

# The Evolved Traveler

*Inspired travel for inspiring lives.*

## Defining Sustainability

### **sustainability (noun)**

1. the ability to continue a defined behavior indefinitely; to be sustained, supported, upheld, or confirmed
2. *Environmental Science* - the quality of not being harmful to the environment or depleting natural resources, and thereby supporting long-term ecological balance

<http://www.dictionary.com/browse/sustainability>

Our mindset at The Evolved Traveler is simple: when we treat the environment as an integral part of our humanity and not just an afterthought, we will ensure the health and happiness of future generations.

### **Sustainability and Tourism**

Built upon the core principles of philanthropy and sustainability, The Evolved Traveler promotes responsible travel that respects the destination, its people and culture, and the surrounding environment. Our “business as usual” is anything but usual; we donate to those in need, and we participate in tackling cultural and environmental issues for two key reasons: to do our part to help safeguard our planet; and to give our guests experiences that will bring knowledge, understanding, and appreciation for the values of other cultures, people, and places.

Every year, over 1 billion tourists travel to destinations across the globe, and the reasons behind each trip vary as greatly as the locations and cultures being visited. At The Evolved Traveler, we aim to provide a more socially conscious travel experience, one we believe that supports our core philosophy: we don’t have to give anything *up*, we only have to give *back*.

### **Our Sustainability Guidelines**

Sustainability is one of the core values of The Evolved Traveler. It is fundamental not only to what we do as a company and the journeys we plan for our guests, but to our everyday lives as well. It is a passion that motivates us daily.

As there is no “one size fits all” solution for the number of issues that ail our planet, our environment, and even the multitude of cultures amongst us, we have resourced the sustainability guidelines set forth by several organizations we consider to be at the forefront of this effort: The Global Sustainable Tourism Council (GSTC), Sustainable Tourism International,

and UNESCO. The guidelines adopted by The Evolved Traveler for sustainable tourism focus on three primary areas:

- Maximize social and economic benefits for the local community
- Enhance cultural heritage
- Reduce negative impacts to the environment

### **The Evolved Traveler Declaration of Sustainability**

We believe that our guests and partners are part of something amazing. Our goal is to create a positive and lasting impact wherever we go. Using best practices from around the globe, as well as some of our own, we've created our own declaration of sustainability. We encourage others to implement both long- and short-term sustainability goals that are realistic and attainable, and that address the environmental, social, cultural, and economic issues within their sphere of influence.

We promise to:

- Strive to leave every location in better condition than we found it
- Educate our employees and guests regularly regarding their roles and responsibilities with respect to sustainability
- Ensure that sustainability indicators are measured and reported accurately
- Encourage the use of local goods, services, and decision making
- Respect the place, people, culture, and heritage
- Measure and reduce use of disposable and consumable goods and resources wherever possible
- Measure and reduce energy and fuel consumption is wherever possible
- Treat renewable energy and recycled goods as necessities, not luxury items
- Discourage the consumption, trading, or harvesting of protected wildlife and plant life
- Commit 5% of our sales to sustainable philanthropic efforts around the globe
- Offset carbon emissions by donating to reforestation causes
- Volunteer in our local community, just as we encourage our guests and partners

We will not only adhere to these guidelines, but further strive to pioneer new concepts and practices for sustainable travel with our guests and global partners.

The Evolved Traveler is 100% committed to improving the world around us through the one-of-a-kind, experiential journeys planned for our guests. As Mark Twain so eloquently said, "Travel is fatal to prejudice, bigotry, and narrow-mindedness." We would like to make it fatal to poverty, environmental destruction, and cultural neglect as well, and we hope you will join us on that mission.