

Travelife Certified standard for travel companies



Version 2025

Themes

- 1. Sustainability management**
- 2. Internal Management: Social Policy and Human Rights**
- 3. Internal Environmental Management**
- 4. Partner agencies**
- 5. Transport**
- 6. Accommodations**
- 7. Sustainable Excursions**
- 8. Tour leaders, local representatives and guides**
- 9. Destinations**
- 10. Customer communication and protection**

Criteria

This list represents the **Travelife Certified** standard for sustainable travel companies. Obligatory criteria are of 'Legal', 'Management' or 'Performance' nature.

- **Legal** criteria related to legal and/or regulatory requirements applicable to the organisation based on European Union standards. Compliance with these standards is a prerequisite for certification.
- **Management** criteria should be implemented in the management framework of the organisation. They are a sign of proper integration of sustainability principles into the organisation and reflect a commitment towards continuous improvement.
- **Performance** criteria are the criteria the organisation will have to put most effort in, and represent sustainability performance standards which will make a difference with non-certified companies.

The type of criterion is indicated (L, M, P) in the last column of the criteria lists.

Companies should fully comply with all obligatory criteria in order to qualify for certification.

Theme	Obligatory criteria	Voluntary criteria	Total criteria
1. Sustainability management and legal compliance	31	3	34
2. Social policy & human rights	22	6	28
3. Environment & community relations	56	9	65
4. Partner agencies	11	5	16
5. Transport	17	4	21
6. Accommodation	15	1	16
7. Excursions	13	2	15
8. Tour leaders, local reps. & guides	11	0	11
9. Destinations	9	2	11
10. Customer Communication & protection	23	7	30
Total	208	39	247

Although voluntary criteria do not need to be fulfilled in order to qualify for certification, applicant companies are required to report in detail about their compliance regarding these criteria.

Sustainable Development Goal (SDG)

In the frame of the EU SUSTOUR project we have matched the SDG's with the Travelife criteria. The following SDE's are relevant for tour operators:

SDG's	Travelife Standard
1. No poverty	✓
2. No hunger	-
3. Good Health	✓
4. Quality Education	✓
5. Gender Equality	✓
6. Clean water and sanitation	✓
7. Clean Energy	✓
8. Good Jobs & Economic Growth	✓
9. Innovation & Infrastructure	-
10. Reduced Inequalities	✓
11. Sustainable Cities & Communities	✓
12. Responsible Consumption	✓
13. Protect The Planet	✓
14. Life Below Water	✓
15. Life On Land	✓
16. Peace & Justice	✓
17. Partnerships For The Goals	✓

1. Sustainability Management & Legal compliance

	Title	Description	Obligatory	L/M/P ¹	SDG
Engagement of company					
1.1	Sustainability coordinator (main office)	A sustainability / CSR coordinator is appointed and his/her role and activities are defined.	✓	M	12
1.2	Management integration	Sustainability related tasks and responsibilities are part of the long standing company procedures and processes. Appropriate responsibilities are assigned to the company's staff for actions related to sustainability. An effective internal communication system exists. In larger or more complex organisations a sustainability team is established consisting of managers of branches and/or key departments (e.g. product development; marketing and communication, human resources and internal logistics). The responsibilities of the team are defined.	✓	M	12
1.3	Committed resources	The management commits to provide adequate resources (human and/or financial) for the implementation of the sustainability policy.	✓	M	12
1.4	Mission statement	A sustainability mission statement is defined which is published via, if existing, the company's website(s).	✓	M	12
1.5	Trained sustainability co-ordinator / team	The Sustainability coordinator (or team in case of larger companies) has successfully completed the Travelife Sustainability basic training and exam.	✓	M	4
1.6	Trained key staff	Key staff members such as product managers, communication managers and sales managers, have completed Travelife trainings.	-	M	4
1.7	Additional training Management	The Sustainability coordinator, key staff members and/or management have received additional training and education related to sustainability management. human rights and health and safety issues (e.g. ISO 14001, University courses, CSR specific courses).	-	M	4
Social cooperation					
1.8	Collaboration	The company is actively involved in external forums and working groups which are supportive to sustainability in tourism.	✓	P	17
1.9	Exchange of experiences	Experiences and best practices concerning sustainability are shared with other companies and stakeholders (e.g. via the Travelife website) .	-	M	17
1.10	Donations	The company provides support to nature protection organisations and/or community development (e.g. infrastructure, education, health, sanitation and projects which address the impact of climate change) or other local/national sustainability initiatives.	✓	P	17
Baseline assessment					

¹ Legal, Management, Performance

1.11	Overview partners / suppliers	The company has a system in place to identify the sustainability performance of the key supply chain businesses it works with, whether directly or indirectly.	✓	P	12
1.12	Baseline assessment	The company has conducted a baseline assessment regarding its compliance with the Travelife sustainability best practice standard (e.g. by completing this report).	✓	P	12

Policy					
1.13	Sustainability policy	The company has a written sustainability policy which reflects the company structure and activities and is supported by top-management. The policy aims for a reduction of the negative social, cultural, economic and environmental impacts of the company's activities. It includes human rights, risk and crises management, quality and employee related health and safety aspects. Long-term objectives have been established.	✓	M	12
1.14	Communication	The sustainability policy is accessible to all employees, suppliers as well as the general public via the companies website(s) or where no website exists, via other means.	✓	M	12
Action plan					
1.15	Action plan	The company has a sustainability action plan (targets, actions, measures, responsibilities and time planning).	✓	M	12
1.16	Staff involvement	The management involves employees in the development and implementation of the action plan and acknowledges them as driving force for successful and continuous sustainability improvements.	✓	M	12
1.17	Product developers and contract managers	Product- and contract managers are informed, trained and provided with resources to implement the supplier related policies.	✓	P	12
Monitoring and evaluation					
1.18	Monitoring and evaluation	The company has in place documented procedures to monitor and evaluate the implementation of the sustainability policy, objectives and targets.	✓	M	12
1.19	Corrective measures	The company has in place procedures which are designed to identify discrepancies between planned objectives and actions. These procedures should be designed to identify the cause and prove that corrective measures have been taken and are efficient.	✓	M	12
1.20	Staff Communication	Staff are regularly updated on the company's sustainability policy, activities, results and related developments via for example newsletters, intranet and other internal communication channels used by the company.	✓	M	12
1.21	Records	The organisation establishes and keeps records and documents that are necessary to	✓	M	12

