

Fair Travel - policy and strategy for sustainable development

This policy applies primarily to the operations of Fair Travel and is based on the mission, vision and values.

The mission is to spread responsible tourism to all stakeholders in the tourism and travel industry.

Four keywords further explain the mission of Fair Travel:

- ***Educate*** – Fair Travel educate those who wants to know more about responsible tourism
- ***Assist*** – Fair Travel assist those who want to implement responsible tourism
- ***Provide*** – Fair Travel provide responsible tourism products of high quality and standards
- ***Challenge*** – Fair Travel will continuously challenge those who are not receptive of responsible tourism

The mission and vision will materialize through a clear strategy that describes how Fair Travel is working to meet stakeholders' needs. The strategy will permeate the entire business and steer our work to raise brand awareness and demand, while setting a good example for the industry.

Our vision is to become a leading business within responsible tourism in the Swedish and Nordic tourism and travel industry.

The strategy is based on sustainable development and good business ethics with the core values - innovation, commitment, responsibility and credibility of all parties involved - that govern our business. The business is dynamic and will constantly strive to maintain an open dialogue with its stakeholders.

The key words are:

- ***Dynamic***

Fair Travel is a dynamic company formed by an active dialogue and responsiveness to market and stakeholders.

- ***Commitment***

Fair Travel is engaged and holds the courage to go against the grain. Fair Travel voices its opinions and makes its voice heard when the message must be delivered.

- ***Responsibility***

Fair Travel cares about people, animals and the environment and is committed to sustainable and responsible development.

- ***Credibility***

Fair Travel keeps their promises. Consumers and stakeholders are to feel secure in their relationship with Fair Travel.

- ***Innovation***

Fair Travel promotes development through innovation, responsiveness and initiative.

Sustainable development according to Fair Travel:

“Sustainable development is a long-term plan, which aims to conserve the resources we have at hand and preserves the earth's productive capacity with minimal impact on nature, environment and culture. Human and social needs must be met, and everything must be operated in a stable economic model that generates financial return to its stakeholders.”

Guidelines and principles for sustainable development

To meet the standards of the Fair Travel policy on sustainable development, the business is guided by a number of principles for environmental, social, operational, quality and financial responsibility.

The Fair Travel business has a direct and indirect impact on the environment, nature, people and animals. The tourism and travel industry is dependent on parts that have an environmental impact, such as transportation, food and beverage consumption and waste, while it may expose people, animals and nature of adverse effects.

Environmental responsibility:

- to stimulate innovation and development that helps mitigate environmental impact
- to conserve the use of energy, water and other natural resources in its operations, as well as reusing materials
- to minimize waste in operations and recycle as much as possible
- to increase understanding and knowledge about the environmental impact of partners, customers, employees and other stakeholders, and to provide information and facilitate training
- to be selective, set demand and evaluate suppliers and partners, and to influence their operations to comply with the requirements and integrate environmental consideration into their products
- to ensure that all legislation is followed
- avoid substances and materials that may be harmful to humans, animals and the environment
- to ensure that all corporate travel are carried out with as little environmental impact as possible:
 - Public transport, cycling or walking between work, home and local meetings
 - Rail transport within Sweden and in other cases where the possibility exists and is within reasonable limits
 - Direct flight connections when this is an opportunity for long-distance travel

Social responsibility:

- to be open in the relation with stakeholders and demonstrate good business ethics
- to take social and ethical considerations into products and services chosen that meet stakeholder' expectations
- to ensure that the working environment is safe and healthy
- to nurture diversity and development
- to be constructive and active in the development of the local communities where Fair Travel operates and work
- to promote equitable distribution to involved stakeholders through set demands on suppliers at destinations

Operational responsibility:

- ensure that any products, services and suppliers comply with the highest standards of environmental and social concerns
- ensure that employees in Fair Travel has sufficient knowledge to be able to live up to this policy
- ensure annual evaluation and development of targets and performance related to this policy
- publish an annual statement showing the impact of the business linked to the policy

Quality responsibilities:

- ensure that the quality of services and products meet customers' and stakeholders demand, through continuous dialogue
- should only use suppliers of goods and services that meet set quality standards
- ensure that competition is made by means of experience and quality and never with lowest price

Financial responsibility:

- to ensure the efficiency, profitability and economic benefits for the entire operation
- to ensure that margins are maintained to ensure the profitability and economic benefit of the business
- will work to maximize the local ties in the supply chain of our products and services
- ensure that fees are met and maintained within the business

It is a mission that this policy also should provide guidance for other businesses within the tourism and travel industry.

The Fair Travel stakeholders are primarily

- Partners
- Customers
- Suppliers
- Employees