

Sustainability Policy

Designer Safari is committed to delivering travel experiences that are sustainably responsible for our guests, communities, and environment to safeguard our planet and secure the future of tourism for all our stakeholders through sustainable practices.

Principles

Designer Safari is a Destination Management Company with 19 years of experience offering travel experiences across the East African Region, we are committed to delivering our guests enjoy delightful, bespoke experiences that ensure engagement with the culture, wildlife, nature, and communities of the destinations we collaborate with. We are devoted to ensuring our products are delivered in a sustainable method that ensures the lowest negative impact on the local environments, communities, wildlife and of the heritage of the destinations we work with. We are also devoted to improving the quality of life of our employees, partners, and stakeholders through sustainable and ethical business practices.

Tourism is one of the fastest-growing sectors in terms of resource consumption. The increasing pervasiveness of tourism and the continuously growing demand for more tourism products creates a significant footprint within the communities and the world as a whole. Optimizing the impacts of tourism services and products is imperative to ensure both economic, social and environmental sustainability.

Designer safari is aware of the impact of tourism on the host communities, destinations, and the climate, and on prospects for society now and in the future. We accept that our business and our suppliers at all levels have obligations to control their impacts and to act responsibly in our communities, destinations, and our business.

Furthermore, Designer safari has a special position due to its relations with tourists providing countries, agents and its advocacy of leading-edge sustainable practices. In this sense, we have a duty both to adopt environmental best practices and to promote appropriate responsible travel as an alternative to practices which act as large sources of negative impacts that are associated with tourism.

Therefore, we will integrate environmental best practices into our business activities while maintaining an appropriate balance between environmental, social and economic considerations.

In addition, we will help and support the communities and our suppliers in their transition to sustainable operation through our services and through sharing our knowledge and expertise.

Major Targets and Objectives

Water

Reduce our water consumption by adopting new sustainable measures.

Energy

Reduce our energy usage by adopting/purchasing energy-efficient office equipment.

Waste

We aim to reduce our use of single-use plastic within our operations and across the supply chain.

Green purchasing.

We purpose to engage with our suppliers to reduce packaging (plastic) and we will purchase all office stationery in bulk.

Transport.

In order to reduce our Greenhouse Gas emissions, we will continue to use vehicles that have been properly serviced.

We purpose to use airlines that provide clients with an option of offsetting their carbon footprint.

Important Issues

We Have identified the following issues as important problems in our regional area which we aim to mitigate through sustainable interventions and practices.

- Climate Change
- Lack of Benefits of Tourism to local communities
- Destruction/ Poaching of wildlife
- Our internal process.

Our Commitment and scope

1. We aim to ensure all accommodation/ property suppliers are Eco-rated facilities awarded certification by Ecotourism Kenya, however as this may not be possible for all geographical locations or due to choice of our clients, we will endeavor to ensure all our non-certified suppliers are engaged and educated on sustainable practices through our sustainability policy/ code of conduct and communication/ engagement on sustainability best practice.
2. We are committed to educating all our contracted employees i.e. Guides, Drivers and the general staff are informed on the importance of embracing sustainability.
3. As a business in tourism, we seek to engage with all stakeholders within the destination in order to improve the standards of our company and the entire value chain.
4. To our customers, we encourage them to be respectful of the environment and the communities in the destinations that they will visit. We also remind them about the Kenya conservation laws referring to the cultural goods, species of endangered wild flora and fauna, the rules that govern the destination (Kenya Laws) under the constitution.
5. Our clients are encouraged to buy local authentic souvenirs that cause minimal environmental impact, produced by the local communities or curio shops which are run by locals (buy local, Build local).
6. We are committed to embracing sustainability within our operations and by this Designer Safari commits to choosing destinations that have proven to be sustainable through the green destination guidelines created by Ecotourism Kenya in collaboration with the African Wildlife Foundation and Kenya Wildlife



Service.

7. Designer safari chooses accommodation suppliers who abide by our supplier's code of conduct, standard ethical codes, fully support environmental conservation and apply the ecotourism principles.
8. At Designer Safari our aim is to offer delightful, bespoke, sustainable experiences by offering/creating products that don't go against fair trade standards and that cause minimal negative impacts to the destination to our clients and to work together with all the suppliers.