		demonstrate conformity to the requirements of its sustainability management system.			
1.22	Performance branches	A system is in place to monitor the performance of main branches or main sub brands regarding sustainability (if relevant for the size and structure of the company).	✓	M	12
External reporting and communication					
1.23	Management reporting	At least once a year the sustainability co-ordinator reports to top management on the effect of the implemented policies and actions, the status of the objectives and formulates recommendations for next steps.	✓	M	12
1.24	Travelife reporting	The company reports its progress via Travelife at least every two years.	✓	M	12
1.25	Public reporting	The key sustainability results are reported to the public at least every two years and are available on the company website.	✓	M	12
1.26	Sustainability and public relations	The company enables and facilitates sustainability related questions from customers and other stakeholders.	✓	M	12

Legal compliance and fair business practices					
1.27	Legal requirements overview	The company maintains an up-to-date list of international, national and local legal requirements (applicable for its direct operations). Legal requirements to be considered include anti-bribery and corruption, health, safety, human rights, labour and environmental aspects.	✓	L	5, 8, 10,16
1.28	Legal compliance	The company is in compliance with all applicable local, national and international legislation and regulations, including among others health, safety, labour, environment and ethical standards.	✓	L	5, 8, 10,16
1.29	Ethical code	The company has implemented an ethical code for all management levels and for other employees. Non-compliance by the company or employees is contested. No negative consequences exist for employees who, in good faith, inform management or relevant authorities on non-compliance.	✓	P	5, 10, 16
1.30	Corruption	A guideline against corruption and bribery exists and is complied with.	✓	P	16
1.31	Political involvement	The company ensures that, when deciding to contribute to political lobby groups and/or political parties, the contribution is ethically permissible.	✓	P	16
1.32	Fair competition	The company is not involved in activities which are considered as unfair competition or in violation of anti-trust legislation.	✓	L	16
1.33	Non-compliance	In the event of sanctions imposed as a result of non-compliance with legal requirements and ethical principles, the company explains the cause and the corrective measures that have been taken.	✓	L	16
1.34	Supply chain liability	The company has submitted a supply chain declaration	✓	L	16

2. Internal management: social policy and human rights

	Title	Description	Obligatory	L/M/P	SDG
Social policy and human rights					
2.1	Freedom of association	Trade union membership, collective labour negotiations and representation of members by trade unions is not hindered.	✓	L	8, 16
2.2	Collective labour agreement	The company participates in and is in compliance with a (sector wide) collective labour condition negotiation structure (in case locally existing).	✓	L	8, 10
2.3	No forced labour	Employees are free to enter their employment through their own choice and can leave their employment when they choose without penalty in accordance with their contract and national legislation.	✓	L	10, 16
2.4	HR Manual	The company has a written Human Resource policy.	-	M	8
2.5	Formal contracts	All employees of the company have employment contract, including labour conditions and a job description.	✓	L	8
2.6	Living wage	The company pays employees at least a living wage which is equal to or above the legal minimum.	✓	L	1, 10
2.7	Overtime	Overtime is paid, or time is given back as lieu, unless specific conditions relating to overtime have been agreed by the employee and written into their signed contract of employment.	✓	L	8
2.8	Medical insurance	The company contributes to a (basic) medical insurance for all employees on the basis of legal requirements or industry best practices.	✓	L	3
2.9	Maternity	The company offers schemes for pregnancy- and maternity leave for all employees.	✓	L	3
2.10	Disability risks	The company contributes to a (work related) disability-risk insurance for all employees.	-	L	3
2.11	Liability Insurance	The company has a liability insurance for all its employees (e.g. in case of work related accidents).	✓	L	3
2.12	Pension	The company contributes to a pension scheme for all staff members.	-	P	10
2.13	Holiday/ Annual Leave	The employees have the right to a fixed yearly paid holiday which is at least in compliance with the legal requirements.	✓	L	8
2.14	Sick Leave	Employees are entitled to paid sick leave in line with national legal requirements.	-	L	3, 10
2.15	Additional benefits	Employees are awarded additional benefits beyond their legal entitlement (e.g. profit-sharing schemes and saving funds).	✓	P	8
2.16	Health and safety	The company has a health, safety and crisis management policy for employees which complies to legal standards / best practice. Accidents and incidents are investigated and corrective measures are taken. First aid sets and trained staff is available at all relevant locations.	✓	L	3
2.17	Equal opportunities	The company ensures that people are not discriminated against with regard to recruitment, conditions of employment, access to training and senior positions, or advancement in terms of residentship, gender, race, age, disability, ethnicity, religion/beliefs, sexual orientation or in other ways.	✓	L	5, 10

