

Sustainability report - 2025

SimienEcoTours Travelife Certified



SimienEcoTours
Enjoy Ethiopian Diversity

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1. Reporting context

2. Company data

SimienEcoTours

Kebele 12 8M

6200 Gondar

www.simienecotours.com

info@simienecotours.com

Tourist volume	251 - 1000
Number of employees	5 - 25
Type of tourism	Active / soft adventure, Sport and adventure, City trips, Culture, history and art, Students, educational, Round tours, Village and Community Based Tourism (CBT), Nature/Wildlife
Special target groups	Young people, Youth and students, Singles, Seniors, Families with children
Destinations offered	East Africa

Sustainability coordinator

Marco Degasper

info@simienecotours.com

3. Introduction

4.Mission statement & policy

4.1 Mission statement

4.2 Policy

5. Assessment overview

Main theme	Criteria	Completed
0. Company characteristics	26	26
1. Sustainability management & legal compliance	34	34
2. Internal management: social policy & human rights	28	28
3. Internal management: environment and community relations	64	64
4. Inbound partner agencies	16	16
5. Transport	21	21
6. Accommodations	16	16
7. Activities	15	15
8. Tour leaders, local representatives, and guides	11	11
9. Destinations	11	11
10. Customer communication and protection	30	30





6. Detailed overview

0. Company characteristics

26





Contact details






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Action			Details
0.1. Sustainability coordinator			Marco Degasper marco@simienecotours.com +251920732527
0.2. General manager/CEO			Marco Degasper marco@simienecotours.com +251920732527 +251920732527

Organization structure

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Action			Details
0.3. Legal body			SimienEcoTours PLC Signature Memorandum and Articles of Association at Ethiopian Investment Agency

			<p>20.10.2014</p> <p>Investment Permit No. EIA-IP/023299/07 of 28.10.2014</p> <p>TIN No. 0043589138 of 29.10.2014</p> <p>Business License No. EIA/OL/3866/2015</p> <p>Competence Certificate by Ministry of Culture and Tourism No. 395</p> <p>20/10/2014</p> <p> Competence_Certificate_2018_05_15.pdf</p> <p> Taxpayer_Registration_Certificate_TIN_29.10.2014.pdf</p> <p> Commercial_Registration_Certificate_2023_01_03.pdf</p> <p> Business_License_2024_12_19.pdf</p>
0.4. Ownership structure	✓	✓	<p>2025 - Organizational structure has been updated and uploaded</p> <p> shareholder structure 2023.jpeg</p>
0.5. Participations	✓	✓	None.
0.6. Internal structure and branches	✓	✓	2023 - No independent branches exist, but we have 2 offices in 2 different cities (Gondar and Addis Ababa).

		<p>2025 - Organizational structure has been updated and uploaded</p>  23_08_24_Organizational chart.pdf
<p>0.7. Significant changes</p>	<p>✓ ✓</p>	<p>2023 - Due to the Covid crisis and civil war in Northern Ethiopia, we had some exchange of staff. The current organigram reflects our structure in Febreuary 2023.</p> <p>Begin of 2023, due to the Ethiopian law, we were obliged to inject more capital into the company. All necessary steps have been taken and the business license has been renewed with the increased capital.</p> <p>2025 - IN the meanwhile we had another exchange in the staff.</p> <p>Like in 2023, due to the Ethiopian law, we were obliged to inject more capital into the company (rule that affects PLCs in case of loss). All necessary steps have been taken and the business license has been renewed with the increased capital.</p>
<p>0.8. Awards</p>	<p>✓ ✓</p>	<p>One of our tours got awarded in 2016 with the travel award of GEO Saison (German travel magazine) -- https://www.simienecotours.com/activities/hiking-culture-relaxed-travels-through-the-north/ We signed CoC's with different international partners For 2022 we were awarded by the following operators</p> <p>Orbita Tours de Colombia with Best travel operator Amhara Region: Best regional travel agent</p>









Scope of certification

3

Action			Details
0.9. Scope			Our scope includes itineraries, reservations of hotels, lodges, transfers, excursions, transportation and guide, and preparation of travel documents. But, reservations of international airline tickets do not comply to our scope.
0.10. Scope changes			None.
0.11. Measurement changes			None.

Brands, products, and/or services









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Action			Details
0.12. Nature of business Please indicate which of the following activities are part of your business.			Inbound tour operator, Land transport, Activity provider, Guiding service, Online Travel Agents (OTA's)
0.13. Brands (within the scope of the certification)			
0.14. Key business segments / brands			

0.15. Contracted suppliers	✓	✓	
0.16. Sensitive activity types Indicate which of the following sensitive activities are part of your self conducted excursions. Per excursion, a separate checklist will have to be completed.	✓	✓	Intangible cultural heritage, City tour Hiking, Rafting, Mountain biking, Jeep safaris Boat tours Visiting traditional communities, Visiting indigenous people, Visiting schools Working animals, Safari tours
0.17. Passenger number Estimate the number of passengers your company accommodates annually	✓	✓	251 - 1000
0.18. Tourism types	✓	✓	Active / soft adventure, Sport and adventure, City trips, Culture, history and art, Students, educational, Round tours, Village and Community Based Tourism (CBT), Nature/Wildlife
0.19. Target groups	✓	✓	Young people, Youth and students, Singles, Seniors, Families with children
0.20. Destinations	✓	✓	East Africa







Offices, retail outlets and other buildings

3

Action			Details
0.21. Offices Describe the number, locations and ownership of offices used by the company. Indicate approximately how many full-time employees (FTE's) are working per office.			
0.22. Retail outlets Are there any shops/consumer outlets that are part of the certification scope? Describe the number, locations and ownership of the retail outlets used by the company. You can summarize in case of many locations (e.g. divide over region or brand).			
0.23. Other buildings Are there any other buildings that are part of the certification scope? For example, storehouses, car parks, etc. Describe the number, locations and ownership of the other buildings used by the company. You can summarize in case of many locations (e.g. divide over country or brand).			

Personnel

2





Action			Details
0.24. Number of employees			5 - 25
0.25. Categories and gender Describe the amount of formal and direct employed personnel per category			

(make an estimate):

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Public communication

1





Action			Details
0.26. Brands under Travelife scope			




1. Sustainability management & legal compliance

34

Engagement of company

7

Action			Details
<p>1.1. Sustainability coordinator A sustainability/CSR coordinator is appointed and his/her role and activities are defined (corporate level).</p>	✓	✓	<p>Marco Degasper</p> <p>2023 - We assigned Mr. Marco Degasper as Sustainability Coordinator and strategist.</p> <p>He coordinates & develops our policies and communicates them throughout the company, staff and clients. He is in charge of the Travelife Reporting. He is engaged in sustainable product development and giving trainings to guides and suppliers.</p> <p>Furthermore, besides the SC SimienEcoTours has created a sustainability task force of 3 team members to assist the SC with the follow up on our company's sustainability strategy.</p> <p>2025 - there is no change</p> <p> Job discription.pdf</p> <p> Job description 2.pdf</p>
<p>1.2. Management integration Sustainability related tasks and responsibilities are part of the long-standing company procedures and processes. Appropriate responsibilities are assigned to the company's staff for actions related to sustainable tourism.</p>	✓	✓	<p>2023- We have 4 team members who work on sustainability, and they meet once a month.</p> <p>Mr. Marco Degasper - Coordinator and strategist Mr. Birhan Asmamaw - Assistant Coordinator Mr. Solomon Girmay - office manager Ms. Zewditu Bekalu</p>

<p>An effective internal communication system exists. In larger or more complex organizations, a sustainability team is established, consisting of managers of branches and/or key departments (e.g. product development, marketing and communication, human resources, and internal logistics). The responsibilities of the team are defined.</p>			<p>2025 - We still have the same number of members but people are changed who meet every end of the month</p> <p>Mr. Marco Degasper - Coordinator and strategist Mr. Birhan Asmamaw - Assistant Coordinator Mr. Solomon Girmay - Office manager Ms. Haymanot Zeray - Secretary and Cashier</p> <p> Sustainability task forces.pdf</p>
<p>1.3. Committed resources The management commits to provide adequate resources (human and/or financial) for the implementation of the sustainability policy.</p>	<p>✓</p>	<p>✓</p>	<p>As illustrated in the organizational chart Sustainability is a department for its own, with 4 people working on it. These people are involved also in other departments and activities, so the time dedicated to the sustainability is about 10-20%.</p> <p> 22_08_16_Organizational chart.pdf</p> <p> 24_12_10_Organizational chart.pdf</p>
<p>1.4. Mission statement A sustainability mission statement is defined and published on the company's website(s).</p>	<p>✓</p>	<p>✓</p>	<p>Our vision</p> <p>Our vision is to become a driving force for a better and sustainable tourism in Ethiopia.</p> <p>Mission Statement</p> <p>We as founders of SimienEcoTours are four Ethiopians and two Europeans, brought together by our social and ecological commitment in Ethiopia and our love for this country. With our background and experience in different fields and sectors we give to our clients from all over the world a deep insight into the rich Ethiopian culture and nature. Each of our destinations in</p>

Ethiopia consists of a firm idea, a pleasure to explore landscapes and cultures that we want to preserve and communities and economies that we want to support.

For some years now our network is extending in all directions of Ethiopia and beyond. People from various cultures and different social environments are involved, such as cooks, cleaners, porters, drivers, cultural guides, muleteers, coordinators, assistants, mountain guides, and each one of you who joins us on a tour.

For us it is an important concern to treat all persons, who are involved in this teamwork with their professional and hard endeavor, with respect and fair payment, because only then we all can be part and not just consumers of this network.

Our Core Values

WE EXCEED EXPECTATIONS

The customer experience is the most important part of everything we do and every decision made is based on getting that experience right making sure it is as perfect as can possibly be.

WE AIM TO BE RESPONSIBLE

We are very concerned on sustainable development of destinations by minimising negative impacts and maximising positive ones for both the environments we operate in, and the people living in them.

WE AIM TO BE TRANSPARENT

In any ways of communication flow from the start to end for any customers we believe that it has to be vital and transparent. Clear communication, transparency and efficient trip planning are definitely among our strengths.

WE ARE PASSIONATE ABOUT TRAVEL

We love to travel; we love our destinations and want to show the very best of our country to the world. We live and breathe our destinations and within SimienEcoTours the knowledge we have of our destinations is mind boggling. Sharing that knowledge with our staff, our clients and the rest of the world is core to SimienEcoTours' success.

WE AIM TO BE COMMITTED

To be committed for preserving the tourism products in the country and create a comfortable environment for biodiversity is part of our main commitment.

WE AIM TO DELIVER QUALITY

Be dedicated to deliver high quality services. "Quality over quantity is our motto"

Our preferred suppliers are all subject to regular and rigorous training programs to ensure that quality is always at a high standard.

WE AIM TO BE RESPECTFUL





Respect ourselves, our company, our world. We do our best not waste time or resources and whenever possible try to actively improve the world we live in.








WE MOVE TO INNOVATE, AIM TO BE UNIQUE

At SimienEcoTours, we value innovation and creativity in all areas of our work. We aim to find truly unique ways to travel and explore Ethiopia, daring to show the different, exciting, quirky attributes that we love and make our world so special.

See at the end of this page:

<https://www.simienecotours.com/pages/our-story>

		 SET_Responsible Travel Policy.docx
<p>1.5. Trained sustainability coordinator/team The sustainability coordinator (or team, in case of larger companies) has successfully completed the basic Travelife Sustainability training and exam.</p>	<p>✓ ✓</p>	<p>2023- Our company staff have participated in several online trainings offered by Travelife. Furthermore, besides the Sustainability Coordinator SimienEcoTours has created a sustainability task force of 3 team members to assist the Sustainability Coordinator with the follow up on our company's sustainability strategy.</p> <p>All mentioned below have taken part in Travelife trainings and have completed the basic sustainability training</p> <p>Marco Degasper - General manager and sustainability coordinator Zewditu Bekalu - Office assistance, sales rep. and sustainability team member Birhan Asmamaw - Financial dep. and sustainability team member Solomon Girmay - Tour operation and sustainability team member Lorenzo Mazzoni - Sales manager Franziska Gerling - Marketing manager</p> <p>2025 - one of the team member has been replaced</p> <p>Zewuditu Bekalu has left and replaced by Haymanot Zeray the rest team remain the same and Haymanot will be taking the sustainability training so as to get certified.</p> <p>Company learning monitor No workshop information for this company</p> <p> M_personal_certificate_Marco_Degasper.pdf</p> <p> S_Personal_certificate Sustainability Manager.pdf</p> <p> B_Personal_certificate .pdf</p>





<p>1.6. Trained key staff Key staff members (such as product managers, communication managers and sales managers) have completed the Travelife training.</p>	<p>✓ —</p>	<p>2023</p> <p>Marco Degasper - General manager and sustainability coordinator Franziska Gerling - Marketing manager Zewditu Bekalu - Office assistance, sales rep. and sustainability team member Birhan Asmamaw - Financial dep. and sustainability team member Solomon Girmay - Tour operation and sustainability team member Yirga Mekuriaw - Logistics and guide Lorenzo Mazzoni - Sales manager</p> <p>2025- All the team members have passed and remain the same except one who (Zewditu Bekalu) has left the company and replaced by Haymanot Zeray and she didn't complete the travelife training and she will be catching up soon and get certified. However all the member have taken the training which provided by SimienEcoTours on Sustainability as attached.</p> <p>5</p> <p> M_personal_certificate_Marco_Degasper.pdf</p> <p> Z_personal_certificate.pdf</p> <p> S_Personal_certificate Sustainability Manager.pdf</p> <p> B_Personal_certificate .pdf</p> <p> L personal_certificate SUSTAINABILITY MANAGER.pdf</p> <p> F_personal_certificate_Travelife Sustainability Manager.pdf</p> <p> Sustainability.pptx</p>
<p>1.7. Additional training management The sustainability coordinator, key staff members and/or management have</p>	<p>✓ —</p>	<p>2023- All our management and key staff members have received training on first aid and certified.</p>

received additional training/education related to sustainable tourism management and health & safety issues (e.g. ISO 14001, university courses, specific courses).

2025- We held a first aid training for all the members in August 2023






<https://www.simienecotours.com/blog/post/new-training-sessions-for-our-staff/>





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-  First Aid Certificate_Abrham.pdf
-  First Aid Certificate_Abrish.pdf
-  First Aid Certificate_Bekele.pdf
-  First Aid Certificate_Birhan.pdf
-  First Aid Certificate_Franziska.pdf
-  First Aid Certificate_Marco.pdf
-  First Aid Certificate_Solomon.pdf
-  First Aid Certificate_Tadele.pdf
-  First Aid Certificate_Yirga.pdf
-  Donation_03.jpg
-  Donation_02.jpg
-  Donation_01.jpg

Social cooperation

3

Action			Details
<p>1.8. Collaboration The company is actively involved in external forums and working groups which are supportive to sustainability in tourism.</p>	✓	✓	<p>SimienEcoTours is a member of the ETOA (Ethiopian Tour Operators Association). Together with 2 other Ethiopian companies (Tesfa Tours, Dynasty Ethiopia Tours) we launched Ride The Rift in November 2020, a non-profit initiative to support local tourism service providers that were hit hard by the COVID-19 pandemic (https://go.simienecotours.com/ridetherift). Ride the Rift is furthermore in the progress to establish a working group with other tour operators to develop codes of conduct for accommodation and destinations, mutual sustainability trainings are also discussed. Ride the Rift got recognition for its commitment from various organizations and individuals.</p> <div style="display: flex; flex-direction: column; gap: 5px;"> <div data-bbox="1025 826 1429 901">  Certificat of Appreciation.pdf </div> <div data-bbox="1025 901 1429 976">  Certificat of Recognition !.pdf </div> <div data-bbox="1025 976 1581 1051">  ETOA_Certificate of membership 2014.pdf </div> </div>
<p>1.9. Exchange of experiences Experiences, training materials and best practices concerning sustainability are shared with other companies and stakeholders (e.g. via the Travelife website) .</p>	✓	—	<p>SimienEcoTours conducts yearly guide trainings, these are great platforms to address sustainability issues with internal and external staff. The schedule of these internal training sessions of multiple days are attached below. We are in close exchange with our partner agencies abroad to learn from their approaches and to apply their sustainability values (Via Verde Reisen, Hauser Exkursionen, Evaneos, etc.). We participate annually in the kimkim agent offsite meetings and Evaneos Accademies in Berlin or other cities. It is a great occasion to exchange also about sustainability with other local agents all</p>

		<p>over the world.</p> <p> Schedule_training 2019.pdf</p> <p> Training Schedule_final 2018.pdf</p> <p> BD workshop planned 2020.pdf</p> <p> Sustainability.pptx</p>
<p>1.10. Donations The company provides support to nature protection organisations and/or community development (e.g. infrastructure, education, health, sanitation) or other local/national sustainability initiatives. Can also be done by stimulating staff and/or client donations including in-kind contributions (e.g. volunteering).</p>	<p>✓ ✓</p>	<p>2023-</p> <p>Date - Amount - Beneficiary/Reason</p> <p>2014-2016 - 200 EUR - Donation different material for school for handicapped children in Debark</p> <p>2014-2017 - 300 EUR - Donation different material for running groups in Debark</p> <p>2015-2018 - 500 EUR - Donation different material for Addis Guzo (wheelchaircenter in Addis Ababa, working with people with disabilities)</p> <p>2016 - 40 EUR - Different material for beekeepers in Debark</p> <p>25/09/2017 - 50 EUR - Donation for social projects in Sri-Lanka, Madagascar and Costa Rica, partner agencies of Evaneos</p> <p>2018-2020 - 2,000 EUR - Time and resources spent on nursery site project for the Simien Mountains</p> <p>06/02/2019 - 1,710 USD - Donation for Girls Gotta Run Foundation (American NGO working with girls for empowerment through sports)</p> <p>20/04/2019 - 16,361 ETB, equivalent to 500 EUR - Donation for Yenege Tesfa (NGO in Gondar working with street children)</p> <p>24/04/2019 - 48,000 ETB, equivalent to 1,500 EUR - Donation for Addis Guzo</p> <p>Please note that with the Covid-19 pandemic and the Tigray war direct donations to these</p>

projects have been stopped. However, as mentioned in other chapters, as Ride the Rift we were supporting many freelance tourism professionals. The total amount dispersed to these professionals and their families is up to date **610,000 Ethiopian Birr** (about **10,500 EUR**), see attached Excel file.

Info about the engagement of SimienEcoTours in these different projects can be found here: <https://www.simienecotours.com/pages/local-charities>

2025 -A donation for nine different families in Ethiopia who have been affected by the tourism industry's decline due to political instability and \ COVID-19, the money was delivered via one of our partners called Solomon Girmay, receipts are attached below. 14-22/01/2025 - 8,000 ETB.

- Donation for Borena national park to fight the fire beakout

- Donation for tourism supply chains in the Simien Mountains and Tigray region who have been suffering due to the civil war with families.

- Donation for tourism professional who are hit by the civil war collaborating with our partenrs of RIDE THE RIFT (Tesaf tours and Dynasty tour).



Donation Yenege Tesfa April 2019.jpg



GGRF SimienEcoTours Rect_0001.pdf



Donation Addis Guzo April 2019.pdf



wearing_clothes_with_solomon.jpg







nursery site _ seedbed.jpg










nursery site _ planting.JPG



-  marco_yirga_azanaw_and_the_director_distributing_support.jpg
-  preparing_the_gifts.jpg
-  Beneficiaries Ride the Rift.xlsx
-  Donation_06.jpg
-  Donation_04.jpg
-  Donation_03.jpg
-  Donation_02.jpg
-  Donation_01.jpg
-  Payment_receipt_RV1000995280.pdf
-  InvoiceRV1000995280.pdf
-  Alemtsehay Kenaw.jpeg
-  Lemlem Eshetie.jpeg
-  Meleshew Amare.jpeg
-  Mulatu Tolla.jpeg
-  Nigussie Haile.jpeg
-  Shegaw Dagnew.jpeg

		 Solomon Ayenew.jpeg  Tigist Negash.jpeg  Tiruwork Wubu.jpeg  CSR – Donation example SimienEcoTours.pdf
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Baseline assessment



2











Action		 Details
<p>1.11. Overview partners/suppliers The company has a system in place to identify the sustainability performance of the key supply chain businesses it works with, whether directly or indirectly.</p>		 To our knowledge there is no accommodation in Ethiopia which already obtained a CSR certification. However, we're constantly monitoring available hotels and lodges in the different destinations which are working in a more sustainable way. These are marked in green colour in our hotel list (attached) and our preferred choice when deciding accommodation supplier.  Hotel list 2025_02_26.xlsx
<p>1.12. Baseline assessment The company has conducted a baseline assessment regarding its compliance with the Travelife sustainability best practice standard (e.g. by completing this report).</p>		 Ethiopian service providers still don't have any sustainability certification in place. Guides: It is our utmost concern to train our guides accordingly to make sure travels are as responsible as possible. Our main implementor of sustainable travels are our escort guides that are with the clients throughout the tour. All guides participated in our yearly sustainability trainings and follow our guiding principles that guarantee a more sustainable travel experience for clients, local communities as well as the environment (see attached).

