

# Newsletter No 1

We are pleased to present you the first out of many newsletters about the best sustainability practices from Croatia, Greece, Poland, the Netherlands and Latvia.

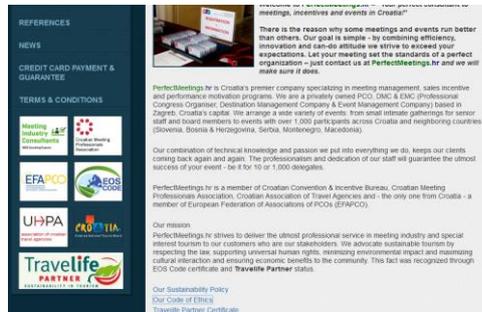
Join us weekly in the discovery of new tips to meet with Travelife criteria!

## Best of Travelife sustainability practices...

### All in the same direction

Travelife criteria :

#### Customer communication and protection - Marketing and advertising messages



As the first Croatian company awarded the Travelife Partner certificate, PerfectMeetings.hr insists on professional and honest communication with its clients, and it has developed its Code of Ethics which sets out the general principles of PerfectMeetings.hr for maintaining high standards of professional service and conduct towards clients, colleagues, suppliers, employers, employees and the public. The Code of Ethics is published on the company's website ensuring that company communication complies with the relevant standards and this voluntary code of ethics.

**PerfectMeetings.hr (Croatia) in brief:** PerfectMeetings.hr is Croatia's premier company specializing in meeting management, sales incentive and performance motivation programs. We are a privately owned PCO, DMC & EMC (Professional Congress Organiser, Destination Management Company & Event Management Company) based in Zagreb, Croatia's capital. We organize a wide variety of events: from small intimate gatherings for senior staff and board members to events with over 1,000 participants from all over Croatia and the neighbouring countries (Slovenia, Bosnia & Herzegovina, Serbia, Montenegro, Macedonia).



[www.perfectmeetings.hr](http://www.perfectmeetings.hr)

### Internal management

Travelife criteria: **Internal Management**

S-Cape purchases organic tea as loose-leaf tea and uses infuser balls [to avoid possible plastic teabags, like those found in some packages, which are probably not recyclable].



S-Cape has only 2 printers (one for colour and one for monochrome prints) at the end of a corridor in order to discourage more printing than is necessary in the office. S-Cape strives to print as little as possible. As regards its clients, only one page with the company's concise program is printed and shown, but not given, to service providers. S-Cape has convinced its suppliers not to insist on vouchers anymore, since they can see every booking made electronically and only need to verify that the name of the client corresponds to the booking. S-Cape collects all the paper used in the office in one dedicated bin (no small waste baskets by each employee's desk to avoid more paper waste than absolutely necessary) and takes it for recycling to a specialised recycle bin for paper, instead of the regular "blue" bins used in Greece for all recyclable materials. S-Cape uses My Planet cleaning materials (<http://www.myplanet.com.gr/en>) in the office. They are the most environmentally friendly solution that exists on the Greek market.

**S-cape Travel (Greece) in brief:** S-cape Travel organizes walking, cycling, cultural and food & wine tours in France, Greece, Italy, Spain and other European countries. They specialize in organising self-guided programs, small group tours, family holidays and tailor-made experiences. Their unique programs feature gourmet food, excellent accommodation, natural parks and



[www.s-cape.eu](http://www.s-cape.eu)

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destinations of great beauty and cultural significance.

## Forbidden souvenirs

Travelife criteria: **Destinations**



The company offers souvenirs that help discover the world of birds, learn about the nature and be part of it. Souvenir offer – brooches, T shirts and cups with bird pictures, bird feeders, wooden bird cages etc.

**Motacilla (Latvia) in brief:** Motacilla is a member of the Latvian Ornithological Society and specializes in nature and birding tours in Latvia and abroad in combination with quality guiding based on deep respect for nature and local knowledge. The company's goal is to develop and promote bird watching tourism in Latvia by offering short or long-term tours for individual or small groups of travellers. The company also performs educational work in the form of workshops at which it presents the diversity of Latvian birds, and teaches how to differentiate them based on their appearance and voices.



[www.motacilla.lv](http://www.motacilla.lv)

## CSR Communication

Travelife criteria : **Customer communication / Marketing and advertising messages**

www.exodustravels.eu

**From the social networks**

**Exodus Travels**  
WARNING: Gratuitous cub shot.....  
1 day 45 min ago.

**Exodus Travels**  
Proud to be working in partnership with @Safe\_Kenya to irradiate #EGM practices in Africa - £14k raised so far  
[t.co/cUcEb83d6e](https://t.co/cUcEb83d6e)  
2 hours 20 min ago.

**Responsible travel**

We realise that every holiday destination is also someone else's home and that we should leave places as we found them. Find out more about how we incorporate responsible travel into our adventure and activity holidays, and how you can help by donating to one of our responsible travel projects.

**Recommended Provider**  
Which? Quality Companies June 2014

**ADVENTURE 40 Years 1974-2014 THE MAKING**

**Investor in Customers**

**LIVE CHAT**

In Exodus, key sales and marketing decisions were made to ensure that responsible tourism is the core element of Exodus' business. For example: the responsible travel section of the company's website is directly accessible from the home page; the Exodus newsletter includes a section on responsible travel; and all sales personnel are

encouraged to raise the issue in their sales talks with clients, whenever they feel appropriate.

**Exodus (The Netherlands) in brief:** Exodus was launched on 4 February 1974 when two friends got together to provide an overland truck to travel to the Minaret of Jam, deep in the heart of the Hindu Kush, the most inaccessible of the world's great monuments. Exodus is about adventure. That is what Exodus was founded on and what the company is still all about. Discovering countries, cultures, environments, cities, mountain ranges, deserts, coasts and jungles; exploring the amazing planet we all live on. At Exodus, they know what makes people tick when it comes to holidays. It's a desire shared. A yearning to visit new places and come home with a real sense of what these places are all about.



[www.exodustravels.eu](http://www.exodustravels.eu)

## Cleaning the world

Travelife criteria : **Destinations – supporting biodiversity conservation**



At the beginning of each camp program, the participants are introduced to the campsite's waste management rules. The last day of their stay is traditionally the day of "cleaning the world". Every person takes a waste bag and joins in with the collecting and sorting of any waste found at the campsite and its surroundings: in the forest, at the beach, the lake shores, etc. The purpose of this activity



is to protect the biodiversity of natural areas at the destination and teach young people good habits for supporting environmental protection.

**Travel agency "Wonderlands" (Poland) in brief:** The travel company organizes various thematic summer and winter camps for children and youth:

- Sport & Adventure camps
- Survival Camps

**wonderlands**  
AGENCJA TURYSTYCZNA

[www.wonderlands.pl](http://www.wonderlands.pl)

LIFELONG LEARNING PROGRAMME, LEONARDO DA VINCI

Transfer of innovation

CSR TOUR "Corporate Social Responsibility Training and Certification in the Travel Sector"

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The contents of this publication can under no circumstances be regarded as reflecting the position of the Office for Cooperation with NGOs of the Government of the Republic of Croatia and/or the position of Ministry of Tourism Republic of Croatia."



Lifelong  
Learning  
Programme



GOVERNMENT OF THE REPUBLIC OF CROATIA  
Office for Cooperation with NGOs



Ministry of Tourism  
REPUBLIC OF CROATIA

**Travelife**  
Sustainability in Tourism