2.18	Child labour	The company does not employ children (14 year or younger) to complete work which is normally undertaken by adults, and there are special working times and conditions for children working within the business in accordance with national regulations and the UN Convention on the Rights of the Child, whichever provides most protection incorporating the exceptions under the ILO convention 138.	✓	L	10
2.19	Complaints procedure	The company can demonstrate that there is a documented effective procedure through which employees may raise grievances and that appropriate and timely follow up procedures are in place.	✓	P	8
2.20	Representation	The company has a means through which all staff may make representation to senior management about key employment issues and there is a clear process which demonstrates how such representations are followed up.	✓	P	8
2.21	Disciplinary procedures	There are documented disciplinary procedures in place and staff are aware of them	✓	M	8
2.22	Flexible working times	The company supports flexible working times or part time employment (e.g. to support family obligations)	-	P	8
2.23	Access for persons with special needs	The office building and other premises of the company provide, where technically and financially viable, access and related information for people with special needs.	✓	P	10
2.24	Persons with special needs	The company employs persons with special needs.	-	P	10
2.25	Measuring employee satisfaction	Employee satisfaction is regularly measured and suggestions are taken into account.	✓	M	8
Training and education					
2.26	Health and Safety	All personnel receive periodic training regarding their roles, rights and responsibilities with respect to social and cultural practices, economic and quality issues, human rights issues and health and safety practices (including risk and crisis management).	✓	L	4, 5, 10
2.27	Personal development	The company ensures, at all levels of responsibility, the staff competencies and personal development and advancement of its employees by equally offering resources and opportunities for personal development through regular training, education, experience or the nature and organisation of the work (e.g. peer learning).	✓	P	4, 8
2.28	Trainee positions	Traineeships / Internships are offered to students.	✓	P	4, 8

3. Internal Management: environment and community relations

	Title	Description	Obligatory	L/M/P	SDG
Procurement					
3.1	Reduction of disposable and consumable goods	The company has a policy to measure and actively reduce the use of disposable and consumer goods (especially paper for internal office use)..	✓	M	12, 13
3.2	Sustainable purchasing	The business has implemented purchasing policies which favour sustainable suppliers and products including building materials, capital goods, food, beverages and consumables (e.g. locally produced, fair-trade, organic, low carbon footprint, eco-labelled, FSC), whenever these are available and of sufficient quality.	✓	P	12, 10, 13
3.3	Office paper: type	More than 90% of paper use in the office (for internal and administrative use) has proven sustainability credentials (recycled, FSC or sustainably produced), provided that such options are locally available.	✓	P	12, 13
3.4	Office paper: printing	Copy and printing machines are set by default to double-sided (duplex) printing or other forms of paper saving modes.	✓	P	12, 13
3.5	Certified coffee and tea	At least 50% (in kilo or value) of coffee and tea provided in the office consists of fair trade, organic, is grown in the country or has another recognised sustainability certification.	✓	P	12, 13, 15
3.6	Office supplies	Other office supplies (maps, pens, furniture etc.) have a sustainability certificate, or are locally produced.	-	P	12, 13, 10
3.7	Bulk purchasing	Products are purchased in bulk in order to reduce the amount of packaging materials.	✓	P	12, 13
3.8	Catering	Catering works sustainable (purchasing, transport, waste) and offers a maximum range of locally produced, organic, MSC certified, fair trade and healthy food.	✓	P	10, 12, 13, 14
3.9	Local services and goods	Local and fairly produced services and goods are purchased by the company, where available and of sufficient quality.	✓	P	12, 10
3.10	Give aways	Sustainability criteria are considered in providing give-aways and merchandise (e.g. New Year's presents).	✓	P	12
3.11	Cleaning materials	Cleaning materials are non-hazardous, non-eutrophic and bio biodegradable. If locally available they are certified with an Eco label.	✓	P	12, 13
3.12	Other measures	Other positive examples of sustainable purchasing are present.	-	P	10, 12, 13
Paper (promotional materials)					
3.13	Printing company	The printing company works with a certified environmental management system (e.g. ISO 14001, EMAS).	✓	P	12, 13
3.14	Promotional materials	Brochures are printed on environmentally friendly paper (recycled, FSC or chlorine free) for more than 50% of total corporate use (in kilo's, pages or costs).	✓	P	12, 13
3.15	Efficient brochure use	The business has implemented measurements to reduce brochure wastage for example by avoiding overproduction, supply-demand considerations or using a stock management system. An 'internet only' policy is also accepted to comply with this criterion.	✓	P	12, 13

Energy consumption					
3.16	Energy reduction policy	The company has an active commitment to reduce energy consumption which is monitored and implemented. All measurements with a reasonable return on investment are planned and implemented.	✓	M	7
3.17	Monitoring energy consumption and sources	Energy consumption for heating and electricity is measured by type and total Green House Gases and/or carbon emissions are calculated. Different periods are compared with the aim to reduce emissions.	✓	M	7
3.18	Energy audit	A building energy audit has been conducted by an approved company and its advice is implemented.	-	M	7
3.19	Sustainable energy	Where available and practical, sustainable (green) energy is purchased or locally produced for use by the business.	✓	P	7
3.20	Carbon offset	CO2 emission from the use of fossil energy for the offices is off-set.	-	P	13
3.21	Energy efficient lighting	At least 75% of lighting is energy efficient (class A: KLLs, LEDs, T-8s, or T-5s), including outside and parking spaces).	✓	P	7
3.22	Automatic switch on/off system	An automatic switch on/off system with for example timers or movement sensors is operational in locations where this is practically feasible.	-	P	7
3.23	Equipment “switch-off” policy	Equipment (including aircon) is, whenever feasible, switched off after office hours or during lunch breaks (not on ‘standby’).	✓	P	7
3.24	Light “switch-off” policy	Office lighting is switched off after office hours.	✓	P	7
3.25	Low energy equipment	When buying new equipment the company gives preference to low energy equipment based on highest local available standards (taking into account return on investment and quality considerations).	✓	P	7
3.26	Efficiency mode	Where applicable equipment is set by default in the energy saving mode.	✓	P	7
3.27	Other measures	Other measures, not previously mentioned, have been implemented.	-		7
Water consumption					
3.28	Water reduction policy	The company an active policy, based on a water risk assessment, to reduce water consumption which is implemented and monitored. In areas of high-water risk, context-based water stewardship goals are identified and pursued.	✓	M	6
3.29	Water sourcing	Water sourcing is sustainable, and does not adversely affect environmental flows.	✓	L	6
3.30	Water use	The water use of the office is measured on a monthly or yearly basis for benchmark purposes and sources of water are indicated.	✓	M	6
3.31	Water saving taps	Water saving technologies are installed in at least 75 % of all taps (flow restrictors, aerators, percussion taps)	✓	P	6
3.32	Water saving toilets	Dual flush or other water saving equipment is installed in the toilets	✓	P	6
3.33	Rain water	Waste water and/or collected rain water is re-used.	-	P	6
3.34	Other examples	Other water-saving examples, not previously mentioned, have been implemented.	-	P	6

