



# **Sustainability Vision (2020-2030)**



# Table of Contents

1. Our Mission
2. Our Vision
3. Sustainability | Workplace
4. Sustainability | Partners
5. Our Partners
6. Sustainability | Our Clients
7. Our Tourism Declares Pledge
- 8-21. Our Sustainable Development Goals
22. Contact Us
23. Back Matter

A photograph of a person standing on the peak of a mountain. A long, winding wooden staircase leads up the slope of the mountain. The mountain is covered in dry, brownish vegetation. The sky is a pale, hazy blue. The person is wearing a red jacket and dark pants. The overall mood is one of achievement and exploration.

## A Mission Driven Purpose

“ We  
are dedicated to show  
how travel, when done  
right, can impact the  
world in a positive  
manner using tourism as  
a force for good. We are  
passionate about  
travelling and aim to  
share how we care for  
our planet and people  
through our work.

”

**-Karen Simmonds**



## A Vision For Tomorrow

We

curate and sell bespoke holidays and experiences around the world. We

have a responsibility to create memorable travel experiences in a world where local communities and our planet can co-exist and flourish. We are dedicated to showing how travel, when done right, can impact the world in a positive manner and break down barriers. We aim to help protect the destinations we send travellers to and endeavour to engage our clients, as well as industry wide, connections, through our **Make Travel Matter** campaign.



# Sustainability in the Workplace

## Our

green vision is instilled in our dynamic workplace. Our office is equipped with energy efficient lighting and is committed to 100% renewable energy through our energy provider, Ecotricity. We use Ecosia for our web browser and support their green promise. Even in our small endeavours we strive to make a big impact. We minimize our water usage and use only FSC-certified or recycled paper in our office. We are a team with global reach and encourage the use of remote meetings at every opportunity, to reduce the need for physical travel.



# Sustainability with our Partners

We

partner with companies who embrace sustainable principles. For us, it is important to work alongside companies who believe in advocating for better practices in the tourism industry. Thus, our partnerships remain an integral part of our identity and we are devoted to making travel matter in the truest sense.

# Our Partners

## Our

partnerships speaks for themselves. We value the companies whom we partner with and the sustainable outcomes we achieve. We have continued to support **the Travel Foundation** as part of their role in the Future for Tourism Coalition. We also work with **Equality in Tourism**. Our partnership with **Trees For Cities** has given us the opportunity to plant a tree with each holiday we book.



SUPPORTER OF THE  
**TERRA CARTA**  
*For Nature, People & Planet*



## Make Travel Matter Campaign

### Our

**Make Travel Matter** campaign promotes travel as a privilege. Our aim is to encourage people to make more conscious decisions during their travels and to be more pro-active in relation to the idea of protecting the environment and the communities they encounter along the way. Our wish is to make people's travels really matter, and we want the travel experience to be complete with the involvement of learning from the local community. We want to give you a hand in organizing a holiday with heart in it, meeting new people, experiencing their culture as well as respecting their country and land.

M A K E  
travelmatter

A photograph of a blue and white train traveling on a bridge over a lush green forest. The train is moving from left to right, and a person is leaning out of the window, looking towards the camera. The background is a dense forest of green trees.

# Sustainability in our Client's Journey

We

believe tourism is the catalyst for shaping perspectives in people and the environment. We encourage clients to use the train to reach destinations instead of flying. We work with our clients to provide them with the most efficient and smart travel options. We support the pack for a purpose initiative and encourage our clients to follow suit, packing essential items to help the local communities they visit. We believe cultural immersion is powerful for our clients to experience new customs and ways of life. Our clients' are urged to support local communities by purchasing, eating and drinking local brands.



## Our Tourism Declares Pledge

As

Travel Matters heads into its 3rd decade and develops as a company, we aim to keep sustainability and responsible tourism at the heart of our business model. We have a duty to promote sustainable travel where possible and help protect destinations, landscapes, and habitats our customers love to visit.

Through

our communications on social media, blogs, interviews and our conversations with our clients, our **Make Travel Matter** campaign raises awareness on how tourism can and should have a positive impact, as well as highlights the negative impact of the climate crisis. We promote ideas around conservation and regeneration as well as help travellers consider how to give back in meaningful ways, ensuring local communities, destinations, and the environment benefit.



