



# **Siroko Travel – Sustainability Policy & Procedures Handbook**

## **Introduction**

As a Tunisian-based Destination Management Company (DMC) working with international tour operators, local guides, transport providers, accommodations, restaurants, communities, and adventure partners, Siroko Travel recognises its key role in contributing in shaping a responsible and ecofriendly tourism industry.

We are committed to promoting sustainability at every stage of our operations. Our goal is to maximize the positive impacts of tourism on local communities, nature, and cultural heritage, and to minimize negative impacts on people, environment, wildlife, and destinations.

Our sustainability policy is structured according to 10 core themes, each with principles and practical actions adapted to our company's reality.

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## **1. Sustainability Management & Legal Compliance**

Siroko Travel commits to structured sustainability management through the following actions:

- Appointment of a Sustainability Coordinator responsible for implementation, monitoring and reporting.

- A clear sustainability mission and policy accessible to staff, partners, and clients.
- A commitment to reduce negative social, cultural, economic, and environmental impacts of our operations.
- Integration of employee health & safety across all procedures (office, field, and partner environments).
- Participation in external forums, networks, and training programmes supporting responsible tourism. Training programs with the GIZ, IPD, BIOTED... And with our partner tour operators.
- Baseline assessments and regular reviews of our sustainability performance.
- Guidelines and an assessment system to evaluate the sustainability practices of key suppliers (transport, accommodation, guides, local communities, camel drivers, restaurants, etc.).
- A sustainability action plan with targets, KPIs, deadlines, and responsibilities.
- Internal procedures for monitoring progress and evaluating results.
- Transparency through internal and external communication, including clients and suppliers.
- Mandatory staff awareness of this policy and training on their responsibilities.

We comply with all relevant Tunisian laws, international agreements, labour standards, and Travelife requirements.

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## **2. Internal Management: Social Policy & Human Rights**

Siroko Travel ensures a fair, safe, and respectful working environment:

### **Labour Conditions**

- Employment contracts include job descriptions, legal labour conditions, and wages above national minimums.
- Freedom of employment and termination with reasonable notice.
- Proper compensation for overtime.
- Medical and liability insurance for employees according to national laws.
- Paid leave, sick leave, and unpaid annual leave provisions.
- Health & safety policy compliant with national standards.
- First-aid kits and trained staff on relevant sites (tours, vehicles, camps, homestays).
- Zero tolerance for child labour.

### **Employee Welfare & Development**

- Effective grievance and disciplinary procedures.
- Regular measurement of employee satisfaction.
- Training on safety, responsible tourism, fire response, and natural disaster readiness.

### **Human Rights**

- No discrimination based on gender, age, ethnicity, religion, disability, or sexual orientation.
- Respect for union membership and collective labour rights.
- Equal access to training, promotion, and development opportunities.

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## **3. Internal Management: Environment & Community Relations**

Siroko Travel's environmental initiatives combine office practices and field operations:

### **Environmental Protection**

- Strong reduction of single-use plastics: clients use refillable bottles, filled at camps or vehicles.
- Strict Leave No Trace practices: no waste left on any itinerary.
- Bulk purchasing to reduce packaging.
- Eco-friendly cleaning products where available.
- Digital-first communication: brochures printed only when necessary, on eco-paper.
- Reduction, monitoring, and optimisation of energy and water consumption.
- Preference for low-energy equipment and green energy sources.
- Responsible waste disposal and recycling programmes.

### **Mobility & Office Practices**

- Encouragement of public transport or sustainable commuting.
- Telework, online meetings, and flexible work policies to reduce transport impact.
- Proper maintenance of company vehicles for emission reduction.

### **Community Relations**

- Respect for zoning, protected areas, and cultural heritage regulations.
- Support for preservation of cultural, historical, and spiritual sites.
- Active involvement of local communities (artisans, hosts, rural cooperatives).

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## **4. Partner Agencies & Suppliers**

We work closely with our local and international partners to improve sustainability.

