



**TOURISM AND PUBLIC RELATIONS SERVICES LTD**

Trading as:

**SERENGETI  
BALLOON SAFARIS**

**SUSTAINABILITY POLICY**



## Table of Contents

<b>MISSION STATEMENT .....</b>	<b>3</b>
<b>INTRODUCTION .....</b>	<b>3</b>
<b>SECTION A: Demonstrate effective sustainable management.....</b>	<b>3</b>
A1 Sustainability management system.....	3
A2 Legal compliance .....	4
A3 Reporting and communication .....	4
A4 Staff engagement.....	4
A5 Customer experience .....	4
A6 Accurate promotion .....	4
A7 Buildings and infrastructure.....	5
A8 Land water and property rights .....	5
A9 Information and interpretation .....	5
A10 Destination engagement .....	6
<b>SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts .....</b>	<b>6</b>
B1 Community support .....	6
B2 Local employment .....	6
B3 Local purchasing .....	6
B4 Local entrepreneurs .....	6
B5 Exploitation and harassment.....	7
B6 Equal opportunity .....	7
B7 Decent work .....	7
B8 Community services.....	7
B9 Local livelihoods .....	7
<b>SECTION C: Maximize benefits to cultural heritage and minimize negative impacts .....</b>	<b>8</b>
These criteria are not currently measured as all Serengeti Balloon Safaris Activities are currently within protected areas but the commitments still form part of the policy. ....	8
C1 Cultural interactions .....	8
C2 Protecting cultural heritage .....	8
C3 Presenting culture and heritage .....	8
C4 Artefacts.....	8
<b>Section D: Maximize benefits to the environment and minimize negative impacts .....</b>	<b>8</b>
D1 Conserving resources .....	8
D2 Reducing pollution.....	9
D3 Conserving biodiversity, ecosystems and landscapes.....	10



## MISSION STATEMENT

*To provide the finest balloon safari experience in the safest and most sustainable way.*

## INTRODUCTION

In order to achieve this in a systematic and progressive manner, using the guidance of the United Nations Sustainable Development Goals (UN STGs) and the Global Sustainable Tourism Council (GSTC), our sustainability policy is divided into the below criteria. Under each criterion, where possible, we have identified the most important and measurable elements that we believe we should and can influence positively in order to achieve an improving sustainability record. Targets to aim for are included where relevant. We will measure, publish and judge ourselves on these elements.

## SECTION A: Demonstrate effective sustainable management

### A1 Sustainability management system

Serengeti Balloon Safaris has implemented a long-term sustainability management system that is suitable to its size and scope, addresses environmental, social, cultural, economic, quality, human rights, health, safety, risk and crisis management issues and drives continuous improvement.

GOAL: Full compliance.

*Element 1: Existence of this policy and an Annual Sustainability Report (ASR) on measurable elements.*

*Element 2: Existence of SBS HR Policy and adherence to it.*

*Element 3: Existence SBS Safety Management System and its Manual and associated quality assurance as approved by the Tanzania Civil Aviation Authority, documented safety reports, findings, meetings and outcomes.*



## A2 Legal compliance

Serengeti Balloon Safaris is in compliance with all applicable local, national and international legislation and regulations including, among others, health, safety, labour and environmental aspects.

GOAL: Full Compliance.

*Element 1: ASR to include compliance statement from management/lawyer. To include any legal cases against the company.*

## A3 Reporting and communication

Serengeti Balloon Safaris communicates its sustainability policy, actions and performance to stakeholders, including customers, and seeks to engage their support.

GOAL: All stakeholders to be aware of Serengeti Balloon Safaris Sustainability Policy.

*Element 1: Distribution of this policy via company website.*

*Element 2: Publication of ASR against this policy.*

## A4 Staff engagement

Staff are engaged with development and implementation of the sustainability management system and receive periodic guidance and training regarding their roles and responsibilities in its delivery.

GOAL: 100% staff awareness and engagement.

*Element 1: Training and attendance numbers will be reported in the ASR. Target is increasing numbers of training courses and 100% proportions of staff attending at least once per year.*

## A5 Customer experience

Customer satisfaction, including aspects of sustainability, is monitored and corrective action taken.

