



Crafted Africa Responsible Travel & Sustainability Policy

At Crafted Africa, we believe travel should give more than it takes. We design journeys that respect the environment, support local livelihoods and protect the places and cultures our guests come to experience. We arrange travel in Malawi and other Southern African destinations through a network of accommodation providers, guides, transport providers and local partners. We can control our own operations and influence the services we buy and recommend. This policy sets out how we will use that influence. It applies to our staff and to decisions about the trips we design and the suppliers we select. We share relevant requirements with our partners and expect them to meet applicable laws and our essential standards.

1. Sustainability management and legal compliance

We commit to:

- a) Appointing a Sustainability Coordinator to lead implementation, with management responsible for approving the policy, assigning resources and reviewing progress.
- b) Following applicable laws in each country where we operate, including requirements relating to employment, tourism, child protection, wildlife, protected areas, heritage and waste.
- c) Keeping a sustainability action plan with defined measures, owners, deadlines and evidence of progress.
- d) Tracking the impacts we can measure, including office energy, paper and waste, single-use plastic, supplier practices and relevant guest feedback. We will improve the measures as reliable data become available.
- e) Reviewing our commitments and performance at least once a year and updating this policy when our services, risks or legal duties change.
- f) Training staff on the parts of this policy that affect their roles and making the policy available to guests, suppliers and the public.
- g) Making factual claims about certification, carbon reduction and impact only when we can support them with current evidence.

2. Our people, human rights and safety

We commit to:

- a) Providing staff with clear terms of employment, fair pay, leave and working conditions that meet applicable law.
- b) Offering equal opportunity in recruitment, training and advancement, and addressing harassment and discrimination through our staff procedures.
- c) Respecting workers' freedom of association and their right to raise concerns without retaliation.
- d) Maintaining safe workplaces, providing relevant safety guidance and responding to incidents.
- e) Giving staff regular opportunities to learn about responsible tourism, resource use, child protection and the cultural and environmental issues they may encounter in their roles.

- f) Prohibiting forced labour, child labour and sexual exploitation in our operations. We expect the same basic safeguards from partners.

3. Our office and resource use

Our Malawi office has a 30 kVA solar backup system. We will use this investment, alongside changes in daily practice, to reduce the resources our office consumes. ***We commit to:***

- a) Switching off lights and equipment when they are not needed, using energy-saving settings and considering energy use when replacing equipment.
- b) Monitoring electricity use and improving how we use the solar system. We will report energy and emissions results only when the underlying data are available.
- c) Reducing printing, using digital documents where practical, printing double-sided when needed and choosing paper from recycled or responsibly managed sources where available.
- d) Conserving water, checking for avoidable waste and discussing water-saving measures with staff.
- e) Avoiding unnecessary single-use products, separating recyclable materials where collection exists and disposing of other waste through appropriate local services.
- f) Choosing durable, repairable and lower-impact office supplies where they are suitable and reasonably available.

4. Purchasing and business partners

We commit to:

- a) Giving preference to locally owned businesses and locally made goods when quality, safety, availability and price allow.
- b) Asking key suppliers how they manage staff welfare, child protection, waste, water, energy, wildlife and community relations, using a practical assessment suited to the service they provide.
- c) Explaining our core expectations to partners and including relevant sustainability and safeguarding terms in new or renewed agreements where practical.
- d) Supporting partners that are improving their practices, while taking concerns or credible reports of serious harm seriously and reviewing the relationship where needed.
- e) Checking sustainability claims made by suppliers before passing them on to guests.

5. Transport and trip design

Transport is a major part of a journey's impact.

We commit to:

- a) Considering route length, vehicle occupancy, safety, comfort and practical alternatives when planning transfers and excursions.
- b) Combining compatible transfers or activities where this improves efficiency without harming the guest experience or local benefits.
- c) Using appropriately licensed and maintained transport providers and discussing fuel use and vehicle standards with key partners.
- d) Offering longer stays and sensible routes when these fit a guest's plans, so travel between places serves a clear purpose.

