Bamboo Adventures and its Sustainable Practices

At Bamboo Adventures, sustainability is at the heart of our operations. Since our inception, we have strived to minimize our environmental impact, support local communities, and promote ethical business practices. This handbook outlines our core sustainability policies, practices, and commitments that guide our day-to-day operations.

Since 2009, thousands and thousands of satisfied customers have enjoyed our services, hospitality and above all, travel happiness.

OUR VISION

- Our Destination Management Company (DMC) services range from tailor-made and corporate travel planning, and an extensive variety of theme-based programs – ranging from history or adventure. Our expertise is where our strength lies and we are proud to be recognized as one of Malaysia leading experts in travel-related experiences.
- Our knowledge of each destination is paramount, backed by product innovation, training, consulting and investment into state-of-the-art technology.
- With our name connected to operating exceeding expectations for travel experiences, Bamboo Adventures is strongly committed in working closely, practicing and designing its daily operation with the least amount of impact on the environment as a whole. In all that we do, it is on the forefront of our minds to respect nature, honor cultural differences and abstain from harming flora and fauna.
- Our practices are aligned with international standards set by our partners where we aim to deliver the respectful understanding of a destination rather than getting a glimpse of the surface.
- Priority here is working with responsible partners who align their operations as seamlessly as possible with ours.

THE CORE VALUES

Nothing is more important for us to follow the same guiding principles throughout our operations. These are summarized in 7 values that are essential to how we work on a daily basis.

- We believe our success depends upon our leadership and management teams' abilities to focus and execute their mission on schedule with an entrepreneurial mind.
- We work as a team: We believe in building and maintaining professional, win-win relationships with our employees, customers, preferred partners, and all our business partners to achieve mutual success.
- We believe in integrity: we are committed to honesty, loyalty, and a high standard of ethical conduct in dealing with each other. We trust, help and respect not only each

other and treat each other with understanding but also all our customers, partners and suppliers.

- We strive for excellence: We are committed to being a high-performance organization by staying focused on total customer satisfaction. We continuously analyse our processes and ourselves to become the most preferred inbound DMC.
- Our main objectives are customer-focused: We are committed to providing the highest level of customer service; we extend this to our agents, their customers and our preferred suppliers.
- We continue to innovate: We are driven in developing and implementing cutting-edge solutions and developments for our customers, preferred partners and employees. We strongly believe in state-of- the-art technological solutions to facilitate all concerned.
- Long-term partnerships are part of our DNA: We believe in nurturing fruitful, long-term relationships with our employees, customers and suppliers, based on understanding requirements and implementing needs to sustain business relationships.

We care about all our customers

- With dedicated departments catering for the needs of each main source market, each department is headed by multilingual staff that understands not only the cultural aspects of each source market, but also has years of experience in department management in the inbound tourism industry. Bamboo Adventures prides itself that it has Swiss, German, French, Spanish, Italian and Dutch nationals to respond in source markets' native language, outside of the local language and English
- Outside of language skills, it is in the interest of Bamboo Adventures to conduct training and coaching sessions on a regular basis for all team members to maintain and develop the required skills to act, handle and respond appropriately to generic and specific demands from its customers.
- We operate a 24/7 emergency service for our customers should any emergency arise. We can provide emergency assistance in multiple languages.
- Outside of essential experience in the inbound industry field, each Managing Director has proven to cope effortlessly with the constant changes in the industry. An internal check balance system is in place for each Managing Director to measure performance levels on all these fronts.
- We educate and explain our customers about the possible effects on the environment and advise them accordingly. This includes our Code of Conduct and void selling excursions and tours that are against our sustainable principles. These principles cover all aspects of our operations, be it historical, cultural, natural, social-economical, or the welfare of human beings and animals.

As one of the few companies in the industry, it has its own **Code of Conduct** in place, created in collaboration with Bamboo Adventures owning company.

We are strongly against corruption and bribery

Guaranteeing integrity throughout its operations by Bamboo Adventures, this includes a strong, shared aversion against bribery, corruptive dealings and inappropriate business ethics, which is an essential part of the company's cornerstones of operating its business model.

GUIDELINE TO PROTECT OUR ENVIRONMENT

As a destination management company, it has internally set strict guidelines to respect the overall well-being of Asian tourism where we follow our three main principles for 'tourism longevity', as earlier outlined. This on-going process requires training, setting up guidelines for our staff, guides, drivers, suppliers and executives to honour this commitment. Protection of the environment in all our destinations where we eagerly want to show our natural and cultural resources is an essential practice to keep our Asia for generations to come.

We are more than 100% committed: we will make all endeavours to bring this message over to you, our business partner and to all those who form an essential part of the tourism chain.

