEING:** To maintain and strengthen the quality of life in local communities, including social structures and access to resources, amenities and life support systems, avoiding any form of social degradation or exploitation.

**8 CULTURAL RICHNESS:** To respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities.

**9 PHYSICAL INTEGRITY:** To maintain and enhance the quality of landscapes, both urban and rural, and avoid the physical and visual degradation of the environment

**10 BIOLOGICAL DIVERSITY:** To support the conservation of natural areas, habitats and wildlife, and minimize damage to them.

**11 RESOURCE EFFICIENCY:** To minimize the use of scarce and non-renewable resources in the development and operation of tourism facilities and services.

**12 ENVIRONMENTAL PURITY:** To minimize the pollution of air, water and land and the generation of waste by tourism enterprises and visitors.

It can be seen from the above that the sustainable tourism agenda is a broad one. It is as much about delivering economic benefits to destinations and communities, through competitive, viable tourism businesses that create employment, as about minimizing adverse impacts on the environment.

A fundamental characteristic of the tourism sector is its ability to link the economic, social, cultural and environmental aspects of sustainability and to act as a driving force for their mutual enhancement. This is because tourism as an economic activity is highly dependent





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on the presence of intact environments, rich cultures and welcoming host communities. The opportunity that tourism brings to deliver income and jobs from cultural experiences is just one example of this. In turn, this places a heavy responsibility on the sector to address the social, cultural and environmental impacts of its own developments and operations.