GOAL: 100% customer satisfaction.

*Element 1: Guest Books are filled in daily by guests and monitored. Target is all guests on all days.*

*Element 2: TripAdvisor Reviews are encouraged, assessed and responded to. Target is all reviews.*

*Element 3: Specific customer satisfaction surveys are undertaken. Target is minimum 1 survey per year.*

## A6 Accurate promotion

Promotional materials and marketing communications are accurate and transparent with regard to Serengeti Balloon Safaris and its products and services, including sustainability claims. They do not promise more than is being delivered.

GOAL: 100% accuracy, 100% of the time.

*Element 1: All materials are constantly scrutinised for accuracy.*



## A7 Buildings and infrastructure

Planning, siting, design, construction, renovation, operation and demolition of buildings and infrastructure...

### A7.1 Compliance

...comply with zoning requirements and laws related to protected and sensitive areas and to heritage considerations.

GOAL: 100% Compliance.

*Element 1: ASR must list new and refurbished buildings and their compliance.*

### A7.2 Impact and integrity

...take account of the capacity and integrity of the natural and cultural surroundings.

*Element 1: ASR must list new and refurbished buildings and their compliance.*

### A7.3 Sustainable practices and materials

...use locally appropriate and sustainable practices and materials.

GOAL: 100% locally appropriate and sustainable practices and materials.

*Element 1: ASR must list new and refurbished buildings and their compliance.*

### A7.4 Access for all

...provide access and information for persons with special needs, where appropriate.

*Element 1: ASR must list new and refurbished buildings and their compliance.*

## A8 Land water and property rights

Acquisition by Serengeti Balloon Safaris of land and water rights and of property is legal, complies with local communal and indigenous rights, including their free, prior and informed consent, and does not require involuntary resettlement.

GOAL: 100% compliance.

*Element 1: ASR to include details of any land acquisition, property and water rights and their compliance to these criteria.*

## A9 Information and interpretation

Serengeti Balloon Safaris provides information about and interpretation of the natural surroundings, local culture, and cultural heritage, as well as an explanation of appropriate behaviour while visiting natural areas, living cultures, and cultural heritage sites.

*Element 1: Pilot's and Rep's Codes of Conduct are published and distributed.*



### **A10 Destination engagement**

Serengeti Balloon Safaris is involved with sustainable tourism planning and management in the destination, where such opportunities exist.

*Element 1: All management interaction with Tanzania National Parks and the Ministry of Natural Resources and Tourism to be covered in the ASR.*

## **SECTION B: Maximize social and economic benefits to the local community and minimize negative impacts**

### **B1 Community support**

Serengeti Balloon Safaris actively supports initiatives for local infrastructure and social community development. Examples of initiatives include education, training, health and sanitation and projects which address the impacts of climate change.

*Element 1: ASR to include details of donations and assistance made in that year to local community development. Target is no less than \$2 (or equivalent) per passenger.*

### **B2 Local employment**

Local residents are given equal opportunities for employment and advancement, including in management positions.

*Element 1: Human resources policy to be complied with, especially paragraph 9.1.1.3*

*Element 2: Number of permanent employees from local communities to be recorded in ASR. Target is no less than 20%.*

### **B3 Local purchasing**

When purchasing and offering goods and services, Serengeti Balloon Safaris gives priority to local and fair trade suppliers whenever these are available and of sufficient quality.

GOAL: 100% local sourcing.

*Element 1: Local suppliers used during the year to be listed in the ASR with trends and targets.*

### **B4 Local entrepreneurs**

Serengeti Balloon Safaris supports local entrepreneurs in the development and sale of sustainable products and services that are based on the area's nature, history and culture.

*Element 1: Local entrepreneurs used during the year to be listed in the ASR with trends and targets.*



### **B5 Exploitation and harassment**

Serengeti Balloon Safaris 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.

GOAL: Full compliance.