		<p>Hotels: We regularly follow-up with our preferred partner hotels and update our hotel list if they are in line with our better accommodation philosophy (https://www.simienecotours.com/responsible-commitment/). Hotels should offer a minimum of fair working conditions and give regular trainings and capacity building to their employees. Furthermore, we prefer hotels that run their businesses more environmentally friendly (e.g. by serving local foods or even have their own vegetable gardens, work with local communities or even support development projects or run their accommodation on solar or hydro power).</p> <p>Ethical Code: We already developed a first draft of an ethical code how we want to work with our staff, suppliers and clients towards a better tourism in Ethiopia. The code will also serve us as a guideline how and with whom we want to work or don't want to work.</p> <p> Guiding Principles SimienEcoTours.docx</p> <p> SIMIENECOTOURS ETHICAL CODE.docx</p>
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Policy

2




Action	 	Details
<p>1.13. Sustainability policy The company has a written sustainability policy that reflects the company structure and activities and is supported by top management. The policy aims for a reduction of the negative social, cultural, economic, and environmental impacts of the company's activities, and includes employee-related health & safety aspects.</p>	<p>✓ ✓</p>	<p>2023- We implemented a written policy after following these criteria already since the establishment of the company.</p> <p>Alongside with this codes of conduct for guides, drivers and other service providers have been produced.</p> <p>2025 - Besdides to our Sustainability policy we ahve also developed</p> <p>Energy policy Water policy Purchasing policy Wildlife policy Equal opportunity policy Childsafe policy</p>


		 SET_Responsible Travel Policy.docx  SET_Ethical_Code.docx  SET_CoC_Accommodation.docx  SET_Energy_Policy.pdf  SET_Child_Safe_Policy.pdf  SET_Equal_Opportunity_Policy.pdf  Water_Policy.docx  SET_CoC_Drivers.pdf  SET_Child_Safe_Policy.pdf
<p>1.14. Communication The sustainability policy is accessible to all employees, suppliers and the general public via the corporate website(s) (where no website exists, via other means).</p>	<p>✓ ✓</p>	<p>For clients our sustainability policy is accessible on our website: http://www.simienecotours.com/sustainable-policies-guidelines/</p> <p>Our internal staff is aware of the policy through our weekly staff meetings. In our training sessions with external stakeholders it is addressed to all freelance staff as well.</p>  Ethiopia_Responsible_Travel_EN.pdf

		 Ethiopia_SET Prices in Ethiopia_EN.pdf  Ethiopia_Sustainable_philosophy_EN.pdf
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Action plan



3

Action			Details
<p>1.15. Action plan The company has a sustainability action plan (with targets, actions, measures, responsibilities and time planning).</p>	✓	✓	<p>We use the Travelife action planning tool.</p>  action_plan 2025.pdf
<p>1.16. Staff involvement The management involves employees in the development and implementation of the action plan and acknowledges them as a driving force for successful and continuous sustainability improvements.</p>	✓	✓	<p>2023- SimienEcoTours formed a Sustainability task force. Four team members (including the coordinator) get together once a month to discuss next steps.</p> <p>So far the team was involved</p> <ul style="list-style-type: none"> - in the Travelife reporting - in developing policies and codes of conduct - develop a training schedules to communicate all policies to employees and follow-up on the compliance of the planned measures. <p>The task force will also be responsible to monitor and evaluate our company's performance and update the management.</p>








			<p>SimienEcoTours plans to involve a wider range of permanent and freelance staff in actions to preserve the environment (e.g. garbage collection in national parks) or other useful activities.</p> <p>2025 - besides to all points mentioned all the supply chains are in charge of practicing particularly in the campsites example proper water usage, avoiding plastic bottles, solar energy utilization etc</p> <p> Sustainability task forces.pdf</p>
<p>1.17. Product developers and contract managers Product developers and contract managers are informed, trained and provided with resources to implement the supplier related policies.</p>	✓	✓	<p>SimienEcoTours will provide sufficient staffing, funding and material resources necessary to ensure that its sustainable purchasing program goals and priorities are met.</p> <p> SET_ Sustainable_purchasing_ Policy _2.docx</p>


Monitoring and evaluation

5

Action			Details
<p>1.18. Monitoring and evaluation The company has documented procedures in place to monitor and evaluate the implementation of the sustainability policy, objectives and targets.</p>	✓	✓	<p>2023 - The sustainability coordinator is monitoring together with the 3 team member of the task force. On a regularly basis we are informally evaluating:</p> <p style="padding-left: 40px;">Guide performance based on customer feedbacks: do they act responsibly with the environment and the local communities or not. If our preferred hotels are still in line with our philosophy Performance of our destination agents</p> <p>Preferred changes are addressed to the management and if accepted communicated among all</p>






		<p>staff.</p> <p>2025 - We have an online customer feedback form (https://simienecotours.typeform.com/to/sFSTGCTm) which include questions about sustainability, means if in the view of the customers sustainable practices have been applied. Feedback from guides, agents and other collaborators have been discussed in our office, but unfortunately there is no written minutes.</p> <p>We will add more evaluation mechanisms in the future and make sure to document it.</p>
<p>1.19. Corrective measures The company has procedures in place which are designed to identify discrepancies between planned objectives and actions. These procedures should be designed to identify the cause and prove that corrective measures have been taken and are efficient.</p>	<p>✓ ✓</p>	<p>There is an action plan in place Creating awareness among the staff with the instruction to report discrepancies or any other concerns We take corrective actions informally right away.</p>
<p>1.20. Staff Communication Staff members are regularly updated on the company's sustainability policy, activities, results and related developments via newsletters, intranet or other internal communication channels used by the company.</p>	<p>✓ ✓</p>	<p>2023 - SimienEcoTours arranges weekly staff meetings to address all major company issues that need to be shared among company staff. This is also the spot for the sustainability coordinator to address topics related to sustainability. Furthermore, we have sales meetings for our sales reps to exchange information about responsible lodging, guides and service providers to update all sales reps which suppliers to work with.</p> <p>Sales Reps use a trip builder software to generate offers for clients. Only our preferred service providers have been uploaded to this software in consultation with our sustainability coordinator to guarantee guests a responsible travel experience.</p> <p>We also use social messengers to exchange information about destinations and accommodations to guarantee same standard to all clients.</p> <p>Attached you can find a list of our minutes of meeting from our sales meetings (some topics where related to sustainability such as internal environmental management, child protection policy, guides and sustainability, etc.). Some sample minutes are attached ...</p>




		<p>2025 - Apart from the regular sales meeting that we hold there are also newsletters, blogs published example below encouraging people to use our E-bikes</p> <p>https://www.simienecotours.com/blog/post/is-ethiopia-safe-and-suitable-for-e-bike-tours/</p> <p>- By showing sign post visually and tell everyone what the purpose of all these are example there a 31 days zero waste challenges, a proper water utilization posts, switch off policy posts, garbage bins, printing principles (both pages), editing before printing, Fuel consumption.</p> <p> sales meetings screenshot.jpg</p> <p> dual flush toilet in our office Addis.jpeg</p> <p> 2020_12_15_Sales Meeting Child Protection Training.pdf</p> <p> 2021_02_09_Sales Meeting.pdf</p> <p> Switch off sign.jpeg</p> <p> 31 days zero waste challenges.jpg</p> <p> Flush to save water_Gondar office.jpeg</p>
<p>1.21. Records The organisation keeps records of conformity to the requirements of its sustainability management system.</p>	<p>✓ ✓</p>	<p>2023 - We are collecting feedback forms from clients (which include several points about sustainability).</p> <p>We are preparing documents so that in the future we can record the feedback properly.</p> <p>2025 - We attached an example of feedback that we are collecting from clients. We have a online form (https://simienecotours.typeform.com/to/sFSTGctm) that we send out. This form contains also questions about sustainable practices (if they have been applied, if the guide is trained,...). See attachment or link above (but please do not complete the form until the end).</p>

			 response example.xlsx
1.22. Performance branches A system is in place to monitor the performance of main branches or main sub-brands regarding sustainability (if relevant for the size and structure of the company).	✓	✓	

External reporting and communication


4







Action			Details
1.23. Management reporting At least once a year, the sustainability coordinator reports to top management on the effect of the implemented policies and actions, the status of the objectives and formulates recommendations for the next steps.	✓	✓	<p>We regularly hold management meetings (which in our case we also call owners meeting) which among sustainability issues (see attachment) includes different other topics.</p> <p>2025 - We have reviewed our performance and practice during the training session in 2023 and then agreed to strengthen for example the sustainable food menu with local products.</p> <p> 23_01_05_agenda_minutes of set owner_Zoom.pdf</p> <p> sustainable food and menu for cooks.jpeg</p> <p> Gondar office trainees.jpg</p>
1.24. Travelife reporting The company reports its progress via Travelife at least every two years.	✓	✓	<p>2023 - In progress.</p> <p>2025 - We are now reporting our progress since we got certified after two years of implimentation and dedication relating to Sustainability.</p>

<p>1.25. Public reporting The key sustainability results are reported to the public at least every two years and are available on the company website.</p>	<p>✓</p>	<p>✓</p>	<p>2023 - For the future, we are planning to use the following tools to be transparent about our works towards sustainable travels:</p> <p>Publishing yearly sustainability reports and post them on the website Using our blog to share sustainability stories and motivate traveler for more sustainable tours (e.g. https://www.simienecotours.com/blog/post/11-of-ethiopias-best-outdoor-experiences/) Using our social media to share success stories and our way of traveling</p> <p>2025 - here is below the link that shows our commitment in promoting Community based tourism and Encouraging the E-bikes</p> <p>https://www.simienecotours.com/blog/post/ethiopia-a-whole-country-to-discover-gurage/</p> <p>https://www.simienecotours.com/blog/post/is-ethiopia-safe-and-suitable-for-e-bike-tours/</p>
<p>1.26. Sustainability and public relations The company enables and facilitates sustainability related questions and feedback from customers and other stakeholders. There is a clear indication on the companies web site on how to address such questions and feedback.</p>	<p>✓</p>	<p>✓</p>	<p>2023 - https://www.simienecotours.com/sustainable-holidays-tours-ethiopia/</p> <p>2025- https://www.simienecotours.com/blog/post/ethiopia-a-whole-country-to-discover-gurage/</p> <p> Feedback Questionnaire SET.docx</p> <p> Discussion with locals 1.jpg</p> <p> Discussion with the locals.jpg</p>

Legal compliance and fair business practices

8

Action			Details
<p>1.27. Legal requirements overview The company maintains an up-to-date list of international, national and local legal requirements (applicable for its direct operations).</p>	✓	✓	<p>2023- Confirmed. The business license has been renewed in January 2023. That's the most important document which is renewed only if all ther requirements are fulfilled (competence certificate, audit report, payment of taxes, tak clearence, insurance of cars,...)</p> <p>2025 - Renewing the business license every year in Ethiopia is a must, so we renewed our license in December 2024.</p> <p> Business_License_2024_12_19.pdf</p>
<p>1.28. Legal compliance The company is in compliance with all applicable local, national and international legislations and regulations, including health & safety, labour, environment and ethical standards.</p>	✓	✓	<p>2023 - To the best of our knowledge, our company is in compliance with all legal requirements in the field of health & safety, labour, environment and ethical standards.</p> <p>2025 - We are aware of</p> <p>Health and safety, https://www.moh.gov.et/en/initiatives-4-col/Occupational_Health_and_Safety?language_content_entity=en Environmental Protection Proclamation, Code of Ethics for Tourism, https://chilot.wordpress.com/wp-content/uploads/2023/02/0583b-code-of-ethics-of-tourism.pdf Ethiopian Labor Proclamation No. 1156/2019, https://ethiopianlaw.com/2023/09/16/rights-and-obligations-of-employees-and-employers-as-per-the-labour-law-of-ethiopia/</p>

<p>1.29. Ethical code The company has an ethical code for all management levels and for other employees.</p>	<p>✓ ✓</p>	<p>2025 - besides to our general Ethical code of conducts we have also developed specific code of conducts for drivers, accommodation suppliers, Sales team, Guides</p> <p> SET_CoC_Guiding Ethics.docx</p> <p> SET_Ethical_Code.docx</p> <p> SET_CoC_Sales_Team.docx</p> <p> SET_CoC_Accommodation.docx</p> <p> SET_CoC_Drivers.pdf</p>
<p>1.30. Corruption A guideline against corruption and bribery exists and is adhered to. Non-compliance by the company or employees is contested.</p>	<p>✓ ✓</p>	<p>SimienEcoTours is committed to:</p> <p style="padding-left: 40px;">work against corruption in all its forms, including extortion and bribery.</p> <p>In order to transform this commitment into concret actions, the management in the country is committed to:</p> <p style="padding-left: 40px;">Implement and maintain SimienEcoTours anti-corruption policy; Communicate the policy to all stakeholders and specially to raise our staff awarness on this issue; Take deciplinary measures in cases where corruption is acknowledged.</p> <p>The anti-corruption policy is included in the Ethical Code as well as in the HR Manual. The detail is found on our Ethical code of conduct.</p> <p> SET_Ethical_Code.docx</p>



<p>1.31. Political involvement The company ensures that, when deciding to contribute to political lobby groups and/or political parties, the contribution is ethically permissible.</p>	✓	✓	
<p>1.32. Fair competition The company is not involved in activities which are considered unfair competition or in violation with an anti-trust legislation.</p>	✓	✓	<p>SimienEcoTours is committed to compete legally and ethically and therefore the following guidelines are being set. SimienEcoTours and all its employees are to refrain from entering in to or carrying out anti-competitive agreements among competitors, including agreements to:</p> <p style="padding-left: 40px;">Fix prices; Organise rigged bids (collusive tenders); Establish output restrictions or quotas or; Share or divide markets by allocating customers, supplier, territories or lines of commerce.</p>
<p>1.33. Non-compliance If sanctions are imposed for non-compliance with legal requirements and ethical principles, the company explains the cause and the corrective measures that have been taken.</p>	✓	✓	<p>We have not been confronted with any non-compliances, if it happens, we will definately explain and the corrective measures that have been taken.</p>
<p>1.34. Supply Chain liability Hereby we declare that we do not have any association to entities that have been successfully prosecuted for forced labor and environmental violations.</p>	✓	✓	




2. Internal management: social policy & human rights


28



Social policy and human rights









25

Action		Details
<p>2.1. Freedom of association Trade union membership, collective labour negotiations and representation of members by trade unions is not hindered.</p>	<p>✓</p>	<p>✓ We are compliant with the articles 87 and 98 of the ILO convention (www.ilo.org/global/lang--en/index.htm) and do not hinder trade union membership etc.</p>
<p>2.2. Collective labour agreement The company participates and is in compliance with a (sector wide) collective labour condition negotiation structure (in case locally existing).</p>	<p>✓</p>	<p>✓ 2023 - We are compliance with the Ethiopian Labour Proclamation No.1156/2019, mentioned several times in our newly released HR manual.</p> <p>May 16/2023</p> <p>We upload the Ethiopian Labour Proclamation document</p> <p>2025 - The labour proclamation No.1156/2019 didn't change and is still valid, and we're compliant with it.</p> <p> Labour_Proclamation_No__1156_2019.pdf</p>
<p>2.3. No forced labour Employees are free to enter or leave their employment through their own choice without penalty (in accordance with their contract).</p>	<p>✓</p>	<p>✓ Generally any contract of employments might be terminated by both parties, and in accordance with the provision of the law, collective agreement and/or HR manual.</p> <p>A worker can terminate the contract of employment giving prior notice of fifteen days (Art.31).</p>


		<p>Under Art.32,1 good causes for termination without notice from the side of the worker are:</p> <p>Criminal assault from the side of the employer against him or her If the employer has repeatedly failed to fulfill his/her basic obligations</p> <p>The worker shall give his reasons for the termination in writing (Art.32,2).</p>
<p>2.4. HR Manual The company has a written Human Resource policy.</p>	<p>✓</p>	<p>SimienEcoTours has a written Human Resources policy which has been explained to the employees. All employees have accepted it by signing Appendix 1.</p> <p> SET_HR_Manual Rev01 1Jan23.pdf</p>
<p>2.5. Formal contracts All employees of the company have an employment contract, including labour conditions and a job description.</p>	<p>✓</p>	<p>2023 - All the employees of SimienEcoTours have an employment contract, including labour conditions and job description.</p> <p>Here attached is one sample contract.</p> <p>2025 - We confirm, all employees have a signed contract, a job description and signed the appendix 1 that confirms that they have provided with the HR manual. The second file is the Ethiopian contract which is mainly used with the Ethiopian authorities for tax purposes (while the english documents are more for internal use).</p> <p> Birhan_contract_job description_appendix.pdf</p> <p> Formal employment_Birhan_amharic.pdf</p>
<p>2.6. Living wage</p>	<p>✓</p>	<p>SimienEcoTours ensures that a living wage is paid to all employees. A living wage is hereby</p>



<p>The company pays employees at least a living wage which is equal to or above the legal minimum.</p>		<p>considered as the minimum income of an employee to meet his/her basic needs.</p> <p>Permanent employees such as guides or drivers furthermore have a base salary to ensure that they also have a minimum income during low season.</p>
<p>2.7. Overtime Overtime is paid (or time is given back as lieu), unless specific conditions relating to overtime have been agreed by the employee and written into their signed contract of employment.</p>	<p>✓</p>	<p>✓</p> <p>Normal working hours are 8 hours a week (Art.61). They should be distributed evenly, but maybe even calculated over a longer period of time (Art.63 and 64). Any work exceeding the normal working time of 48 hours a week is overtime. The Ethiopian proclamation defines the overtime payment in Article 68(1). the overtime payment ranges from a rate of one and one quarter of the ordinary hourly rate (6 AM TO 10 PM) to two and one half on a public holidays.</p> <p>Obviously some times the overtime is compensated with time. This means that when we are in low season and there is not so much to work the extra hours are recovered in that period.</p> <p>The reference document is the HR Manual.</p>
<p>2.8. Medical insurance The company contributes to a (basic) medical insurance for all employees on the basis of legal requirements or industry best practices.</p>	<p>✓</p>	<p>✓</p> <p>2023 - There are no reliable medical insurance companies in our country. As a company, we are committed to supporting our employees and their families by covering medical costs in case of sickness or accidents, see last page of the HR Manual. This is more than the legal minimum (which is 0).</p> <p>2025 - Considering the inflation in the country, we increased this support as mentioned in art. 10.7 Additional benefits in the HR manual. The increase of the figure is from 5,000 to 10,000 Birr per year as refunded amount. lately we have updated to share the medical expenses between the employees and the company 20% by 80 %. The detailed excel file is upload as a reference. What has been reported in 2023 above medical insurance (public liability insurance) is not changed in the country in general.</p> <p> Medical expenses SimienEcoTours.xlsx</p>



<p>2.9. Maternity The company offers schemes for pregnancy and maternity leave for all employees.</p>	<p>✓</p>	<p>✓</p>	<p>A pregnant woman is granted a period of 30 consecutive days of leave with pay of pre-natal leave and a period of 90 consecutive days of leave post-natal. There is also a paternity leave foreseen, as written in the HR Manual.</p>
<p>2.10. Disability risks The company contributes to a (work related) disability-risk insurance for all employees.</p>	<p>✓</p>	<p>—</p>	<p>Ethiopian insurance companies don't offer such kind of insurance. However, SimienEcoTours is covering part of the medical expenses incurred by the employee and/or his family.</p>
<p>2.11. Liability Insurance The company has a liability insurance for all its employees (e.g. in case of work related accidents).</p>	<p>✓</p>	<p>✓</p>	<p>2023 - Ethiopian insurance companies don't offer such kind of insurance. We do have a 3rd party vehicle insurance. See documents and conditions attached as well as one sample certificate for one of our 4 cars. As a company, we are committed to supporting our employees and their families by covering medical costs in case of sickness or accidents. It is an internal agreement (stated in the HR Manual) that we have with our employees in form of an expenses reinsurance to cover medical costs up to 5,000 ETB per year per employee/family member. Ethiopian shareholders profit with up to 20,000 ETB per year per family member. 2025 - We confirm that our cars still hold the necessary vehicle insurance policies (uploaded an example of a new policy certificate), and that the company still refunds part of the medical costs of its employees. The only thing which changed is the amount for employee/family member, increased from 5,000 to 10,000 Birr.</p> <p> Insurance Conditions 1.pdf</p> <p> Insurance Conditions 2.pdf</p>

		 Insurance Conditions 3.pdf  Insurance Conditions 4.pdf  Insurance Conditions 5.pdf  Third Party Policy Schedule.pdf  3rd Party Mark II Addis 17576 2024_certificate.pdf
<p>2.12. Pension The company contributes to a pension scheme and/or retirement plan for all staff members.</p>	<p>✓ —</p>	<p>2023 - It's a public (governmental) pension that we are paying with the payroll.</p> <p>2025 - Uploaded a recent payroll with evidence of payment of government and pension taxes (Sep 2017 refers to the Ethiopian calender and means September 2024).</p>  Sep 2017 Receipt.jpeg  Sep 2017 Payroll.jpeg  Sep 2017 .Receipt.jpg
<p>2.13. Holiday / Annual leave The employees have the right to a fixed yearly paid holiday (at least in compliance with the legal requirements).</p>	<p>✓ ✓</p>	<p>Workers are entiteld to 16 working days of paid annual leave on completion of one year of service plus one working day for every dditional year of service. For a worker with 5 years of service, the priod of paid annual leave is 18 working days (one day extra for everything two additional years of service).</p> <p>Annual leave maybe interrupted and employer recalls worker on leave only where un foreseen circumstances require his/her presence at his post. The reccalled worker is entitled to a payment covering the remainder of his/her leave.</p>