We are committed to take care of our people

Our HR and Administration standards are exceeding destination-specific laws: Bamboo Adventures reputation of recognizing the importance of its team has not gone unnoticed. Part of its vision of working as a team, Bamboo Adventures staff turn-around figures are among the lowest in the market. With employees working with the company since it opened its doors, the executive management enforces that all team members are well-treated and are an integral part of the success formula.

The company provides regular in-house / outsourced training and coaching sessions including sustainability related matters led by the managers and pays out above industry benefits and salaries.

We respect human rights

Child protection is a strong commitment for us, and we are an active member of **Youth Junction.**

We nurture, care and share our experiences and knowledge to protect the environment following the outlines of the internationally recognized **'Five Freedoms**' of animal welfare for all of his activities and excursions.

The 'Five Freedoms' outline five aspects of animal welfare under human control and were developed in response to a 1965 UK Government report on livestock husbandry, formalized in a 1979 press statement by the UK Farm Animal Welfare Council. The Five Freedoms have been adopted by professional groups including veterinarians, and organizations including the World Organization for Animal Health, the Royal Society for the Prevention of Cruelty to Animals, and the American Society for the Prevention of Cruelty to Animals.

The Five Freedoms are

- Freedom from hunger and thirst.
- Freedom from discomfort.
- Freedom from pain, injury and disease.
- Freedom to behave normally.
- Freedom from fear and distress.

Within our offices, we apply strict and systematic rules of reducing, reusing and recycling at every possible level. Daily routines such as turning off the lights and electrical appliances when not in use, printing double sided, reducing water and use or separating and choosing the best disposal chain to manage our waste are as important as our procurement procedure where the environmental and social impact of every purchase is taken in account or our commitment to improve our impact by reducing packaging, single use products, business travels, staff means of transportation and paper promotional materials.

Sustainability for Bamboo Adventures continues to play a very important part of the core values; not only from a business / commercial perspective, but also caring for its environment.

The principle of sustainability on the work floor and with all partners has to be a main pillar of operating within its business parameters. From ensuring that we work with responsible, sustainable partners to in-house energy-saving and ecological, protective measures, Bamboo Adventures is thoroughly aware that it needs to lead the way in Asian tourism on this worldwide trending topic.

We pro-actively involve all levels of our operations into our daily operations – suppliers, guides, transportation or other 3rd party contracted experts.

Representing reputable tour operators from around the world for many years, the success of Bamboo Adventures has been that it can easily adapt to the fast-moving changes in the travel industry and the specific wishes of its source markets. It has tackled this matter with ease by setting up dedicated departments for source markets, led by (a) native speaker(s), for bridging the gap between the local culture and the source market. Swift responses to cope with flexible demands without compromising Quality standards have been part of the DNA since 2009.

Giving preference to the suppliers offering the best options for transportation to and on site considering carbon emissions and environment impact, the destinations where tourism development will lead to positive social, economic and environmental benefits, the excursions and activities that respect our code of conduct, the accommodations and restaurants committed to improve their footprint on the countries we operate in, Bamboo Adventures strives to stand as a role model and a key player in the network of sustainability in tourism actors.

The only means to achieve this success is by enforcing and advocating a supply-chain involvement strategy.

This allows us to set sustainability standards that are aligned with our partner requirements. Bamboo Adventures will discontinue collaborative means once suppliers, guides, transportation or other 3rd Party contracted experts do not contribute effectively in line with our fundamentals.

Involvement in development and assuring that we're giving back to our community is essential

Bamboo Adventures believes that every experience should be conducted in the most socially responsible and holistically sustainable way possible. The company has taken great steps in striving to conduct our business in a socially responsible and ethical manner - in such a way that is good for the local communities, the environment, people and our business.

Therefore, any activity we undertake endeavours to tread lightly on our planet; empowering travellers and local communities to leave a positive impact on the surrounding environments in which they visit or live. All our destinations regularly support local causes, non-government supported projects and conduct team-building activities that are beneficial for the environment.

We at **Bamboo Adventures** are committed to operate with the future in mind: we are committed to present something authentic for the generations to come and we feel very much connected with what is our 'playing ground' in delivering exceeding expectations' service standards and respecting the community, the natural splendour and the historical marvels in our Asia.

Tourism leaves an impact on destinations – we cannot deny this. The urge for taking a proactive position for operating responsibly where all parties gain a benefit; be it the customer, the supplier or the local community where we blaze new paths into travel. It is that vision – giving back to communities, supporting the good cause and carefully selecting partners in our trade – that gives that beneficial advantage when choosing us.

