CORPORATE SOCIAL RESPONSIBILITY REPORT

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- ATR : Act for a Responsible Tourism
- ACOTUR : Responsible Tourism Colombian Association

**WE CARE ABOUT YOUR SUGGESTIONS !**
PRESENTATION OF THE AGENCY

Aventure Colombia is one of the major travel agencies on the french speaking travel market in Colombia. It is one of the first agencies that dared betting on the future of Colombia as a tourist destination when the armed conflict was still hitting the country hard, contrasting strongly with its tourist potential. It was a big challenge, an almost unattainable goal, but the desire of the founder of the agency to share his love of the country and its wonderful inhabitants was too strong. This is why, in 2007, Mathieu Perrot-Bohringer, a French anthropologist, and his partner Angélica Cabrera, social communicator, created Aventure Colombia in Cartagena de Indias.

Today, Aventure Colombia owns 3 agencies opened to public in Bogota, Cartagena and Santa Marta and 3 representations in San Agustin, Cali and Medellin. This presence in the country’s main regions allows the agency Aventure Colombia to provide constant support to its travelers during their whole stay in Colombia, and to manage the logistic more efficiently and more responsibly, through the proximity with local service providers.

Aventure Colombia is composed of a multicultural team of 28 dynamic and passionate professionals (on 21/09/2017), including a department of 14 trilingual travel advisors who possess a detailed knowledge of Colombia and that are always attentive to travelers needs and desires.

From its beginnings, Aventure Colombia put an emphasis on the promotion of ecotourism, nature and adventure tourism, as well as cultural and community based tourism. It was a pioneer in the promotion of a responsible tourism in Colombia, a tourism based on the respect of the environment and the local communities. The tours take place both in unknown remote places and off the beaten track as well as in more emblematic traditional destinations of the country.

From the first day, Aventure Colombia is committed to work with local communities and colombian family structures, prioritizing the human perspective by perceiving tourism as an economic alternative for the future, and a peace factor for the country. Its commitment is based on the creation of sustainable and fair relations with each one of the service providers, by respecting their traditions and values thus creating a special relationship with the foreigner who will learn from their experience and knowledge, guaranteeing each time a service and a quality attention for each one of its travelers.

Agency’s website: www.aventurecolombia.com
AVENTURE COLOMBIA AND ITS CSR POLICY

The agency implements a Corporate Social Responsibility (CSR) in order to develop a more responsible tourism. Through its CSR policy, the agency commits to:

- Inform travelers, service providers, collaborators and local communities about responsible behaviors and promote those behaviors.
- Communicate on its CSR policy publicly.
- Fight against the sexual commercialization, exploitation and abuse on minors.
- Fight against fauna and flora and cultural goods’ illicit traffic.
- Keep on implementing actions or processes allowing the agency to develop its social responsibility.

Presentation of the agency’s main objectives by the manager and sustainable tourism advisor, Eleonore Devillers:

« The main objective, with respect to the CSR of the agency is first to keep on organizing and formalizing the actions that the agency has developed for ten years and secondly to develop every year more actions to reduce our negative impact and maximize our positive impact on the country. From the point of view of the production, we develop for example new circuits that include more bus transportation and need less national flights, a big challenge considering the country’s geography. On the point of view of travelers’ sensitization, we are engaged, as the main partner, in the creation of the Colombia Tao Guide 2017 (see www.viatao.com), a sustainable tourism promotional guide. On the service providers’ level, our process keeps going on as we continue our sensitization and training efforts and work to make our service providers’ selection even more specific with new environmental and social criteria and specific indicators in addition to the quality ones. In the medium term, the objective is to engage the agency in the obtention of a responsible tourism national and then international certification, for its efforts to be rewarded and for it to be recognized as a responsible tourism reference in Colombia. We still have a lot to do but a lot of motivation too! »

In April 2016, the agency conducted a responsible diagnosis in order to identify the services included in our offer that have a negative impact on the territory. The result of this analysis is that the most important negative impact that the agency is directly linked to air transportation and accommodation.
Indeed, an average trip with Aventure Colombia represents:

- 14 nights in a 3* hotel.
- Responsible or classic activities (5 to 6 walks or walking tours, 1 bike/horse ride tour, 1 car or 4x4 visit day, 3 free days).
- 3 private ground transports for a total of 480 km.
- 5 national flights per person for a total of 1,800 km (calculated on www.ceroco2.com).
- 4 transfers from/to the airport.
- A calculable average total of 1,000 kg CO2 equivalent per person when including accommodation and transportation (calculated on www.ceroco2.com).