		<p>Workers also are intitled to fully paid festival (public and religious) holidays. These include memorial holidays and religious holidays (Christian and Muslim origin).</p>
<p>2.14. Sick Leave Employees are entitled to sick leave in line with national legal requirements. Indicate whether your company provides paid or unpaid sick leave.</p>	<p>✓</p>	<p>— A worker is entitled to sick leave if he/she is incapable of work due to the sickness other than resulting from occupational injury. A worker must inform the employer about his/her absence due to sickness and provide a medical certificate issued by a medical organization recognized by the government.</p> <p>Our company provide paid sick leave as follows (see HR Manual):</p> <p style="padding-left: 40px;">100% of wages during the first month of sick leave 50% of wages during the second and third month of sick leave, and unpaid leave from fourth until six moth.</p>
<p>2.15. Additional benefits Employees are awarded additional benefits beyond their legal entitlement (e.g. profit-sharing schemes and saving funds).</p>	<p>✓</p>	<p>✓ 2023 - Additional benefits are (see HR Manual page 51, chapter 10.7):</p> <p style="padding-left: 40px;">Refund of part of the medical expenses incurred by the employee or his/her family members (limited to spouse or children): for the present year 2023 this amount is fixed as max. 5,000 ETB per year. In case of refund the employee needs to bring to the SimienEcoTours office the receipt in the name of SimienEcoTours and with the correct TIN number. Allowed expenses are those of hospitals, clinics, health centers or similar, and pharmacies limited to drugs (not day-to-day articles). Child benefit for every child of the employee's family: for the present year 2023 this amount is fixed as 500 ETB per month.</p> <p>2025 - Refund of part of the medical expenses has been increased from 5k to 10k Birr, as explained in previous chapters. Child benefit has been increased from 500 Birr to 10 Euro (about 1300 Birr) per child.</p>

<p>2.16. Health and safety The company has a health, safety and crisis management policy for employees, which complies to legal standards/best practices. Accidents and incidents are investigated and corrective measures are taken. First aid kits and trained staff is available at all relevant locations.</p>	<p>✓ ✓</p>	<p>2023 - Safty and security are vital to provideing quality in tourism. More than any other economic activity, the success of failure of an employee depends on being able to provide a safe and secure environment for employee. SimienEcoTours strive to create a healty working enviroment, flexible working hours, stress management, guarantee enough natural light, use plants. Satisfied employee perform better on their job.</p> <p>Regarding first aid kits, our cars are equipped with first aid kits.</p> <p>First aid trainings are part of our regular staff trainings. The last first aid training was conducted in our Addis Ababa office in August 2022, see our September newsletter here: https://simienecotours.activehosted.com/index.php?action=social&chash=072b030ba126b2f4b2374f342be9ed44.108&s=63e32bc856fd81ce38f2502ccd8ba8a3&fbclid=IwAR0jitalxhdV3AYIUucentr6CkdXfz_y6cVSQIS28iDAmyBjScv0Auz_zHNO</p> <p>2025 - We confirm all of the above, and that we continue with the training of our staff. We did a first aid course in August 2023, as you can see from the September newsletter: https://simienecotours.activehosted.com/index.php?action=social&chash=d1fe173d08e959397adf34b1d77e88d7.128&s=63e32bc856fd81ce38f2502ccd8ba8a3&fbclid=IwY2xjawHE8IcBHVCb0l__OxE_gFA86iCnmUxHF4tbIvHtfjpyxai_VtcM8v-pYtUeRZykg</p>
<p>2.17. Equal opportunities The company ensures that people are not discriminated in regards to recruitment, conditions of employment, access to training and senior positions, advancement in terms of residentship, gender, race, age, disability, ethnicity, religion/beliefs, sexual orientation or in any other way.</p>	<p>✓ ✓</p>	<p>2023 - An equal opportunities policy is a formal manifesto that sets out an organisation's commitment to fairness. It also lays down guidelines on how it will deal with issues that contravere these guidelines.</p> <p>The concept of the equal opportunities is also reflected in the recruitment process outlines in the HR Manual.</p> <p>2025 - Upluaded the new updated policy.</p> <p> SET_Equal_Opportunity_Policy.pdf</p>

<p>2.18. Child labour The company does not employ children (14 year or younger) to complete work which is normally undertaken by adults. And, there are special working times and conditions for children working within the business in accordance with national regulations and the UN Convention on the Rights of the Child, whichever provides most protection incorporating the exceptions under the ILO convention 138.</p>	<p>✓</p>	<p>✓</p>	<p>2023 - Child protection is a strong commitment for SimienEcoTours and it is also mentioned in our Responsible Travel Policy, beside the HR Manual.</p> <p>SimienEcoTours also has a child safe policy, attached.</p> <p>2025 - Child safe policy has been uploaded on our website, like other policies, see https://www.simienecotours.com/sustainable-policies-guidelines/</p> <p> SET_Responsible Travel Policy.docx</p> <p> SET_Child_Safe_Policy.pdf</p>
<p>2.19. Complaints procedure The company can demonstrate that there is a documented effective procedure through which employees may raise grievances. Appropriate and timely follow up procedures are also in place.</p>	<p>✓</p>	<p>✓</p>	<p>The formal complaints' procedure is intended to ensure that all complaints are handled fairly, consistently and wherever possible resolved to the employee's satisfaction. This procedure is outlined in the HR Manual.</p> <p>At SimienEcoTours, when somebody has a complaint, most of the time he/she turns to the direct supervisor, department manager or general manager. This person will take the complaint and try to resolve the situation in the appropriate way. Complaints and concerns can be addressed anytime directly or indirectly through a representative.</p>
<p>2.20. Representation The company has a means through which all staff may make representation to senior management about key employment issues and there is a clear process which demonstrates how such representations are followed up.</p>	<p>✓</p>	<p>✓</p>	<p>SimienEcoTours procedure in which important work related matters can be presented to higher management is outlined in the HR Manual.</p> <p>SimienEcoTours recognizes the right of staff to appoint representatives to speak on their behalf regarding work related issues of employment. Complaints can be addressed anytime directly or indirectly through a representative.</p>

<p>2.21. Disciplinary procedures There are documented disciplinary procedures in place and staff are aware of them.</p>	<p>✓</p>	<p>✓</p>	<p>Disciplinary procedure is a formal way for SimienEcoTours management to deal with an employee. Beside being listed in the HR Manual under chapter 8, we summarized the basic rules in the attached document.</p> <p> Disciplinary Proedures.docx</p>
<p>2.22. Flexible working times The company supports flexible working times or part time employment (e.g. to support family obligations)</p>	<p>✓</p>	<p>—</p>	<p>We supports filexible working time for those who need it.</p>
<p>2.23. Access for persons with special needs The office building and other premises of the company provide, where technically and financially viable, access and related information for people with special needs.</p>	<p>✓</p>	<p>✓</p>	<p>Our office in Gondar is on ground floor, so it's accessible for people with disabilities. Our office in Addis Ababa is on 3rd floor, and the office space is rented. At the moment it's not accessible through the elevator, but the house owner has planned the space to install it. Unfortunately timing for the completion of the works is out of our control.</p>
<p>2.24. Persons with special needs The company employs persons with special needs</p>	<p>✓</p>	<p>—</p>	<p>At the moment SimienEcoTours doesn't employ any person with special needs.</p>
<p>2.25. Measuring employee satisfaction Employee satisfaction is regularly measured and suggestions are taken into account.</p>	<p>✓</p>	<p>✓</p>	<p>Employee satisfaction is important to us. It's regularly chacked through personal talks and staff appraisal and choaching sessions, done mainly by the manager. Suggestions are taken into account and notes are taken in a form (sample attached).</p> <p> Staff conversation_sample 18.jpg</p>












Staff conversation_sample 21.jpg

Training and education

3

Action			Details
<p>2.26. Health and safety All personnel receive periodic training regarding their roles, rights and responsibilities with respect to social & cultural practices, economic & quality issues, human rights issues, and health & safety practices (including risk and crisis management).</p>	✓	✓	<p>2023 - In the course of the COVID-19 pandemic, SimienEcoTours conducted its first health and safety based training for employees to prepare them as well as clients for safer travels after the pandemic.</p> <p>Furthermore, first aid courses are an integral part of our annual staff training.</p> <p>2025 - Further training courses have been organized, it was held from 28-29 July in Gondar and 9-10 August in Addis Abeba.</p> <ul style="list-style-type: none"> <li data-bbox="1025 863 1435 938"> Training Program_Marco.docx <li data-bbox="1025 938 1487 1013"> fotos_20210217T095416Z_001.zip <li data-bbox="1025 1013 1581 1088"> Training Results SimienEco Tours 2019.pdf <li data-bbox="1025 1088 1464 1163"> SET Safe Travel Guidelines.docx <li data-bbox="1025 1163 1789 1238"> 38420063_2049880855072195_8356141865468166144_n.jpg <li data-bbox="1025 1238 1352 1313"> First Aid Training.pptx <li data-bbox="1025 1313 1301 1388"> Sustainability.pptx

			<p> Attendees Training Addis Ababa 2023.pdf</p> <p> Attendees Training Gondar 2023.pdf</p> <p> Schedule SET Training Summer 2023.pdf</p>
<p>2.27. Personal development The company ensures its staff competencies, personal development and advancement (at all levels of responsibility), by equally offering resources and opportunities, such as regular trainings, access to education or gaining experience on the nature/organisation of their work.</p>	<p>✓ ✓</p>	<p>2023</p>	<p>Our employee development company policy refers to the company's learning and development programs and activities. In the modern competitive environment, employee need to replenish their knowledge and acquire new skills to do their job better. We want them to feel confident about improving efficiency and productivity, as well as finding new ways towards personal development and success. practical training examples in 2020: sales reps.: digital marketing training by international tourism consultancy (10x travel: https://10xtourism.com/about/) reservations officers: English language course guides: practical guiding training cooks: training on sustainable food & cooking</p> <p>2025 - We organized other training sessions, see https://www.simienecotours.com/blog/post/new-training-sessions-for-our-staff/</p> <p>I also uploaded training attendees list and a sample training content/schedule.</p> <p>20</p> <p> Employee Training and Development.docx</p> <p> SET_HR_Manual Rev01 1Jan23.pdf</p> <p> Attendees Training Addis Ababa 2023.pdf</p>


			 Attendees Training Gondar 2023.pdf  Schedule SET Training Summer 2023.pdf
<p>2.28. Trainee positions Traineeships/Internships are offered to students.</p>	<p>✓</p>	<p>✓</p>	<p>SimienEcoTours offers trainee/internship positions. Usually we have students coming from German universities. Often these traineeships last up to 3 three month.</p> <p>1</p>  Flyer_Praktikumsstelle 2019.pdf


3. Internal management: environment and community relations

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Procurement

12

Action		Details
<p>3.1. Reduction of disposable and consumable goods The company has a policy to measure and actively reduce the use of disposable and consumer goods (especially paper for internal office use).</p>	<p>✓</p>	<p>✓</p> <p>2023- SimienEcoTours developed susustainable ways of minimizing waste of office supply by encouraging use of electronic distiribution of files and use of cloud of data sharing.</p> <p>The golden rules of saving paper in our company are:</p> <ol style="list-style-type: none"> 1. Store office files digitally on Google Drive 2. Use both side of a paper if prints are needed 3. Make use of electronic and voicemail and avoid paper mail wherever possible 4. When you hold a meeting use computers for reviewing documents and note making 5. Making sure that the documents are well edited before printing out 6. Keep a stock of one side printed papers to be used for printing less important docuemnt onthe other side. <p>2025 - We have developed a 31 days zero waste challenges and put it in the office somewhere visible and attached it here.</p> <p> Zero waste challenges.pdf</p>

<p>3.2. Sustainable purchasing Your company has an implemented purchasing policy, which favour sustainable suppliers and products, whenever these are available and of sufficient quality.</p>	<p>✓</p>	<p>✓</p>	<p>2023 - SimienEcoTours is committed to actions aimed to conserve and protect the environment and will continue implement these actions.</p> <p>When we purchasing products we considered following:</p> <p>Our company gives priority to buy things from local suppliers if possible. We prefer products which have been locally produced. If we have to import equipmet we look for sustainable suppliers (e.g. tents from VAUDE which is a sustainably working company). For our camping tours we purchase only local (and when possible organic) food, as much as possible we try to reduce plastic packaging and don't use aluminium foils on our camping trips but use re-usable lunch boxes. We banned plastic bottles on our tours and replaced them with reusable jars where clients can refill their individual bottles.</p> <p>2025 -</p> <p>We recommend choosing these kind of zero waste swaps when camping to reduce impacts:</p> <p>Opting for shampoo and conditioner bars over mini plastic bottles Getting snacks in bulk and storing them in reusable silicone bags or beeswax wrap instead of plastic ziplock bags Choosing a portable compost toilet Opting for solid body soap bars Choosing reef-safe sunscreen and natural bug spray Choosing natural toothpaste and mouthwash with a bamboo toothbrush A reusable water bottle with a built-in water filtration system Reusable to-go utensils Bring condiments in small eco-friendly containers</p> <p> SET_ Sustainable_purchasing_Policy _2.docx</p>
<p>3.3. Office paper: type More than 90% of office paper use (internal and administrative use) has proven sustainability credentials (recycled, FSC or sustainably produced),</p>	<p>✓</p>	<p>✓</p>	<p>SimienEcoTours has developed a digitalized way of working for some years now and the use of paper is reduced to an absolute mimum. In time of need we use a white paper called "Double A4". We chose it because of the fact that this product complies with same of rules of</p>

when such options are locally available.

sustainable development and environmentally-friendly
(<https://www.doublepaper.com/et/about-double-a/sustainability>).

There are only few paper to paper recycling companies in Ethiopia.

MAY 2023: We purchased new paper for the office and paid attention on the sustainability label. We were able to find the brand...

2025 - less chance printing out papers as we have converted all our documentation in to cloud.



WhatsApp Image 2021_06_08 at 11.06.23.jpeg



WhatsApp Image 2021_06_08 at 11.06.35.jpeg



photo_6005885802493622797_y.jpg



3.4. Office paper: printing


Copy and printing machines are set by default to double-sided printing (duplex) or other forms of paper saving modes.




2023 - In our office we use a printer when it is really needed and we follow these procedures:

1. We have to make sure that the document to be printed needs to be properly edited and no mistake at all before ordering to print out
2. Reduce font size to 10 point to decrease the amount of paper required
3. Use both sides of the sheet of paper, whether for copying and printing
4. Print only the pages you need by using the "print selection function"
5. Reduce margins
6. Switch off the printer when it is not needed



			2025 - less chance printing out papers as we have converted all out documentation in to cloud.
3.5. Certified coffee and tea At least 50% (in weight or value) of coffee and tea provided in the office is fairtrade, organic, grown in the country or has another recognised sustainability certification.	✓	✓	Ethiopia is a country of coffee and everything we consume is locally grown and processed in a 100% local owner establishment. We don't have coffee machine in our office, we don't make coffee for the staff. It is the tradition to go to small coffee houses to drink local coffee. For our clients, coffee is a very famous souvenir to bring along. We encourage them to buy sustainable and fair trade brands such as Moyee Coffee (https://www.moyeeethiopia.com/)  local presents for guests.jpeg
3.6. Office supplies Other office supplies (e.g. pens, furniture) are labelled sustainable or are locally produced.	✓	—	2023 - Whenever possible, we buy locally produced things as specified in our sustainable purchasing policy. But there are product which are not manufactured in the country (e.g. technical equipment, quality camping equipment,...). 2025 - We have our locally made sofa for our office which is simple and cheaper. see the photo.  Office Sofa.jpg
3.7. Bulk purchasing Products are purchased in bulk to reduce the amount of packaging materials.	✓	✓	Yes, we purchase in bulk. That's also more convenient economically (discounts) in terms of time.
3.8. Catering	✓	✓	We are not offering catering for our office staff.




<p>Catering is sustainable and offers a large range of local, organic, MSC, fair trade and healthy food.</p>			<p>Our staff eat outside but don't use a plastic boxes.</p>
<p>3.9. Local goods and services The company buys locally and sustainably produced goods and services, if available.</p>	<p>✓</p>	<p>✓</p>	<p>We purchase locally produced goods because when purchased locally, it's fresh, convenient, price wise and minimize the use of energy and minimizes the negative impacts at large.</p>
<p>3.10. Giveaways Sustainability criteria are considered for giveaways and merchandise.</p>	<p>✓</p>	<p>✓</p>	<p>We normally purchase locally produced souvenirs which are produced with local material and in a sustainable way. A very common souvenir we often choose are handicrafts produced by local NGOs that we're supporting.</p> <p>May 16/2023</p> <p>As we mentioned above, we use locally produced giveaways. The pictures we uploaded are one of the examples. These candels are produced by local NGOs.</p> <div data-bbox="1025 943 1503 1018" style="text-align: center;">  photo_5989953947726626888_y.jpg </div>
<p>3.11. Cleaning materials Cleaning materials are non-hazardous, non-eutrophic, biodegradable and eco-labelled, when locally available.</p>	<p>✓</p>	<p>✓</p>	<p>2023- To wash and clean offices we use water and a minimum dose of sodium bicarbonate or alchol to sanitasize everything. We do not use any kind of harmful product.</p> <p>2025 - We have developed a water usage policy and apply based on the it for cleaning and washing as wisely as possible particularly during the Ethiopian rainy season we mostly use a rain water after we collected with a big container and recommended all the staff memmbers to apply even at home. Attached our water policy.</p>

		 Water_Policy.docx
3.12. Other purchasing practices Other sustainable purchasing practices are in place.	✓	We purchase in bulk We don't buy single plastic bottles on our trip We buy local and reusable materials



Paper (promotional materials)


3




Action			Details
3.13. Printing company The printing company works with a certified environmental management system (e.g. ISO 14001, EMAS).	✓	✓	<p>We reduce printing to a minimum. We don't have promotional brochures or banners. On trade fairs we operate with business cards and tablets only to showcase our products.</p> <p>SimienEcoTours does part of its printing service in Ethiopia. Unfortunately in Ethiopia there are no printing companies that operate on a sustainable basis. And it is very difficult to verify the company's waste management, water use, energy. Usually we choose the company of printing based on the quality of the work, not on sustainability.</p> <p>Whenever higher quality of printing is needed (e.g. business cards, postcards), we print these things in Europe (see attached invoices), and we checked their sustainability practices, see these links here:</p> <p>https://wir-machen-druck.de/nachhaltigkeit.htm</p> <p>https://www.onlineprinters.de/c/ueber-uns/umweltfreundlich-drucken</p> <p>MAY 2023:</p>





		<p>All our orders are usually done as bulk orders (see attached invoice "Rechnung_Visitenkarten_Marco.pdf" for 1,000 business cards!), and we'll pay attention that this is done for all future orders.</p> <p>80</p> <p> Rechnung_Visitenkarten_Franziska.pdf</p> <p> Rechnung_Visitenkarten_Marco.pdf</p> <p> Invoice Postcards.pdf</p>
<p>3.14. Promotional materials Brochures are printed on environmentally friendly paper (recycled, FSC or chlorine free) for more than 50% of total corporate use (in kilos, pages or costs).</p>	<p>✓ ✓</p>	<p>For some years now, SimienEcoTours no longer prints brochures. Thanks to the various technology, all of our publicity and our work is transmitted through social media, such as Facebook, WhatsApp, Telegram etc. In this way we were able to save time, money and waste.</p> <p>Only in rare cases SimienEcoTours is printing hard copies of promotional material (business cards, postcards).</p> <p>80</p>
<p>3.15. Efficient brochure use The company has implemented measures to reduce brochure wastage. The amount of brochures is measured on an annual basis.</p>	<p>✓ ✓</p>	<p>Since a few years SimienEcoTours does not print any kind of brochure. We publish our product online in various social media, travel platforms, Facebook, WhatsApp, Telegram etc.</p>


Energy

Action			Details
<p>3.16. Energy reduction policy The company has an active commitment to reducing energy consumption, which is monitored and implemented. All measurements, with a reasonable return on investment, are planned and implemented.</p>	✓	✓	<p>SimienEcoTours has an active commitment to reduce energy consumption and encourage all the staff to follow its policy.</p> <ol style="list-style-type: none"> 1. Switch off lights when not in use 2. Switch off computers and office equipment when not in use 3. choose energy efficient light bulbs 4. Choose Laptop than a Desktop 5. Use hibernation feature in all computers 6. Upgrade Equipment 7. Unplugging appliances when they are not in use <p>We also try to encourage our guests to save energy while on trip. It is mentioned on our website (https://www.simienecotours.com/travel-tips-ethiopia/) as well as in the final travel documents that are sent to clients 2 weeks before their arrival. "Use water and electricity conscientiously: Turn off the lights, take a short shower, don't leave the tap unnecessary running and minimize having your towel / bed linen changed"</p> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="margin-right: 10px;"></div> <div>Ethiopia_Responsible_Travel_EN.pdf</div> </div> <div style="display: flex; align-items: center; margin-top: 10px;"> <div style="margin-right: 10px;"></div> <div>Switch off sign.jpeg</div> </div>
<p>3.17. Monitoring energy consumption and sources Energy consumption for heating/cooling and electricity is measured by type and total of green house gases and/or carbon emissions. Different periods</p>	✓	✓	<p>SimienEcoTours uses power from the grid. Power in Ethiopia is generated by 97% of renewable sources such as wind and mainly water (https://www.worlddata.info/africa/ethiopia/energy-consumption.php). We do not have a back-</p>