- e) Giving guests accurate information about lower-impact options when suitable options exist.
We will describe carbon offsets separately from steps that reduce emissions.

6. Accommodation

We will favour accommodation providers that protect nature and contribute to local wellbeing.

We commit to:

- a) Giving preference to providers that can show responsible practices or credible sustainability recognition, while allowing promising local businesses to improve.
- b) Looking for practical evidence of energy and water conservation, sound waste management, reduced single-use plastic and responsible purchasing.
- c) Considering local ownership, local employment, staff conditions and purchases from nearby producers and artisans.
- d) Asking key accommodation partners about child protection, wildlife interactions and the effect of their operations on neighbouring communities and shared resources.
- e) Raising serious concerns with providers, recording the response and ending or suspending cooperation when serious harm is not addressed.

7. Excursions, wildlife and cultural heritage

We commit to:

- a) Selecting activities that respect wildlife, protected areas, local residents and cultural sites.
- b) Avoiding activities that rely on cruelty to animals or on harmful or unlawful wildlife trade. We will assess any captive-wildlife activity against animal welfare, conservation and legal standards before offering it.
- c) Using qualified local guides where their skills fit the activity, especially in sensitive natural and cultural places.
- d) Explaining the rules of protected areas and encouraging guests to keep a safe distance from wildlife, leave no litter and avoid disturbing habitats.
- e) Seeking consent before photographs or visits involving community members and respecting rules governing cultural and sacred sites.
- f) Helping guests choose genuine local crafts and avoiding products made from threatened species or illegally removed cultural objects.

8. Guides, drivers and local representatives

Guides and other local professionals shape the guest experience and share the benefits of tourism.

We commit to:

- a) Giving preference to qualified local guides, drivers and representatives, with attention to safety, service and fair opportunity.
- b) Communicating the scope of assignments, rates, payment terms and relevant safety requirements before work begins.
- c) Briefing people who represent Crafted Africa on this policy, guest safety, respectful conduct and how to report safeguarding concerns.
- d) Encouraging partners that engage these professionals to provide lawful and fair conditions and relevant training.

9. Destinations and community benefit

We commit to:

- a) Considering pressure on water, wildlife, heritage and community services when developing or promoting destinations.
- b) Supporting locally led conservation and community initiatives through responsible partnerships, including those supported by the Crafted Africa Foundation, where relevant.
- c) Reviewing proposed community visits with local partners so participation is voluntary, respectful and beneficial to the people involved.
- d) Encouraging guests to spend with local businesses and producers and explaining why direct handouts can create harm.
- e) Listening to community and partner feedback and acting on credible concerns about our trips.

10. Guest communication, protection and feedback

We commit to:

- a) Giving clear information before booking about the services we provide, the options available and any sustainability features we claim.
- b) Providing practical guidance before or during travel on water use, waste, wildlife, photography, local customs and respectful contact with communities.
- c) Offering reusable Ocean Bottles to guests as described in our current operations, and helping them identify safe refill options where available.
- d) Taking guest safety seriously, providing an appropriate contact route during travel and handling concerns through our established procedures.
- e) Protecting personal information and using it only in line with applicable privacy requirements and our data-handling procedures.
- f) Inviting guest feedback on both the trip and its social and environmental effects, recording complaints and using what we learn to improve our services.

How we put this policy into practice

The Sustainability Manager maintains the action plan, brings concerns to management and collects evidence of progress. Department leads and staff apply the commitments relevant to their roles. We review supplier information, staff input, guest feedback and available impact data as part of our annual policy review. Where we fall short, we will identify what needs to change and track the action taken.

Guests, partners and community members can raise questions or concerns through Crafted Africa's published contact channels. We will route each concern to the appropriate person and respond in a way that respects privacy and safeguarding needs.