

Sustainability policy of Food Sightseeing Estonia



Purpose

The company is committed to while organizing food sightseeing tours in Estonia minimizing its effects to the local environment. The purpose of this policy is to provide a framework by setting the sustainable approach in front line towards all of our activities.

Scope

This policy applies to all the employees and tour guides working for the company either on contract terms or on freelance basis. The company CEO is responsible for implementing the company's sustainability policy.

Sustainability management & legal compliance

Sustainability commitment

Food Sightseeing Estonia leadership is wholly committed to the company's sustainability performance and endorses the company's sustainability mission statement and policy.

We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to (publicly) communicating our sustainability performance (by means of the Travelife report) every two years.

Sustainability management & legal compliance

Food Sightseeing Estonia 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.

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

Sustainable Tourism Objectives:

- To promote a healthy and safe work environment for our employees and collaborators, and to improve their skills in terms of tourism sustainability.
- Manage our environmental impacts related to the reduction of energy consumption, waste management, vehicle emissions, and protection of the flora and fauna for our activities.
- Generate positive direct and indirect economic impacts in the communities with which we interact.
- Promote the environmental, cultural and historical conservation of the communities with which we interact, raising awareness about their sustainability to our clients, collaborators, and suppliers.

Internal management: environment

Environmental management of office operations

- We are committed to keeping the direct footprint of our business operations as minimal as possible and actively follow [circularity/the 5Rs (refuse, reduce, reuse, repurpose, recycle)/sustainability/environmentally-

sound principles. We have the following measures in place:

- Follow all local and national regulations concerning environmental law
- Measure, monitor, and evaluate use of all commodities and products purchased, especially in terms of water, waste, energy, and carbon
- Procure office supply. locally, seasonally, fair trade, in bulk, with limited packaging, sustainability certified whenever possible
- Print only when absolutely necessary, and when printing, always print double-sided on grayscale. Paper must always be FSC or equivalent certified, with preference for the highest percentage post-consumer materials
- Energy saving measures are in place in all common areas
- All equipment and lighting is energy-efficient and turned off/unplugged/on sleep mode when not in use
- Water saving measures are in place in all common areas and restrooms, including water capture in external areas
- Waste is separated into the following categories: [plastic, organic, paper products, metal, hazardous, glass, e-waste, waste to landfill] and is disposed of properly by a local municipality chosen company.
- Noise, light, and air pollution is minimised

Carbon management of office operations

- Food Sightseeing Estonia is committed to reducing our carbon footprint and endeavours to reduce the amount we travel as much as possible by:
 - Reduce the amount we travel as much as possible
 - Monitoring and measuring carbon footprint with the aim to reduce as much as possible and offset remaining amounts.
 - Encouraging remote work whenever possible, and when it is not possible, making it easier for employees to limit their carbon footprint by use of eco modes of transportation.
 - We commit to offsetting our remaining direct and indirect carbon from travel and fossil energy use via carbon offset options available.
 - Implementing procedures such as [e.g. following proper maintenance for vehicle fleet].
 - Installing energy efficient equipment and appliances [where appropriate/possible]

Land use

- Food Sightseeing Estonia office is located in a urban area and abides by all local land use laws, respects local cultural and natural resources in our business operations, and favours sustainable architecture and design.

General suppliers policy

- Food Sightseeing Estonia is committed to sourcing its products and services 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.
- Food Sightseeing Estonia prefers to work with partners that share the company's commitment towards sustainability. This means that we prefer partners that have a written sustainability statement as an integral part of their business policy and/or a clear sustainability policy in place.

- Food Sightseeing Estonia prefers to work with 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.
- Whenever possible, Food Sightseeing Estonia prefers to select partner companies that comply with tourism-specific, internationally recognized (GSTC-accredited) certifications, or other sustainability certifications like B Corp or ISO.
- Food Sightseeing Estonia expects its suppliers to adhere to a [Code of Conduct/Code of Ethics], that includes the following responsible business practices:
 - Complying with all local, regional, national and international regulations
 - Committing to fair employment conditions
 - Following anti-corruption, anti-bribery, anti-extortion, and anti-discrimination policies
 - Protecting the environment and natural resources
 - Acting in the best interest of local communities
 - Protecting the interests of Food Sightseeing Estonia
- Following a zero-tolerance policy, Food Sightseeing Estonia will immediately terminate any relationships with suppliers that violate [our policies/the [Code of Conduct/Code of Ethics], specifically through acts of bribery, corruption, discrimination, and violation of human rights.
- Food Sightseeing Estonia raises awareness amongst its suppliers to adopt sound social and environmental practices, and to minimise their carbon footprint.
- Food Sightseeing Estonia actively collaborates with suppliers to improve their sustainability performance. We encourage our suppliers to continuously learn about sustainability and provide/support this learning whenever possible.

Inbound partner agencies

- Food Sightseeing Estonia only works with partner agencies that adhere to the company's [Code of Conduct/Code of Ethics].
- In the entire process of developing and operating our travel packages, Food Sightseeing Estonia expects partner agencies to act in the best interests of the surrounding communities and environment as well as our guests.