Waste management					
3.35	Waste legislation	The company complies with the national legislation concerning waste disposal. Any residual waste disposal has no adverse effect on the local population and the environment.	✓	L	13
3.36	Waste reduction	The company has developed and implemented a solid waste reduction and recycling policy with quantitative goals to reduce non re-useable or recyclable waste (for example re-use or recycling of coffee cups, double sided printing, bulk purchasing).	✓	M	13
3.37	Waste measurement and benchmark	The business is aware and keeps records of the type and amount of substantial portions solid waste generated (including food waste).	✓	M	12, 13
3.38	Sustainable packaging	The company has taken measures to reduce the amount of packaging materials and is not providing non-recyclable or non-biodegradable package materials.	✓	P	12, 13
3.39	Plastic water bottles	The business takes action to reduce the amount of (non-refillable) plastic bottles it consumes.	✓	P	12, 13, 14
3.40	Reuse / recycling of waste	The business demonstrates that it separates all materials which can be recycled (or re-used) by the business (including glass, paper, metal, organic waste and plastics). It organizes, whenever locally feasible, collection and proper disposal thereof, if collection is not provided by the local authorities.	✓	P	13
3.41	Toner/ink	When using ink and toner cartridges for printing and copying, waste reducing methods (recycling, refilling) are implemented whenever feasible.	✓	P	12, 13
3.42	Recycling of batteries	Batteries, including powercut inverter batteries, are recycled (if locally possible) or properly disposed of.	✓	P	13
Reducing pollution					
3.43	Waste water: treatment	Wastewater including grey water is effectively treated, complies with national legislation and is only reused or released safely, with no adverse effects to the local population and the environment.	✓	L	6, 14
3.44	Pollution reduction policy	The company has a policy to minimize and substitute the use of harmful substances, including pesticides, paints, and cleaning materials by harmless products and processes. All storage, handling and disposal of chemicals is properly managed.	✓	M	12, 13
3.45	Paint	Lead-free and water based paints are used both inside and outside when locally available.	✓	P	12, 13
3.46	Noise, light, erosion and ozone	In case the company has a source of pollution it implements practices to minimise pollution from noise, electric generators, coal and wood fires, light, runoff, erosion, ozone-depleting compounds; and air, water and soil contaminants and any other source.	✓	P	15
Mobility					
3.47	Staff travel policy	The company has a sustainability mobility policy for staff related travel, which includes reduction of travel and more sustainable modes of transport.	✓	M	12, 13
3.48	Business travel emission	Staff related business travel is measured (type, distance). Carbon or Green House Gas emissions are calculated, with the aim to reduce and offset.	✓	M	7, 13
3.49	Business travel carbon offset	Carbon or Green House Gas emissions of staff related travel is offset, through a reliable locally available scheme or methodology.	-	P	7, 13

3.50	Employee incentives	Employees are (financially) encouraged to use public transport or sustainable means of transport (e.g. bicycles).	✓	P	7, 13
3.51	Transport reduction	Transport related impacts are reduced by tele-work, tele/video meetings, work-at-home policies or other means.	✓	P	7, 13
3.52	Car purchase or lease	In case the company buys, leases or hires cars, there is a policy to obtain the greatest fuel efficient cars (e.g. EU category A or B).	✓	P	7, 13
3.53	Well maintained cars	Motorised company vehicles are well maintained and checked regularly to reduce emissions and energy use. They comply with the legal emission standards.	✓	P	7,13
Sustainability training and awareness raising					
3.54	Staff environmental training and information	All staff members (including field staff) receive periodic guidance, training and/or information about their roles and responsibilities with respect to environmental practices including water, energy saving, paper, and waste issues.	✓	P	4, 13
Land use and community relations					
3.55	Land use and construction	Planning, land use, siting, design, construction, renovation, operation and demolition are in compliance with zoning requirements and with laws related to protected and sensitive areas and to heritage considerations.	✓	L	11
3.56	Siting and design	Siting, planning and design of newly constructed company buildings take account of the capacity and integrity of protected and sensitive natural and cultural heritage and comply with zoning requirements and laws. Best practices should be implemented within reasonable extra costs.	✓	L	11
3.57	Natural and cultural impact	In case of new constructions, or substantial renovations or demolition, an environmental, natural and cultural impact assessment has been conducted. Its conclusions and recommendations are taken into account.	✓	L	11
3.58	Property acquisition	Property and water rights have been acquired in a legal manner, complying where applicable with local, communal and indigenous rights. Property has been acquired including free, prior and informed consent of local communities, and do not require involuntary resettlement.	✓	L	16
3.59	Sustainable design and construction	Planning, design, construction of new buildings or renovations (from the moment of first certification) is based on locally appropriate and sustainable practices and materials.	✓	P	11
3.60	Invasive species	The business takes measures to avoid the introduction of invasive alien species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.	✓	P	15
3.61	Community consultation	Local communities are consulted, regarding activities that the business conducts in areas where it resides, with the aim to avoid adverse effects on local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.	✓	L	16
3.62	Community services	The activities of the company do not jeopardize the provision of basic services, such as food water, energy, healthcare or sanitation, to neighboring communities.	✓	L	10, 11, 16
3.63	Local cultural sites	The business contributes to the protection, preservation and enhancement of properties, sites and traditions of historical, archaeological, culturally, and spiritual significance and does not impede access to them by local residents.	✓	P	11

