


2023

RUSTIC TRAVEL: TRAVELIFE REPORT





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INTRODUCTION

Rustic Travel is currently working with Travelife to obtain our sustainability certification. In the journey of becoming a Travelife-certified company, we have enforced a new policy both for our staff and our partners to act as a guideline to help us achieve our sustainability goal and help make Borneo a great eco-destination for our guests

Our Mission

To deliver high quality products that will inspire responsible tourism and help boost local socio-economy.

Principles

As a tour agency based in Sabah, Borneo, the beautiful nature, and the warm hospitable people are two of our greatest assets. Therefore, it is our responsibility as a tourism team player to help preserve Sabah's natural beauty and contributing to the livelihood of the local community. We strive to be a travel agency that is committed in integrity, stewardship, and continuous improvement in both our services and our contribution to the society.



SUSTAINABILITY POLICY



These principles constitute the core of our company's policy, serving as a reference guide for both our suppliers and clients. From conservation and ethical tourism to waste reduction and responsible practices, these policies reflect our commitment to sustainability. Prohibitions against forbidden souvenirs, child labor, and sex exploitation underscore our dedication to ethical standards, extending throughout our supply chain. Our aim is to provide a clear framework for our company, suppliers, and clients to collectively uphold responsible and sustainable practices.

1. Conservation and Volunteerism:

- Prioritize environmental conservation and community well-being.
- Engage in sustainable practices and active volunteering.
- Encourage employees, suppliers, and guests to contribute to local initiatives.

2. Wildlife Preservation:

- Dedication to wildlife preservation.
- Expect suppliers and clients to adhere to wildlife protection laws.
- Practice responsible tourism and support conservation efforts.

3. Forbidden Souvenirs:

- Prohibit unauthorized collection of corals and other flora/fauna.
- Corals are crucial to marine ecosystems; removal is strictly forbidden.



4. Accommodation Policy:
 - Collaborate with partners sharing values.
 - Prohibit sex exploitation, child labor, and human trafficking.
 - Ensure fair working conditions, respect for local communities, and transparency.
5. Reduction of Paper Consumption:
 - Promote sustainability within the office environment.
 - Encourage double-sided paper use and creative recycling.
 - Prioritize electronic promotional materials to reduce paper consumption.
6. Reduction of Disposable Waste:
 - Strict policies against plastic and water bottle use.
 - Encourage reusable bottles and containers.
 - Separate bins for general and recyclable waste to support waste management.
7. Energy Reduction Policy:
 - Implement energy conservation by turning off lights and equipment.
 - Opt for eco-friendly appliances to minimize electricity usage.
 - Reminders placed throughout the office for sustainable practices.
8. Water Conservation Policy:
 - Commitment to water conservation through efficient fixtures and equipment.
 - Encourage responsible landscaping and staff reporting of leaks.
 - Prioritize sustainability and responsible water use.
9. Staff Travel Policy:
 - Provide flexible working hours and support work-from-home arrangements.
 - Aim to maintain high productivity levels among employees.
10. Sustainable Excursions Policy:
 - Dedication to activities without harm to humans, animals, or nature.
 - Strict avoidance of socially and culturally unacceptable practices.
 - Commitment to sustainable and responsible tourism, adhering to ethical standards.
11. Child Labor:
 - Strict policy against employing individuals below the age of 18.
 - Rejects any form of child labor or forced labor across all facilities.
12. Sex Exploitation:
 - Strict prohibition of sexual exploitation, trafficking, abuse, or harassment.
 - Commitment to creating a safe and respectful environment for employees, customers, and local communities.
13. Sustainable Partners Policy:
 - Prohibit sex exploitation, child labor, and disturbance of local community resources in the supply chain.
 - Suppliers must comply with laws, promote fair working conditions, and maintain transparency.
 - Commitment to a responsible and ethical supply chain, prioritizing the well-being of workers, communities, and the environment.