In order to evaluate the different actions to be implemented by Aventure Colombia, the agency considered two criteria: the importance of the action for sustainable development and its improvement potential. This allowed to develop the next scheme, which displays the main actions to be developed, selected by priority.
NTS-TS 003 STANDARD

The NTS-TS 003 standard comes from the reflection of the Business, Industry and Tourism Minister and of the Tourism and Hospitality Companies Administration Faculty of Externado de Colombia University on tourism development in Colombia.

Tourism is developing and becoming more and more demanding in the country, this is why these organisms decided to develop a sustainable and quality tourism. Therefore, they formed the Normalisation Sectoral Unity on sustainable tourism for tourist destinations and service providers in order to propose norms that favour more responsible practices towards environment and communities.

NTS-TS 003 standard was elaborated by the Sustainable Development Technical Committee composed of different representative from travel agencies, the government, the university, users and consultants. It is the standard that all Colombian travel agencies need to respect to develop a quality Colombian tourism. It is divided into different parts concerning legislation, environment, culture, society, economy and security.

Aventure Colombia is implementing the NTS-TS 003 standard’s requirements in order to reach the objective to respect all these requirements before March 2017, as indicated by the authorities.
ACTIONS DEVELOPED BETWEEN 2008 and 2016

AVENTURE COLOMBIA AND THE LOCAL COMMUNITIES

Since its creation in 2007, the agency has developed numerous projects with and for the local communities. See an overview:

ECOTOURS LA BOQUILLA
(2008 - 2010)

The agency helped the community of La Boquilla, located near Cartagena de Indias, to develop its tourist activity in order to develop a sustainable economy. For that, it participated in the guides’ training, teaching them to value their natural and cultural heritage and their traditions. This way, they are able to share those values with the visitors and to sensitize them while favouring a real exchange.

THE WIWA
(2009 - 2012)

The Wiwa are an Indigenous community living in the Sierra Nevada de Santa Marta, north of the country. The agency helped them to develop their own excursion to the famous Lost City. To do so, Aventure Colombia gave them guide complementary trainings and sensitizations on good environmental practices, mostly on waste management. The agency also provided material to ease the development of their activity.
THE WAYUU  
(2009 - 2012)

The Wayuu are an Indigenous community living in la Guajira, extreme north-east of Colombia. Aventure Colombia allowed them to develop their tourist activity by training guides, developing new routes and ensuring the commercialization of their products. They were also sensitized on sustainable development and most of all on water saving and waste management.

THE ARHUACOS  
(2011 - 2012)

The Arhuacos are an Indigenous community “cousin” to the Wiwa, also from the Sierra Nevada de Santa Marta, north of the country. Aventure Colombia gave them scolar furnitures.

MANO CAMBIADA  
(2013)

Mano Cambiada is a non profit organisation implementing social and environmental projects in the Choco, on the Pacific Coast. The agency allowed them to develop their touristic activity through the donation of an engine in order to ease the access to their accommodation.
PALO Q’ SEA
(2014 - 2015)

Palo Q’ Sea is a non-profit organization located in Pereira. It promotes local development projects via artistic project such as theater and musical shows. Aventure Colombia, in partnership with Dame la Mano, bought local handicraft and sold them in France. The benefits were used to finance a theatrical tour in the surrounding villages.

ECOANDES
(2014 - 2015)

EcoAndes is a non-profit organization that develops projects to help with local development in the region of Pereira, mostly in the surrounding mountains. The agency gave them warm clothes for the children and logistic material for the organization of the event Christmas in the Mountains.

THE KOGUI
(2016)

The Kogui are an Indigenous community “cousin” to the Arhuacos and the Wiwa, living in the Sierra Nevada de Santa Marta, north of the country. Aventure Colombia, in partnership with Tucaya, gave 4 solar panels to allow them to charge their batteries and mobile phone in their village, without having to go down to the next village.
ACTIONS DEVELOPED IN 2016

COLLABORATORS

Aventure Colombia estimates that a sustainable development process cannot be implemented without the interest and commitment of its collaborators. Then, from the beginning of the implementation of its CSR process, the agency regularly asks their opinion to its employees and engages them in different ways in the development of this process:

➢ **Survey once a year** in order to ask for the employees’ opinion on the agency’s sustainable development:
  ➢ To evaluate employees’ knowledge on the agency’s sustainable development process.
  ➢ To know their point of view on their working conditions and on the actions implemented concerning the environment and the society and to give their opinion and suggestions on those themes.
  ➢ The results of this survey allowed to understand that a stronger and more regular communication on the sustainable development of the company was crucial for the CSR implementation.

➢ Implementation of a **sustainable development training**.

