

G&C Tours LTD (Wild Frontiers) Sustainability Code of Conduct

1. Environmental Responsibility

- Minimize environmental impact by reducing waste, conserving resources, and promoting responsible energy use.
- Prioritize sustainable transport options and avoid unnecessary short-haul flights where viable alternatives exist.
- Support accommodations, restaurants, and service providers that implement eco-friendly practices.
- Promote responsible wildlife tourism by adhering to ethical wildlife viewing guidelines and conservation best practices.
- Reduce plastic waste by encouraging the use of reusable or biodegradable alternatives across operations, including upcountry lodges and boat services.

2. Ethical Business Practices

- Conduct business with honesty, integrity, and transparency, ensuring compliance with all legal and ethical standards.
- Maintain fair and respectful relationships with all stakeholders, including employees, partners, suppliers, and clients.
- Avoid corruption, bribery, and unethical practices in all business dealings.
- Require suppliers and partners to uphold human rights, labor rights, and sustainability principles.

3. Respect for Local Communities & Cultures

- Engage with local communities in a respectful and meaningful manner, ensuring fair economic benefits from tourism.
- Promote accommodations, experiences, and attractions that preserve and celebrate local culture, heritage, and traditional knowledge.
- Ensure that intellectual property rights of local artisans, musicians, and craftspeople are respected.
- Encourage responsible interactions with local communities, avoiding exploitative or intrusive activities.

4. Fair Employment & Labor Rights

- Ensure a safe, fair, and inclusive workplace that respects diversity and promotes equal opportunities.
- Uphold workers' rights, providing fair wages, safe working conditions, and opportunities for professional development.
- Prohibit any form of child labor, forced labor, or discrimination in our supply chain and business operations.

5. Responsible Tourism & Guest Awareness

- Educate travelers on responsible tourism practices, including respecting local customs, wildlife, and environmental conservation efforts.
- Promote low-impact tourism activities, such as guided nature walks, primate tracking, and eco-tours.
- Advocate for sustainable travel choices, such as carbon-conscious transportation and eco-certified accommodations.

6. Supply Chain & Partnerships

- Collaborate with suppliers who share our sustainability values and encourage them to improve their environmental and social practices.
- Include sustainability clauses in contracts with accommodation providers, transport services, and other partners.
- Prioritize partnerships with businesses that support conservation efforts, community engagement, and responsible tourism practices.

7. Protection of Children & Vulnerable Groups

- Take a zero-tolerance approach to any form of exploitation, including child labor, human trafficking, and sexual exploitation of minors.
- Ensure all contracted accommodations and service providers have policies in place to prevent and report child exploitation.
- Train staff and partners to identify and report any suspected cases of abuse or exploitation.

8. Continuous Improvement & Monitoring

- Regularly review and update sustainability policies and strategies to align with global best practices.
- Engage stakeholders—employees, partners, and clients—in sustainability initiatives and encourage feedback for improvement.
- Participate in sustainability certification programs and industry collaborations to enhance responsible tourism.

Commitment & Compliance

*All employees, partners, and suppliers working with G&C Tours Ltd are encouraged to adhere to this **Sustainability Code of Conduct** to ensure continuation of their business relationship.*

By implementing and upholding these principles together with our partners and suppliers, G&C Tours Ltd. commits to fostering a more responsible and sustainable tourism industry.