# Our Oath to Sustainable Development Goals

We

embed the Sustainable Development Goals in our practices. At Travel Matters, we value all of the goals, but specifically are focused on supporting the following in our mission: No Poverty (#1), gender equality (#5), clean water and sanitation (#6), renewable and clean energy (#7), decent work and economic growth (#8), reduced inequalities (#10), responsible production and consumption (#12), climate action (#13), life below water (#14), life on land (#15), peace, justice and strong institutions (#16), and partnerships for the goals (#17).





## Goal #1 - No Poverty

### Eradicating

poverty is not a task of charity, it's an act of justice and the key to unlocking an enormous human potential. Still, nearly half of the world's population lives in poverty, and lack of food and clean water is killing thousands every single day of the year. Together, we can feed the hungry, wipe out disease and give everyone in the world a chance to prosper and live a productive and rich life.

### Our response

is to see a fairer travel and tourism industry. One where local stakeholders are a part of our supply chain. We want to see livelihoods transformed through modern sustainable practices, micro-finance, business operations and co-operative management. We will share and research good practices to encourage replication within the industry.

A photograph of two women walking up a grassy hill. The woman in the foreground is wearing a light-colored, ribbed sweater and a white headscarf, carrying a large, dark metal bucket on her head. The woman behind her is wearing a red hoodie and a patterned skirt, also carrying a similar bucket. The background is a lush green hillside.

## Goal #5 - Gender Equality

### Gender

bias is undermining our social fabric and devalues all of us. It is not just a human rights issue; it is a tremendous waste of the world's human potential. By denying women equal rights, we deny half the population a chance to live life at its fullest. Political, economic, and social equality for women will benefit all the world's citizens. Together we can eradicate prejudice and work for equal rights and respect for all.

### Our response

Is to support **Equality in Tourism**. They are an independent, non profit women's consultancy and network dedicated to ensuring women have an equal voice and share of the benefits of worldwide tourism. They are a vehicle providing gender specialist advice, training, capacity building and innovation for every level of the industry. Karen, CEO, is an associate of the charity.





## Goal #6 - Clean Water & Sanitation



### One

in three people live without sanitation. This is causing unnecessary disease and death. Although strides have been made with access to clean drinking water, lack of sanitation is deterring these advances. If we provide affordable equipment and education in hygiene practices, we can mitigate this.

### Our response

Is to support the continued work of the charity **Just a Drop**. They ensure clean water and access to sustainable safe water, sanitation and hygiene products to communities which will transform lives. We help create more awareness about their projects among our traveller's networks.





## Goal #7 - Affordable & Clean Energy



## Renewable

energy solutions are becoming cheaper, more reliable, and more efficient every day. Our current reliance on fossil fuels is unsustainable and harmful to the planet, which is why we must change the way we produce and consume energy. Implementing these new energy solutions as fast as possible is essential to counter climate change, one of the biggest threats to our own survival.

## Our response

is to work closely with accommodation providers and transport companies who use renewables. We use **Ecotricity** as our utility provider and encourage others to switch their energy providers too.

**ecotricity**

## Goal #8 - Decent Work & Economic Growth

### Economic

growth should be a positive force for the whole planet. This is why we must make sure financial progress creates decent and fulfilling jobs while not harming our environment. We must protect labour rights and put a stop to modern slavery and child labour. If we promote job creation with expanded access to banking and financial services, we can make sure everyone gets the benefit of entrepreneurship and innovation.

### Our response

continues to showcase organisations who train men and women to improve their livelihoods through modern, sustainable farming practices, microfinance, business operations, cooperative management and gender empowerment. We highlight partners like **The Long Run** and similar organisations and in providers whose projects are replicable and scalable. From beekeeping, textile creation, recycling candles, coaching sports, computer training, gardening - through the supply chain, tourism has an opportunity to build a brighter future for the people, as well as the environment.





## Goal #10 - Reduced Inequalities

### Too much

of the world's wealth is held by a very small group of people. This often leads to financial and social discrimination. For nations to flourish, equality and prosperity must be available to everyone - regardless of gender, race, religious beliefs, or economic status. When every individual is self-sufficient the entire world prospers.