3.64	Local elements	The business values and incorporates authentic of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops; while respecting the intellectual property rights of local communities.	✓	P	11
3.65	Local access	The activities of the organization do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing.	✓	L	10, 11

4. Partner agencies

	Title	Description	Obligatory	L/M/P	SDG
Partner agencies					
4.1	Partner agency policy	Based on an inventory of its key partner agencies the company has developed and implemented a policy to improve the sustainability of its partner agencies. It should include the motivation of existing partner agents as well as the selection of new partner agents. "Partner agencies" are inbound/receptive agents.	✓	M	12
4.2	Communication to partners	The key partners agencies are informed about the companies' sustainability policy and are expected to comply with it and/or communicate it to final customers (where relevant).	✓	P	12
4.3	Contract conditions	Key sustainability clause(s) are included in contracts with inbound / receptive partners (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case written contracts do not exists these clauses are communicated and documented otherwise (e.g. through policy on the company web site, correspondence etc.).	✓	P	5, 8, 10, 13, 16
4.4	Sustainability training - motivation	Incoming/inbound partners are motivated to participate in sustainability training(s) for travel companies.	✓	M	4
4.5	Sustainability training - completed	Key receptive partners have completed a basic sustainability training for travel companies.	-	M	4
4.6	Sustainability reporting	The key partners have reported on their sustainability achievements and have shared their results.	✓	M	12
4.7	Sustainability award	The key partners have obtained a sustainability award and have shared their achievements.	-	M	12
4.8	Incentives	Incentives are offered to receptive partner agencies who engage actively in more sustainable production (e.g. financial, contract conditions, marketing benefits).	-	M	12
Specific conditions					
4.9	Contracts	Written contracts with partner agencies are in place.	✓	P	8, 12
4.10	Briefing contract managers	Receptive/Incoming agents and outbound product- and contract managers discuss relevant sustainability issues in the destination on regular basis.	-	M	12
4.11	Anti-corruption	The company expects its partners to have an anti-corruption policy (e.g. through inclusion as contract condition).	-	M	16
4.12	Sexual exploitation of children: contracting	Partner contracts include clauses which enable contract partners to end the contractual agreement prematurely if the partner company does not take adequate measures to prevent sexual exploitation of children within the direct supply chain (e.g. accommodations and excursions).	✓	P	10
4.13	Licence	Partner companies comply with local, national and international legislation and regulations.	✓	L	16

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4.14	Customer communication	In case partner agencies are directly in contact with clients they provide information and interpretation on relevant sustainability matters in the destination (protection of flora, fauna, and cultural heritage, resource use) and on social-cultural values (tips, dressing code and photography) including the distribution of customer codes of conduct.	✓	M	11, 12, 13
4.15	Labour conditions	Partner companies comply with all relevant national laws protecting the rights of employees.	✓	L	8, 10
4.16	Living wage	The company partner agencies pay their employees at least a living wage that is equal to or above the legal minimum.	✓	L	1, 8

5. Transport

	Title	Description	Obligatory	L/M/P	SDG
Selecting transport suppliers					
5.1	Transport to destination	In selecting transport options to the destination a policy is followed to select the most sustainable options (considering price and comfort arguments).	✓	P	7, 13
5.2	GHG / Carbon offset	GHG or Carbon off-set for the international transport is included in the package price.	-	P	13
5.3	GHG / Carbon measurement	The GHG or carbon emissions are measured for the transport to the destination with the aim to make informed decisions for product development and to inform clients.	-	M	13
5.4	Transport to departure airport	Sustainable (public) transport is preferably included or offered to the point of departure for the international / long distance journey. This includes avoidance of short distance connection flights (in balance with price and comfort arguments).	✓	P	7, 13
5.5	Local transport	In selecting transport options for transfers and excursions in the destination more sustainable alternatives are always considered and given preference to (taking into account price, comfort and practical considerations).	✓	P	7,13
5.6	Boating	The business encourages any boat/cruise operator it works with to follow sustainability best practice in respect of their operations.	✓	P	13, 14
5.7	Bus / Coach Safety	In selecting coach transport companies minimum quality and safety arguments are considered.	✓	P	13
5.8	Code of conduct for drivers	Transport providers are provided with codes of conduct and guidance regarding sustainable driving techniques.	✓	P	13
Executing transport (own vehicles)					
5.9	Vehicle type	The transport company has a policy to buy vehicles with low energy use and emissions. They comply with the best in their class (considering price / quality considerations/ availability).	✓	P	7,13
5.10	Alternative modes	Alternatives to motorized transport have been considered such as public transport or cycling / walking.	✓	P	7,13
5.11	Vehicle selection	The vehicle is appropriate to the type of excursion and size of the group	✓	P	13
5.12	Route planning	The routes are carefully planned to avoid unnecessary fuel use, adding to congestion, and to help reduce noise in small villages or rural areas.	✓	P	13

