

SUSTAINABILITY POLICY_Authentic Madagascar Tours

"Protect, respect, and pass on: this is the duty of everyone involved in sustainable travel."

1. Introduction

Since 2005, AUTHENTIC MADAGASCAR TOURS, a Malagasy tour operator specializing in tailor-made trips, has been designing and organizing individual and group tours throughout Madagascar, working closely with local partners to guarantee the quality, comfort, and authenticity of its services. The company promotes **responsible and solidarity-based tourism**, emphasizing the discovery of Malagasy culture, the preservation of biodiversity, and the development of village communities.

This sustainability policy reflects AUTHENTIC MADAGASCAR TOURS' commitment to ensuring that all of its activities are conducted in a manner that **respects the environment, local populations, and future generations**. It aims to maximize the positive effects of tourism on individuals and local communities, while reducing negative social, environmental, and economic impacts.

This policy brings together a set of initiatives in favor of **sustainable, inclusive, and responsible tourism**, reconciling **economic performance, environmental protection, and positive social impact**. It provides a framework for product development, operations, and partner relationship management. It reflects a commitment **to acting responsibly in all activities**.

This sustainability policy is part of the organization's Corporate Social Responsibility (CSR) Charter, which defines the fundamental principles and values of social responsibility. The commitments described in this policy translate the guidelines set out in the CSR Charter into operational terms.

2. Objective and scope

The sustainability policy adopted by AUTHENTIC MADAGASCAR TOURS is designed to meet regulatory requirements and customer expectations, while affirming its commitment to sustainable development and the protection of ecosystems.

This sustainability policy applies to all AUTHENTIC MADAGASCAR TOURS activities, its staff, service providers, and operational partners, as well as the services offered to customers in the country and in its areas of operation.

3. Regulatory references

The policy complies with all applicable legislation and international sustainable development frameworks.

In particular, it aligns with Target 3 of the Global Biodiversity Framework (Kunming-Montreal), known as “30×30,” which aims to conserve and effectively manage at least 30% of terrestrial, inland water, and marine areas by 2030, as well as the Convention on Biological Diversity (CBD), which sets out the principles for protecting ecosystems, preserving biodiversity, and sustainably using natural resources.

The policy also incorporates respect for human rights and labor rights, in accordance with the conventions of the International Labor Organization (ILO), the UN conventions on human rights, and Madagascan national legislation (Labor Code – Law No. 2024-0414).

4. Principles and commitments

AUTHENTIC MADAGASCAR TOURS has always prioritized an ethical approach that respects communities and ecosystems, now formalized by the adoption of sustainable tourism best practices, based in particular on the Travelife standard and certification.

This framework defines operational and verifiable criteria in environmental management, working conditions, community engagement, and governance, and commits the company to gradually aligning itself with these standards.

5. Policy implementation

This policy is implemented on a daily basis and continuously improved, both internally and with partners. It is rolled out in concrete steps that translate commitments into actions: diagnosis and prioritization, integration of procedures into daily operations, adaptation of contracts, and implementation of operational tools to ensure compliance.

These measures reinforce the credibility of the actions and ensure the transparent implementation of commitments through clear operational procedures, ongoing training of teams, and reporting accessible to customers and partners.

Obtaining Travelife certification attests to responsible practices, safe operations, and an effective contribution to the protection of travelers, employees, and local communities.

5.1 Responsibility

The implementation of the sustainability policy is based on a clear organization of responsibilities. Management is responsible for overall governance, defining strategy, validating sustainability objectives, and allocating the human, financial, and technical resources necessary to implement the policy.

The Sustainability and CSR Manager ensures the operational deployment of the policy, coordinates stakeholders, and monitors indicators using appropriate procedures and tools. He or she organizes coordination and information meetings, conducts training and awareness-raising activities, and drafts the corresponding reports. He or she also ensures that the action plan is reviewed regularly to maintain the consistency of commitments and the effectiveness of actions.

Operational managers integrate the procedures into daily activities. They ensure that the established rules are applied in the field and supervise the compliance of service providers with sustainable practices.

Staff and service providers comply with procedures, complete mandatory training, and actively participate in prevention and reporting initiatives. Employees, who are aware of sustainability commitments, take responsibility for their implementation, while service providers ensure that these commitments are integrated into their daily operations.

Customers receive clear and accessible information on sustainability commitments, environmental impacts, and responsible practices. They are encouraged to adopt responsible behaviors when traveling, particularly with regard to respect for local communities, natural sites, and wildlife.

5.2 Governance mechanism

Governance mechanisms are based on written and published sustainability and CSR policies that transparently define commitments. They include regular internal committees, annual performance reviews, and external audits for recognized certifications such as Travelife.

Depending on their responsibilities, stakeholders are made aware of sustainability commitments and actively contribute to their implementation.

6. Monitoring and control mechanisms

6.1 Communication and awareness

A communication plan ensures that the policy, procedures, and results are disseminated. It is based on information sessions, written materials, posters displayed at work sites, and information provided to customers via sales documents and the website.