SUSTAINABILITY MANUAL

A manual offers practical instructions and procedures for specific tasks or processes within an organization. It is shared with all employees for reference and motivation to embrace sustainability, encompassing a total of nine elements.



Wildlife Heroes

Help save endangered species and their homes! Support wildlife protection groups and enjoy eco-friendly adventures.



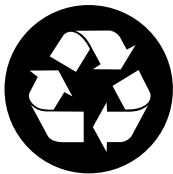
Avoid Forbidden Souvenirs

Be a responsible traveler. Say no to souvenirs made from ivory, turtle shells, or coral to protect our ecosystems.



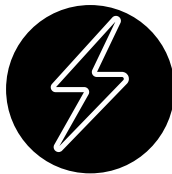
Paper Efficiency

Take on the paper challenge. Use it wisely and go digital when possible to save forests and reduce your environmental impact.



Recycle Right

Join the recycling rodeo! Instead of tossing items, recycle them. Gather recyclables like bottles, smartphones, and boxes for your local recycling center.



Energy-Saving Heroes

Cut down on energy use to fight emissions, save money, and protect the planet. Be an energy-efficient superhero!



Embrace Diversity

Promote kindness and inclusivity in all aspects of life for social sustainability. Treat everyone with respect, regardless of differences.



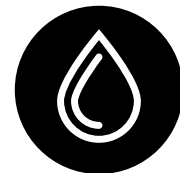
Plant Friends

Become a plant pal to purify the air and boost well-being. Take a small step toward environmental care by bringing greenery into your space.



Reusable Champions

Say no to single-use plastics! Use reusable water bottles, bags, and containers to reduce waste and conserve resources.



Water-Wise Warriors

Be smart about water use. Fix leaks, take shorter showers, and use water wisely to conserve this important resource. Every drop matters!

SUSTAINABILITY MANUAL

Thanks to the manual and policy we shared within our team, the company has adopted an impressive mindset. This includes not only a commitment to recycling but also a conscious effort to repurpose and reuse items, showcasing our dedication to sustainable practices and environmental stewardship.



CODE OF CONDUCT

The purpose of a Code of Conduct is to provide clear guidelines, ethical standards, and behavioral expectations, fostering a positive and compliant organizational culture. Rustic Travel's Code of Conduct focuses on these aspects:



- All-terrain Vehicles (ATVs) / Similar
- Boat-based Marine Wildlife Viewing
- Captive Animals
- Community-Based Tourism (CBT)
- Diving & Snorkeling
- Heritage Sites
- Tour Guides
- Transport Service
- Visiting Communities
- Visiting Farms
- Visiting Traditional/ Rural Communities
- Volunteer Tourism
- Walking, Hiking & Trekking
- Wildlife Viewing on Drives / Walks



ABOUT TRAVELIFE

Travelife is a certification system, dedicated to achieving sustainable practices within the tourism industry. It provides companies with realistic sustainability goals, tools and solutions to implement positive change within their businesses and supply chains. Travelife is managed by ABTA – The Travel Association in the UK – and by ECEAT Projects – a not-for-profit organisation based in The Netherlands. Travelife has two sets of standards. **The Travelife Partner** standards and the **Travelife Certified** standard.

1. In the initial phase of involvement, the sustainability coordinator (SC) learns about sustainable practices for travel businesses through online training. They figure out practical steps, assess the company based on sustainability standards, and create a plan to improve. In the next phase, the SC sets up basic management principles, like a mission statement, sustainability policy, and action plan.



2. Following the company's disclosure of accomplishments against the Travelife Partner standards, a Travelife coach conducts a desk audit of the company report. Upon meeting the requirements, the company earns the Travelife Partner status, acknowledging their dedication to sustainability. This status serves as a solid foundation to progress gradually towards certification.



3. Upon meeting Travelife Certified criteria in a desk audit, companies can opt for an independent on-site assessment following international standards. Achieving compliance during this assessment results in the prestigious Travelife Certified status, a globally recognized acknowledgment of high sustainability performance.