5.13	Vehicle maintenance	The vehicles are serviced and maintained to the manufacturer's recommendations to minimise air pollution, fluid leaks and noise.	✓	P	13
5.14	Tyres inflation	Tyres are properly inflated to the recommended pressure.	✓	P	13
5.15	Weight and roof racks	No unnecessary weight of roof racks are carried during the trips to reduce fuel consumption.	✓	P	13
5.16	Drivers training	The driver has received training on sustainable driving techniques.	✓	P	13
5.17	Driving practices	The driver is complying with key sustainable driving practices.	✓	P	13
5.18	Air conditioning	Air conditioning is used economically.	✓	P	13
5.19	Fuel consumption	Fuel consumption / driving style is monitored, benchmarked and feedback is provided to the driver.	✓	P	13
Sustainable packages					
5.20	Sustainable packages	The company has integrated and/or is promoting one or more sustainable holiday products / packages based on a recognised methodology (including sustainable transport, sustainable accommodations and sustainable activities).	-	P	12
5.21	Carbon Management (products)	The company is measuring the GHG emissions of its travel products (including transport, accommodation and activities) with the aim to reduce the total impact of its products and to inform its clients.	-	P	12

6. Accommodations

	Title	Description	Obligatory	L/M/P	SDG
Accommodations					
6.1	Sustainable accommodations policy	The company has developed and implemented a long term strategy (with targets and time-lines) to improve the sustainability of its contracted accommodations.	✓	M	12 ¹⁶
6.2	Accommodation communication	The company is clearly and actively communicating its sustainability objectives and requirements regarding accommodations to contracted and other relevant accommodations.	✓	M	12
6.3	Certified accommodations	Preference is given to accommodations that work with internationally acknowledged (e.g. GSTC recognised) and/or Travelife certification. The percentage of certified companies / overnight stays is measured, is growing and exceeds the market average.	✓	P	12
6.4	Contract conditions	Basic/standard sustainability clause(s) are included in all contracts with accommodation providers (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case there are no (direct) contracts in place, the company has a mandatory policy (including sanctions) which is clearly communicated to partners and/or accommodation providers.	✓	P	10, 12, 13
6.5	Distribution of 'Best practice' standards and guidance	Best Practice (e.g. Travelife) standards and other guidance towards more sustainable management (e.g. training manuals) are distributed to the bestselling accommodations.	✓	P	4
6.6	Baseline / self-evaluation	Contracted accommodations are required to self-evaluate their company on a regular basis and share this information with the tour operator (e.g. through the Travelife Sustainability System for hotels or other acknowledged programmes).	-	P	12

6.7	Participation to training/education	Contracted accommodations are stimulated to participate in local or (inter)national sustainability training and education (in case these trainings are offered in the destination).	✓	P	4
6.8	Collective actions	Upon request, the company supports collaborative initiatives with other tour operators and/or stakeholders to promote sustainability among accommodations in destinations	✓	P	12, 17
6.9	Incentives	Incentives are offered to accommodations which engage actively in sustainability (e.g. contract conditions, or marketing benefits such as green logos / indications).	✓	P	12
Specific policies					
6.10	Child and compulsory labour	The business ensures that through its accommodation supply chain, the rights of children are respected and safeguarded. If the supplier employs children below the age of 14, the business should ensure that there are special working conditions put in place to safeguard them.	✓	L	10, 16
6.11	Locally produced souvenirs	Accommodations are stimulated to offer locally and/or sustainably produced souvenirs that are based on the area's history and culture.	✓	P	10,13,14,15
6.12	Accommodations respecting and featuring local architecture, settings and cultural heritage.	The company prefers accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage; while respecting the intellectual property rights of local communities (taken into account price, comfort and other selection criteria).	✓	P	11
6.13	Sexual exploitation of children: contracting	Accommodation contracts include clauses which enable the tour operator to end the contractual agreement prematurely if the accommodation supplier does not take adequate measures to prevent sexual exploitation of children.	✓	P	10,16
6.14	Local communities resources	In case of clear evidence that contracted accommodations jeopardize the provision or integrity of basic services such as food, water, energy, healthcare or soil to the neighbouring communities it can be reason to terminate the co-operation with the accommodation.	✓	P	11 ¹⁷
6.15	Local and fair Food	Accommodations are stimulated to purchase and use local food products which are produced based on fair trade and sustainability principles.	✓	P	10, 11, 12
6.16	Biodiversity	Contracted accommodations are expected to limit their negative effect on local and global biodiversity where-ever feasible (e.g. not to offer red listed species on the menu).	✓	P	14, 15

7. Excursions & activities

	Title	Description	Obligatory	L/M/P	SDG
Excursions & activities					
7.1	Activities offered	The company has made an inventory of environmentally or culturally sensitive excursions which are offered by in each destination. This includes excursions offered by the company or by local partners to your clients (partner agency and/or accommodations).	✓	M	12
7.2	Sustainable excursion policy	The company has developed and implemented a policy to improve the sustainability of its excursion base.	✓	M	12
7.3	Suppliers communication	The company is communicating (directly or indirectly) its sustainability objectives and requirements to contracted and other relevant excursion providers.	✓	P	12
7.4	Distribution of codes of conduct / guidelines for sensitive excursions or activities.	Providers for sensitive excursions or activities, which are integrated into packages or offered through local partners, receive and implement documented guidelines and/or codes of conduct in order to minimise adverse visitor impact and maximise visitor fulfilment. The guidelines are based upon international and national good practice and locally agreed. Relevant sensitive excursions include: - Captive animal attractions - Marine activities (snorkelling, diving, whale, dolphin and turtle watching) - Sport fishing - Visits to cultural and historic sensitive sites - Wild life watching and visiting protected areas - Featuring captive wildlife - Visits to indigenous and traditional communities - Visiting culturally or historic sensitive areas The guidelines include directions on what and how to communicate with costumers including the requirement to communicate related customer code of conducts.	✓	P	10, 11, 12, 13, 14, 15
7.5	Baseline / self evaluation	Contracted sensitive excursion providers are required to self-evaluate their company on regular basis and share this information with the client.	-	M	12
7.6	Certified excursions	Where available preference is given to excursions who operate on the basis of acknowledged and controlled sustainability standards.	✓	P	12
7.7	Training materials and advise	Training Manuals and other guidance towards more sustainable management are distributed to excursion providers.	-	M	4
7.8	Contract conditions	Basic sustainability clause(s) are included in contracts (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity).	✓	P	8, 10, 13, 16
Specific criteria					
7.9	No excessive negative impact activities	The company offers no excursions that harm humans, animals, plants, natural resources (e.g. water/energy), or which are socially/culturally unacceptable.	✓	P	10, 13, 14, 15