*Element 1: Harassment policy is contained in the Human Resources Policy as Section 12.*

*Element 2: Harassment offences are listed under Disciplinary Offences, Paragraph 4 of the Human Resources Policy.*

### **B6 Equal opportunity**

Serengeti Balloon Safaris offers employment opportunities, including in management positions, without discrimination by gender, race, religion, disability or in other ways.

*Element 1: Equal Opportunity Policy exists as Section 9 of the Human Resources Policy.*

### **B7 Decent work**

Labour rights are respected, a safe and secure working environment is provided and employees are paid at least a living wage. Employees are offered regular training, experience and opportunities for advancement.

*Element 1: Minimum wages are disclosed in the ASR.*

*Element 2: A summary of training during the year is reported in the ASR. Target is increasing number of training courses and increasing proportions of staff members attending.*

### **B8 Community services**

The activities of Serengeti Balloon Safaris do not jeopardize the provision of basic services, such as food, water, energy, healthcare or sanitation, to neighbouring communities. Not currently applicable as all activities are in protected areas.

### **B9 Local livelihoods**

The activities of Serengeti Balloon Safaris do not adversely affect local access to livelihoods, including land and aquatic resource use, rights-of-way, transport and housing. Not currently applicable as all activities are in protected areas.



## **SECTION C: Maximize benefits to cultural heritage and minimize negative impacts**

These criteria are not currently measured as all Serengeti Balloon Safaris Activities are currently within protected areas but the commitments still form part of the policy.

### **C1 Cultural interactions**

Serengeti Balloon Safaris follows international and national good practice and locally agreed guidance for the management and promotion of visits to indigenous communities and culturally or historically sensitive sites in order to minimize adverse impacts and maximize local benefits and visitor fulfilment.

### **C2 Protecting cultural heritage**

Serengeti Balloon Safaris contributes to the protection, preservation and enhancement of local properties, sites and traditions of historical, archaeological, cultural and spiritual significance and does not impede access to them by local residents.

### **C3 Presenting culture and heritage**

Serengeti Balloon Safaris values and incorporates authentic elements of traditional and contemporary local culture in its operations, design, decoration, cuisine, or shops, while respecting the intellectual property rights of local communities.

### **C4 Artefacts**

Historical and archaeological artefacts are not sold, traded or displayed, except as permitted by local and international law.

## **Section D: Maximize benefits to the environment and minimize negative impacts**

### **D1 Conserving resources**

#### **D1.1 Environmentally preferable purchasing**

Purchasing policies favour environmentally sustainable suppliers and products, including capital goods, food, beverages, building materials and consumables where possible.

*Element 1: Identification of compliant suppliers must be ongoing. Any identified and used will be noted in the ASR. Baseline to be established in 2020 and thereafter target no less than 15% improvement year on year.*





*Element 2: Identification of compliant products must be ongoing and those used must be listed in the ASR. Baseline to be established in 2020 and thereafter target no less than 15% improvement year on year.*

*Element 3: Any building works undertaken must have environmental criteria noted in their selection and approval process.*

### D1.2 Efficient purchasing

Serengeti Balloon Safaris carefully manages the purchasing of consumable and disposable goods, including food, in order to minimize waste.

*Element 1: Monthly food and consumable purchases to be monitored and analysed on a per passenger and per staff basis. Baseline to be established in 2020 and thereafter target no less than 15% improvement year on year without compromising quality.*

### D1.3 Energy conservation

Energy consumption is measured by type and steps are taken to minimize overall consumption. Serengeti Balloon Safaris makes efforts to increase its use of renewable energy.

*Element 1: Use of diesel and gas to be monitored on a monthly basis and a 7.5% year on year decline in usage on a per passenger basis to be targeted. This analysis to form part of monthly management KPIs.*

*Element 2: Renewable Electricity sources to be optimised in all bases in addition to Seronera.*

*Element 3: Use of electric vehicles to be investigated and reported in the ASR.*

### D1.4 Water conservation

Water risk is assessed, water consumption is measured by type, and steps are taken to minimize overall consumption. Water sourcing is sustainable and does not adversely affect environmental flows. In areas of high water-risk, context-based water stewardship goals are identified and pursued.