➢ Implementation in June 2016 of a **waste management and recycling system** in Bogota’s agency:
  ➢ Classification in organic, recyclable and non recyclable waste.
  ➢ Reduction in 4 months of 60% of the non recyclable waste.
  ➢ 100% of organic waste destined to compost.

➢ **Launch at the end of 2016 / beginning of 2017 of a call for responsible projects** to the employees.
  ➢ The employees who wish to set up a responsible project with a chosen organization receive the agency’s technical and financial support.
  ➢ Allows the employees to engage themselves with a responsible tourism and a responsible agency.
  ➢ Employees are trained on **project management**, with follow up and help in their project development. They are responsible for the budget, planning, actions, monitoring and communication.
SERVICE PROVIDERS

From its creation, as a general rule, the agency prefers service providers that have shown their environmental, social and economical commitment for a more responsible tourism.

To develop this process, the agency is currently formalizing service providers’ selection documents with the aim to integrate more responsible selection criteria in order to be able to choose formally and systematically, when it is possible, service providers committed to a more responsible tourism development.

Moreover, in a CSR constant improvement process, it is essential for Aventure Colombia that service providers be informed of the agency’s responsible tourism commitment and of the responsible actions taken by Aventure Colombia. A responsible communication was established with all the service providers via:

➢ An annual mail with a link to the new actions implemented by the agency during the year and the agency’s responsible projects for the year to come.
➢ A responsible tourism page on the agency’s website at the end of 2016 (www.aventurecolombia.com).
➢ Engaged articles on diverse issues for a more responsible tourism on the agency’s blog (www.aventurecolombia.com/blog).
TRAVELERS

Choosing Aventure Colombia, the travellers trust an agency that employs locally, respects and values the local culture and respects the environment. It is necessary, in order to offer even more responsible trips, that Aventure Colombia’s travelers be sensitized on the impacts they can have on the country’s environment, society and economy during their stay. The agency is committed to developing new processes each year in order to involve the travelers in its responsible development. This year, the agency developed a responsible communication with its travelers via:

➢ The creation of a responsible tourism page on its website.
➢ The creation of engaged articles on its blog.
➢ The creation of a mini-guide of responsible traveler.

EXAMPLE : MINI-GUIDE OF RESPONSIBLE TRAVELER

The aim of this mini-guide is to responsibilize the travelers and to help them to take small actions during their trip that would allow to reduce its negative impact. The mini-guide is sent with the road book to all the travelers since August 2016.

➢ Some topics presented in the mini-guide:

➢ Garbage: The waste recovery and recycling systems are not well developed in all the places visited. This is why it is advised to avoid creating waste and to take the garbage produced and throw it in big cities with appropriate infrastructure such as Bogota, Medellin, Barranquilla, Bucaramanga or Manizales.

➢ Fauna, flora, minerals and handicraft: Colombia is a country affected by fauna and flora illicit traffic. In order to avoid the expansion of this traffic and to protect visited sites, travelers are advised to leave behind everything that will be found: animals, flowers, plants, minerals and cultural heritage.

➢ Water: Water is a commodity that is saved in Colombia, especially in certain regions like La Guajira, the Caribbean coast, the desert of Tatacoa and the plains of Bolivar. So it is advised to preserve it, for example by taking quick showers, or avoiding to encourage highly consuming activities such as golf.

For more information, find the guide on the website www.aventurecolombia.com
MID TERM ACTION PLAN

Following the diagnostic done and the prioritization of the actions to implement, the agency has developed a planning for the next three years with its different responsible objective in order to reduce its negative impact and to rise its positive impact.