TRAVELIFE REPORT

We used Travelife's online tool as our management system to thoroughly report, benchmark, outline our action plan, and oversee our sustainability initiatives. Our employees undergo online training across various modules, covering all aspects of sustainability. This includes access to practical tools for planning, management, and reporting. There are 10 chapters that needs to be completed as seen below:

Main theme	Criteria	Completed
0. Company characteristics	10	10
1. Sustainability management & legal compliance	16	16
2. Internal management: social policy & human rights	22	22
3. Internal management: environment and community relations	37	37
4. Inbound partner agencies	7	7
5. Transport	4	4
6. Accommodations	11	11
7. Activities	12	12
8. Tour leaders, local representatives, and guides	8	8
9. Destinations	4	4
10. Customer communication and protection	26	26



SUSTAINABILITY COORDINATORS

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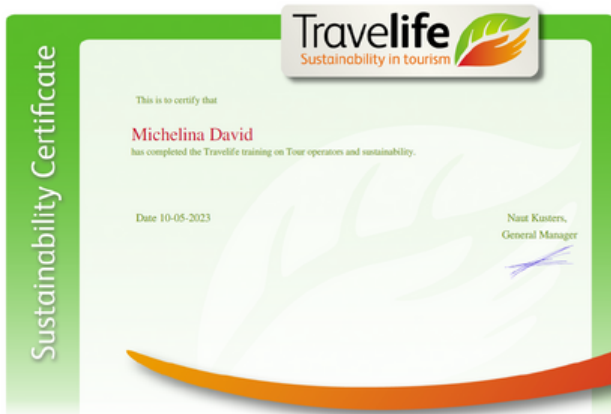
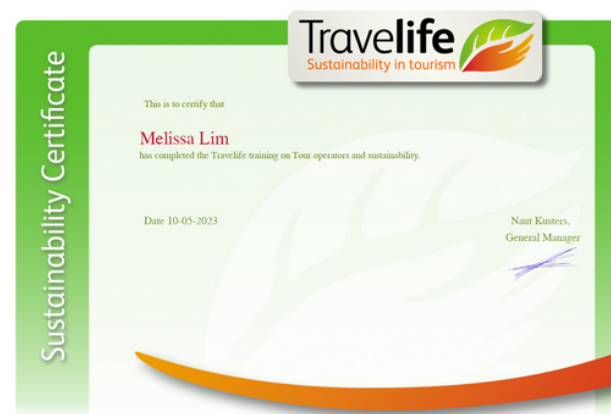
The Sustainability Coordinator communicates with the Travelife representative and subsequently with the auditor, coordinating with department heads and management. Other responsibilities are:

- Responsible for promoting sustainable practices and environmental awareness within the workplace
- Develop and implement sustainability plans and programs to reduce the company's impact on the environment, such as reducing energy consumption, waste generation and plastic usage.
- Stay up-to-date on the latest trends and best practices in sustainability and work to incorporate them into the workplace's sustainability plans and programs.
- Plan and implement corporate and social responsibility projects, which include sourcing of donor(s), selection of recipient(s), budgeting for project allocation and overall project coordination.
- Accountable for managing Travelife-related responsibilities and communication.



TRAINING

The Director of Sustainability, Sustainability Coordinator, and Operations Department have undergone online training provided by Travelife to enhance their understanding and knowledge of sustainability.



ACTIVITIES

As a Travelife Partner, our emphasis is on enacting our policy not just with clients or suppliers but also among employees. We engage in activities that promote sustainability and raise awareness among our staff about the significance of preserving the environment and cultures.

Kiulu White Water Rafting & Survival Training



Environmental Activity at Sabah Wetland Conservation Society (SWCS)



ACTIVITIES

Sending recyclable items to the Pusat Lestari Kota Kinabalu (Recycle Centre) on a monthly basis.



Explore heritage sites and acquire insights into environmental and heritage sustainability.

