



TheWaysBeyond Sustainability Policy Procedures

Date of approval: Septembre 2023

Purpose

As a travel company engaging with various stakeholders in tourism –i.e. consumers, tour guides, travel agencies, hotels, transport companies, restaurants, and attractions– we at TheWaysBeyond understand our key role and influence in the sustainable development of tourism.

TheWaysBeyond is committed to minimising its impacts on the environment, generating a positive economic and social impact on local communities, inspiring others to take action and growing sustainably. The purpose of this policy is to provide a framework for implementing sustainable procedures and practices in line with these values.

Scope

This policy applies to all levels of management, all staff and contractors of TheWaysBeyond, who are expected to fully uphold objectives under this policy whenever possible within prevailing budgets. It will be communicated to our guests, suppliers and people we do business with and wherever possible they will be asked to meet this policy as a minimum or show where they will exceed standards in their relationship with TheWaysBeyond.

Contact / Responsible Person

Frederic Bourgeois – frederic@thewaysbeyond.fr, one of TheWaysBeyond’s co-founders and managers, is appointed as **Sustainability Coordinator** and is responsible for implementing the company’s sustainability policy.

Our Sustainability Policy is divided into **10 themes**, each consisting of a set of principles and practical actions accordingly.

1. Sustainability Management & Legal Compliance

Sustainability Mission Statement:

TheWaysBeyond is committed to enlightened tourism, one that is conscious of its impact on the city. We advocate for a better understanding of culture in France and support a more responsible society in a preserved natural and social environment, with sound and transparent business relationships – a policy that we pursue by raising awareness among partners and travellers alike.

This **Statement** is available on our website to all guests, partners and suppliers:

In addition, TheWaysBeyond commits to **continuous improvement of sustainability practices**, including the ongoing monitoring and evaluation of our sustainability policy, with dedicated personnel and resources to achieve our sustainability goals.

TheWaysBeyond follows all local, regional, national, and international regulations as they relate to human resources, human rights, children’s rights, land rights, environmental management, and land use. We follow a strict Code of Ethics, including a zero-tolerance policy for corruption, bribery, forced labour, and discrimination.

TheWaysBeyond also engages in donating, on a yearly basis, one part of our revenue to local or national organisations or initiatives (e.g. education, health, sanitation, sustainability...)

2. Internal Management: Social Policy & Human Rights

Up to now, TheWaysBeyond is composed of its two co-founders and has no employees.

TheWaysBeyond nevertheless supports both career-related and job-related professional development activities. We are committed to the principle of fair and equal pay for like work and for work of equal value

for all our future employees and current and future contractors regardless of gender/sex, race, national origin, marital status, age, religion.

TheWaysBeyond is committed to fostering a safe, healthy, and inclusive work place and culture, where all future employees are able to perform their duties and to recognise their potential.

TheWaysBeyond is committed to a zero-tolerance policy for acts of bribery, corruption, discrimination, and violation of human rights, including forced labour, human trafficking, and all rights of children.

TheWaysBeyond further expects this commitment from all partners and suppliers.

3. Internal Management: Environment and Community Relations

Policy

TheWaysBeyond has a responsibility to reduce the environmental impacts of its operations. At all steps of purchasing, tours and daily operations, actions are taken to consider impacts and think through the implementation of positive change.

Our **Sustainability Purchasing Policy** can be found [here](#).

Practices

TheWaysBeyond is committed to managing environmental impact as an integral part of our operations. It is our policy to assure the environmental integrity of our processes and products at all times ensuring the enforcement of following practices:

- Paper Use and Promotional Materials:

Set copy and printing machines by default to double-sided printing or other forms of paper saving modes; Adopt an 'internet only' policy.

- Energy:

Measure, monitor and reduce energy consumption; Purchase green energy and energy efficient lighting for all areas, when available; Switch off lights and equipment when not in use; Use automatic switch on/off system and set equipment by default in the energy saving mode, when feasible; Turn off the heating at night during the colder seasons and close blinders to keep the warmth in; Use personal self-warming device (water bottle, warm drinks, etc.) before increasing the heat; Avoid air conditioning or supplementary electric heating system; Constantly air the office.