- Food Sightseeing Estonia provides partner agencies opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

Transport

- When selecting transport for guests and business related travel, Food Sightseeing Estonia commits to choosing the most environmentally friendly options available for travelling to, from, and within the destination – taking into consideration distance, price, route, and comfort.
- Food Sightseeing Estonia has implemented clear guidelines for reducing GHG emissions from transport and selecting the most environmentally friendly transport options, including the following measures:
 - Preferring ground transport over air transport for short-haul travel destinations
 - Using public transportation options in the destinations
 - Using appropriate vehicle sizes for group sizes and purchasing most efficient vehicles available
 - Training drivers on eco-driving techniques
- Food Sightseeing Estonia endeavours to measure and compensate for the unavoidable GHG emissions produced from transportation. Compensation costs are either included by default in the package price or compensation is actively promoted to the clients as a booking option.

Accommodations

- In the accommodation selection process, Food Sightseeing Estonia considers the sustainability practices of an accommodation by taking into account their sustainability management and social and environmental footprint.
- Food Sightseeing Estonia favours the selection of accommodations that respect and protect land use, as well as respectfully highlight elements of local architecture, customs and traditions

Activities & Excursions

- Food Sightseeing Estonia only works with excursion providers that adhere to the company's [Code of Conduct/Code of Ethics].
- All excursions and activities run by or on behalf of Food Sightseeing Estonia respect local customs, traditions, cultural integrity, and natural resources.
- Food Sightseeing Estonia commits to not offering any excursions that harm humans, wildlife, environment,

or natural resources such as water and energy.

- Food Sightseeing Estonia gives preference to excursions and activities that benefit local communities, respect animal welfare and support environmental protection.
- Food Sightseeing Estonia has clear guidelines/Codes of Conduct in place for environmentally and culturally sensitive excursions offered by or on behalf of the company. These guidelines are actively communicated to guests as well as distributed and implemented by excursion providers and guides.
- Food Sightseeing Estonia provides excursion and attraction providers opportunities for sustainability learning and management, including free access to the Travelife online learning and reporting platform.

Tour leaders, local representatives, and guides

- Food Sightseeing Estonia commits to hiring qualified local guides, drivers or other local staff, paying them living wages and providing safe and fair working conditions.
- Food Sightseeing Estonia 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. Therefore, we make sure that all guides hired by or leading tours on behalf of FSE are trained regularly and knowledgeable in the sustainability topics of the destination.
- Food Sightseeing Estonia provides guides with learning opportunities on sustainability topics including providing free access to the Travelife online learning platform.

Destinations

Sustainable destinations

- Food Sightseeing Estonia prefers to work in areas / destinations that have committed to sustainability as an integral part of community and destination development.
- Food Sightseeing Estonia aims to send visitors to secondary or lesser-known tourist areas to avoid overtourism.

Contribution to local communities / local economic network

- Food Sightseeing Estonia 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 educating them about illegal/prohibited/forbidden

souvenirs

- Collaborating with other local tourism stakeholders [including local government, other tourism businesses, academia, community groups] to further the sustainable tourism development of the destination
- Respecting and advocating for all human rights (i.e. children's rights, women's rights, labour rights, etc.) as well as land rights

Environmental stewardship in destinations

- Food Sightseeing Estonia commits to environmental stewardship in the destinations in which we operate by:
 - Ensuring natural resources remain intact
 - Educating guests about the principles of responsible travel and responsible visitor behaviour

Customer communication and protection

Privacy

- Our customer protection is our priority. Therefore, we maintain a clear privacy policy to ensure
 - Legal compliance in all regards
 - Customers and their data are protected
 - Customers know how their information is being used

Marketing and communication

- Food Sightseeing Estonia 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

- Customers are informed about the social and environmental impact of their journey, and are educated about the sustainable choices they can make, including transparent communication on:
 - Certified accommodations

- Compensation of their trips CO2 emissions
- Activities and excursions that benefit the local communities and environmental protection
- Responsible shopping and illegal souvenirs

Customer experience

- The company aims for all customer experiences to be positive, and follows strict health and safety, marketing, and excursion policies to ensure customer satisfaction. These policies cover specific topics of (but not limited to):
 - Health and safety
 - Emergency procedures
 - Privacy
 - Group numbers
 - Greenhouse Gas emissions and offsetting
 - Transport
 - Shopping
 - Satisfaction and complaints
- Food Sightseeing Estonia maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability.

Contact / Responsible person

All staff are responsible for the ownership and undertaking of this policy.

All staff are responsible for the promotion and implementation of this sustainability policy within their departments.

The implementation of this policy will be lead by the Sustainability Coordinator, Paul Toots, who can be reached at paul@foodsightseeing.ee.

Definitions

“FSE” is defined as “Food Sightseeing Estonia.”

Effective date

This policy is effective from 22.02.2023.

Revision history

This policy was revised on 22.02.2023

This policy will be revised by 21.02.2025