SUSTAINABLE EXPERIENCES
- DOING THINGS THAT MATTER

By Anula Galewska
ALL THAT GLITTERS IS NOT GOLD
DO OUR “GOOD” ACTIONS DO “REAL GOOD”?  

- Visiting traditional communities
- Engaging vulnerable groups
- Going off the beaten path
- Carbon offsetting
- Financial donations
- Engaging NGOs
- Volunteering
DO & MEASURE WHAT MATTERS
WHAT CAN YOU MEASURE?

**INPUTS**

- $$ donated
- No. of employee volunteering hours
- Time spent on developing a CBT project

**OUTPUTS**

- No. of partnering NGOs
- No. of social impact experiences delivered
- Kilograms of waste collected

**OUTCOMES**

- $$ revenues generated for local suppliers
- Increased local pride
- More people benefiting from tourism in a destination

**IMPACT**

- Reduced unemployment
- Improved quality of life in individuals in rural areas
- Slowing of climate change
COMMUNICATE
WHAT & WHEN
IT MATTERS
Travel Sustainable measures

These are the steps this property has taken to provide more sustainable and environmentally friendly travel:

**Waste**
- Recycling bins available to guests and waste is recycled
- Single-use plastic straws not used
- Single-use plastic straws not used
- Single-use plastic beverage bottles not used
- Single-use plastic cups not used
- Single-use plastic cutlery/plates not used

**Water**
- Water-efficient toilets
- Water-efficient showers
- Option to opt-out of daily room cleaning
- Option to reuse towels

**Energy and greenhouse gases**
- Most food provided at the property is locally sourced
- Most lighting throughout property uses energy-efficient LED bulbs
- All windows are double-glazed
- 100% renewable electricity used throughout
- The property makes efforts to reduce their

**Destination and community**
- Invests a percentage of revenue back into community projects or sustainability projects
- Tours and activities organised by local guides and businesses offered
- Local artists are offered a platform to display their talents
- Provides guests with information regarding local ecosystems, heritage and culture, as well as visitor etiquette

**Nature**
- Wild (non-domesticated) animals are not displayed/interacted with while captive on the property or harvested, consumed, or sold.
- Green spaces such as gardens/roofdeck gardens on the property
- Offsets a portion of their carbon footprint

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Experiences with Positive Impacts

For those looking to maximise the positive impacts of their travels, these experiences have been identified by EXO Foundation as excellent in one or more of our Responsible Travel categories.

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[Image of experiences with positive impacts]
Tour snapshot:

Don't buy another pair of deck slippers! Uncover authentic Amsterdam souvenirs on this sustainable shopping tour that takes you to a super-cool t-shirt shop, a portrait studio and a store selling artistic pieces from up-cycled materials. This is a great way to learn more about the city and the diversity of its residents, as you meet local shop owners, hear their stories and shop for unique gifts and souvenirs to wow friends and family back home. A portion of the proceeds from your tour will be donated to the non-profit organization Amsterdam Locals.

Highlights
- Discover three unique shops selling locally designed items in the heart of Amsterdam
- Chat with shop owners about their work and learn the stories behind their businesses
- Shop for cool craft pieces, upcycled keepsakes or buy a sustainable t-shirt from a local entrepreneur
- Learn about the history of manufacturing and commerce in Amsterdam
- Get a free portrait at a quirky photography studio that's been voted one of the city's top tourist attractions

Local Impact: How you will help the local community by joining this tour:
- All the stores we visit are 100% owned and run by locals, including one that employs refugees and disadvantaged local people
- We will visit a store that sells items made from waste and recycled bike parts, where you'll have a chance to purchase a sustainable souvenir
- You will be provided with a recyclable bag for any purchases you make to avoid use of plastic bags
- You will learn about fair trade products and pick up some sustainable shopping tips

Your $10 will feed 1 dog for 2 days

$10 supports 1/3 of the cost per day for a young person's education
THANK YOU!

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