- Water:

Have an active policy to reduce water consumption, implemented and monitored on a monthly or yearly basis; Monthly monitoring of water metres; Use of a dishwasher on eco-mode; Install water saving equipment in toilets; No use of air conditioning; Reuse of water when possible, for example to water plants; Use reusable water bottles in and outside the office.

- Waste Management:

Sort all materials that can be recycled and organise collection and proper disposal; Implement waste reducing methods when using ink and toner cartridges for printing and copying, whenever feasible; Recycle or properly dispose of batteries.

- Mobility:

Reduce staff related travel and use more sustainable modes of transport; Use public transport or sustainable means of transport; Regrouping meetings and visits to optimise journeys; Encouraging remote work whenever possible;

- Sustainability Training and Awareness Raising:

Provide periodic guidance, training and/or information to all staff members, about their roles and responsibilities with respect to internal environmental practices.

- Internet:

Use of a sustainable server (34sp.com); Minimise the weight of images used on the website; Regular cleaning of mailboxes; No image in email signatures; No mass emailing; Use of links to share documents, instead of heavy attachments;

- Land Use:

TheWaysBeyond's office is located in a periurban area; We abide by all local land use laws and respect local cultural and natural resources in our operations.

4. General Suppliers Policy

When not produced by TheWaysBeyond, activities are sourced responsibly, avoiding harmful impacts on society, culture and nature as much as possible. We expect the same level of engagement and commitment from our suppliers.

TheWaysBeyond prefers to work with suppliers that share our commitment towards sustainability. In this sense, we favour:

- Suppliers that have a written sustainability statement as an integral part of their business policy and/or a clear sustainability policy;
- Suppliers in the destinations that are locally owned or managed, use local and seasonal products and services and benefit the local community by hiring locally and equitably and by providing fair working conditions;
- Suppliers that comply with tourism-specific, internationally recognized certifications or other sustainability certifications like B Corp or ISO.

TheWaysBeyond expects its suppliers to adhere to a **Code of Conduct**¹, that includes the following responsible business practices:

- Apply a “Right Product for the Right Price” policy;
- Committing to fair business practices;
- Acting in the best interest of local communities;
- Minimising impact on the environment and natural resources and on society;
- Complying with all local, regional, national and international regulations;
- Protecting the interests of TheWaysBeyond.

TheWaysBeyond raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.

TheWaysBeyond collaborates with suppliers to improve their sustainability performance by encouraging them to learn about sustainability and providing this learning whenever possible.

If it is revealed that an activity supplier violates the Code of Conduct, we will first discuss the issue with the supplier. In case they do not amend their practice, we will end any form of collaboration and blacklist that company from any further collaboration.

5. Transport

TheWaysBeyond does not provide transportation to France.

Most of TheWaysBeyond’s activities are done on foot. To reach each activity, TheWaysBeyond actively promotes the use of public transportation.

When needed, TheWaysBeyond prioritises transport providers that adhere to our Code of Conduct. We try to ensure that vehicles used on tours do not cause more than average pollution. When selecting transport,

¹ Complete version of the Code available soon

TheWaysBeyond commits to choosing the most sustainable alternatives available for travelling within the destination – taking into consideration distance, price, route, and comfort.

6. Accommodations

TheWaysBeyond prioritises accommodations that adhere to our Code of Conduct.

When selecting the accommodation, TheWaysBeyond considers the accommodation's sustainability practices by taking into account their sustainability management and social and environmental footprint.

TheWaysBeyond favours the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions. TheWaysBeyond prioritises multi-night holiday packages in hotels over itinerary (A to B) holiday packages to reduce water use and cleaning pollution.

7. Activities and Tours

TheWaysBeyond promotes and supports French Culture and Excellence Savoir-Faire. We provide activities and tours that leave as minor a footprint as possible, whether ecologically, culturally or socially, and promote an authentic vision of Paris and of France.

All activities and tours run by or on behalf of TheWaysBeyond respect local customs, cultural integrity and natural resources, and benefit local communities.