<table>
<thead>
<tr>
<th>THEME</th>
<th>OBJECTIVE</th>
<th>DATE</th>
<th>ACTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1 – Reduce garbage quantity produced by the agency, maximizing the reuse and recycle</strong></td>
<td></td>
<td>jun-16</td>
<td>a. Implement a garbage management system in Bogota and dispose of the garbage in a way to optimize recycling.</td>
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<td></td>
<td></td>
<td>sep-17</td>
<td>b. Implement this system in the other agencies.</td>
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<td></td>
<td></td>
<td>sep-18</td>
<td>c. Regular sensitizing actions with the aim to reduce the agency's garbage production.</td>
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<td><strong>2 – Train and engage the employees in the sustainable development of the agency</strong></td>
<td>may-16</td>
<td>a. Be aware of the employees’ point of view on the actions implemented by the agency.</td>
<td></td>
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<td></td>
<td>sep-16</td>
<td>b. Develop a recurrent training programme on sustainable tourism.</td>
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<td></td>
<td>may-17</td>
<td>c. Have an active Green Team developing responsible projects and respecting the CSR planning.</td>
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<td></td>
<td>sep-17</td>
<td>d. Finance projects proposed and developed by the employees.</td>
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<td></td>
<td>sep-17</td>
<td>e. Dedicate 1€ of each trip’s margin to create a money box to finance responsible projects.</td>
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<tr>
<td><strong>3 – Be certified in responsible tourism</strong></td>
<td>mar-17</td>
<td>a. Respect of 100% of the national standard for sustainable tourism (NTS-TS 003)</td>
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<td></td>
<td>jun-17</td>
<td>b. Respect the requirements of the national certification Calidad Turistica.</td>
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<td></td>
<td>sep-17</td>
<td>c. Register and obtain the national certification.</td>
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<tr>
<td></td>
<td>sep-18</td>
<td>d. Obtain an international certification.</td>
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<tr>
<td><strong>4 – Sensitize and engage travelers in the agency’s CSR policy</strong></td>
<td>sep-16</td>
<td>a. Communicate on the agency’s CSR with the travelers.</td>
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<td></td>
<td>sep-17</td>
<td>b. Reduce the number of air and ground private transportation used by travelers.</td>
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<td></td>
<td>sep-18</td>
<td>c. Communicate on projects sustained by the agency and receive traveler donations.</td>
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<td><strong>5 – Work with service providers committed to</strong></td>
<td>mar-17</td>
<td>a. Have contracts signed by service providers.</td>
<td></td>
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<tr>
<td></td>
<td>apr-17</td>
<td>b. Add environmental and social selection criteria to choose service providers.</td>
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<td></td>
<td>sep-17</td>
<td>c. Do a service providers’ diagnosis.</td>
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</table>
AVENTURE COLOMBIA FIGHT AGAINST ILLEGAL TRAFFIC

SEXUAL ABUSE AND EXPLOITATION OF MINORS

Some difficult situations in Colombia may lead to the development of cases of sexual exploitation of minors. Aventure Colombia fights against this plague by supporting the national campaign and sensitizing its collaborators, travelers and service providers via the publication of articles on its blog, the signature of engaging contracts and of the internal regulation by its collaborators and service providers.

Furthermore, it respects and only works with service providers that respect the laws 599 of 2002 and 1098 of 2006 of the childhood and adolescence code and the law 1453 of 2011 that indicates the sentences for anyone who develops suspect activities with minors.

FAUNA AND FLORA

Colombia is composed of a broad diversity of landscapes, offering the country a variety of climates and contexts favorable to the development of a biodiversity unique in the world: the country gathers 10% of the world’s biodiversity.

Aventure Colombia, through the publication of engaged articles on its website, blog and social networks, sensitizes its collaborators, travelers and service providers on the fauna and flora illicit trade threat that weighs upon the country.

The agency also respects the law 17 of 1981 regulating the international trade in endangered species of wild fauna and flora.

CULTURAL GOODS

The cultural goods illicit trade is one of the biggest illegal traffics in the world. Colombia is a country that suffers from this traffic. Aventure Colombia fights it through the sensibilization of its collaborators, travelers and service providers. Indeed, it publishes articles on its blog to spread awareness and to support the national campaign against this traffic.
The agency also respects the law 63 of 1986 that established measures to adopt to prevent and prohibit cultural goods illicit trade.
AVENTURE COLOMBIA AND ITS ALLIANCES

Aventure Colombia, in its responsible tourism process, ties up with Colombian and French organisms in order to be part of a responsible tourism network and to favour the responsible tourism national and international development.

**ATR : Act for a Responsible Tourism**

Aventure Colombia, as a local agency, is a receptive agency of some ATR members. ATR is a French tour operators association that is engaged in a more responsible tourism, from the tour-operator to the last partners of the chain. For more information: [http://www.tourisme-responsable.org/](http://www.tourisme-responsable.org/)

**ACOTUR : Responsible Tourism Colombian Association**

Aventure Colombia participated in the creation and is a founder and active member of ACOTUR, Colombian association whose goal is to make Colombian tourism a responsible tourism reference. For more information: [http://www.acotur.co/](http://www.acotur.co/)

WE CARE ABOUT YOUR SUGGESTIONS!

Aventure Colombia is in a progressive and determined process. The lecture of this report may have aroused reactions or interrogations. Also, you may, during your trip or visiting our website, have had ideas or recommendations to provide. Your opinion is important for us and any suggestion you can make can be helpful in our improvement process. Thank you for writing to info@aventurecolombia.com. Subject: RSE. We will be very happy to read your mail, will take time to respond and, if everything goes rights, we will add your ideas to our action plan!

Thanks for your attention.

Your team Aventure Colombia

Contact: info@aventurecolombia.com, Subject: RSE