SUSTAINABILITY POLICY AND PROCEDURES

1. Equal Opportunities and Non-Discrimination Police

- We are committed to fostering a diverse and inclusive work environment where every individual is treated with respect. Our non-discrimination policy covers:
  - Recruitment, employment conditions, access to training, and promotion.
  - No discrimination based on residency, gender, race, age, disability, ethnicity, religion, beliefs, or sexual orientation.
  - Equal access to advancement opportunities for all employees and partners

2. Energy Efficiency and Conservation

- Bamboo Adventures is dedicated to reducing its energy consumption through various practices. We monitor and implement energy-saving strategies in our offices:
  - Lights are turned on only when necessary
  - Air conditioning is set to a lower temperature to conserve energy and is used only when needed
  - All devices and plugs are switched off at the end of the workday
  - To further reduce energy usage, we operate our office only **two days a week (focus on rotation)**
- Our goal is to limit our carbon footprint while ensuring that our work environment remains efficient and comfortable.

3. Sustainable Mobility Policy

- To reduce our environmental impact, Bamboo Adventures encourages the use of public transport. We offer incentives for staff to adopt sustainable commuting practices:
  - **Monthly Transport Allowance for Full-Time Employees**: Full-time staff receive an RM100 allowance to support the use of public transport.
  - **Intern Transport Allowance**: Interns are eligible for a RM50 allowance to cover commuting costs.

- These measures ensure that sustainability is promoted across all levels of employment while reducing our overall carbon footprint.

4. **Collaboration with Universiti Malaya and Universiti Putra Malaysia**
    - We are proud to partner with **Universiti Malaya** in creating opportunities for young professionals. Our collaboration focuses on students from the Italian and French Bachelor programs:
        - Students can publish their academic work on our blog, gaining real-world experience.
        - Upon graduation, we offer a **6-month internship** with the possibility of full-time employment if the experience is mutually beneficial.
    - This partnership not only supports students' professional growth but also aligns with our commitment to fostering a new generation of tourism experts with sustainability at the forefront.

5. **Belum-Temenggor National Park Conservation Initiatives**
    - At Bamboo Adventures, we are dedicated to preserving the natural beauty and biodiversity of **Belum-Temenggor National Park**:
        - **Support for Local Communities**: We work closely with local guides and operators, promoting eco-sustainable tourism that discourages large-scale deforestation and protects the area from harmful corporate agricultural practices.
        - **Plastic Vow Campaign**: This initiative aims to reduce plastic waste within the park by raising awareness among locals, tourists, and operators. We encourage the purchase of local handicrafts instead of plastic-based goods, supporting both the environment and the local economy.
    - Our commitment to conservation goes beyond tourism—we actively work to protect this vital rainforest for future generations.

6. Corporate Social Responsibility: Supporting Local Communities
    - Bamboo Adventures believes in giving back to the communities we operate in. Our **Corporate Social Responsibility (CSR)** initiatives include:
        - **Youth Junction NGO Support**: Each year, we support this local NGO, which helps children in underprivileged neighborhoods. Our team participates in activities that bring joy and support to the children, including community games and donations of essential items.
        - **Bakau Hijau Partnership**: We collaborate with the NGO "Bakau Hijau" to help local villagers diversify their economic activities.

This includes promoting sustainable tourism, agriculture, and aquaculture in the **Lembah Bujang** area.

- These partnerships demonstrate our ongoing commitment to making a positive social and environmental impact.

7. **Internal Practices: Energy Saving and Resource Management**
   - Within our offices, we have implemented strict energy-saving measures to reduce our environmental impact:
     - **Daily Operations**: We follow a systematic approach to reducing, reusing, and recycling materials at every possible level.
     - **Energy Use**: Lights and electrical appliances are turned off when not in use, and printing is done double-sided to save paper.
     - **Waste Management**: We separate waste and choose the most environmentally friendly disposal methods.
   - Our internal sustainability policies reflect our commitment to minimizing waste and conserving resources wherever possible.

Our company is committed to promoting sustainable accommodation.

Sustainability of an accommodation establishment is of key importance, as it enables our company to extend sustainability practice throughout a core element in our tours / supply chain. In most cases we do not select the accommodation for our clients. In such case, it is our policy to recommend our clients the most sustainable accommodation options within their budget range. When we do have a chance to select the accommodation, we will give strong preference to establishments that follow sustainable practices throughout all aspects of their operation.

Scope

This policy will be part of the Sustainability Policy. The policy is applicable to the selection of accommodation suppliers that our company collaborates with.

This policy is effective immediately after approval by the Managing Director and circulation to staff. The policy will be formally reviewed every 2 years to ensure its relevancy. The Managing Director or an officer delegated with such authority must approve any deviations to this policy.