7.10	Wildlife featuring	Excursions and attractions in which captive wildlife is acquired, bred or held are not offered, except by authorized and suitable equipped persons for properly regulated activities in compliance with local, national and international law. Housing care and handling of all wildlife and domestic animals meets the highest standards of animal welfare.	✓	P	14, 15
7.11	Wildlife harvesting	Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilisation is sustainable and in compliance with local, national and international law.	✓	L	14, 15
7.12	Wildlife interactions	Excursions which include interactions with free roaming wildlife comply with relevant (e.g. Travelife) codes of conduct. Taking into account cumulative impacts, they are non-invasive and responsibly managed to avoid adverse effects on the animals concerned and on the viability and behaviour of populations in the wild.	✓	P	14, 15
7.13	Skilled Guides	In sensitive cultural sites (e.g. indigenous villages), heritage sites or ecologically sensitive destinations, guests will be guided by skilled and/or certified guides.	✓	P	4
7.14	Supporting local communities	Whenever relevant for within the specific type of products offered, the company includes into packages or promotes to clients excursions and activities which directly involve and support local communities (by purchasing services or goods, traditional crafts and local (food) production methods, visiting social projects).	✓	P	10, 11
7.15	Supporting environmental and biodiversity protection	Whenever relevant for the specific type of products offered, the company includes into packages or promotes to clients, excursions and activities which support local environment and biodiversity (e.g. visiting protected areas, visiting environmental protection projects).	✓	P	13, 14, 15

8. Tour leaders, local representatives and guides					
	Title	Description	Obligatory	L/M/P	
8.1	Preference local tour leaders / representatives	In case of equal qualification the company prefers to employ local tour leaders, representatives, tour guides, porters, drivers, cooks and other local staff (including management positions), and provides training as required.	✓	P	1, 8, 10
8.2	Employment conditions	The business ensures that tour leaders, representatives, guides and other locally active staff, contracted by the company, understand the terms and conditions of their employment including remuneration.	✓	L	8
8.3	Living wage	Tour leaders, local representatives, guides, porters and other local staff, contracted by the company, are paid at least a living wage that is equal to or above the legal minimum or relevant industry standard.	✓	L	1, 8
8.4	License	Tour leaders and local representatives, contracted by the company, are working in accordance with all relevant legal requirements for example, licensing requirements.	✓	P	8
8.5	Qualification and training	Key Tour leaders, local representatives and guides, contracted by the company, are appropriately qualified and are trained regularly.	✓	P	4
8.6	Sustainability policy	Tour leaders, local representatives and guides are informed on the relevant aspects of the companies' sustainability policy and are expected to comply with it.	✓	P	12
8.7	Sustainability knowledge	Tour leaders and local representatives have been trained on general tourism sustainability principles.	✓	P	4
8.8	Destination knowledge	Tour leaders and local representatives are knowledgeable regarding the destination including relevant sustainability aspects.	✓	P	4
8.9	Customer communication	Tour leaders, local representatives and guides provide information and interpretation to clients on relevant sustainability matters in the destination (e.g. protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g. tips, dressing code and photography) and human rights (e.g. sexual exploitation).	✓	P	12
8.10	Sexual exploitation of children: staff training	Tour leaders and local representatives, contracted by the company, receive relevant information and/or training on the avoidance of sexual exploitation of children.	✓	P	10, 16
8.11	Working conditions	The business ensures that tour leaders, representatives, guides and other locally active staff have good working conditions in line with the activity (e.g. mountain climbing).	✓	P	10, 16

9. Destinations

	Title	Description	Obligatory	L/M/P	SDG
Selection of destinations					
9.1	Destinations files	Per destination the company keeps a record of relevant and critical sustainability information (waste, biodiversity, legal requirements, minimum and living wages)	-	M	11
9.2	Sustainable destinations	Sustainability aspects in destinations are considered in the selection process of new destinations (e.g. traffic-free areas, sustainable city planning, proper waste management infrastructure and community participation). Possibly alternative non-mainstream destinations are offered.	✓	P	11
9.3	Unsustainable destinations	Destinations in which tourism leads to structural negative local effects in terms of biodiversity, waste; sanitation; human rights and healthcare, water, energy and food availability are not selected (unless the company's involvement results in clear counter balancing effects).	✓	P	11
9.4	Accessible destinations	In selecting new destinations the reach ability through more sustainable means of transport is considered.	✓	P	7, 13
9.5	International sanctions	The company complies with UN and other relevant (EU) sanctions regarding tourism destinations.	✓	L	16
Local policies and initiatives					
9.6	Compliance with local planning.	The activities of the company are in compliance with legally based spatial planning, protected area and heritage regulations and destination management strategies of local, regional and national authorities.	-	P	11, 16
9.7	Local economic network	The company supports initiatives that improve the relationships between accommodations and local producers, among which the production and distribution of local food products and souvenirs etc. (e.g. initiatives to improve quality level, logistics, transport)	✓	P	11
9.8	Policy influencing	The travel company influences and supports local government (when possible together with other travel companies and stakeholders) concerning sustainability, destination planning and management, use of natural resources and socio-cultural issues, where such opportunity exist. In case of unsustainable management and developments the company discusses this with the relevant authorities (directly or through local partner agencies).	✓	P	11
9.9	Support biodiversity conservation	The organization supports and contributes to biodiversity conservation, including through appropriate management of its own property. Particular attention is paid to natural protected areas and areas of high biodiversity value. Any disturbance of natural ecosystems is minimized, rehabilitated and there is a compensatory contribution to conservation management.	✓	P	14, 15 17
9.10	Forbidden souvenirs	The company and its direct service providers do not promote and sell souvenirs which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; historic and archaeological artefacts (except as permitted by law).	✓	L	14, 15
9.11	Exploitation and harassment	The organisation has implemented a policy against commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities and other vulnerable groups.	✓		5,10