<p>are compared with the aim to reduce emissions.</p>			<p>up generator in place.</p> <p>In camps during our camping trips we have a "no generator policy" and solar lights and chargers are in place.</p> <p>SimienEcoTours doesn't have access to a electricity meter in the Addis Ababa office, we share it with other offices in the building. The cost of the electric power use is paid a for fait every month. Because of this, its difficult to control how much we have consumed.</p>
<p>3.18. Energy audit A building energy audit has been conducted by an approved company and its advice is implemented.</p>	✓	—	
<p>3.19. Sustainable energy Where available and practical, sustainable (green) energy is purchased or locally produced for use by the business.</p>	✓	✓	<p>As mentioned before Ethiopia's power supply is 97% renewable energy (https://www.worlddata.info/africa/ethiopia/energy-consumption.php). That's why we consider our energy consumption as sustainable.</p>
<p>3.20. Carbon offset CO2 emissions from fossil energy used in the offices are offset.</p>	✓	—	<p>2023 - So, far we don't do any offsetting in our offices. Ethiopia is using only 3% fossil enery (https://www.worlddata.info/africa/ethiopia/energy-consumption.php). For this reason we don't see the CO2 compensation of the office energy as a priority. We started doing carbon offset on the flights which have more impact on pollution.</p> <p>2025 - We have been working and contributing with our outbound tour operators such as Kimkim and evaneos.</p> <p> InvoiceAX1000769811 Podini.pdf</p>
<p>3.21. Energy efficient lighting</p>	✓	✓	<p>2023 - SimienEcoTours use most of the time daylight in the working hours. But when is needed</p>




<p>At least 75% of lighting is energy efficient (class A: KLLs, LEDs, T-8s, or T-5s), including outside and parking spaces.</p>		<p>artificial light we use energy saving lights to minimize our consumption of energy.</p> <p>2025 - We never switch power on while working in the office, rather daylight. All the lights in the office are LEDs lamps are used and recommend all the employees to use those at home as well.</p> <p> Switch off sign.jpeg</p>
<p>3.22. Automatic switch on/off system An automatic switch on/off system is operational in locations where it's practically feasible (e.g. with timers or movement sensors).</p>	<p>✓ —</p>	<p>Such systems are not available in Ethiopia. They would need to be imported at a high costs and energy consumption (transport).</p>
<p>3.23. Equipment “switch-off” policy Equipments (including aircon) are switched off after office hours or during lunch breaks (and, not on sleep modes), whenever feasible.</p>	<p>✓ ✓</p>	<p>SimienEcoTours promotes sustainability throughout the company by explaining to the employees why it's important and in what ways everyone can benefit from it. Getting all the employee on board, making small changes in their daily habits at work reducing energy consumption in the work place, like using natural lights, so limit the use of artificial lighting. We advice everyone to put their computer in hibernation mode if they take a break or go to a meeting. We make sure to switch off and plugout all equipments when not in use. We avoid printing files that can be sent by email. We mostly use Lap tops rather than using a desk top since every one has got a private lap top.</p> <p> Marco and Yirga .jpeg</p> <p> Birhan and Abebu.jpeg</p>
<p>3.24. Light “switch-off” policy Office lights are switched off after office hours.</p>	<p>✓ ✓</p>	<p>Artificial light consumes power - natural light its free. SimienEcoTours makes sure the use of natural light. If not in use, we switch off the lights at meetings rooms, reception, corridors or stairs. If our workplace does not get enough natural light during the daytime, opt for low wattage lights. Less energy spent means less money wasted on electricity bills.</p>





			 Switch off sign.jpeg
<p>3.25. Low energy equipment When buying new equipment, the company gives preference to low energy equipment, based on highest local available standards (taking into account return on investment and quality considerations).</p>	<p>✓</p>	<p>✓</p>	<p>First of all, our offices are equipped with the minimum of needed equipment. In our sense fully equipped offices with desktop computers, printers at every desk, copy machines, telephones, etc. are outdated anyways.</p> <p>We run our offices with the minimum. Most office employees have their own laptop. All old desktop PC's have been replaced. Our two offices have one printer each. However, as we have a paper reduction policy we rarely use the printers.</p> <p>When acquiring new equipment we select the ones with lower energy consumption, which is in the long run more advantageous for us because the electricity bills are lower.</p> <p> INVOICE_HP 15S_FQ1024NL.pdf</p> <p> Marco and Yirga .jpeg</p> <p> Birhan and Abebu.jpeg</p>
<p>3.26. Efficiency mode Where applicable, equipment is set by default to the energy-saving mode.</p>	<p>✓</p>	<p>✓</p>	<p>SimenEcoTours apply efficiency mode on computers, printers and others equipments, applies energy saving modes. Managing our use of equipments and improving efficiency we have the following addition benefits like, longer working life for our equipments, great mobility -switch to Laptops, for example, which use much less energy than desktop computers and can mean that staff becoming flexible in where and when they work. Upgrading to more energy-efficient equipment where appropriate. Setting up an equipment maintenance schedule-well maintained equipment last longer and works more efficiently.</p>

		 Energy saving mode on Laptops.jpeg
3.27. Other measures Other measures, not previously mentioned, have been implemented.	✓	—

Water

7




Action			Details
3.28. Water reduction policy The company has implemented a policy with specific goals to reduce its water consumption, which is monitored and based on a water risk assessment. In areas of high water risk, context-based water stewardship goals are identified and pursued.	✓	✓	We have a water reduction policy, attached. There is a need to save water in Ethiopia as it is a scarce resource, whereas on the other hand our offices run out of water regularly which also means that we can't waste water if there is none. Our cleaners, guards, drivers, guides and other staff have been informed about the water policy, beside this they know about the water shortage and are used to handle water with care since childhood.  SET_Water_Policy.pdf
3.29. Water sourcing Water sourcing is sustainable and does not harm environmental flows.	✓	✓	We use water that comes from a company endorsed by the government.
3.30. Water use The office water use is measured on a monthly or yearly basis for benchmark purposes, and sources of water are indicated. Water meters are regularly read to track potential leaks.	✓	✓	SimienEcoTours doesn't have access to a water meter, we share it with other offices in the building. The cost of the water use is included on the rent cost. Because of this, its difficult to control how much we have consumed.






			 Monitoring of water utilization in the Gondar offices _3_.xlsx  Water Bill.jpeg
<p>3.31. Water saving taps</p> <p>Water saving technologies are installed in at least 75 % of all taps (flow restrictors, aerators, percussion taps)</p>	✓	✓	<p>Aerators are not installed in our office.</p> <p>Self-closing push taps are installed in our office.</p> <p>SimienEcoTours doesn't have access for that much amount of water.</p>
<p>3.32. Water saving toilets</p> <p>Dual flush or other water saving equipment is installed in the toilets</p>	✓	✓	<p>Dual flush toilets are installed in both of our offices.</p>  dual flush toilet in our office Addis.jpeg
<p>3.33. Rain water</p> <p>Waste water and/or collected rain water is re-used.</p>	✓	—	<p>This is not applicable in our offices.</p> <p>2023- In Ethiopia with extreme seasons (long dry season and long rain season) storing rain water is difficult and doesn't make sense.</p> <p>2025 - We collect water from the rain during the rainy season for flushing toilet, cleaning and washing the cars particularly in the Gondar office. tanker photo attached.</p>  Water tank_Gondar office.jpeg
<p>3.34. Other examples</p>	✓	—	




Other water-saving measures, not previously mentioned, have been implemented.






Waste management


8

Action			Details
<p>3.35. Waste legislation The company complies with the national legislation concerning waste disposal. Any residual waste disposal has no adverse effect on the local population and the environment.</p>	✓	✓	<p>2023- Ethiopia is certainly entering more and more a waste problem. There is no well functioning waste separation and recycling system in place in the cities and towns. All waste is just dumped in a central place (but sometimes not even this). Unfortunately, there is also a low awareness on waste disposal or avoiding (plastic) waste from the beginning.</p> <p>As a company we are still struggling with the perfect solution but try the following not to create more waste problems:</p> <p style="padding-left: 40px;">As most nature destinations have no waste management system in place, we collect all non-disposable waste and bring it to the closest town with a dumpsite. Only compostable waste remains behind. Cooks are advised to purchase less plastic packaging On our camping trips lunches are packed in lunchboxes and not wrapped in aluminium foil or plastic On our tours we are not purchasing plastic bottles anymore. We ask guests to bring their individual bottles and refill them at big 20l reusable water jars.</p> <p>2025 - We have developed 31 days zero waste challenges and hung over the wall in the office so as to remember that this is a daily task for everyone. see attached</p> <p> Zero waste challenges.pdf</p>
<p>3.36. Waste reduction</p>	✓	✓	<p>SimienEcoTours waste reduction is based on rules like these below:</p>

<p>The company has developed and implemented a solid waste reduction and recycling policy with quantitative goals to reduce non re-useable or recyclable waste (for example reuse or recycling of coffee cups, double sided printing, bulk purchasing).</p>			<p>Use a reusable bottle/cup for beverage on-the-go Use reusable grocery bags Purchase wisely and recycle Compost it Avoid single-use food and drinks containers and utensils Buy secondhand items and donate used goods Shop local farmers markets and buy in bulk to reduce packaging</p> <p>Before the trips we send packing lists with the advise to bring reusable water bottles. Our main initiative to reduce plastic is handing out reusable bottles before the trips when guests don't bring their own. Furthermore, we hand out informations sheets how guests can travel with lower footprints.</p> <p> waste management.jpeg</p> <p> reusable water bottles for guests.jpeg</p> <p> Ethiopia_Responsible_Travel_EN.pdf</p> <p> Zero waste challenges.pdf</p>
<p>3.37. Waste measurement and benchmark The business is aware and keeps records of the type and amount of substantial portions solid waste generated (including food waste).</p>	<p>✓</p>	<p>✓</p>	<p>In the 3rd week of January 2023 we start recording the waste production. Attached the first results.</p> <p> Monitoring of waste production in the offices.xlsx</p>
<p>3.38. Sustainable packaging The company has taken measures to reduce the amount of packaging materials and is not providing non-recyclable or non-biodegradable package materials.</p>	<p>✓</p>	<p>✓</p>	<p>As a company we don't distribute any brochures to our business partners Clients get their last travel documents as pdf and not in a paper brochure Some clients get present baskets from us (local wine, honey, coffee, handicrafts). These presents are selected based on sustainability criteria, such as: coffee from sustainably working farms, wine packed in glass, fair trade coffee (Moyee brand), handicrafts from local NGOs</p>



<p>3.39. Plastic water bottles The business takes action to reduce the amount of (non-refillable) plastic bottles it consumes. This criterion is related to drinking water for office use.</p>	✓	✓	<p>SimienEcoTours does not use plastic bottles anymore.</p> <p>In the office we use reusable 20l jars. We use glasses and cups, see attached pictures.</p> <p>Also on our tours we are not purchasing plastic bottles anymore. We ask guests to bring their individual bottles and refill them at big 20l reusable water jars.</p> <p> 20 liter water jar.jpeg</p> <p> reusable cups and glasses.jpeg</p> <p> 20L waterbottle _ cups_Gondar_office.jpeg</p>
<p>3.40. Reuse / recycling of waste The business demonstrates that it separates all materials which can be recycled or reused (including glass, paper, metal, organic waste, plastics and hazardous waste). It organizes collection and proper disposal, whenever locally feasible, if collection is not provided by the local authorities.</p>	✓	✓	<p>Ethiopia is certainly entering more and more a waste problem. There is no waste separation system in place in the cities and towns. All waste is just dumped in a central place (but sometimes not even this). Unfortunately, there is also a low awareness on waste disposal or avoiding (plastic) waste from the beginning.</p> <p>As a company we are still struggling with the perfect solution but try the following not to create more waste problems:</p> <p>as most nature destinations have no waste management system in place, we collect all non-disposable waste and bring it to the closest town with a dumpsite. Only compostable waste remains behind. cooks are advised to purchase less plastic packaging on our camping trips lunches are packed in lunchboxes and not wrapped in aluminium foil or plastic on our tours we are not purchasing plastic bottles anymore. We ask guests to bring their individual bottles and refill them at big 20l reusable water jars.</p> <p>We recently developed our own waste management for some big camping trips that we</p>

		<p>organized. We had three garbage bins in place (plastic, organic & paper/metal). We had a very good experience with this separation. Paper waste was burnt in the campfire, organic waste was digged in wholes and we ended up with only 4 garbage bags of plastic waste and a bit of recyclable metal (remarkable for a group of 70 clients!) that was returned to Addis Ababa where better waste management exists.</p> <p>We are now looking how to implement this system for all our tours and to raise more awareness among guides and staff.</p> <p>2025- We have developed a 31 days Zero Waste Challenges and displayed it in our office where it is clearly visible. We always recommend using reusable items. In addition, we have arranged separate waste bins both in the office and in the field, including a solid waste bin, an organic waste bin, and a recyclable waste bin, placing them in visible and accessible areas such as corridors.</p> <p> waste management.jpeg</p> <p> Zero waste challenges.pdf</p> <p> Rubish bins for the Gondar office.jpg</p> <p> 31 days zero waste challenges.jpg</p> <p> Garbage basket_outdoors.jpeg</p>
<p>3.41. Toner/ink When using ink and toner cartridges for printing and copying, waste reducing methods (recycling, refilling) are implemented, whenever feasible.</p>	<p>✓ ✓</p>	<p>SimienEcoTours avoids using ink cartridges and toner for printing and copying. Our method of reducing this waste is based on our reduced printing.</p> <p>Obviously when we run out of toner we buy a new one. Unfortunately, to our best knowledge there is no company in Ethiopia which is refilling toner cartridges.</p>

<p>3.42. Recycling of batteries Rechargeable batteries are used wherever possible and disposable batteries, including powercut inverter batteries, are recycled (if locally possible) or properly disposed.</p>	<p>✓</p>	<p>✓</p>	<p>Local recycling options are not possible.</p> <p>However, we inform clients "Take your empty batteries and other chemical waste back to your home country"</p> <p>https://www.simienecotours.com/travel-tips-ethiopia/</p> <p>As company we are collecting the batteries that we use and we (mainly Marco Degasper) bring them personally to Germany or Italy for a proper disposal or we ask clients to do so. Below a photo of the collected batteries.</p> <p> collecting batteries to bring to Europe.jpeg</p>
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Reducing pollution



4

Action			Details
<p>3.43. Waste water: treatment Wastewater, including grey water, is effectively treated, complies with national legislation and is only reused or released safely, with no adverse effects on the local population and the environment.</p>	<p>✓</p>	<p>✓</p>	<p>In Ethiopia, wastewater treatment facilities are almost non-existent. Even larger cities like Addis Ababa suffer from poor drainage and wastewater over flow from industries, institutions and residential areas. Addis Ababa has two sewerage systems, uses of old technology, low awareness on waste management and weak enforcement mechanisms of pollution can be considered as the major constraints of wastewater management.</p> <p>At the end of 2019 the Government had approved a wastewater project for the city of Addis Ababa and in 2020 they have started a project to clean up the rivers of the city. It seems like a good start and hopefully continue.</p> <p>We can say that the disposal of wastewater is through the government sewage system and is out of our control.</p>

<p>3.44. Pollution reduction policy The company has a policy to minimize and substitute the use of harmful substances, including pesticides, paints, and cleaning materials, by harmless products and processes. All storage, handling and disposal of chemicals is properly managed.</p>	✓	✓	<p>The aim of SimienEcoTours is to minimize the use of harmful substances as much as possible. Our company has its own policy regarding cleaning materials, purchasing materials, water policy etc. For example to wash and clean office we use water and minimum dose of sodium bicarbonate or alcohol to sanitize everything. Fortunately, in our industry we do not need to use strong chemicals to clean. We try to make less use of chemicals.</p>
<p>3.45. Paint Lead-free and water-based paints are both used inside and outside, when locally available.</p>	✓	✓	<p>In case there is the need to use colour paint (quite rarely), SimienEcoTours is using those which are water based and lead free.</p>
<p>3.46. Noise, light, erosion and ozone If the company is a source of pollution, it implements practices to minimise pollution from noise, electric generators, light, runoff, erosion, ozone-depleting compounds; and air, water and soil contaminants from its buildings (as far as being able to control by the company).</p>	✓	✓	<p>SimienEcoTours is not source of pollution of this kind.</p>

Mobility

7

Action			Details
<p>3.47. Staff travel policy The company has a sustainability mobility policy for staff related travel, which includes reduction of travel and more sustainable modes of transport.</p>	✓	✓	<p>We are committed to improving our environmental performance and minimising impacts by improving both our transport distribution networks and staff travel plans. We encourage our staff to use bicycle to reach the office (Marco Degasper is doing this in Addis Ababa), or to work from home (during Covid-19). Many of our workers come on foot because they live in the area of the office or use public transportation (train and bus).</p>



<p>3.48. Business travel emission Staff related business travel is measured (type, distance). Carbon or Green House Gas emissions are calculated, with the aim to reduce and offset.</p>	<p>✓</p>	<p>✓</p>	<p>Our cutting business travel emission are:</p> <p>Hold virtual meetings and training session (esp. during Covid-19) Carefully select the mode of transportation Choose non stop flights Avoid flying first class (never done)</p> <p>We often limit our business travel by adopting a system that we developed over time. We have agent in various locations that help us to carry out our work without having to tavel from one place to another. This method not only helps us to reduce cutting bussiness travel but also provide job opportunity for many.</p>
<p>3.49. Business travel carbon offset Carbon or Green House Gas emissions of staff related travel is offset, through a reliable locally available scheme or methodology.</p>	<p>✓</p>	<p>—</p>	<p>SimienEcoTours has just started offsetting carbon for flights, and we are considering it for the future business travel. However, we supported tree nursery sites in the Simien Mountains https://www.simienecotours.com/local-charities/</p>
<p>3.50. Employee incentives Employees are (financially) encouraged to use public transport or sustainable means of transport (e.g. bicycling, walking, carpooling).</p>	<p>✓</p>	<p>✓</p>	<p>Currently no employee is using private transport fo reach work. Everyone is using public transport, the bike or walking.</p>
<p>3.51. Transport reduction Transport related impacts are reduced by tele-work, tele/video meetings, work-at-home policies or other means.</p>	<p>✓</p>	<p>✓</p>	<p>SimienEcoTours encourages its employees to do virtual meetings to reduce business travel. Several of our employees use the chance to work from home, especially during the time of the pandemic.</p> <p>A minimum of four permanent staff work from home most of the time.</p>

<p>3.52. Car purchase or lease If the company buys, leases or hires cars, there is a policy to obtain the greatest fuel-efficiency (e.g. EU category A or B).</p>	<p>✓</p>	<p>✓</p>	<p>SimienEcoTours own 4 cars and is maintaining them and checking fuel consumption regularly. This is important especially in Ethiopia because of the high altitude. As the air pressure is lower the fuel injection pump needs to be adjusted, for optimal fuel consumption and to avoid excessive smoking. We have done this adjustment on all cars. When renting cars, we usually rent the latest models, for giving our clients a better car but also because they have lower fuel consumption.</p>
<p>3.53. Well maintained cars Motorised company vehicles are well maintained and checked regularly to reduce emissions and energy use. They comply with the legal emission standards.</p>	<p>✓</p>	<p>✓</p>	<p>The following rules are integral part of the drivers' job description, means also of their contract:</p> <p>The oil level shall be checked regularly, the oil must be changed about every 4.000-5.000 km. The oil filter must be changed every about 10.000 km. The fuel filter should be changed when necessary. The air filter must be cleaned with the air compressor after every long tour and should be changed when necessary. The driver shall check the work of the car cleaners and ensure that they are not creating any damage by using dirty/sandy water or improper cleaning towels. The tires must be kept in good conditions, especially the front tires. The tires must be exchanged left plus right side at the same time. The spare tires must be transported at the roof rack and not on the back door. When traveling with tourists the windows and lights shall be cleaned every day. Use properly the A/C. The car shall always be parked in a safe place. For the Land Cruiser: push the right back side door when opening it with the handle. Before handing over the car to the driver, the driver checked jointly with SimienEcoTours all damages that were preexisting. All these damages have been recorded on the logbook and the driver will be responsible for any other damage which might occur after this check.</p>

