

Eurotrek sustainability charter

Our active trips allow travellers from around the world to experience nature in a close and meaningful way. As a tour operator, we consider it our responsibility to actively contribute to sustainable development, both towards our clients and in collaboration with our team and partners.

This charter is intended to guide us in achieving this goal.

1. Introduction

I. Eurotrek guiding principles

Vision

Eurotrek is Switzerland's leading reference for active travel and holidays. Our trips take place close to nature and are constantly evolving. Our clients, employees and partners are the ambassadors of our brand.

Mission

The mission of Eurotrek is to ensure the satisfaction of active travellers before, during and after their holidays. Its range of services offers individual and exceptional experiences in the heart of nature, allowing travellers to move at their own pace.

Values

Innovation

Our company is innovative and open to new ideas. We continuously follow technological developments to stay informed about the latest advancements.

Quality

Excellent customer service is the foundation of a successful trip. We carefully select our service providers and partners. Since we are personally familiar with our trips and the included services, we are able to guarantee high-quality travel experiences. We take our customers' requests seriously, and every piece of feedback is an opportunity for us to improve.

Connection with nature

We organise trips in nature. But in order to continue doing so in the future, we make sure to respect our environment. We manage natural resources responsibly and continuously strive to reduce their consumption.

Team Spirit

At Eurotrek, trust and collegiality are essential values. We support and help one another. It is through the strength of our team spirit that we move forward together towards success.

Customer Focus

Our clients can rely on us and trust our commitment. Whether before, during, or after the journey, we are available to answer questions or resolve any issues, doing our utmost to meet their expectations.

II. Definition of sustainability

For us, sustainability is defined by a balance between the following factors:

- **Ecological environment:** To ensure the longevity of our trips, preserving nature is essential. We therefore use limited resources responsibly in order to protect our environment.
- **Social environment:** For our company to grow and thrive, it is vital that our employees are healthy and happy, that we comply with legal requirements, and that we treat our clients and partners with integrity and respect.
- **Economic environment:** The price of our trips reflects the quality and commitment we put into our work. Managing our finances in a transparent and responsible way allows us to uphold our values in the long term and successfully carry out our projects.

These three areas are key to the success of our company and must be kept in careful balance.

2. Internal Environment/Internal Measures

I. Sustainability process and management

An **initial sustainability workshop** was organised in 2021 by department heads and management to introduce the topic within Eurotrek. The results of this workshop led to an action plan that was implemented in the following months.

Our team actively supports our sustainability initiatives. Employees can submit their own ideas as part of a company-wide competition. If their idea is selected, they receive a gift voucher for a vegetarian restaurant. A **sustainability coordinator** is responsible for advancing projects and processes internally. Reporting directly to management, this person acts as a liaison between departments.

Monthly update meetings with the management team help assess the progress of ongoing initiatives and define new priorities.

II. Communication and relationship with employees

From their first day, employees are informed of the **team's code of conduct**. They receive clear information about the consequences of inappropriate behaviour, such as bullying, sexual harassment, discrimination, and similar issues.

We guarantee **equal opportunities** to all employees regardless of gender, age, ethnic background, or religion. We ensure compliance with current legislation in our interactions with staff.

We take our **duty of care** towards our employees seriously and pay particular attention to their mental, physical, and social well-being. We promote transparent communication with our team and conduct regular discussions. These include **regular meetings with line managers** to address day-to-day work, as well as biannual meetings with management to assess personal development and performance.

III. Ressource management

Nous formons et encourageons nos membres du personnel à gérer les **ressources de manière responsable**. Nous contrôlons l'utilisation de produits jetables et prenons des mesures adaptées pour les réduire ou les éviter autant que possible.

We **work digitally (paperless)** and avoid unnecessary printing. Waste in **the office is properly sorted and recycled**.

When making purchases, we prioritise **certified products with proven efficiency and sustainable production methods**. We rely on recognised labels such as PEFC, FSC, Energy Star, Max Havelaar, etc. We are also willing to pay a premium for environmentally friendly products.

To conserve resources, we make targeted purchases based on actual needs.

We offset the **CO₂ emissions generated by air travel**.

We avoid wasting water, turn off lights, use energy-saving modes on electronic devices, and heat and cool our offices in a smart and efficient way.

IV. Knowledge management

We plan and document training sessions for new team members. After the onboarding phase, various training and professional development opportunities are offered:

- **Lunch & Learn:** This concept is designed for review sessions, the sharing of travel-related know-how, and the distribution of straightforward content. Each week, we organize a 30-minute team learning session. The presentations are recorded, and all staff members are required to watch them.
- **Trainings:** We organize specific training sessions to address complex topics. The content is recorded and made available to all staff members after the training. We regularly check to ensure that everyone is up to date.
- **Manuals:** Complex topics are documented in the form of manuals. These are made available to all employees and their relevance is reviewed regularly.
- **Training day:** Once a year, we schedule a day to update or deepen our employees' knowledge of our tours (best-sellers and new products). In addition, we share information from all departments.
- **Study trips:** Eurotrek employees have the opportunity to experience the trips themselves. We share their insights internally during Lunch & Learn sessions and externally through blog articles.
- **External training sessions:** We support our staff in their continuing education and language courses by providing them with a dedicated training budget.