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10. Customer communication and protection

	Title	Description	Obligatory	L/M/P	SDG
Prior to booking					
10.1	Consultation guidelines	A company guideline for client consultation is available and is followed by client advisors.	-	P	12
10.2	CRM	A Customer Relationship Management system is available (CRM)	-	M	12
10.3	Customer privacy	The company ensures that customer privacy is not compromised.	✓	L	10
10.4	Promotion and communication	Promotion materials and marketing communication comply with relevant standards and voluntary codes of conduct, are transparent and accurate and do not promise more than is being delivered.	✓	L	12
10.5	Product information	Product and price information is clear, complete and accurate with regard to the company and its products and services, including sustainability claims.	✓	P	12
10.6	Destination information, quality	Destination information, including sustainability aspects, is factually correct, balanced and complete.	✓	P	12
10.7	Group number	In case of group travel, the minimum and maximum number of participants is communicated.	-	P	12
10.8	GHG / Carbon emission level	Clients are informed about the GHG or carbon emission of the travel offer before booking in order to enable consumers to take this into account in their decision-making process.	-	P	7, 13
10.9	Sustainable transport	Clients are informed about the environmental impact of different transport options to reach the destination (in case these are not included in the package). Sustainable alternatives, where available, are offered.	✓	P	7, 13
10.10	Transport to the airport	Clients are informed about and stimulated to choose sustainable transport options to the place of embarkation (e.g. special arrangements in co-operation with public transport companies such as Rail and Fly). Alternatives are provided for short distance connection flights.	✓	P	7, 13
10.11	GHG / Carbon offset information	Clients are informed about the possibilities for Green House Gas or carbon reduction/off-set for the international transport of their journey.	✓	P	7, 13
10.12	GHG / Carbon compensation with booking	GHG / Carbon off-set of air transport is integrated as voluntary option in the booking form. Payment is channelled through the travel company.	-	P	7, 13
10.13	Indication sustainable accommodation and excursions	(Certified) sustainable accommodations, excursions, packages and/or transport options are promoted with logos or other messages. They are recognisable to consumer and presented as the "better" option.	✓	P	12
10.14	Travel advise sustainable offers	In the frame of personal travel advise, the customer is informed about sustainable alternatives concerning accommodations, excursions, package holidays and transport options, if available.	✓	P	12

10.15	Sustainability commitment	(Potential) direct customers are clearly informed about the related sustainability commitments and actions.	✓	P	12
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After booking and during holidays

10.16	Destination information and interpretation	Information and interpretation is provided to consumers about the natural surroundings, local culture and cultural heritage in the holiday destination.	✓	P	11
10.17	Destination dos and don'ts	Customers are informed about key sustainability aspects and issues in the destination and receive recommendations on how to make a positive contribution (e.g. limitation of resource use, waste, illegal souvenirs, cultural habits, dress code, initiatives to be supported).	✓	P	12
10.18	Health and Safety	Customers are informed regarding risks and precautions related to health and safety matters in the destination.	✓	P	3
10.19	Destination contact person	A contact person and permanently reachable telephone number is available for emergency situations.	✓	P	3
10.20	Emergency situations	Guidelines are available and relevant personnel are educated on how to deal with emergency situations.	✓	P	3
10.21	Activities do's and don'ts	Clients receive documented guidelines and/or codes of conduct for sensitive excursions and activities in order to minimise adverse visitor impact and maximise visitor fulfilment. The guidelines are based upon international and national good practice and locally agreed. Relevant sensitive excursions include: - Captive animal attractions - Marine activities (snorkelling, diving, whale, dolphin and turtle watching) - Sport fishing - Visits to cultural and historic sensitive sites - Wild life watching and visiting protected areas - Featuring captive wildlife - Visits to indigenous and traditional communities - Visiting culturally or historic sensitive areas The guidelines include directions on what and how to communicate with costumers including the requirement to communicate related customer code of conducts.	✓	P	10, 13, 14, 15
10.22	Sexual exploitation	Customers are informed about commercial, sexual or any other form of exploitation and harassment, particularly of children, adolescents and other vulnerable groups.	✓	P	10
10.23	Illegal souvenirs	Clients are informed about applicable legislation concerning the purchasing, sales, in- and export of historic or religious artefacts and articles containing materials of threatened flora and/or fauna in the destination (e.g. CITES).	✓	P	11, 13, 14, 15
10.24	Local services and goods	Clients are motivated to use local restaurants and shops (where appropriate).	✓	P	10, 11
10.25	Sustainable transport options	Where feasible clients are informed on sustainable transport options in destinations. For example by providing information on public transport.	✓	P	7, 13

10.26	Donations	Clients are encouraged to donate (e.g. through travel company supported charities) to local charity and sustainable initiatives (e.g. nature conservation, cultural and social projects).	-	P	17
10.27	Guarantee fund	The company participates in a client guarantee or insurance fund (refunding of travel costs in case of bankruptcy)	-	P	12
After holidays					
10.28	Customer satisfaction	Customer satisfaction is systematically monitored and corrective actions are taken for service and product improvements.	✓	P	12
10.29	Sustainability and customer satisfaction	Sustainability is an integral part of the research into customer satisfaction.	✓	P	12
10.30	Complaints	The company has clear procedures in case of complaints from clients.	✓	L	12

Kindly note that some obligatory and voluntary criteria may vary based on your region/country.