



Pure Norway policy and procedures handbook

As a travel company which engages with various stakeholders in tourism, namely consumers, tour guides, hotels, transport companies, restaurants, and attractions, Pure Norway (PN) understands our key role and influence in the sustainable development of tourism, and is committed to its promotion. We aim to follow, implement, and promote good sustainability practices in order to maximize the positive impacts operations and to influence our clients and partners to do the same.

Our sustainability policy is divided into 10 themes. Each theme consists of a set of principles and practical actions accordingly.

1. Sustainability Management & Legal compliance

We commit to sustainability management, practiced by these following actions:

- To have an appointed employee who is responsible for sustainability coordinator tasks;
- To have a sustainability mission statement that is communicated to customers, partners and suppliers;
- To have an accessible and written sustainability policy that aims for a reduction of the negative social, cultural, economic and environmental impacts of the company's activities; and includes employee related health and safety aspects;
To have sustainability action plan with clear targets, actions, measures, responsibilities and time planning.
- To ensure that all staff are fully aware of our Sustainability Policy and are committed to implementing and improving it.

We commit to complying with all national legislation, regulations and codes of practice.

2. Internal management: social policy & human rights

We commit to sustainable internal management by having clear written and well-communicated social policy that includes the following principles:

- To include labor conditions according to national labor law and a job description in the employment contract;
- To have first aid sets and trained staff are available at all relevant locations;
- To have a clear disciplinary procedure that is effectively communicated with employees;
- To create opportunities for students in participating in traineeship/internship/apprenticeship;

We commit to practice human rights by ensure the enforcement of following practices:

- To participate and comply with a sector wide collective labor condition negotiation structure

3. Internal Management: Environment and community relations

We commit to practice environmental protection and enhance community relations by ensuring the enforcement of following practices:

- Actively reduce the use of disposable and consumer goods;
- Favor the purchase of sustainable goods and services, office and catering supply, giveaways and merchandise;
- Have an active commitment to measure, monitor and reduce energy consumption;
- Purchase green energy and energy efficient lighting for all areas, when available;
- Comply with the national legislation concerning waste disposal;
- Measure and reduce staff related travel and use more sustainable modes of transport. Calculate its emissions, with the aim to reduce and compensate, through a reliable locally available program;
- Reduce transport related impacts by tele-work, tele/video meetings, work-at-home policies or other means;

4. Partner agency

Based on an inventory of our key partner agencies, we have developed and implemented a policy to improve sustainability of our partner agencies. Our aim is to make sustainable development concrete to each and every partner within our business.

We commit to this by;

- Keeping a list of the sustainability practices of partner accommodations and agents;
- Only working with organisations who are truly implementing sustainability in their tourism policy;
- Minimalizing the ecologic footprint of the office by travelling mainly via public transport, working as paperless as possible, separating waste, and to make use of certified recycled paper;
- Evaluating the sustainability practices regularly of our key partners to ensure their practices are truly sustainable;
- Informing key partners about the travel companies' sustainability policy and that they are expected to comply with it and/or communicate it to final customers where relevant;
- Having a written contract with partner agencies;

5. Transport

We try to ensure that vehicles used on tours do not cause more than average pollution. We believe that transport is an important aspect of sustainable tourism, and we do our best to decrease the average pollution level.

We commit to this by;

- Considering and giving preference to more sustainable alternatives when selecting transport options for transfers and excursions in the destination, taking into account price, comfort, and practical considerations;
- Integrating and/or promoting one or more sustainable holiday products/packages based on a recognised methodology, including sustainable transport, sustainable accommodations, and sustainable activities.

6. Accommodations

We try to achieve a tourism supply chain that is fully sustainable. Our accommodations suppliers play an important role in achieving this and are stimulated and motivated to adapt sustainable practices.

We commit to this by;

- Selecting accommodations that comply with sustainability and quality standard. Motivating and encouraging accommodation suppliers to become sustainably certified;
- Clearly and actively communicating our sustainability goals and requirements regarding accommodations to our suppliers;
- Working with accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage; while respecting the intellectual property rights of local communities;

7. Excursions and activities

We value animal and community welfare extremely high and aims at tours that only leave a minor footprint. We are safeguarding the authenticity of the communities and the natural environment and are strongly against harming wildlife and polluting the environment.

We commit to this by;

- Having an inventory of environmentally or culturally sensitive excursions which are offered in each destination;
- Advising guests on behaviour standards during excursions and activities with a focus on respecting the local culture, nature, and environment;
- Not offering any excursions that harm humans, animals, plants, natural resources such as water and energy, or which are socially and culturally unacceptable;
- Having skilled and/or certified guides to guide our guests in sensitive cultural sites, heritage sites, or ecologically sensitive destinations;
- Promoting and advising our guests about excursions and activities which support local environment and biodiversity such as visiting protected areas or environmental protection projects;

8. Tour leaders, local representatives and guides

We aim to involve as many locals as possible by employing them in the tourism business. We stand for a fair and safe working environment that supports and respects local communities, complying this national rules.

- Ensuring that our tour guides, hosts, and other employees under contract are qualified and trained regularly;
- Having our tour leaders, local representatives and guides inform 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);

9. Destination

We aim to maximize positive impacts and minimize negative impacts at destination to ensure the sustainable development of the places that we operate in.

We commit to this by:

- Consider sustainability aspects in the selection process of new destinations and possibly offer alternative, non-mainstream destinations;
- Consider selection of new destinations, which are reachable through more sustainable means of transport;

10. Customer communication and protection

Customers welfare and information are very important to us.

Prior to booking, we commit to this by:

- Make available a company guideline for client consultation, which is followed by client advisors;
- Make product and price information clear, complete and accurate, with regard to the company and its products and services, including sustainability claims;
- Provide destination information, including sustainability aspects, which is factually correct, balanced and complete;
- Promote (Certified) sustainable accommodations, excursions, packages and/or transport options, with logos or other messages; ensuring they are recognizable to consumer and presented as the “better” option;

After booking and during holidays, we commit to this by:

- Provide Information to consumers about the natural surroundings, local culture and cultural heritage in the holiday destination;
- Motivate clients to use local restaurants and shops (where appropriate);
- Inform clients on sustainable transport options in destinations, when feasible;

After holidays, we commit to this by:

- Have clear procedures in case of complaints from clients;

