



What is CSR about?

The Corporate Social Responsibility of a company means **doing things right**. Nowadays, a company must be aware of the impacts that its management generates. It is everyone's responsibility to be aware of the values that go beyond the purely economic. This responsibility is linked to three core values:

Environmental protection, **Social** respect and collaboration and **Ethics** management.

Tarannà supports suppliers who commit to follow the path of sustainable tourism.

10 KEYS FOR THE RESPONSIBLE SUPPLIER

1. Transparency and ethics.
2. Gender equality and diversity.
3. Have diverse professional teams identified with the core values of the company.
4. Defense of Human Rights.
5. Promotion of the local economy.
6. Environmental protection.
7. Avoiding the use of animals in captivity in tourist activities.
8. Generate positive impacts on local society.
9. Ensuring customer service throughout the journey.
10. No corruption.
11. No child labour.
12. No sex tourism.
13. Recruiting guides who follow the values and standards of the company. Training.
14. Contract local services that follow the above values.



Shall we begin working?

To get you started on the path of corporate social responsibility, you only have to take the first step; the second step comes on its own.



YOUR TEAM

Your team is the key to success for your business. If your team is happy, your company will flourish. Values such as gender equality, diversity, dignified work and salary, healthy workplaces, appropriate training and fluid communication with the team leads are essential to a responsible and committed team.



Good practices:

- Make annual external assessments of the working environment.
- Improve the ergonomics of the workplace.
- Create bonds in the team expressing ideas and/or the decision making process.
- Build a diverse team balanced between men and women.
- Reject child labour.
- Give access to diversity.
- Training and promoting

The guide, the key element of the trip

The guide is the connection between the traveler and both your company and us. They are the image of the country. Their work is essential. In addition to being professionally skilled, guides must be aligned with our values and they should have the intention to guide towards a sustainable and responsible tourism.

12 KEYS FOR THE RESPONSIBLE GUIDE

1. Ensure the minimum social and environmental impact in the visited area.
2. Hire native guides engaged with local communities when possible.
3. Be respectful and friendly to the local community.
4. Avoid ostentatious clothing. Adapt to the moment and place.



5. Control the waste generation during the trip.
6. Collecting plant samples or animals in protected areas is unadvised.
7. Reject buying products made from endangered species.
8. Avoid animal tourism practices that lead to their abuse
9. Try not to leave marked trails to respect plants and animals.
10. Taking pictures of locals can be offensive. Always request permission.
11. Propose local cuisine and food over imported, especially for tourist's menus.
12. Report, oppose or denounce any services involving sex, corruption or abuse of all kinds.



ENVIRONMENT

Today Earth is undergoing a dramatic climate change. This is consequence of the industrial scale use of fossil fuels (coal, oil and gas). Their combustion generates CO² responsible for manmade global warming. We must collaborate rising collective awareness and action against climate change. Together, we will examine your country's environmental risks. *Tarannà* is committed to informing travelers of these risks and how to avoid them.

Good practices:

- Contract environmentally responsible lodging.
- Check your fleet regularly.
- Advice your partners, customers and team to make a responsible use of energy and water.
- Reduce consumption of paper and plastic.
- Encourage recycling of waste of all kinds.
- Use energy-efficient lighting and electronic devices (computers, printers, screens, etc.).
- Collaborate closely with local projects linked to the environment protection.
- Support renewable energies.

Help us identify local environmental risks, such us: excessive pollution, waste during the trip, sales and purchases of native animal or plant wildlife species, practices that endanger local species or that encourage poaching. We will inform travelers and encourage them to join us, with our *Tarannà*'s travel documents.



ANIMAL PROTECTION DURING TRIPS

Tarannà says NO to the use of animals in captivity for tourist activities. The conditions and consequences of captivity itself and the training system of wild animals (elephants, snakes, lions, dolphins, etc.) is so brutal that no activity with them seems justified, especially those related to tourism (false orphanages, zoos, dolphinariums...). We help you to analyze these services and offer new options for travelers. Always prefer animals in the wild.



Good practices:

- Avoiding the use of animals in captivity in tourist activities

Analyze your tourist activities involving animals. Let us know and we will study more sustainable alternatives.

ETHICS AND TRANSPARENCY

TARANNÀ AGAINST CORRUPTION

Corruption is the **abuse of authority** for private profit. An ethically transparent company is more likely to be chosen as a supplier. It will be well protected against sanctions and penalties while also providing competitive differentiation that allow access to new markets and alliances with other companies.

Tarannà works closely with you. We know that with you, our travelers will enjoy quality services in safety. Now, it's also necessary to add **values of sustainability and ethics** when you hire accommodation, restaurants, activities, excursions, etc. Always remind your suppliers these core values.





PROMOTING LOCAL ECONOMY

Tourism can negatively impact society in your country. Foster local economy by hiring local suppliers, in order to transform tourism into a positive activity. Local legal providers that join your company values and leave positive economic impacts that reinforce the local economy.

CSR AS ADDED VALUE

The implementation of CSR (corporate social responsibility) in management is always an added value. The CSR movement in the global business community has begun. You don't want to be left out of it!

Your business will be strengthened and will achieve the following:

- Improved internal and external communication.
- Consistency and awareness of the present time; you are well aligned with reality, actively participating in it.
- Bringing innovation to the company.
- Positive differentiation from the competition.
- Improved productivity and team effectiveness. Generates a sense of belonging.
- Business opportunities in new markets looking for such company profiles.
- Trust = good reputation.

We hope that in the years to come, talking about CSR will be no longer necessary, as companies of all sizes worldwide naturally develop business management based on values committed to people and the planet.

Additional information and training:



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Tarannà Travel with sense