### Our response

is to work and collaborate with SMEs and specialists in the destinations we send travellers to. By collaborating with NGOs like **Equality in Tourism** we envisage greater improvement for information-sharing, networking and research, and the development of pilot projects that can be replicated or adapted in various locations and tourism settings.





## Goal #12 Responsible Production & Consumption



### Our planet

has provided us with an abundance of natural resources, but we have not utilised them responsibly and currently consume far beyond what our planet can provide. We must learn how to use and produce in sustainable ways which will reverse harm we have inflicted on the planet.

### Our response

is to highlight our supply chains which are practicing responsible consumption and production. Partners like **Long Run** members, **CGH Earth Hotels**, **Soneva**, **Heckfield Place** and **Karen Blixen Camp** - we feature their best practices on the Featured Stays pages of the website. Through information sharing, we amplify stories of opportunities within the hospitality industry's fruit and vegetable value chain.



## Goal #13 - Climate Action



## Climate change

is real and an undeniable threat to our entire civilisation. The effects are already visible and will be catastrophic unless we act now. Through education, innovation and adherence to our climate commitments, we can make the necessary changes to protect the planet. These changes also provide huge opportunities to modernise our infrastructure which will create new jobs and promote greater prosperity across the globe.

## Our response

We support Tourism Declares a climate emergency, and partnered with Trees for Cities, pledging a tree is planted with them on every holiday booked. We work with **Jump**, the UK's leading supplier of engagement programmes that boost sustainability and wellbeing. We develop relationships in the travel sector to encourage companies, hoteliers and transport providers to motivate individuals and employees to take positive steps.

## Goal #14- Life Below Water



## Healthy oceans

and seas are vital to our existence. They cover 70 percent of our planet and we rely on them for food, energy, and water. Yet, we have managed to do tremendous damage to these precious resources. We must protect them by eliminating pollution and overfishing and immediately start to responsibly manage and protect all marine life around the world.

## Our response

We are charity partners with **Galapagos Conservation Trust**. Our partnership with the charity aligns with our **Make Travel Matter** principles. The charity's work supports high impact and research-driven species conservation programmes, backed up by educational outreach to engage and inspire conservationists of tomorrow. Given we promote this amazing destination, we want to ensure our travellers are equipped and educated about the charity's crucial work.



## Goal #15 - Life on Land

### A flourishing

life on land is the foundation of life on this planet. We are all part of the planet's ecosystem and we have caused detriment through deforestation, loss of natural habitats and land degradation. Promoting a sustainable use of our ecosystems and preserving biodiversity is not a cause; it is the key to our survival.

### Our response

We support innovation and the approach to incentivise and secure the survival of endangered species through convivial conservation. This business model could be a game-changer in achieving a sustainable future that balances environmental needs, communities, and biodiversity. We support the **Galapagos Conservation Trust** with their work as well as support Animal Protection charities and Animal Associations.



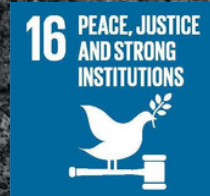
## Goal #16 - Peace, Justice & Strong Institutions

### Compassion

and a strong moral compass are essential to every democratic society. Yet, persecution, injustice and abuse still runs rampant and is tearing at the very fabric of civilisation. We must ensure we have strong institutions, global standards of justice, and a commitment to peace everywhere.

### Our response

We will continue to support the work of **The Travel Foundation**. Tourism can bring much needed economic opportunities for local communities and funds for conservation. We aim to reduce the negative impacts of tourism and harness opportunities for local livelihoods and conservation. To achieve this, we support tourism stakeholders to create systemic change in the way tourism is managed. This includes working with tourism businesses, destination authorities and community groups. We believe travel broadens the mind and breaks down barriers, bringing peace and understanding as we learn from each other - as guest and host relationships flourish.



# Goal #17 - Partnerships for the Goals

## Global goals

can only be met if we work together. International investments and support are needed to ensure innovative and technological development, fair trade and market access, especially for developing countries. To build a better world, we need to be supportive, empathetic, inventive, passionate, and above all, cooperative.

## Our response

We plan to continue to work with NGOs and charities, GCT, The Travel Foundation, Trees for Cities and Equality in Tourism.





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