Sustainability training and awareness raising



1

Action			Details
<p>3.54. Staff environmental training and information All staff members (including field staff) receive periodic guidance, training and/or information about their roles and responsibilities with respect to environmental practices, including water, energy saving, paper, and waste issues.</p>	✓	✓	<p>SimienEcoTours gives periodic training opportunities. Trainings are given to different staffs such as management staff, tour operators, guides, cooks and so on with specific topics to make their work more sustainable.</p> <p>Recent trainings conducted:</p> <p style="padding-left: 40px;">office staff: online Travelife trainings guides, drivers, cooks and freelance employees we give trainings before the season In September 2020 we did a half-day training for cooks on sustainable foods & cooking</p> <p>General training schedules are attached on other chapter, here we attach the result of the training with cooks.</p> <div style="display: flex; align-items: center; margin-top: 10px;">  sustainable food and menu for cooks.jpeg </div> <div style="display: flex; align-items: center; margin-top: 5px;">  Sustainability.pptx </div>

Land use and community relations

10

Action			Details
<p>3.55. Land use and construction Planning, land use, siting, design, construction, renovation, operation and demolition are in compliance with zoning requirements, with laws related to protected and sensitive areas, and to heritage considerations.</p>	✓	✓	<p>SimienEcoTours has bought a house in Gondar to use as office & storage. This building has been renovated, with the necessary permits according to the Ethiopian law.</p>

<p>3.56. Siting and design Siting, planning and design of newly constructed company buildings takes into account the capacity and integrity of protected and sensitive natural and cultural heritage, and complies with zoning requirements and laws. Best practices should be implemented within reasonable extra costs.</p>	✓	✓	
<p>3.57. Natural and cultural impact In case of new constructions (or substantial renovations or demolitions), an environmental, natural and cultural impact assessment has been conducted. Its conclusions and recommendations are taken into account.</p>	✓	✓	
<p>3.58. Property acquisition Property and water rights have been acquired in a legal manner, complying with local, communal and indigenous rights (where applicable). Property has been acquired including free, prior and informed consent of local communities, and do not require involuntary resettlement.</p>	✓	✓	
<p>3.59. Sustainable design and construction Planning, design, construction of new buildings or renovations (from the moment of the first certification) is based on locally appropriate and sustainable practices and materials.</p>	✓	✓	
<p>3.60. Invasive species The business takes measures to avoid the introduction of invasive alien species. Native species are used for landscaping and restoration, wherever feasible, particularly in natural landscapes.</p>	✓	✓	
<p>3.61. Community consultation Local communities are consulted, regarding activities that the business conducts in areas where it resides, with the aim to avoid adverse effects on local access to livelihoods, including land and aquatic resource use, rights-of-</p>	✓	✓	













way, transport and housing.			
3.62. Community services The activities of the company do not jeopardize the provision of basic services such as food, water, energy, healthcare and/or sanitation to neighboring communities.	✓	✓	
3.63. Local cultural sites The business contributes to the protection, preservation and enhancement of properties, sites and traditions of historical, archaeological, cultural, and spiritual significance and does not impede access to them by local residents.	✓	✓	
3.64. Local elements The business values and incorporates authentic local culture (traditional and contemporary) in its operations, design, decoration, cuisine, or shops; while respecting the intellectual property rights of local communities.	✓	✓	

4. Inbound partner agencies

16

Inbound partner agencies



8

Action			Details
<p>4.1. Partner agency policy Based on an inventory of its inbound key partner agencies, the company has developed and implemented a policy to improve the sustainability of its partner agencies. It should include the motivation of existing partner agents, as well as the selection of new partner agents.</p>			<p>We are not working with partner agencies.</p> <p>0</p>
<p>4.2. Communication to partners The key partners agencies are informed about the company's sustainability policy and are expected to comply with it and/or communicate it to final customers (where relevant).</p>			
<p>4.3. Contract conditions Key sustainability clause(s) are included in contracts with inbound / receptive partners (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case written contracts do not exist, these clauses are communicated and documented otherwise (e.g. through policy on the company web site, correspondence etc.).</p>			
<p>4.4. Sustainability training - motivation Incoming/inbound partners are motivated to participate in sustainability training(s) for travel companies.</p>			
<p>4.5. Sustainability training - completed</p>			

Key receptive partners have completed a basic sustainability training for travel companies.			
4.6. Sustainability reporting The key partners have reported on their sustainability achievements and have shared their results.	✓	✓	
4.7. Sustainability award The key partners have obtained a sustainability award and have shared their achievements.	✓	✓	
4.8. Incentives Incentives are offered to receptive partner agencies who engage actively in more sustainable production (e.g. financial, contract conditions, marketing benefits).	✓	✓	

Specific conditions

8

Action			Details
4.9. Contracts Written contracts with partner agencies are in place.	✓	✓	
4.10. Briefing contract managers Receptive/incoming agents, outbound product and contract managers discuss relevant sustainability issues in the destination on a regular basis.	✓	✓	
4.11. Anti-corruption The company expects its partners to have an anti-corruption policy (e.g. through inclusion as contract condition).	✓	✓	






<p>4.12. Sexual exploitation of children: contracting Partner contracts include clauses which enable contract partners to end the contractual agreement prematurely if the partner company does not take adequate measures to prevent sexual exploitation of children within the direct supply chain (e.g. accommodations and excursions).</p>	✓	✓	
<p>4.13. Licence Partner companies comply with local, national and international legislation and regulations.</p>	✓	✓	
<p>4.14. Customer communication In case partner agencies are directly in contact with clients, they provide information and interpretation on relevant sustainability matters in the destination (protection of flora & fauna and cultural heritage; resource use) and on social-cultural values (tips, dressing code and photography), including the distribution of customer codes of conduct.</p>	✓	✓	
<p>4.15. Labour conditions Partner companies comply with all relevant national laws protecting the rights of employees.</p>	✓	✓	
<p>4.16. Living wage The company partner agencies pay their employees at least a living wage that is equal to or above the legal minimum.</p>	✓	✓	

5. Transport





21


Executing transport services

11

Action			Details
<p>5.1. Vehicle type The transport company has a policy to buy vehicles with low energy use and emissions. They comply with the best in their class (considering price / quality considerations/ availability).</p>	✓	✓	<p>2023 - We bought the latest models, for giving our clients a better car but also because they have lower fuel consumption. Also by the Ethiopian regulation there is a limit of age for the cars to be used for tourism services.</p> <p>May 17/2023</p> <p>We upload pictures of our vehicles.</p> <p>2025 - Due to the business situation we can't afford at the present moment to buy new vehicles, but very often we need to rent these from external service providers. In this case we will prioritize new vehicles with low fuel consumption.</p> <p> Toyota Land Cruiser interior 2.jpg</p> <p> 2mirror.jpg</p> <p> 12776793_1002374013143727_1832742283_o.jpg</p> <p> Minivan_06.JPG</p> <p> Minivan_07 _ Copy.JPG</p>


<p>5.2. Alternative modes Alternatives to motorized transport have been considered such as public transport or cycling / walking.</p>	<p>✓</p>	<p>✓</p>	<p>We encourage our staff to use bicycle, public transport or to walk to reach the office, or to work from home. Many of our workers make use of bike or walk to come to the office and those who do not have bike came on foot because they live in the area of the office or use public transportation (train and bus).</p>
<p>5.3. Vehicle selection The vehicle is appropriate to the type of excursion and size of the group.</p>	<p>✓</p>	<p>✓</p>	<p>SimienEcoTours uses cars depending on the group size. Another way of optimizing the use of the cars is to work with agents in the different destination who have vehicles on the ground.</p>
<p>5.4. Route planning The routes are carefully planned to avoid unnecessary fuel use, adding to congestion, and to help reduce noise in small villages or rural areas.</p>	<p>✓</p>	<p>✓</p>	<p>2023 - We plan the routes carefully to reduce fuel consumption, especially after the increase of the fuel prices (have been doubled in just a few months).</p> <p>2025 - Unfortunately, due to some security issues in some areas, we also have to consider the safety and it's not always possible to choose road transport over domestic flights. In some cases booking domestic flights is a must.</p>
<p>5.5. Vehicle maintenance The vehicles are serviced and maintained to the manufacturer's recommendations to minimise air pollution, fluid leaks and noise.</p>	<p>✓</p>	<p>✓</p>	<p>These are the recommended maintenance works on the vehicles. Our drivers are in charge and responsible for doing it and following up.</p> <p>The oil level shall be checked regularly, the oil must be changed about every 4.000-5.000 km. The oil filter must be changed every about 10.000 km. The fuel filter should be changed when necessary. The air filter must be cleaned with the air compressor after every long tour and should be changed when necessary. The driver shall check the work of the car cleaners and ensure that they are not creating any damage by using dirty/sandy water or improper cleaning towels.</p>


<p>5.6. Tires inflation Tyres are properly inflated to the recommended pressure.</p>	<p>✓</p>	<p>✓</p>	<p>2023 - Company guidelines for the car tyres:</p> <p>The tires must be kept in good conditions, especially the front tires. The tires must be exchanged left plus right side at the same time. The spare tires must be transported at the roof rack and not on the back door.</p> <p>2025 - We confirm the above. Our drivers are instructed and have the responsibility to check car tyres.</p>
<p>5.7. Weight and roofracks No unnecessary weight of roof racks are carried during the trips to reduce fuel consumption.</p>	<p>✓</p>	<p>✓</p>	<p>Unnecessary weight will be avoided.</p>
<p>5.8. Drivers training The driver has received training on sustainable driving techniques.</p>	<p>✓</p>	<p>✓</p>	<p>2023 - Drivers are included in our regular trainings. They have a job description attached and a code of conduct which includes sustainability principles.</p> <p>2025 - In the meantime we also developed codes of conduct for the drivers, please find it attached.</p> <p> SET_CoC_Drivers.docx</p> <p> Job description drivers.pdf</p> <p> SET_CoC_Drivers.pdf</p>
<p>5.9. Driving practices The driver is complying with key sustainable driving practices.</p>	<p>✓</p>	<p>✓</p>	<p>Included in the code of conduct for drivers.</p> <p> SET_CoC_Drivers.pdf</p>

<p>5.10. Air conditioning Air conditioning is used economically.</p>	<p>✓</p>	<p>✓</p>	<p>Our drivers have been instructed to use the air condition carefully and economically.</p> <p>Additionally we researched:</p> <p>By using digital thermostats - they are more accurate and can be programmable to set different temperatures for certain times of the day.</p> <p>By dialing down your thermometer a couple degrees at night - cooler evening temperatures make for a better sleeping environment and it easier for your system to bring temperatures down a bit more in the cool night air.</p> <p>By dialing it up a few more degrees for times of the day when there is nobody using the car (like a cold house does not keep you cool if you're not there).</p> <p>Don't position heat-producing appliances, such as televisions or lamps, near to the thermostat. The added heat can fool your thermostat, causing the unit to run longer than necessary.</p>
<p>5.11. Fuel consumption Fuel consumption / driving style is monitored, benchmarked and feedback is provided to the driver.</p>	<p>✓</p>	<p>✓</p>	<p>The following rules and guidelines are included in the code of conduct:</p> <p>Switch off the engine when making stops along the way, even short stops Use the 4WD (H4, L4) only when necessary (never on dry, flat or other good conditions road). Use the differential lock only when strictly necessary (only on roads with a soft underground, never on roads in good conditions and never on roads with curves) and turn off the differential lock immediately after it's not needed anymore. Don't accelerate the engine at higher than 2.500 rpm (revolutions per minute) for the first 8.000 km of the car engine.</p> <p> SET_CoC_Drivers.pdf</p>


Selecting transport suppliers

8

Action			Details
<p>5.12. Transport to destination In selecting transport options to the destination, a policy is followed to select the most sustainable options (considering price and comfort arguments).</p>	✓	✓	<p>Getting to Ethiopia only works with a long-distance flight. "Greener" local and public means of transport either don't exist in many parts of Ethiopia or are not safe or reliable enough for tourist. Therefore, most of our ground transportation and transfers are done with our or rental cars.</p> <p>However, we try to reduce carbon emissions through transport as following:</p> <p>almost all of our international flights are direct flights We suggest our clients to do carbon offsetting of their international flight (https://www.simienecotours.com/carbon-friendly-travels-ethiopia/) We try to avoid too many domestic flights in our tour packages and have specially designed "greener" driving only tour packages (https://www.simienecotours.com/activities/go-green-and-off-the-beaten-track/) We design itineraries that spend more time in certain destinations that driving can be reduced (https://www.simienecotours.com/activities/hiking-culture-relaxed-travels-through-the-north/) We design itineraries that include several days hiking where no transport is needed (https://www.simienecotours.com/trekking-highest-peaks-ethiopia/)</p>
<p>5.13. GHG / Carbon offset GHG or Carbon offset for the international transport is included in the package price.</p>	✓	✓	<p>2023 - We normally don't offer international flights.</p> <p>2025 - However, we started to carbon offset with "Atmosfair" some of our domestic flights that we book. Attached an example of recent compensation of domestic flight of a group.</p> <p> Payment_receipt_RV1000995280.pdf</p>



			 InvoiceRV1000995280.pdf
5.14. GHG / Carbon measurement The GHG or carbon emissions are measured for the transport to the destination with the aim to make informed decisions for product development and to inform clients.	✓	✓	
5.15. Transfer to departure airport Sustainable (public) transport is preferably included or offered to the point of departure for the international/long distance journey. This includes avoidance of short distance connection flights (in balance with price and comfort arguments).	✓	✓	<p>2023 - Our main air carrier is Ethiopian airlines who offers cheap Rail&Fly tickets to departure airports in Germany. We often make use of this option or recommend this to our clients to consider while booking their flights.</p> <p>Here is our standard e-mail text:</p> <p><i>Hi [NAME CUSTOMER],</i></p> <p><i>If you wish, we can book the international flights for you, however, it is much cheaper for you and easier for everyone if you book the flights yourself. On the one hand, it shortens the booking process considerably, as you can immediately make decisions regarding travel date, your fare class, cancellation flexibility, preferred seats, price, etc., whereas booking through us requires further inquiries.</i></p> <p><i>In addition to that we do not have access to special or cheap airline deals and have to add a risk surcharge to the price quote, as there are often days or weeks between enquiry, down payment and booking and then the seats may no longer be available at the requested conditions.</i></p> <p><i>If you book the international flights yourself, please keep in mind that you will pay about 70,- to 80,- Euro more per person per domestic flight in Ethiopia if the international flight is not with Ethiopian Airlines, because the airline offers a corresponding discount system. Furthermore, it is cheaper to book online with Ethiopian Airlines (https://www.ethiopianairlines.com/). A service fee will be charged for booking by phone. You can find your responsible Ethiopian Airlines country office via the following link: https://www.ethiopianairlines.com/aa/services/help-and-contact/worldwide-contacts</i></p>

		<p><i>Ethiopian Airlines also offers cheap Rail& Fly options to connect your home with the departure airport. We highly encourage you to book this more environmentally friendly option instead of a domestic flight to your port of departure.</i></p> <p><i>Furthermore, there are easy options to offset your carban emissions of your international flight. On our website you will find more information how you can compensate and contribute to your greener travels (https://www.simienecotours.com/carbon-friendly-travels-ethiopia/).</i></p> <p><i>Please let me know what your decision is and if you have any further questions or if I can help you in any other way.</i></p> <p><i>Best regards,</i></p> <p><i>[SALES AGENT SIGNATURE]</i></p> <p>2025 - The prices for the domestic flights with the Etihopian Airlines increased a bit, but we still recommend using Ethiopian Airlines and Rail & Fly option, which is not available only for Germany, but also in other countries.</p> <p>I (Marco Degasper) personally use it every time I fly to Europe, because my hometown there is far from any airport and train is a very good and convenient solution to reach or travel from the airport to hometown.</p>
<p>5.16. Local transport In selecting transport options for transfers and excursions in the destination, more sustainable alternatives are always considered and given preference to (taking into account price, comfort and practical considerations).</p>	<p>✓ ✓</p>	<p>Almost all of our tour packages include car rent and private transfers to/from airport/hotel/excursion/destinations as well.</p> <p>Unfortunately, this is necessary due to missing options. Suitable public transport almost nowhere exists in our destinations and shared shuttles can rarely be found.</p>
<p>5.17. Boating The business encourages any boat/cruise operator it works with, to follow</p>	<p>✓ ✓</p>	

sustainability best practices in respect of their operations.			
5.18. Bus / Coach safety In selecting coach transport companies, minimum quality and safety arguments are considered.	✓	✓	We have our network of reliable partners from whom we rent vehicles. Criteria for the selection are mainly safety, driving style of the driver, standard of the vehicle, reliability, attention for sustainability.
5.19. Code of conduct for drivers Transport providers are provided with codes of conduct and guidance regarding sustainable driving techniques.	✓	✓	<p>Drivers have a huge responsibility, need to be responsible for the care of our passengers and have to follow strictly the code of conduct (attached below).</p> <p> SET_CoC_Drivers.pdf</p>

Sustainable packages

2

Action			Details
5.20. Sustainable packages The company has integrated and/or is promoting one or more sustainable holiday products/packages, based on a recognised methodology (including sustainable transport, sustainable accommodations and sustainable activities).	✓	—	<p>2023 - The SimienEcoTours sales team reviews each trip to ensure that each trip tries to be better than the usual:</p> <p>we select better accommodations that are minimum locally owned and offer fair working conditions. We prefer lodging that also works with local communities, trains their staff well and use renewable energies. Sales reps encourage clients to book these. We promote greener and more responsible journeys (criteria: more days in one destination, no domestic flights, community tourism, etc.) on our website (https://www.simienecotours.com/collections/community-tourism/). Several tours exists and are sold through our international partners. One of our tours is even awarded with a sustainable travel award of GEO Saison (https://www.simienecotours.com/activities/hiking-culture-relaxed-travels-through-the-</p>







		<p>north/) We promote community-based tourism on our website to motivate people to book it as part of their package (https://www.simienecotours.com/sustainable-ethiopia/) We have specially designed trips that visit charity projects (https://www.simienecotours.com/activities/go-green-and-off-the-beaten-track/) We promote cycling trips in Ethiopia, a niche tourism sector (https://www.simienecotours.com/mountain-biking-tours-ethiopia/)</p> <p>2025 - We also write regularly blog articles about sustainability related topics, for example: https://www.simienecotours.com/blog/post/ethiopia-a-whole-country-to-discover-gurage/ https://www.simienecotours.com/blog/post/evaneos-local-hero-award/ https://www.simienecotours.com/blog/post/clean-up-initiative-in-danakil-depression/</p>
<p>5.21. Carbon management (products)</p> <p>The company is measuring the GHG emissions of its travel products (including transport, accommodation and activities) with the aim to reduce the total impact of its products and to inform its clients.</p>	<p>✓ —</p>	<p>2025 - We still didn't find the best solution for calculating the total carbon emissions for the whole package, but we'll work on it</p>



6. Accommodations






16




Accommodations


9

Action			Details
<p>6.1. Sustainable accommodations policy The company has developed and implemented a long term strategy (with targets and timelines) to improve the sustainability of its contracted accommodations.</p>			<p>In the course of the CBI sustainability programme and afterwards we developed codes of conducts and guidelines for accommodations to push them to improve their sustainability actions.</p> <p>Beside this we reached the point that we are 'awarding' accommodations we work with according to our own criteria. See: https://www.simienecotours.com/sustainability-labels/</p> <p>While planning their trips guests see which of the recommended accommodations fulfill minimum criteria regarding sustainability.</p> <p>2025 - We have developed a short and long-term strategy plan and sustainable accommodation criteria to improve the sustainability of our collaborating accommodations. This strategy includes specific targets and timelines aimed at enhancing sustainability across all aspects of our accommodation offerings.</p> <div style="display: flex; flex-direction: column; gap: 5px;"> <div data-bbox="1025 1045 1467 1125">  SET_CoC_Accommodation.docx </div> <div data-bbox="1025 1125 1556 1204">  CoC_Accommodation_announcement.pdf </div> <div data-bbox="1025 1204 1758 1284">  Sustainable accommodation criteria for SimienEcoTours.pdf </div> <div data-bbox="1025 1284 1523 1364">  Strategic plan for accommodations.pdf </div> </div>

<p>6.2. Accommodation communication The company is clearly and actively communicating its sustainability objectives and requirements regarding accommodations to contracted and other relevant accommodations.</p>	<p>✓ ✓</p>	<p>So far, we preferably worked with hotels and lodges that meet our company's minimum criteria (locally owned, fair working conditions, no child labour) and sales reps recommend lodges that do even better jobs (lodges that support local communities, use renewable energy, support nature conservation projects, etc.) explicitly in their sales talks with their customers and through our newly invented labels (https://www.simienecotours.com/sustainability-labels/). Like this we achieve higher sales rates of accommodation that we consider as "better".</p> <p>Our policies and guidelines have never been formally communicated to lodges, see sample attached.</p> <p>2025 - We have transitioned from phone-based communication to email and now accept electronic documents upon arrival, replacing the previous practice of handling numerous paper documents.</p> <p> Mail to lodge with CoC Accommodation.pdf</p> <p> Hotel booking and confirmation.pdf</p>
<p>6.3. Certified accommodations Preference is given to accommodations that are certified by internationally acknowledged (e.g. GSTC, Travelyst) certification schemes. The percentage of certified companies/overnight stays is measured, is growing and exceeds the market average.</p>	<p>✓ ✓</p>	<p>Unfortunately, there are no certified accommodations in Ethiopia yet. Therefore, we apply our own company values to businesses and decide to work with them or not. Our criteria can be seen in 6.2. and we do have a hotel list that can be accessed by all sales reps which highlights our preferred accommodations.</p> <p>The list is revised and updated several times a year by our sustainability coordinator to guarantee that we still offer the most sustainable or best option at the destination. Evaluation by the SC is based on the following:</p> <p style="padding-left: 40px;">own assesment customer/guide feedbacks individual talks with lodge management</p> <p>Better hotels are especially highlighted with our labels (https://www.simienecotours.com/sustainability-labels/) in our trip offers. Like this we communicate the better option to customers.</p>