V. Mobility

Each time we consider going on a business trip, we first evaluate whether it is truly necessary. If so, we apply the following principles for business travel:

- We choose the most environmentally friendly means of transport (1. train, 2. car, 3. plane).
- Flights may be considered in the following cases:
 - They save more than 3 hours per trip.
 - The CO₂ emissions from the flight can be offset.

We provide the necessary technical tools to work remotely and have a clear **remote work policy**.

We offer our employees a **financial contribution towards their half-fare travelcard** to encourage the use of public transport for commuting whenever possible.

[Our Environment/External Measures](#)

VI. Partnerships and Memberships

As a recognized tour operator, Eurotrek collaborates with various partners at both national and international levels.

- **Switzerland Tourism (Schweiz Tourismus):** Eurotrek has been part of the « Swisstainable » initiative since its inception and is currently certified at Level I « Committed. » The goal is to reach Level III « Leader » through *Travelife* certification.
- **Swiss Travel Association (Schweizer Reisebüroverband):** This federation represents the travel industry at the political level and coordinates vocational training in Switzerland. Eurotrek trains interns and is a member of the association.
- **Future in Tourism:** This initiative promotes networking among tourism stakeholders from both education and practice. It conducts campaigns aimed at strengthening the image of the Swiss tourism industry. Eurotrek supports the initiative both financially and professionally.
- **SwitzerlandMobility (SchweizMobil):** This interest group connects all regions of Switzerland to promote offers throughout the country. Eurotrek implements these offers on behalf of the group. This nationwide collaboration creates added value in regions that are less developed in terms of tourism.
 - **Network of Swiss Parks:** As a member of the SwitzerlandMobility interest group, the Network of Swiss Parks develops offers to discover its regions, thereby promoting added value in the tourism sector.
 - **World Heritage Switzerland Association (WHES):** The WHES association promotes UNESCO World Heritage sites in Switzerland. These sites are part of the offers bookable through the SwitzerlandMobility interest group.

VII. Communication and relationships with partners / customers / service providers

As part of our communications and customer relations, we comply with all applicable laws, including data protection regulations and the Federal Act supplementing the Swiss Civil Code (Swiss Code of Obligations).

To ensure secure management of customer data, we regularly train our team.

VIII. Communication before/during/after the trip

The relationships we maintain with our customers, partners, and service providers are based on honesty, reliability, and transparency.

Under the label «naturally active» we regularly share our progress and developments – both in our newsletter and on [our website](#).



Before the trip, we provide our customers with transparent information about contractual conditions, prices, and included services at the time of inquiries and bookings. We communicate clearly and honestly.

We include practical tips in our travel documents to help **customers adopt respectful behavior** in sensitive areas, aiming to minimize cultural and ecological impact.

In an effort to conserve resources, we prioritize digital communication. When printed documents are necessary, we assess actual needs and adjust print quantities accordingly.

During the trip, customers can contact us and receive active support in case of problems. Our employees are trained in customer communication and consistently document interactions.

Our travel documents provide customers with all essential information about daily stages. This includes public transport, local highlights, tourist attractions, as well as shopping and dining options.

To conserve resources during printing and shipping, we continuously digitize our documents. Where physical mailing is necessary, we opt for recycled paper whenever possible.

After the trip, we actively collect customer feedback. These responses are carefully documented and addressed. We welcome criticism and suggestions, as they help us improve our products and services.

Within the team, roles are clearly defined: everyone knows who is responsible for handling complaints and how to proceed. We respond quickly to customer inquiries, even after the trip. In case of complaints, we maintain clear and transparent communication and are committed to finding timely solutions that benefit all parties involved.

3. Environmental responsibility in our products and trips

I. Local service providers

Accommodation

A large part of the added value of our trips is linked to the accommodation. **When organising our trips, we prioritise accommodations that are committed to sustainable development. The following certifications help us to accurately assess these commitments:**

- Ibex Fairstay
- Swisstainable (level II minimum)
- Green Key International

When selecting accommodations, we pay particular attention to the respectful management of natural resources. Whenever possible, we work directly with local accommodations to generate the greatest possible economic impact in the regions.

We inform our hotel partners that an Eurotrek certification allows them to benefit from preferential treatment and thereby optimize their revenue. By working with Eurotrek, accommodations commit to complying with applicable laws.

Other service providers

In addition to accommodations, local service providers offer additional services to our customers. These services are delivered directly in the respective regions, helping to maintain the economic impact at the local level.

Whenever possible, we work directly with local providers and refrain from cooperating with international partners in order to maximize the benefits generated within the regions.

By collaborating with Eurotrek, local service providers commit to complying with all applicable laws. This is particularly important when it comes to animal welfare in our activities. We systematically require proof from our partners to verify and ensure compliance with animal welfare standards.

II. Our partner tour operators

In order to organize trips abroad, we work with local agencies. We prioritize collaboration with partners who:

- hold a certification in sustainability (TourCert, Travelife, B-Corp, etc.)
- are based in the destination region, thus contributing to local value creation

We also inform our partners that by working with Eurotrek, they commit to complying with the applicable laws in the destination in question.