We commit to:

- Maintaining an updated database of partner sustainability practices.
  - Working only with partners who implement responsible and ethical tourism.
  - Ensuring local benefits by prioritising locally owned accommodations and businesses, especially in rural areas.
  - Training and awareness campaigns for partners on sustainability, local culture, and community engagement.
  - Clear sustainability clauses in all contracts.
  - Annual evaluation of partners' sustainability performance.
  - Zero tolerance for child exploitation.
  - Compliance with laws protecting workers' rights.
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## 5. Transport

Transport has significant environmental impact; we therefore:

- Select the most sustainable viable options (group transport, modern vehicles, fuel-efficient cars).
  - Promote public or low-impact transport where feasible.
  - Prioritise shared transfers for all tours.
  - Integrate sustainable transport options into itineraries when possible.
  - Maintain vehicles regularly to reduce emissions and energy consumption.
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## 6. Accommodations

Our aim is a fully sustainable supply chain. We therefore:

- Select accommodations based on sustainability criteria such as:
  - water & energy saving programmes
  - waste management
  - child protection policy
  - local community employment
  - CSR activities
  - training in health & safety
- Encourage partners to improve their sustainability and pursue certifications and trainings.
- Prefer locally owned and community-based accommodations.
- Require proof of sustainability practices when requested.
- Enforce strong clauses on biodiversity protection, anti-corruption, waste reduction, and child protection.

We reserve the right to end cooperation with any provider harming local access to water, energy, soil, or essential resources.

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## 7. Excursions & Activities

We design excursions with high respect for nature, wildlife, and local communities.

We commit to:

- Maintaining an inventory of environmentally or culturally sensitive activities.

- Pre-trip briefings for travellers on cultural respect, environmental protection, and appropriate behaviour.
  - No activity that harms humans, animals, nature, or cultural sites.
  - No wildlife captivity activities, except regulated and legal exceptions.
  - No involvement with companies trading threatened wildlife species.
  - Employing skilled and certified guides in sensitive areas (deserts, heritage sites).
  - Encouraging activities that support local communities (homestays, handicraft workshops, rural cooperatives).
  - Encouraging activities that support biodiversity and conservation.
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## **8. Tour Leaders, Local Representatives & Guides**

We aim to employ and empower as many local professionals as possible, including guides, camel drivers, drivers, and hosts.

We commit to:

- Written contracts for all team members.
- Prioritising local employment and providing training when needed.
- Requiring compliance with all laws and ethical standards.
- Paying fair wages above local standards.
- Regular training on safety, sustainability, cultural sensitivity, and environmental stewardship.
- Special training modules on sustainable travel and destination-specific sustainability issues.

- Ensuring guides communicate sustainability, cultural norms, and human rights to travellers.
  - Training field staff on preventing and identifying child exploitation.
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## 9. Destination Management

We aim to maximise positive and minimise negative destination impacts by:

- Selecting destinations based on sustainability criteria (off-the-beaten-path, less crowded regions).
  - Avoiding areas where tourism creates structural negative impacts.
  - Favouring destinations reachable through sustainable transportation.
  - Complying with protected-area regulations and local management strategies.
  - Supporting local producers—accommodation cooperation.
  - Advocating for sustainable destination management with local authorities.
  - Supporting biodiversity conservation and protected areas.
  - Prohibiting promotion of illegal or harmful souvenirs (CITES species, antiquities, artefacts).
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## 10. Customer Communication & Protection

We ensure clear, responsible communication before, during, and after travel:

### Prior to Booking



- Accurate and honest marketing communication.
- Complete sustainability information about destinations.
- Promotion of sustainable accommodations and tours.
- Transparency regarding our sustainability commitments.

### **After Booking & During the Trip**

- Information on local culture, environmental risks, and sustainability issues.
- Emergency contact available 24/7.
- Codes of conduct for sensitive activities (desert, cultural sites, wildlife).
- Information on sexual exploitation, child protection, and legal restrictions.
- Encouragement to support local shops and restaurants.
- Information on sustainable transport at destination.

### **After the Trip**

- Systematic client satisfaction surveys including sustainability criteria.
- Clear feedback and complaint procedures.
- Continuous improvement based on client insights.