		30 0	 Supplier _ Hotel list.xlsx  Hotel list 2025_02_26.xlsx
<p>6.4. Contract conditions Basic/standard sustainability clause(s) are included in all contracts with accommodation providers (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case there are no (direct) contracts in place, the company has a mandatory policy (including sanctions) which is clearly communicated to partners and/or accommodation providers.</p>	<p>✓ ✓</p>		<p>We have codes of conducts and guidelines for accommodations in place, see attachement.</p> <p>2025 - We have sent a follow up emails to monitor the practice of the criterias</p>  SET_Ethical_Code.docx  SET_CoC_Accommodation.docx  CoC_Accommodation_announcement.pdf
<p>6.5. Distribution of 'Best practice' standards and guidance Best practice standards (e.g. Travelife) and other guidance towards more sustainable management (e.g. training manuals) are distributed to the bestselling accommodations.</p>	<p>✓ ✓</p>	30	<p>We have codes of conducts and guidelines for accommodations in place, see attachement.</p> <p>Additionally e reached to the point that we are 'awarding' accommodations we work with according to our own criteria. See: https://www.simienecotours.com/sustainability-labels/</p> <p>While planning their trips guests see which of the recommended accommodations fulfill minimum criteria regarding sustainability.</p>
<p>6.6. Baseline / self-evaluation</p>	<p>✓</p>		<p>SimienEcoTours prepared codes of conduct and transmitted it to the suppliers, and is pushing</p>


<p>Contracted accommodations are required to self-evaluate their company on a regular basis and share this information with the tour operator (e.g. through the Travelife Sustainability System for hotels or other acknowledged programmes).</p>		<p>them to do more on sustainability, among this also to do a self evaluation, getting certified,...</p> <p>2025- We have addressed our CoC_Accommodation with an email which ecougages them to work on sustainability and get certified since this will have a competative advantage for their business.</p> <div style="display: flex; flex-direction: column; gap: 5px;"> <div data-bbox="1025 360 1464 435">  SET_CoC_Accommodation.docx </div> <div data-bbox="1025 435 1444 510">  Follow_up_accommodation.pdf </div> <div data-bbox="1025 510 1559 585">  CoC_Accommodation_announcement.pdf </div> </div>
<p>6.7. Participation to training/education Contracted accommodations are stimulated to participate in local or (inter)national sustainability training and education (in case these trainings are offered in the destination).</p>	<p>✓ ✓</p>	<p>Such trainings are not offered yet. We don't have an exact overview of trainings that our main suppliers offer (not under our control). Most probably staff have been trained informally most of the time. Additionally our (trained) guides, which visit hotels and lodges with clients, are giving informally instructions and suggestions.</p>
<p>6.8. Collective actions Upon request, the company supports collaborative initiatives with other tour operators and/or stakeholders to promote sustainability among accommodations in destinations.</p>	<p>✓ ✓</p>	<p>In the course of the CBI sustainability programme we planned the development of codes of conducts and guidelines for accommodations. Because some other partners of the CBI programme couldn't use their resources on it, we went ahead as SimienEcoTours only. But we're still in regular touch with other operators and pushing them for common actions.</p> <p>2025- We have developed CoC_Accommodation and sent out by email and handing over the developed CoC to the tour operators which have been collaborating with our company in the portifolio (Ride the Rift). https://go.simienecotours.com/ridetherift</p>


<p>6.9. Incentives Incentives are offered to accommodations which engage actively in sustainability (e.g. contract conditions or marketing benefits, such as green logos/indications).</p>	<p>✓</p>	<p>✓</p>	<p>Unfortunately since there are no accommodations which are certified as sustainable accommodations and we do not have any kind of incentives. If they give us a good service during the year, we try to send them more clients.</p> <p>Some lodges however, already apply our minimum criteria and we try to send more guests to them, but we don't actively communicate this to them yet.</p> <p> Mail to lodge with CoC Accommodation.pdf</p>
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Specific conditions

7

Action			Details
<p>6.10. Child and compulsory labour The business ensures that, through its accommodation supply chain, the rights of children are respected and safeguarded. If the supplier employs children below the age of 14, the business should ensure that there are special working conditions put in place to safeguard them.</p>	<p>✓</p>	<p>✓</p>	<p>See also in 6.1 and 6.2.</p> <p>We apply informal core values to our accommodation providers and child protection is of concern here. Our SC informally follows up on these issues.</p> <p>2025 - We in general have a child safe policy which we apply any of our activities and supply chains.</p> <p> SET_Child_Safe_Policy.pdf</p>
<p>6.11. Locally produced souvenirs Accommodations are stimulated to offer locally and/or sustainably produced souvenirs that are based on the area's history and culture.</p>	<p>✓</p>	<p>✓</p>	<p>Accommodation and its direct service providers do not promote souvenirs or food which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; historic and archaeological artifacts (except as permitted by law)</p>

		 SET_CoC_Accommodation.docx
<p>6.12. Accommodations respecting and featuring local architecture, settings and cultural heritage. The company prefers accommodations and restaurants that incorporates elements of local art, architecture or cultural heritage; while respecting the intellectual property rights of local communities (taken into account price, comfort and other selection criteria).</p>	<p>✓ ✓</p>	<p>Our company prefers accommodations and restaurants that incorporates elements of local art, architecture or cultural heritage if those meet our minimum accommodation criteria (see 6.2).</p> <p>In our weekly sales meeting our sales reps exchange about several restaurant and hotel options. Like this we guarantee that those are included in client itineraries.</p> <p>Here are only some of the restaurant/lodge options we are frequently using for clients:</p> <p>Mulu Eco Lodge - http://mululodge.com/</p> <p>Simien Lodge - https://www.simiens.com/</p> <p>Limalimo Lodge - https://limalimolodge.com</p> <p>Four Sisters Restaurant - https://thefoursistersrestaurant.com/</p> <p>We try to include options like this in every itinerary in destinations where they exist.</p>
<p>6.13. Sexual exploitation of children: contracting Accommodation contracts include clauses which enable the tour operator to end the contractual agreement prematurely if the accommodation supplier does not take adequate measures to prevent sexual exploitation of children.</p>	<p>✓ ✓</p>	<p>We have a child safe policy, see attachment and parts of it are reported in the CoC for accommodation.</p> <p>Please do also understand that not with every accommodation we signed corporate agreements or other contracts (not always common in Ethiopia).</p> <p>By now, accommodation contracts do not include clauses which enable the tour operator to end the contractual agreement prematurely if the accommodation supplier does not take adequate measures to prevent sexual exploitation of children. But our company consider it is everyone's</p>

		<p>duty to support the protection and well-being of children as much as possible. SimienEcoTours is committed to contributing to the protection of children and supporting their sound development, and we actively spread and promote childrens' rights among our suppliers and clients. And because sadly tourism is considered as one of the main incentives of child exploitation and abuse. As a leading tour company, we have a duty to act.</p> <p>If we see such situation we notify the local government and stop working with such hotels.</p> <p>We help to protect children through the following means</p> <p>Awareness: we ensure that all staff, board members, beneficiary organization, suppliers, guides, clients and partners are aware of the problems of child abuse and the risks to children. Prevention: we ensure, through awareness, guidelines and good practice, that staff, guides, board members, suppliers and clients minimize the risks to children. Reporting: we ensure that staff, guides,suppliers and clients are informed of the steps to take when concerns arise regarding the safety of children. Responding: we ensure that action is taken to support and protect children where concerns arise regarding possible abuse. This process will be fair and transparent. Supporting: SimienEcoTours supports several projects to improve livelihoods of children (https://www.simienecotours.com/local-charities/)</p> <p> SET_Child_Safe_Policy.pdf</p>
<p>6.14. Local communities resources In case of clear evidence that contracted accommodations jeopardize the provision or integrity of basic services such as food, water, energy, healthcare or soil to the neighbouring communities, it can be reason to terminate the cooperation with the accommodation.</p>	<p>✓ ✓</p>	<p>In the case of clear evidence that contracted accomodations jeopardize the provision or integrity of basic services our company will immediately terminate the contract it has and stop working with the hotel. And also inform all the tour operators to avoid this hotel including the local government.</p>
<p>6.15. Local and fair food Accommodations are stimulated to purchase and use local food products</p>	<p>✓ ✓</p>	<p>These points are included in the CoC:</p>

<p>which are produced based on fairtrade and sustainability principles.</p>			<p>Accommodation shall try to use as local products as possible rather than imported ones Accommodation shall recommend tourists to buy local products and services wherever possible</p>
<p>6.16. Biodiversity Contracted accommodations are expected to limit their negative impact on local and global biodiversity, wherever feasible (e.g. not to offer red-listed species on the menu).</p>	<p>✓</p>	<p>✓</p>	<p>These points are included in the CoC:</p> <p>Accommodation is expected to minimize their negative impact on local and global biodiversity (eg. no endangered species on the menu) Accommodation and its direct service providers do not promote souvenirs or food which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; historic and archaeological artifacts (except as permitted by law)</p>






7. Activities








15


Activities














8



Action			Details
<p>7.1. Activities offered The company has made an inventory of environmentally or culturally sensitive excursions, which are offered in each destination. This includes excursions offered by the company or by local partners to your clients (partner agency and/or accommodations).</p>	✓	✓	<p>2023- SimienEcoTours uses a trip planning software (for part of the clients) that we feed with data about itineraries, hotels and also excursions. Excursion or activities that were uploaded to the software have been evaluated by the sustainability coordinator to be sustainable. Like this and in our weekly sales meetings we guarantee that our sales reps are well informed and able to offer "better" activities (a pdf sample of a trip itinerary that was published by the software has been attached).</p> <p>Activities are evaluated according to certain criteria:</p> <p style="padding-left: 40px;">BENEFIT local communities financially (e.g. visit local families or projects, community-based tourism) REDUCE impact on the environment (e.g. excursions on foot, environmentally friendly accommodations, etc.) RESPECT local cultures as they are the treasure of every journey</p> <p>Activities that perform better get rewarded with our fair activity label (https://www.simienecotours.com/sustainability-labels/) and will be recommended to clients in our trip itineraries.</p> <p>2025 - Eco-conscious activities - activities that are designed minimum environmental impact by focusing on trekking, hiking and mountain biking in protected areas such as the Simien Mountains and Bale Mountains. https://www.simienecotours.com/mountain-biking-tour-bale-sidama-langano/</p> <p>Specialized excursions - we also offer tailored experiences like food tour, participation in local</p>

		<p>festivals, and visit to charity projects, promoting deeper connection with Ethiopian culture and traditions. https://www.simienecotours.com/activities/food-tour-taste-the-ethiopian-specialities/</p> <p>50</p> <p> P_Greitens_v2.pdf</p>
<p>7.2. Sustainable excursion policy The company has developed and implemented a policy to improve the sustainability of its excursion base.</p>	<p>✓ ✓</p>	<p>We try to guarantee sustainability in all stages of the tour:</p> <p>Sales process: Activities included in our itineraries follow a minimum criteria of sustainability (insustainable excursion won't be offered e.g. Omo Valley), 'better' activities are highlighted to encourage guests to book them. While on tour: Guides follow our Responsible Travel Philosophy and additionally signed a CoC which all include sustainability related issues that guide them to make the tour more sustainable.</p> <p> SET_Responsible Travel Policy.docx</p> <p> SIMIENECOTOURS ETHICAL CODE.docx</p> <p> Ethiopia_Sustainable_philosophy_EN.pdf</p> <p> SET_CoC_Guiding Ethics.docx</p>
<p>7.3. Suppliers communication The company is communicating (directly or indirectly) its sustainability objectives and requirements to contracted and other relevant excursion providers.</p>	<p>✓ ✓</p>	<p>On most excursions SimienEcoTours is the activity provider itself (cycling, hiking, nature walks, boat trips) as there is only few activities developed yet. On our activities sustainability criteria are considered through our mandatory and well-trained escort guides that come along with each group. In case we do activities together with local guides or other service providers</p>

		<p>our escort guides are advised to meet and explain our criteria.</p> <p> SET_CoC_Guiding Ethics.docx</p>
<p>7.4. Distribution of codes of conduct/guidelines for sensitive excursions or activities. Providers for sensitive excursions or activities, which are integrated into packages or offered through local partners, receive and implement documented guidelines and/or codes of conduct in order to minimise negative visitor impact and maximize enjoyment. The guidelines are developed with the collaboration and consent of relevant NGO's and the affected community.</p>	<p>✓ ✓</p>	<p>We do offer sensitive activities (e.g. village visits, visiting naturally & culturally sensitive areas, etc.). There is no such CoC yet that has been provided to activity providers (such as local guides etc.) or destinations. As described in 7.3. our escort guides are advised to make sure our minimum criteria are met.</p> <p>In some destinations (Lake Tana, Tigray, Danakil, Harar) we do have local agents to assist us with some parts of tour organisation and logistics. Those agents normally participate in our annual trainings and do understand our expectations re sustainability when they organise tours with us.</p> <p>2025 - Our CoC_Accommodation has been addressed to most of the cooperatives at destinations, in addition the 12 selected sustainability codes of good practice from travelife will be sent soon.</p> <p>40</p> <p> SET_Responsible Travel Policy.docx</p> <p> Guiding Principles SimienEcoTours.docx</p> <p> SIMIENECOTOURS ETHICAL CODE.docx</p> <p> SET_CoC_Accommodation.docx</p> <p> SET_CoC_Drivers.pdf</p> <p> Follow_up_accommodation.pdf</p>






<p>7.5. Baseline / self evaluation Contracted sensitive excursion providers are required to self-evaluate their company on regular basis and share this information with their clients.</p>	✓	✓	<p>We are not working with companies or big organizers for the activities, most important person is our guide. Guides follow our Responsible Travel Philosophy and additionally signed a CoC which all include sustainability related issues that guide them to make the tour more sustainable.</p>
<p>7.6. Certified excursions Where available, preference is given to activities and excursions who operate on the basis of acknowledged and controlled sustainability standards.</p>	✓	✓	<p>There is no certified excursions in Ethiopia yet. However, there are excursions that would certainly meet sustainability criteria (e.g. village tours in Sidama, Dorze, Awra Amba, nature walks in Bale National Park, etc.).</p> <p>In several itineraries we try to promote these excursions:</p> <ul style="list-style-type: none"> - https://www.simienecotours.com/activities/insights-into-southern-ethiopia/ - https://www.simienecotours.com/activities/go-green-and-off-the-beaten-track/ <p>In our tailor-made itineraries we highlight these activities with our fair activity label.</p>
<p>7.7. Training materials and advice Training manuals and other guidance towards more sustainable management are distributed to excursion providers.</p>	✓	—	<p>In some destinations (Lake Tana, Tigray, Danakil, Harar) we do have local agents to assist us with some parts of tour organisation and logistics. Those agents normally participate in our annual trainings and do understand our expectations re sustainability when they organise tours with us. Training material will be provided to them. We also have a "Guides" WhatsApp group in which we share material and best practices.</p> <p>2025 - We conducted a training session in 2023, which involved tour guides, office staff, drivers, destination agents, and representatives from Simien Mountains National Park. A soft copy of all the training materials was provided to all participants.</p> <div style="text-align: center;">  Sustainability.pptx </div>

			 Zero waste challenges.pdf  Attendees Training Addis Ababa 2023.pdf  Attendees Training Gondar 2023.pdf  Schedule SET Training Summer 2023.pdf  Certificate_2023_Gondar.pdf  Communication skill for tourism August.pdf  Training_photo_2023 _4_.jpeg  Training_photo_2023 _3_.jpeg  Training_Photo_2023 _2_.jpeg  Training_photo_2023.jpeg  Training_image_Addis_2023 _2_.jpeg  Training_image_Addis_2023.jpeg  Training_image_Addis_2023 _3_.jpeg
<p>7.8. Contract conditions Basic sustainability clause(s) are included in activity provider contracts (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity).</p>	<p>✓</p>	<p>✓</p>	<p>In this case we don't contract with suppliers, we have our escort guides travelling with the group and agents and tour guides in the destinations. Guides are following our Responsible Travel Philosophy and CoC which all include sustainability related issues that guide them to make the tour more sustainable.</p>

		 SET_CoC_Guiding Ethics.docx  SET_Ethical_Code.docx
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Specific criteria





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Action		 Details
<p>7.9. No excessive negative impact activities The company offers no activities that harm humans, animals, plants, natural resources (e.g. water/energy), or which are socially/culturally unacceptable.</p>		<p>2023- This is mentioned in our Responsible Travel Policy.</p> <p>Here are also an example of excursions that we stopped in 2020 and that we took out from all our offers:</p> <p style="padding-left: 40px;">Southern Omo Valley: due to its disrespectful manner of how tourism is done in the destinations</p> <p>2025 - We have recently suspended activities in Mago National Park due to security challenges in the area. This decision reflects our commitment to safeguarding the well-being of our clients, team members, and the communities we work with, as well as the natural environment.</p> <p>- In addition to this we also suspended some of the touris destinations in Amhara region and Oromia region due to the political instability and update our clients transparently.</p> <p>  SET_Responsible Travel Policy.docx  Ethiopia_Responsible_Travel_EN.pdf </p>

<p>7.10. Wildlife featuring Excursions and attractions in which captive wildlife is held are not offered, except for properly regulated activities in compliance with local, national and international law. In case of living specimens of protected and wildlife species these are only kept by those authorized and suitably equipped to house and care for them humanely.</p>	<p>✓ ✓</p>	<p>We recently developed a guideline for our product development team and sales reps. We are planning to introduce it (among other things) in one of our next trainings.</p> <p><i>Respect animals freedoms</i></p> <p>Freedom from hunger and thirst Freedom from discomfort Freedom from pain injury or disease Freedom to express normal behaviour Freedom from fear and distress</p> <p><i>Compliance with legal requirements</i></p> <p>Operations are led in accordance with national laws Valid license to operate is issued by the local authority</p> <p><i>Following good practices</i></p> <p>Make sure that guides, national park rangers are trained to guarantee the safety of themselves and their clients. Make sure that tourist are informed about rules to follow , and to avoid putting themselves in dangerous situations Make sure that local staff are paid appropriate living wages, house in decent conditions and are not working excessively long hours. Make sure that management teams can precisely report on conservations effort in the case of conservation centre / activity Make sure that all waste is kept until thrown in to appropriate bin Make sure to avoid offering motorised activities Make sure to avoid promoting the use of motorised boats disturbing behaviour of birds and other animals</p> <p><i>Care for animals in captivity</i></p> <p>Animals are not held under cruel circumstances Animals are not humanised Animals are not trained to do un natural tricks Animals are not forced to join activities Animals are held in enclosures big enough for their size. Animals are fed healthily, enough and in a regular basis Animals have a constant access to sufficient and clean drinking Animals are regularly checked by specialised veterinarians</p>
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		<p><i>Safeguard animals in the wild</i></p> <p>Animals in the wild should remain in wild Animals are not lured and habituated with food Animals are not chased after Animals are not touched Animals are not hunted and are not scared with loud noises or bright light</p> <p>Safeguarding the welfare of animals in captivity is a foremost priority for SimienEcoTours. In captivity, animals rely on humans to provide conditions suitable physically, socially and biologically as well as any other need requisite to their wellbeing. This is not a simple task, as captive animals are often held in unfamiliar environments; different climates, surroundings, vegetation, etc. Their normal behaviour such as hunting, foraging, territorial defence and social dominance are difficult to replicate in captivity, leading to unusual behaviour.</p> <p>Because of these challenges, SimienEcoTours expects that animal attraction providers prevent cruelty to animals and hold the welfare of animals as their top priority. This means that:</p> <p>Animal attraction providers have a legal license for the type of attraction or activity they offer Animals are not held under cruel circumstances Animals are not 'humanised' Animals are not trained to perform unnatural tricks Animals are not forced to join activities Animals are held in enclosures large enough for this type of animal according to international guidelines Animals are fed healthily, enough and on a regular basis Animals have access to sufficient and clean drinking water Animals are regularly checked by specialised veterinarians.</p>
<p>7.11. Wildlife harvesting Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilisation is sustainable and in compliance with local, national and international law.</p>	<p>✓ ✓</p>	<p>We do not have such activities.</p>