TheWaysBeyond commits not to offer any tour that harms humans, wildlife, environment, or natural resources such as water and energy.

TheWaysBeyond provides activity providers opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

With regards to our Guests, we commit to this by:

- Advising guests on behaviour standards during activities and tours with a focus on respecting the local culture, nature, and environment;
- 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 on activities and tours which directly involve and support local communities by purchasing services or goods, traditional crafts and local (food) production methods, or visiting social projects.

With regards to our Partners, we commit to this by:

- Prioritising partners that adhere to our Code of Conduct;
- Regularly evaluating our partners' practices to identify the more responsible suppliers: Evaluations of the activities by our company can be made in several ways, like site visits by our sustainability coordinator and/or guests' feedback.
- Sharing best practice standards and guidance, including information about certification, such as Travelife for Tour Operators.

8. Tour Leaders, Local Representatives and Guides

Most activities and tours provided by TheWaysBeyond are given by our two co-founders and managers, who have both followed training in sustainable tourism.

When needed, TheWaysBeyond commits to hiring qualified local guides, drivers or other local staff, paying them living wages and providing safe and fair working conditions. We expect the same from our suppliers that are hiring local staff on our behalf.

TheWaysBeyond understands that guides are the intermediaries between the guests and the socio-cultural and environmental context of the destination, conveying the appropriate behaviour to them. We therefore make sure that all guides hired by or leading tours on behalf of TheWaysBeyond have adhered to our Code of Conduct and have obtained, when needed, nationally recognised diplomas for their activity, which will have included sustainability training.

TheWaysBeyond provides guides with learning opportunities on sustainability topics including providing free access to the Travelife online learning platform.

9. Destination

Sustainable Destinations

TheWaysBeyond promotes Paris and the Parisian Region as a main destination. Most of our activities are therefore taking place within this perimeter. Tours may however include other destinations in France and/or Belgium.

TheWaysBeyond aims to send visitors to secondary or lesser-known tourist areas to avoid over tourism.

Contribution to Local Communities and the Local Economic Network

TheWaysBeyond commits to positive contribution to the destinations in which we operate, by:

- Sourcing locally and responsibly, and supporting local and traditional arts and culture;
- Encouraging guests to shop responsibly and promoting souvenirs that are sustainably made in France;
- Educating guests about the principles of responsible travel and responsible visitor behaviour;
- Supporting initiatives that support and improve the relationships and network between local partners and stakeholders;
- Collaborating with other local tourism stakeholders (including local government, other tourism businesses, academia, community groups) to further the sustainable tourism development of the destination.

10. Guests' Communication and Protection

Guest welfare and information are very important to us. At TheWaysBeyond, we ensure clear and constant communication and high protection to our guests.

Privacy

Our guests' protection is our priority. We therefore maintain a clear privacy policy on our website (available [here](#)) to ensure:

- Legal compliance in all regards
- Guests and their data are protected
- Guests know how their information is being used

Marketing and Communication

TheWaysBeyond strives to be truthful in all situations and at all times. We offer products and services that do what we claim in our communications.

We honour our explicit and implicit commitments and promises.

We are anti-greenwashing and stand behind our sustainability claims 100%.

We endeavour to be inclusive and representative in our marketing, and to always take into account cultural, religious, and ethnic sensitivities.

Sustainability Communication

When applicable, guests are educated about the sustainable choices they can make, including transparent communication on:

- Certified accommodations
- Activities and tours benefiting local communities and environmental protection
- Responsible shopping and illegal souvenirs

Guests' Experience

TheWaysBeyond aims for all guests' experiences to be positive, and follows strict policies to ensure guest satisfaction. These policies cover specific topics of (but not limited to):

- Health and safety
- Emergency procedures
- Privacy
- Group numbers
- Transport
- Shopping
- Satisfaction and complaints

TheWaysBeyond maintains open communication lines with our guests and encourages feedback at any time and on any topic, particularly sustainability. In that sense, clear procedures in case of complaints from guests are available on our website, on our General Sales Conditions ([article 15](#)) as well as on our Legal Mentions & Terms of Use ([article 11](#)).