*Element 1: Water usage to be measured in 2020, reported and no less than 10% year on year reductions targeted on a per staff and per passenger basis.*

*Element 2: Water sources to be noted in the ASR.*

## D2 Reducing pollution

### D2.1 Greenhouse gas emissions

Significant greenhouse gas emissions from all sources controlled by Serengeti Balloon Safaris are identified, calculated where possible and procedures implemented to avoid or to minimize them. Offsetting of Serengeti Balloon Safaris' remaining emissions is encouraged.

GOAL: Net-Zero, full carbon offsetting of Scope 1, 2, 3 emissions.

*Element 1: Use of diesel and gas to be monitored on a monthly basis and a 7.5% year on year decline in usage on a per passenger basis to be targeted. This analysis to form part of monthly management KPIs.*



*Element 2: Carbon Offsetting to be fully completed and reported in the ASR. Target is reducing offset required.*

### D2.2 Transport

Serengeti Balloon Safaris seeks to reduce transportation requirements and actively encourages the use of cleaner and more resource efficient alternatives by customers, employees, suppliers and in its own operations.

*Element 1: Vehicle km per passenger recorded in monthly KPI's. Target to reduce 7.5% per year.*

*Element 2: Freight Transport costs monitored in monthly management accounts and Target 10% reduction year on year.*

### D2.3 Wastewater

Wastewater, including greywater, is effectively treated and is only reused or released safely, with no adverse effects to the local population or the environment.

GOAL: Full Compliance

*Element 1: All water treatment to be documented in ASR. Baseline to be established in 2020. Target is 25% improvement of treatment annually.*

### D2.4 Solid waste

Waste, including food waste, is measured, mechanisms are in place to reduce waste and, where reduction is not feasible, to reuse or recycle it. Any residual waste disposal has no adverse effect on the local population or the environment.

*Element 1: Measurement of waste to be put in place before end 2020, reported in ASR and annual reductions of 10% to be targeted.*

### D2.5 Harmful substances

The use of harmful substances, including pesticides, paints, swimming pool disinfectants, and cleaning materials, is minimized, and substituted when available by innocuous products or processes. All storage, use, handling, and disposal of chemicals are properly managed.

*Element 1: Controls on storage and handling to be implemented during 2020.*

*Element 2: Usage of cleaning products, insecticides and any other chemicals to be measured, reported in ASR and reduced, where practical and safe to do so.*

### D2.6 Minimize pollution

Serengeti Balloon Safaris implements practices to minimize pollution from noise, light, runoff, erosion, ozone-depleting substances, and air, water and soil contaminants.

*Element 1: Pollution reducing practices to be implemented, where safe and practical and reported in ASR. Target is annual reduction.*

## D3 Conserving biodiversity, ecosystems and landscapes

### D3.1 Biodiversity conservation

Serengeti Balloon Safaris 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.

*Element 1: biodiversity conservation is to be included in annual sustainability training. Courses and attendance to be measured. Target is all staff to be trained.*

### D3.2 Invasive species

Serengeti Balloon Safaris takes measures to avoid the introduction of invasive species. Native species are used for landscaping and restoration wherever feasible, particularly in natural landscapes.

*Element 1: Native species conservation is to be included in annual sustainability training. Courses and attendance to be measured. Target is all staff to be trained.*

### D3.3 Visits to natural sites

Serengeti Balloon Safaris follows appropriate guidelines for the management and promotion of visits to natural sites in order to minimize adverse impacts and maximize visitor fulfilment.

### D3.4 Wildlife interactions

Interactions with free roaming wildlife, taking into account cumulative impacts, 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.

### D3.5 Animal welfare

No species of wild animal is acquired, bred or held captive, except by authorized and suitably equipped persons and for properly regulated activities in compliance with local and international law. Housing, care and handling of all wild and domestic animals meets the highest standards of animal welfare.

### D3.6 Wildlife harvesting and trade

Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilization is sustainable, and in compliance with local and international laws.



John Corse  
MANAGING DIRECTOR

19<sup>th</sup> February 2020