<p>7.12. Wildlife interactions Excursions which include interactions with wildlife comply with relevant (e.g. Travelife) codes of conduct. Taking into account cumulative impacts, they do not lead to any adverse effects on the viability and behavior of populations in the wild. Any disturbance of natural ecosystems is minimised, rehabilitated, and there is a compensatory contribution to conservation management.</p>	<p>✓</p>	<p>✓</p>	<p>SimienEcoTours believes that the best way to see animals is in their natural habitat or not at all. We only offer tours where wild animals can be seen in their natural environment and not forced to have fun.</p> <p>We actively contribute to the conservation of these habitats by paying park fees or booking guests into lodges that are engaged in nature conservation in the parks where they are (e.g. Limalimo Lodge contributes 10% of room price to the Ethiopian Wildlife Conservation Agency, Bale Lodge engages in conservation and research projects in Bale National Park, etc.)</p>
<p>7.13. Skilled Guides In sensitive cultural sites (e.g. indigenous villages), heritage sites or ecologically sensitive destinations, guests will be guided by skilled and/or certified guides.</p>	<p>✓</p>	<p>✓</p>	<p>All our guides have passed the professional training program for guides from the Ethiopian Ministry of Tourism and additionally participated in our internal guiding trainings where aspects of sustainability are placed. we also advise them to update themselves in all aspects since the industry is dynamic.</p> <p> Certificate_2023.pdf</p>
<p>7.14. Supporting local communities The company includes into packages or promotes to clients excursions and activities which directly involve and support local communities (by purchasing services or goods, traditional crafts and local (food) production methods, visiting social projects).</p>	<p>✓</p>	<p>✓</p>	<p>We have a separate page on our website where such kind of tours are actively promoted https://www.simienecotours.com/collections/community-tourism/</p> <p>Furthermore, we try to influence our customers to book greener in the following way:</p> <p>sales reps do individual itinerary planning with individual travelers but also our outbound partner agencies abroad and offer them more sustainable options and new destinations we publish blog articles about more sustainable ways to travel</p> <p>2025- the attachment photos below are the recent photos of tourism dependents who are affected by the low flow of tourism in Ethiopia due to the political instability.</p>

			 Donation_04.jpg  Donation_03.jpg  Donation_02.jpg  Donation_01.jpg
<p>7.15. Supporting environmental and biodiversity protection The company includes into packages or promotes to clients, excursions and activities which support local environment and biodiversity (e.g. visiting protected areas, visiting environmental protection projects).</p>	<p>✓</p>	<p>✓</p>	<p>2023- Our sales reps are trained to develop mixed itineraries where clients not only experience the rich cultural heritage of Ethiopia. Whenever possible they include nature walks or hikes in National Parks or Biosphere Reserves to generate value through the visitor.</p> <p>https://www.simienecotours.com/activities/go-green-and-off-the-beaten-track/</p> <p>We have specially designed tours to support Nature Conservation Areas in Menz Guassa or Lalibela:</p> <p>https://www.simienecotours.com/activities/hiking-the-lasta-mountains-in-lalibela/ https://www.simienecotours.com/activities/hiking-culture-relaxed-travels-through-the-north/</p> <p>2025- We financially support the Simien Mountains National fire breakout as well as exerte effort personally for the fire incident.</p>


8. Tour leaders, local representatives, and guides





11











Tour leaders, local representatives and guides







11





Action			Details
<p>8.1. Preference local tour leaders/representatives In case of equal qualification, the company prefers to employ local tour leaders, representatives, tour guides, porters, drivers, cooks and other local staff (including management positions), and provides training as required.</p>	✓	✓	<p>We confirm to use preferably local staff. Porters, drivers, cooks and local guides are without any exception Ethiopians. Sometimes for bigger groups international partner agencies prefer to send additionally to our tour guide one representative of them.</p> <p>Please see also this extract from our mission statement:</p> <p>For some years now our network is extending in all directions of Ethiopia and beyond. People from various cultures and different social environments are involved, such as cooks, cleaners, porters, drivers, cultural guides, muleteers, coordinators, assistants, mountain guides, and each one of you who joins us on a tour.</p>
<p>8.2. Employment conditions The business ensures that tour leaders, representatives, guides and other locally active staff, contracted by the company, understand the terms and conditions of their employment, including remuneration.</p>	✓	✓	<p>We don't have a formal working contract with our freelance guides. With most of them we work already since many years and our expectations and their duties are clear. However, as our pool of guides is increasing year by year we developed a CoC and a basic contract for the future. See attachment.</p> <p>2025 - When we employ both permanent and temporary workers for the company</p> <ul style="list-style-type: none"> - Employees - we breife them all our HR manual and the terms and conditions - Freelance Guides - We always compell all the Guides to appear in our office a day earlier for a breifing all about the tour and the terms and conditions.

		<p>All of them run one or several times through our guiding trainings where different aspects of guiding are addressed.</p> <p>We do have one permanently employed tour guide with a fixed salary and when on tour a per diem. All other guides work on a freelance base for us where they get paid about 50 USD per working day which is a very fair salary (monthly average in Ethiopia is about 50 USD). If any accident happens to the guides while guiding the company covers the expense for treatment.</p> <p> SET_CoC_Guiding Ethics.docx</p>
<p>8.3. Living wage Tour leaders, local representatives, guides, porters and other local staff, contracted by the company, are paid at least a living wage that is equal to or above the legal minimum or relevant industry standard.</p>	<p>✓ ✓</p>	<p>Staff hired by SimienEcoTours are mainly guides and drivers. We pay them the average wage that is paid in the industry.</p> <p>escort guides about 50 USD per day specialised guides (birdwatching, nature, etc.) about 70 USD per day drivers about 15 USD per day</p> <p>Destinations often have mandatory local staff (guides, porters, mulemen, etc.) where salaries are fixed due to government regulations. We pay those wages accordingly.</p> <p>2025 - We believe that we pay an attractive and fair salary considering the current living cost and other parameters in to account example children the place where they live and we revise the salary of our employees regularly depending on the situation of the industry.</p> <p>Freelance workers - Guides we make a deal and pay them fairly, however other supply chains the wage is decided by the either associations or culture and tourism office and pay accordingly.</p>
<p>8.4. License Tour leaders and local representatives, contracted by the company, are working in accordance with all relevant legal requirements, for example:</p>	<p>✓ ✓</p>	<p>Guides are usually part of a guide association. They have a license for its membership.</p> <p>May 17/2023</p>

licensing requirements.		<p>We uploaded the guiding licence of one of our tour guides.</p>  ELIYAS TAREKEGN ALEMU license.jpeg
<p>8.5. Qualification and training Key tour leaders, local representatives and guides, contracted by the company, are appropriately qualified and are trained regularly.</p>	<p>✓ ✓</p>	<p>2023 - Yes, the company arranges one annual training for the tour leader, local representatives, guides, cooks, cook assistants and park experts (see documents attached)</p> <p>Due to the Corona pandemic our last guiding training was in 2019. As a result of this successful training further practical training sessions with individual groups of guides in other destinations were planned for early 2020 but had to be postponed due to the pandemic.</p> <p>Content of the training:</p> <p>Practical approaches to sustainable tourism Basic concepts of Ethiopian tourism resource conservation Guiding skills and techniques Characteristics of clients and groups Guiding of trekking tours Communication of information Complaint and conflict management</p> <p>Practical management Simien Mountains First aid training</p> <p>In September 2020 we conducted a half-day training on COVID-19 hygiene and safety and a half day training on sustainable food, in August 2022 a First Aid Training.</p> <p>2025 - We provide a training for all the supply chains mentioned above, attached documents of the training topics and participants.</p>  Certificate_2019_Elyas Tarekegn.pdf  List of Participants _ list.pdf  Schedule Sustainable Food Training 02.11.2020 SMNP.pdf

			<p> Schedule Training 02.11.2020 SMNP.pdf</p> <p> Sustainability.pptx</p> <p> Attendees Training Addis Ababa 2023.pdf</p> <p> Attendees Training Gondar 2023.pdf</p> <p> Schedule SET Training Summer 2023.pdf</p>
<p>8.6. Sustainability policy Tour leaders, local representatives and guides are informed on the relevant aspects of the companies' sustainability policy and are expected to comply with it.</p>	<p>✓</p>	<p>✓</p>	<p>See attachment. Our training schedule addresses sustainability (generally and SimienEcoTours specifics).</p> <p>2025 - See attached the training in 2023, during all our trainings Sustainability is one of the most focused topic and briefing before accompanying tourists.</p> <p> Certificate_2019_Elyas Tarekegn.pdf</p> <p> SET_Responsible_Travel_Policy.pdf</p> <p> Sustainability.pptx</p>
<p>8.7. Sustainability knowledge Tour leaders and local representatives have been trained on general tourism sustainability principles.</p>	<p>✓</p>	<p>✓</p>	<p>See in 8.3. & 8.4. Most of the tour leaders/escort guides as well as local representatives have been given several trainings over the years working with us.</p> <p> Certificate_2019_Elyas Tarekegn.pdf</p> <p> S_Personal_certificate Sustainability Manager.pdf</p>

		 L_personal_certificate SUSTAINABILITY MANAGER.pdf  F_personal_certificate_Travelife Sustainability Manager.pdf  Certificate_2023.pdf
<p>8.8. Destination knowledge Tour leaders and local representatives are knowledgeable regarding the destination including relevant sustainability aspects.</p>	<p>✓ ✓</p>	<p>All our guides are accredited by the Ethiopian Ministry of Tourism and conducted a exam to get their guiding liscence. The exam also includes destination knowledge.</p> <p>Furthermore, we work with guides that have extended work experience for several years. Through time guides build up an immense destination knowledge.</p> <p>We also have messenger groups where guides share knowledge about different things (destinations, nature, plants, wildlife, etc.). This is a rich source of information for newer guides in our team.</p> <p>Local guides in the single destination are trained locally by their association.</p>
<p>8.9. Customer communication Tour leaders, local representatives and guides provide information and interpretation to clients on relevant sustainability matters in the destination (e.g. protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g. tips, dressing code and photography) and human rights (e.g. sexual exploitation).</p>	<p>✓ ✓</p>	<p>Besides the overall trainings that we conduct, where such knowledge is explained to our guides, we also provide every guide with a set of rules and guidelines before going on tour. This serves as a reminder to communicate certain issues with the clients (see attachments)</p>  Guiding Principles SimienEcoTours.docx  SIMIENECOTOURS ETHICAL CODE.docx  Ethiopia_Responsible_Travel_EN.pdf

<p>8.10. Sexual exploitation of children: staff training Tour leaders and local representatives contracted by the company, receive relevant information and/or training on the avoidance of sexual exploitation of children.</p>	<p>✓</p>	<p>✓</p>	<p>As child safety is a central part of our Responsible Travel Policy that has be introduced to guides in several trainings, they are all well aware of it. It is also prohibited by the ministry of tourism sexual harrasment is serious.</p> <p> SET_Responsible Travel Policy.docx</p> <p> SET_Child_Safe_Policy.pdf</p>
<p>8.11. Working conditions The business ensures that tour leaders, representatives, guides and other locally active staff have good working conditions in line with the activity (e.g. mountain climbing).</p>	<p>✓</p>	<p>✓</p>	<p>2025- Our company demonstrates a commendable commitment to creating positive working conditions for all staff members, both in the field and in the office.</p> <p>- By ensuring that tour leaders, guides, and other locally active personnel have work conditions tailored to their activities—such as Books (Bird, flora and fauna), proper mountains Jacket and Shoe —we prioritize their well-being and safety.</p> <p>Additionally, providing office staff with a well-equipped workplace and attractive salaries fosters a productive and motivated team. we are aware this balanced approach reflects dedication to ethical employment practices, which not only enhances employee satisfaction but also strengthens the overall reputation of our business.</p> <p> Conversation_Yirga.jpeg</p> <p> Conversation_Abebu.jpeg</p>

9. Destinations

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Selection of destinations

5

Action			Details
9.1. Destinations files Per destination the company keeps a record of relevant and critical sustainability information (waste, biodiversity, legal requirements, minimum and living wages)			
9.2. Sustainable destinations Sustainability aspects in destinations are considered in the selection process of new destinations (e.g. traffic-free areas, sustainable city planning, proper waste management infrastructure and community participation). Possibly alternative non-mainstream destinations are offered.			<p>There are no certified destinations in Ethiopia yet, though there are destinations, excursions, lodges, etc. that already consider sustainability aspects that we regularly include in our itineraries.</p> <p>SimienEcoTours considers these aspects and promotes them actively to customers to make their travel experiences more sustainable.</p> <p>We encourage clients to increase their nights spend in one destination instead of moving on to quickly. Most of our itineraries have a minimum of 2-3 nights per destination We do regular recce trips to discover new destinations that we can offer to clients to diversify tourist flows (e.g. 2019 Chebera Churchurra National Park, 2020 developing new cycling routes in Ankober, North Shoa, Bale Mountains National Park, etc.) A wide range of 'alternative' itineraries' that consider aspects of slow travel, environmentally friendly travel or community tourism are offered and promoted on our website (https://www.simienecotours.com/tours-ethiopia/) Destinations that are missmanaged are not any longer actively offered (e.g. Southern Omo Valley) > we actively communicate to clients why we don't offer such destinations anymore and offer more responsible alternatives https://www.simienecotours.com/activities/insights-into-southern-ethiopia/</p> <p>Tour description mentions: "A journey that deliberately omits some of the</p>



		<p><i>supposed 'must sees' in order to give you intensive and everlasting impressions of some non-touristic places that showcase what Southern Ethiopia is like in an authentic way."</i></p>
<p>9.3. Unsustainable destinations Destinations in which tourism leads to structural negative local effects in terms of biodiversity, waste; sanitation; human rights and healthcare, water, energy and food availability are not selected (unless the company's involvement results in clear counter balancing effects).</p>	<p>✓ ✓</p>	<p>2023 - There are no certified destinations in Ethiopia yet, though there are destinations, excursions, lodges, etc. that already consider sustainability aspects that we regularly include in our itineraries.</p> <p>SimienEcoTours considers these aspects and promotes them actively to customers to make their travel experiences more sustainable.</p> <p>We encourage clients to increase their nights spend in one destination instead of moving on to quickly. Most of our itineraries have a minimum of 2-3 nights per destination We do regular recce trips to discover new destinations that we can offer to clients to diversify tourist flows (e.g. 2019 Chebera Churchurra National Park, 2020 developing new cycling routes in Ankober, North Shoa, Bale Mountains National Park, etc.) A wide range of 'alternative' itineraries' that consider aspects of slow travel, environmentally friendly travel or community tourism are offered and promoted on our website (https://www.simienecotours.com/tours-ethiopia/) Destinations that are missmanaged are not any longer actively offered (e.g. Southern Omo Valley) > we actively communicate to clients why we don't offer such destinations anymore and offer more responsible alternatives</p> <p>Tour description mentions: <i>"A journey that deliberately omits some of the supposed 'must sees' in order to give you intensive and everlasting impressions of some non-touristic places that showcase what Southern Ethiopia is like in an authentic way."</i></p> <p>2025 - We always priotize the safety of our clients and never offer them to the places security weaves. example 1. When the country was in a civil war in the north we completely cancelled</p>

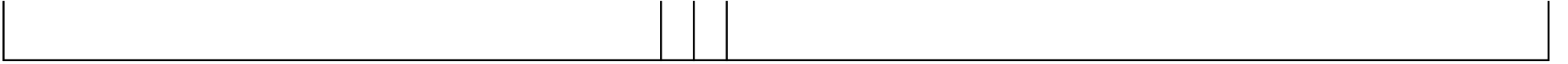
		<p>all the arrangements around. 2. There has been a political instability in both Amhara and Oromia regions and we advise tourists all the time that it is not safe and better to postpone to another time 3. An incident happened in the South particularly at Mursi we remove this place in the market for a while until the situation gets restored.</p>
<p>9.4. Accessible destinations In selecting new destinations the reachability through more sustainable means of transport is considered.</p>	<p>✓ ✓</p>	<p>Generally, all our tours offer a rental car with driver. This is due to a lack of reliable public transport in Ethiopia.</p> <p>However, this does not mean that we are not striving to a more sustainable approach within destinations.</p> <p>whenever possible we try to offer environmentally-friendly activities at the destination where we don't need our car (hiking, nature walks, kayaking, etc.) we offer lots of package tours where several days hiking is included and vehicles are not needed (https://www.simienecotours.com/activities/trekking-the-highlands-to-the-inside-of-the-earth/) we encourage clients to make use of our mountain bike fleet to discover a national park on a bike instead of a vehicle (https://www.simienecotours.com/mountain-biking-adventure-in-simien-mountains/) we encourage guides & clients to walk shorter distances on foot while at the destination (e.g. sometimes there is no need to take a car from a cultural heritage site to a lunch restaurant, it can be a nice walk instead)</p> <p>In 2020 we also established several new cycling destinations (mainly as Ride the Rift: https://go.simienecotours.com/ridetherift) in the surroundings of Addis Ababa. By offering them to clients we will reduce the carbon footprint of tours because:</p> <p>we can avoid domestic flights save lots of fuel due to short driving distances we developed bicycle round trips that no support vehicle is needed while cycling</p> <p>2025 - The reason Ride the Rift was created was to provide outdoor tours with bikes. Therefore, we have strengthened our bike tour offerings in various locations. In 2024, we</p>

		<p>conducted several tours, and you can find references at the link below. Additionally, e-bikes have also been recently imported and are now ready for rental</p> <p>https://go.simienecotours.com/ridetherift</p> <p>https://s3-eu-west-1.amazonaws.com/landings-editor-uploads/u0XetKop/RTR_Hawassa_Charity_Challenge_2024_Details.pdf</p> <p>https://www.simienecotours.com/blog/post/is-ethiopia-safe-and-suitable-for-e-bike-tours/</p> <p> 7 Days Bike Tour “Ride the Ethiopian Rift Valley” 2024_2025.pdf</p> <p> IMG_4850.jpeg</p>
<p>9.5. International sanctions The company complies with UN and other relevant (EU) sanctions regarding tourism destinations.</p>	<p>✓ ✓</p>	<p>Our company's compliance with UN and EU sanctions highlights a strong commitment to ethical and professional business practices. By adhering to these international regulations, we demonstrate a responsible approach to tourism, ensuring that our operations align with global standards and values.</p> <p>This level of professionalism is particularly important for maintaining trust with esteemed clients like the UN and EU, showcasing our dedication to integrity, accountability, and sustainable tourism practices.</p>

Local projects and initiatives

Action			Details
<p>9.6. Compliance with local planning. The activities of the company are in compliance with legally based spatial planning, protected area and heritage regulations and destination management strategies of local, regional and national authorities.</p>	✓	✓	<p>SimienEcoTours believes the privilege of living and operating within a marvelous natural, historical and cultural heritage carries with it the responsibility of preserving it for generations to come and ensuring our business is significantly beneficial for the destinations and the communities living there and then the whole society at large. It is the responsibility of everyone to be painstaking about where they step and what impact this has on the world around them.</p> <p>All activities of our company are in full compliance with legally based spatial planning, protected area and heritage regulations, as well as destination management strategies established by local, regional, national, and international authorities.</p>
<p>9.7. Local economic network The company supports initiatives that improve the relationships between accommodations and local producers, among which the production and distribution of local food products and souvenirs etc. (e.g. initiatives to improve quality level, logistics, transport)</p>	✓	✓	<p>Some of our preferred lodges do have relationships with local suppliers. To name some:</p> <p>Mulu Eco Lodge integrated local communities in their vegetable/food supply chain Bale Mountain Lodge promotes horse riding trips and coffee forest excursions that are led by local communities Aregash Lodge offers village walks through neighboring communities with visits at farmers' houses for a traditional coffee ceremony. Farmers also benefit through selling some souvenirs Limalimo Lodge provides honey from local beekeepers other hotels have small souvenir shops with arts & craft from local artists</p> <p>2025 - We are also designing new itineraries incorporating with "Gebeta Lehager" projects which are ecologically concerned such as Wonchi Lake eco lodge, Koysha Halala Kella and Chebera Churchura National Park's Elephant Paw Lodge and Gorgora Comprehensive Ecotourism Project.</p>
<p>9.8. Policy influencing The travel company influences and supports local government (when possible together with other travel companies and stakeholders) concerning</p>	✓	✓	<p>We are fully aware our responsible approach is an on-going process that requires continuous commitment from our teams, as well as from our business partners. As such we wish to actively encourage our clients, suppliers and all stakeholders to help achieving the best and increase</p>

<p>sustainability, destination planning and management, use of natural resources and socio-cultural issues. In case of unsustainable management and developments the company discusses this with the relevant authorities (directly or through local partner agencies).</p>			<p>together the positive impacts. We are exciting to involve and support local gov'ts relating to sustainability issues considering our financial capacity.</p>
<p>9.9. Support biodiversity conservation The business supports biodiversity conservation, including protected areas and areas of high biodiversity, through for example financial contribution, political support, and integration in product offers.</p>	✓	✓	<p>Since its creation in 2014, SimienEcoTours has always been caring and willing to give back benefits to the communities and environment, increasing year after year our commitment. Starting from the foundation of SimienEcoTours we started working with social projects in Addis Ababa and environmental projects in the Simien Mountains where our shareholders originate from contributing a share of our annual profits to the well-being of communities and nature. We also participating in the annual plantation campaign.</p> <p>2025 - We participate in product development in the Simien Mountains National park and we developed a unique and untouristic trip plan so as to reduce the carrying capacity of the most common campsites.</p> <p>https://www.simienecotours.com/hike-unknown-part-of-the-simien-mountains/</p>
<p>9.10. Forbidden souvenirs The company and its direct service providers do not promote souvenirs which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; historic and archaeological artefacts (except as permitted by law).</p>	✓	✓	<p>We address this issue in our guide trainings and it is part of the CoC for our guides (see attached).</p> <p> SET_CoC_Guiding Ethics.docx</p>
<p>9.11. Exploitation and harassment The organisation has implemented a policy against commercial, sexual or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities and other vulnerable groups.</p>	✓	✓	<p>Policy contained in the various codes of conduct and policies uploaded onthis platform. We strongly respect laws, proclamations, rules apart from our HR manual. As it clearly describes that we never collaborate with any organization or individual which practices labor exploitation in general and harrassments.</p> <p> SET HR Manual.pdf</p>







10. Customer communication and protection

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Prior to booking

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Action		Details
<p>10.1. Consultation guidelines A company guideline for client consultation is available and is followed by client advisors.</p>	<p>✓</p>	<p>The guideline or code of conduct is discussed in our sales meetings.</p> <p> SET_CoC_Sales_Team.docx</p>
<p>10.2. CRM A Customer Relationship Management system is available (CRM)</p>	<p>✓</p>	<p>SimienEcoTours management team considers customer relationship by</p> <p>Provide to our clients relevant information and interpretation about the destination and trips (including safety, health & security); Communicate to our clients about sustainable offers (sustainable accommodations and excursions); Distribute the SimienEcoTours Sustainable Travel Tips (digital) which provides tips to traveler on best practices while travelling (codes of conduct / guidelines for sensitive excursions or activities); SimienEcoTours has a booking procedure, which is a guideline for the sales agent not to avoid any important step: For managing contacts SimienEcoTours is using the CRM system Active Campaign</p>
<p>10.3. Customer privacy The company ensures that customer privacy is not compromised.</p>	<p>✓</p>	<p>SimienEcoTours considers customer privacy.</p> <p>Privacy data of clients are not passed on to third parties. Wherever, we work with third party software to store privacy data, we make sure that an appropriate privacy policy is in place that</p>

		<p>data remain safe.</p> <p>We use the data of visitors of our website to monitor performance and improve the website (see website privacy policy https://www.simienecotours.com/privacy/)</p> <p>When inserting their personal data on our contact forms on our website, customers have to agree with the privacy policy.</p>
<p>10.4. Promotion and communication Promotion materials and marketing communication comply with relevant standards and voluntary codes of conduct, are transparent and accurate and do not promise more than is being delivered.</p>	<p>✓ ✓</p>	<p>The product we promise to our clients will be delivered. Services paid for as well. At SimienEcoTours customer satisfaction and proper expectation management is always considered.</p> <p>Images used on our website (main promotion tool) are from the destinations and are real pictures from tours, like this we try to be transparent what a client will see on tour We don't work with stock images, images are our own property or the property of clients/service providers that allow us to use them Tour descriptions are detailed and precise, in destinations where we get customer feedbacks that expectations were not met we consider this for future itineraries and make clients aware (e.g. if a safari experience in some national parks is reduced to various issues we mention this in phone calls, emails or in the itinerary itself, see attached picture) For group tour of outbound partner agencies we regularly have their staff on trips to guarantee that they can sell properly to their clients. In 2020 we had one staff of Via Verde Reisen and John Graham Tours joining the trips.</p> <p> Trip Planner.jpg</p> <p> Current situation.pdf</p>

10.5. Product information

Product and price information is clear, complete and accurate with regard to the company and its products and services, including sustainability claims.