Sustainable Accommodation Principles

In our effort of selecting the most sustainable accommodation providers available, we prefer establishments who follow these core principles:

- The right comfort for the right price
  - The establishment is hygienic, sanitary and safe and is able to offer a good comfort and service to the expectation of our clients. Sustainable accommodation practices can be found in all price ranges; hence we aim to identify the most sustainable options available within the budget of our clients.
- Fair business

    - The establishment follows fair business practices, including transparency and adherence to law, human rights and economic/social equity, and environmental and animal protection.
- Minimizes impact on the environment and society
    - The establishment places high priority on sustainable practices, aiming at minimizing its effect on the surrounding environment and society.

General Sustainability Considerations

Internationally certified accommodation currently does not exist in Nepal, however there are establishments that are known for their good practices. Sustainable practices can be found in all budget ranges. Hence our company mainly looks at their practices to identify the more responsible suppliers.

Evaluations of the accommodation by our company can be made in several ways:

- Site visit by our company's sustainability coordinator / manager
- Observations from our guide

The following considerations will be made in the evaluation of accommodation establishments and will inform our company preference:

Human care

We aim to work with establishments with sound care for their human resources, which is of key importance to the hospitality sector. Hence, we assess if the establishment provides good labor conditions for their staff (minimum wage, reasonable working times, proper lunch hours, etc.).

- No plastic policy

The accommodation minimizes the use of plastic and as a common practice does not offer plastic water bottles to its guests. Instead the establishment makes available places where guests can re-fill jugs that are provided in the room and their own bottles.

- Waste management

We verify that the accommodation separates at least organic waste for composting and plastic for recycling. Establishments that are able to go beyond these basic waste management practices will be highly preferred.

- Energy efficiency

The establishment follows energy efficiency practices, such as energy saving light bulbs, and energy efficient equipment. The accommodation provider advises their guests (e.g. through signs in the rooms and hallways) to switch off lights and electric appliances when not in use or has put in place an overall switch off plan (automated system).

- Water efficiency

The accommodation efficiently uses water. Places with a water saving system on their 'western' toilet and shower will be preferred over other. Places that make use of a bucket flush for the toilet and/or bucket shower also have a clear control over the amount used.

- Child protection

The establishment ensures that 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 (for example part-time or on internship basis).

- Local supplies

Accommodations are stimulated to purchase and use local food products, which are produced based on fair trade and sustainability principles.

- Biodiversity care

The accommodation limits their negative effect on local and global biodiversity wherever feasible (e.g. do not offer red listed species on the menu).

- Authentic charm

The accommodation building (exterior and/or interior) incorporates elements of local art, architecture, or cultural heritage.

- Community value

The establishment respects the intellectual property rights of local communities and contributes to the local community in whichever way they can (e.g. sponsoring of local events, donation to local heritage sites).

Stimulating enhanced sustainable practice

Our company follows a long-term strategy to improve the sustainability of regular accommodation suppliers. Upon request or self-initiative, we support collaborative initiatives with other tour operators and/or stakeholders to promote sustainability among accommodations in our destinations.

When possible, we talk to the accommodation owner / manager about their current practices and what they could do to follow more sustainable practices (e.g. by visit from our manager or through our guides).

In addition, we may share best practice standards and guidance to our accommodation suppliers, including:

- Information about hotel certification, such as Travelife for Hotels
- Self-evaluation tools
- Training manuals

Communication to accommodation providers

Our company communicates with accommodation establishments in various ways.

- Email

Our most common communication is via email and phone. Particularly when sending emails, we are able to communicate on some sustainability aspects.

- Voucher

Once our booking is made, we supply the accommodation suppliers with a voucher to claim their payment. With our regular suppliers we have agreed to send this voucher via email, to avoid paper waste. However, there remain some suppliers in Nepal that prefer a paper proof.

- Contract

We sign contracts with accommodation suppliers that we work with on a regular basis and with sufficient volume of clients. These contracts include an overview of our codes of conduct and sanctions, which the suppliers read and sign upon agreement.

- In-person visit

When we have the opportunity, we visit the accommodation in person and talk to them about how they could improve on their services and become more sustainable. In many instances it is our guides who deliver these messages.

- What we communicate
    - Our company promotes as a mandatory policy:
    - Child labour
    - Anti-corruption / bribery
    - Waste management
    - Protection of biodiversity

Incentives

Our company will give preference to working with those accommodation establishments who are able to operate in a sustainable manner, taking responsibility for their impact on environment and society. Where we have enough volume, we may offer additional benefits, such as marketing of the hotel on our website or special contract conditions.

CONCLUSION

At Bamboo Adventures, sustainability is more than just a policy—it is a fundamental part of our identity. From energy-saving practices and equal opportunities to community involvement and environmental conservation, we are dedicated to making a positive impact on the world around us.

We invite our employees, partners, and stakeholders to join us in these efforts and help create a sustainable future for the travel industry.