✓ ✓

SimienEcoTours tries to be transparent about services/products and prices we offer. Already in the trip planning phase with customers we send out an information which price-value to be expected from us. (see attachment).

Tours online on our website have a price (compared to most other Ethiopian tour operators) that we guarantee and detailed in-and exclusions are listed.

In the booking phase our offers are also transparent with no hidden costs. We clearly state in-and exclusions and give info about booking and cancelation terms. When booking clients sign a contract with us. See a sample offer attached.

2025- Ensuring that product and price information is clear, complete, and accurate is essential for building trust and transparency with customers. Our company is committed to providing precise details about our products and services, including any sustainability claims.

Furthermore, we strive to maintain up-to-date information across all communication channels, allowing customers to access accurate details regarding our services and sustainability initiatives at any time. We also update all the latest information regarding products and safety issues before departure.



Ethiopia_SET Prices in Ethiopia_EN.pdf



P_Greitens_v2.pdf






Booking_Form_EN.docx






Ethiopia_Information_EN.pdf



Current situation.pdf

<p>10.6. Destination information, quality Destination information, including sustainability aspects, is factually correct, balanced and complete.</p>	✓	✓	<p>With the help of our trip planner software we are able to offer detailed itinerary and destination descriptions. However, we are not explicitly mentioning more sustainable lodging, activities or excursions yet. Sometimes it is mentioned in the description (see attachment), but we are still looking for a better way to display.</p> <p>2025 - Whenever we communicate through any channel, we include the proposed accommodations at each destination, taking their sustainability practices into account. We also encourage tourists to visit the lodges' websites to learn more and verify their sustainability commitments. We are always happy to prioritize eco-friendly lodges whenever possible, ensuring that the accommodations we partner with are sustainability-conscious. To strengthen our partnerships, we actively monitor and inspect these lodges.</p> <p> highlighting sustainability.jpg</p> <p> Follow_up_accommodation.pdf</p> <p> Eco_lodges_Sustainability.jpeg</p>
<p>10.7. Group number In case of group travel, the minimum and maximum number of participants is communicated.</p>	✓	—	<p>SimienEcoTours has a minimum and maximum number of participants when it's a group tour and it always describes on the itinerary. Usually the maximum number is 12.</p>
<p>10.8. GHG / Carbon emission level Clients are informed about the GHG or carbon emission of the travel offer before booking in order to enable consumers to take this into account in their decision making process.</p>	✓	—	<p>We try to encourage our travelers to offset their carbon emissions for the international flights. We have a specific page how to offset on our website (https://www.simienecotours.com/carbon-friendly-travels-ethiopia/).</p> <p>We plan to actively include the message to offset flights in the email communication during the booking process as well as the final travel information to motivate clients to consider it.</p>




		<p>Several of our outbound partners offer this option though. Hauser Exkursionen and Evaneos have it already included in their package prices other give it as an option to their clients (Via Verde Reisen, ASI Reisen, etc.).</p> <p>Despite these challenges:</p> <p style="padding-left: 40px;">tours get more expensive offsetting platforms need to be paid in FOREX which is difficult for us in Ethiopia</p> <p>we started offsetting domestic flights, see example in the attachment.</p> <p>20</p> <p> InvoiceAX1000769811 Podini.pdf</p>
<p>10.9. Sustainable transport Clients are informed about the environmental impact of different transport options to reach the destination (in case these are not included in the package). Sustainable alternatives, where available, are offered.</p>	<p>✓ ✓</p>	<p>We give an idea about emissions on our website <i>"Therefore, keep in mind that a flight from Europe to Ethiopia with a modern aircraft produces on average between 1.5 and 2 tonnes of carbon dioxide per person and from the US between 5 and 6 tonnes."</i></p> <p>https://www.simienecotours.com/carbon-friendly-travels-ethiopia/</p>
<p>10.10. Transport to the airport Clients are informed about and stimulated to choose sustainable transport options to the place of embarkation (e.g. special arrangements in co-operation with public transport companies such as Rail and Fly). Alternatives are provided for short distance connection flights.</p>	<p>✓ ✓</p>	<p>Our main air carrier is Ethiopian airlines who offers cheap Rail&Fly tickets to departure airports in Germany or other countries. We make use of this option or recommend this to our clients to consider while booking their flights.</p>
<p>10.11. GHG / Carbon offset information Clients are informed about the possibilities for Green House Gas or carbon</p>	<p>✓ ✓</p>	<p>We try to encourage our travelers to offset their carbon emissions. We recently launched a specific page how to offset on our website</p>







<p>reduction/compensation for the international transport of their journey.</p>		<p>(https://www.simienecotours.com/carbon-friendly-travels-ethiopia/).</p> <p>For offset deomestic flights see point 10.8.</p> <p>80</p>
<p>10.12. GHG / Carbon compensation with booking GHG / Carbon off-set of air transport is integrated as voluntary option in the booking form. Payment is channelled through the travel company.</p>	<p>✓</p>	<p>— We try to encourage our travelers to offset their carbon emissions. We recently launched a specific page how to offset on our website (https://www.simienecotours.com/carbon-friendly-travels-ethiopia/).</p> <p>For offset deomestic flights see point 10.8.</p>
<p>10.13. Indication sustainable accommodation and excursions (Certified) sustainable accommodations, excursions, packages and/or transport options are promoted with logos or other messages. They are recognisable to consumer and presented as the “better” option.</p>	<p>✓</p>	<p>✓ With the help of our trip planner software we are able to offer detailed itinerary and destination descriptions. However, we are not explicitly mentioning more sustainable lodging, activities or excursions yet. Sometimes it is mentioned in the description (see attachment), but we are still looking for a better way to display.</p> <p>2025- Whenever we communicate through any channel, we include the proposed accommodations at each destination, taking their sustainability practices into account. We also encourage tourists to visit the lodges' websites to learn more and verify their sustainability commitments. We are always happy to prioritize eco-friendly lodges whenever possible, ensuring that the accommodations we partner with are sustainability-conscious. To strengthen our partnerships, we actively monitor and inspect these lodges.</p> <p> highlighting sustainability.jpg</p> <p> Follow_up_accommodation.pdf</p> <p> Eco_lodges_Sustainability.jpeg</p>

<p>10.14. Travel advise sustainable offers In the frame of personal travel advise, the customer is informed about sustainable alternatives concerning accommodations, excursions, package holidays and transport options, if available.</p>	✓	✓	<p>So far, our sales reps mainly do this in two ways:</p> <p>personal phone calls to finalize itineraries give our sales reps the chance to inform clients about "better" options our trip planner software allows our sales reps to give several excursion or accommodation offers, so far some are clearly described as "better" options to motivate clients to opt for them</p>
<p>10.15. Sustainability commitment (Potential) customers are clearly and correctly informed about the company's sustainability status (e.g in relation to Travelife and STAH).</p>	✓	✓	<p>https://www.simienecotours.com/sustainable-ethiopia/</p> <p>We'll update this once we're CSR certified.</p>

After booking and during holidays

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Action			Details
<p>10.16. Destination information and interpretation Information is provided to consumers about the natural surroundings, local culture and cultural heritage in the holiday destination.</p>	✓	✓	<p>We have information sheets that we share with clients before departure (see documents attached), in some cases even before booking.</p> <p>On all our tours we provide clients with well-experienced escort guides that are able to provide such kind of information.</p> <p> Ethiopia_Information_EN.pdf</p>

			<p> Ethiopia_Responsible_Travel_EN.pdf</p> <p> Ethiopia_Sustainable_philosophy_EN.pdf</p> <p> Ethiopia_SET Travel Philosophy Omo Valley_EN.pdf</p> <p> Ethiopia_SET Prices in Ethiopia_EN.pdf</p> <p> Ethiopia_Packing_List_EN.pdf</p> <p> Ethiopia_Malaria_Prophylaxis_EN.pdf</p>
<p>10.17. Destination dos and don'ts Customers are informed about key sustainability aspects and issues in the destination and receive recommendations on how to make a positive contribution (e.g. limitation of resource use, waste, illegal souvenirs, cultural habits, dress code, initiatives to be supported).</p>	✓	✓	See previous point, same documents.
<p>10.18. Health and Safety Customers are informed regarding risks and precautions related to health and safety matters in the destination.</p>	✓	✓	See previous point, same documents.
<p>10.19. Destination contact person A contact person and permanently reachable telephone number is available for emergency situations.</p>	✓	✓	<p>Our clients can always contact their escort guide during the trip. Furthermore, we do have a 24/7 emergency phone in place to be reachable at any time and assist our clients when needed.</p> <p>Contact details are exchanged with the final travel information that is send to the clients by email:</p> <p><i>Subject: Your Ethiopia Trip: What do you need to know before your departure?</i></p> <p><i>Hi [NAME CUSTOMER],</i></p>

Your journey is now just about to begin - I hope you're looking forward to visiting us!

Everything has been prepared for you and we look forward to welcoming you here soon! You will also find your travel itinerary attached again. Today I want to get back to you with the latest information before your trip starts:

VISA REMINDER

In case you have not yet applied for an e-visa, you should do it in these days or you can get a visa on arrival.

WITHDRAWAL (INFO ON FOREX EXCHANGE)

The currency in Ethiopia is the Ethiopian Birr (ETB). The exchange rate to the Euro is currently about 1 € = 39.07 ETB or 100 ETB = 2.55 € or 1US\$ = 34,04 or 100 ETB = 2.90 US\$ (as of June 2020) . You can find the daily exchange rate at:

<https://www1.oanda.com/currency/converter/>.

Ideally, you should bring a credit card with you, as withdrawing money from ATMs with the Maestro card is only possible in larger cities. With a credit card you can easily withdraw money at almost all cash machines and are insured in case of damage. VISA and Mastercard are the commonly accepted credit cards, but American Express and Diners Club are also accepted in large hotels and at ATMs. Meanwhile the network of ATMs in the country is very well developed. It is therefore no longer absolutely necessary to carry cash. Traveller's cheques are not accepted! In addition, you should take along a cash reserve (about 200 Euro/USD p.p.) to be prepared for all eventualities.

SimienEcoTours recommends that you change or withdraw a small amount of money at the beginning of your trip in Ethiopia (approx. 4.000 ETB). This should enable you to cover a large part of the additional travel costs (tips, alcoholic drinks, etc.).

ARRIVAL

You will of course meet your tour guide at the airport upon your arrival. Due to the security regulations it is not possible for us to enter the airport building at the moment.

Your tour guide [NAME] (phone. +251 9) will pick you up at the airport. He will wait for you outside the parking lot with a name sign. You will have to leave the building and walk down the long central ramp to the car park. There is only one parking lot and you cannot miss it. There in front of the yellow taxis at the bottom of the middle ramp the tour guide will be waiting for you.

If you can't find him/her or there are problems (e.g. with luggage), you can simply ask an Ethiopian to use his/her mobile phone for a short time (usually they are helpful) and call the tour guide.

Attached you will also find a profile of your tour guide with a photo.

If your flight is delayed, it is possible that no one is waiting at the airport, as flight information is not always displayed correctly at Addis Ababa airport and thus not available for your tour guide. In this case we would like to ask you to call the tour guide or our agency in Ethiopia (+251 920 732527) from the airport and you will be picked up.

LOCAL CONTACT

You can contact our office in Addis Ababa during the trip. Your contacts here are SimienEcoTours' manager Marco Degasper (+251 920 732527) or your Travel Expert [NAME] (phone. +251 9). If there are any inconveniences during the trip, we will be happy to help you to solve them immediately. Your well-being is in our interest. Feel free to contact us at any time.

GIFTS & SOUVENIRS

We ask you not to bring any gifts for Ethiopians from home. Mostly this only leads to envy and disputes within the population. SimienEcoTours is committed to sustainable tourism. Therefore a part of your travel price will be donated to social projects in the country. We will partly visit with you tourist accommodations which are run by local communities and support local development projects. There is also the possibility to get to know our projects on site and to donate if wished. If you still want to give small presents to your host families, you can bring solar flashlights or you can locally buy cereal or vegetable seeds.



		<p><i>Now, I wish you a good flight. Of course I am here for you if you have any questions. Have a good journey.</i></p> <p><i>See you soon in Ethiopia!</i></p> <p><i>[SALES AGENT SIGNATURE]</i></p>
<p>10.20. Emergency situations Guidelines are available and relevant personnel are educated on how to deal with emergency situations.</p>	<p>✓ ✓</p>	<p>In a case of emergency guides or clients are advised to contact the general manager immediately.</p> <p>In the past, we had already emergency situations on tours that we managed well. In 2019 one of our guides had to manage a death case due to a heart attack and we also had to manage several hospital visits. No problems so far. Emergency procedures are in place. This is included in our guides training.</p>
<p>10.21. Activities do's and don'ts Clients receive documented guidelines and/or codes of conduct for sensitive excursions and activities in order to minimise adverse visitor impact and maximise visitor fulfilment. The guidelines are based upon international and national good practice and locally agreed.</p>	<p>✓ ✓</p>	<p>Same documents as 10.16, plus the attached policy.</p> <p> SET_Responsible_Travel_Policy.pdf</p>
<p>10.22. Sexual exploitation Customers are informed about commercial, sexual or any other form of exploitation and harassment, particularly of children and adolescents.</p>	<p>✓ ✓</p>	<p>So far, this policy is part of our Responsible Travel Policy which is available on our website https://www.simienecotours.com/media/doc/z8/set-responsible_travel_policy.pdf</p>
<p>10.23. Illegal souvenirs Clients are informed about applicable legislation concerning the purchasing, sales, in- and export of historic or religious artefacts and articles containing materials of threatened flora and/or fauna in the destination (e.g. CITES).</p>	<p>✓ ✓</p>	<p>Part of our policies.</p> <p>Our escort guides are advised to inform clients while on tour not to buy:</p>


		<p>souvenirs made from endangered species (plants & animals); souvenirs that are made out of indigenous wood (olive trees, kosotree, etc.) ancient artifacts</p> <p>Annual guide trainings give updates (if any) and reminders.</p>
<p>10.24. Local services and goods Clients are motivated to use local restaurants and shops (where appropriate).</p>	<p>✓ ✓</p>	<p>Normally, already our sales reps include such highlights in the itineraries or guides recommend them at sight. Normally, clients are very thankful to get these local options and happy to go there.</p>
<p>10.25. Sustainable transport options Where feasible clients are informed on sustainable transport options in destinations. For example by providing information on public transport.</p>	<p>✓ ✓</p>	<p>In many cases alternative transport options are not safe and reliable and we rarely offer them to clients.</p> <p>However, we encourage our guides to take our clients (if they like) on fun and more sustainable ways of transport in the destinations (e.g. horse cart to get from restaurant to the sight, kayak instead of motor boat, walking instead of using shuttle, horse garri instead of taxi, etc.)</p>
<p>10.26. Donations Clients are encouraged to donate (e.g. through travel company supported charities) to local charity and sustainable initiatives (e.g. nature conservation, cultural and social projects).</p>	<p>✓ —</p>	<p>Some of our tours include charity elements (visit of nature conservation areas, community-based tourism projects or development projects). By the visit itself the tourists might already support the good cause (e.g. paying entrance fees or community fees or claiming and paying services provided by local communities).</p> <p>In case clients visit charity projects on tour, they are always free to donate but it is not a must. We mainly show them charity projects that we already support with a share of our company profits (which is customer money) each year. Like this there is no pressure on clients that it is needed to donate in any case. See our projects here: https://www.simienecotours.com/local-charities/</p>

		<p>We don't encourage our guides to take clients to projects that we don't know as there is quite a high chance in a country like Ethiopia that projects are not good.</p>
<p>10.27. Guarantee fund The company participates in a client guarantee or insurance fund (refunding of travel costs in case of bankruptcy)</p>	<p>✓ —</p>	<p>Bankruptcy insurance is not available in Ethiopia.</p> <p>If we managed a 3 years crises with Covid-19 and the civil war, we're confident to run our business well in the future (now that tourism is resuming).</p>

After holidays

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Action		 Details
<p>10.28. Customer satisfaction Customer satisfaction is systematically monitored and corrective actions are taken for service and product improvements.</p>	<p>✓ ✓</p>	<p>Our sales reps collect feedback from their individual customers after the trips:</p> <p>feedback questionnaire is send to our clients personal meeting at the end of the trip with clients/guide/manager some online platforms offer online feedback links (Evaneos, Safaribookings, Tripadviros, etc.) follow-up phone calls</p> <p>In case of negative feedback that needs immediate action (refunds, complaints about accommodations, logistics, guides) sales reps are advised to address management to take actions.</p> <p>Feedbacks on Tripadvisor, Evaneos, Safaribookings or other platforms are stored online:</p> <p>https://www.evaneos.de/athiopien/reisen/reiseveranstalter/6250-marco/#reviews https://www.tripadvisor.com/Attraction_Review-g317059-d16844973-Reviews-SimienEcoTours-Gonder_Amhara_Region.html</p>

		<p>https://www.safaribookings.com/review/p4591</p> <p>We also plan to introduce a digital feedback form (draft here, but will be refined: https://simienecotours.typeform.com/to/sFSTGCTm) so that central storage will be automated and easier.</p> <p> Feedback Questionnaire SET.docx</p>
<p>10.29. Sustainability and customer satisfaction Sustainability is an integral part of the research into customer satisfaction.</p>	<p>✓ ✓</p>	<p>The feedback questionnaire (previous point) includes a chapter about sustainability.</p>
<p>10.30. Complaints The company has clear procedures in case of complaints from clients.</p>	<p>✓ ✓</p>	<p>SimienEcoTours gets only small amounts of complaints. Therefore, complaints are individually managed by the customers sales rep and especially the general manager.</p> <p>The normal procedure in case of a complaint is a quick response to the client that we received the complaint and will get back to him/her. Furthermore, we are offering a phone call as well for further clarification. Then sales rep and general manager evaluate the adequacy of the complaint by:</p> <p style="padding-left: 40px;">crosschecking if the cause for complaint is true by including a third party (hotel, guide, driver, other client, etc.) if true an appropriate compensation is given to the client</p> <p>We also confirm to the clients that we will take lessons and improve things for the future.</p>