6.2 Training and skills development

A training program is in place for all staff, as well as for external service providers and associates. Mandatory modules are designed for staff, while service providers are required to participate in training provided by the organization and to integrate sustainability commitments into their professional practices.

All parties must apply compliance procedures and adhere to standards relating to safety, human rights, labor law, child protection, and environmental protection. Eco-friendly practices based on resource conservation and waste prevention must also be implemented.

Participation in training courses and their implementation are closely monitored by the manager and included in the annual sustainability report.

6.3 Monitoring, indicators, and reporting

A dashboard of operational indicators has been set up, including consumption, waste management, incidents, service provider compliance, training hours, and reports processed.

Data is collected regularly, analyzed during quarterly reviews, and consolidated in an annual report accessible to stakeholders.

6.4 Internal audit, certification, and external control

The organization has established a regular internal audit system to verify the application of policies and procedures, identify any discrepancies, and propose corrective measures.

Preparation for external audits and obtaining recognized certifications is based on these preliminary assessments. The results of internal and external audits are analyzed and incorporated into the continuous improvement plan.

7. Continuous improvement process

7.1 Complaint mechanism

A formalized procedure governs the receipt, investigation, and handling of complaints and reports. It guarantees confidentiality, prohibits retaliation, and provides for corrective measures with follow-up until the cases are closed.

This system covers customer complaints as well as internal reports and those from partners and service providers. Each case is handled transparently and documented to ensure stakeholder confidence and reinforce the continuous improvement of practices.

7.2 Management of non-compliance

The management of non-compliance follows a structured process. It begins with the identification of deviations from established policies and procedures. These deviations are then recorded in a dedicated register and subjected to in-depth analysis to identify their causes and impacts.

On this basis, corrective action plans are developed and implemented. Each non-compliance is systematically documented, tracked until resolved, and integrated into the continuous improvement process.

7.3 Continuous improvement

The policy is reviewed annually and adjusted based on audit results, stakeholder feedback, and regulatory changes. Identified best practices are systematically capitalized on and disseminated to enhance the effectiveness and consistency of commitments.

8. Specific sustainability measures

8.1 Environmental actions

The ecological footprint of activities must be minimized through responsible resource management and the implementation of sustainable practices. Each action is integrated into daily procedures and monitored using operational indicators.

❖ Energy resources

The installation and use of energy-efficient equipment, such as LED lighting, low-consumption appliances, and optimized heating and air conditioning systems, is a priority in order to reduce energy consumption.

Strict shutdown protocols are also applied in offices and infrastructure to limit waste.

In addition, feasibility studies are regularly conducted to integrate renewable energy solutions, particularly solar energy, into equipment and buildings.

***Operational indicators:** monthly electricity consumption, rate of use of energy-efficient appliances and equipment.*

❖ Water resources

Water management is based on preventing leaks, avoiding waste, and regularly checking infrastructure to ensure sustainable use. Monitoring flow rates and preventive maintenance enhance the effectiveness of the systems.

Operational indicators: volume of water consumed per month, speed of leak incident response.

❖ Responsible purchasing and consumption

Responsible purchasing is prioritized in order to ensure a supply chain that complies with sustainability principles. Suppliers who are certified or committed to sustainable social and environmental practices are favored, thereby reinforcing the organization's responsibility in its contractual relationships.

Consumption is optimized in particular by reducing paper use through the digitization of internal processes, but also by limiting single-use plastics and rationalizing office supplies.

Employee awareness of the sensible use of resources complements these measures and contributes to responsible management on a daily basis.

Operational indicators: volume of paper used per employee or overall, reduction in the use of single-use plastics.

❖ Waste and packaging

Waste reduction and sorting are systematized in offices and in the field in order to limit environmental impact through sustainable and circular resource management. Packaging is reduced through responsible purchasing and raising awareness among teams about eliminating single-use plastics.

Sorted waste is recycled wherever possible, and reuse initiatives are encouraged, in particular through the recovery of materials or the establishment of internal reuse channels.

Operational indicators: : volume of non-recyclable waste, proportion of packaging reduced or eliminated, volume of materials reused, number of reuse initiatives implemented.

The impacts associated with transportation are limited by optimizing routes and promoting eco-driving among employees and external service providers. Service contracts include requirements for the gradual modernization of the fleet in order to reduce emissions and improve safety. Partners are made aware of and supported in adopting environmentally friendly driving practices, in particular through regular training for their drivers.

Operational indicators : fuel consumption, number of drivers trained in eco-driving.

❖ Reforestation and offsetting

Reforestation and carbon offsetting initiatives are actively supported to contribute to the regeneration of ecosystems and the neutralization of residual emissions. Projects are selected based on their environmental impact and benefits to local communities.

Operational indicators: number of trees planted, area reforested, estimated tons of CO₂ offset.

8.2 Social responsibility practices

❖ Cultural promotion

Madagascar's heritage and traditions must be respected and promoted in all activities. Guides and employees are trained to raise travelers' awareness of local customs, appropriate dress codes, and responsible behavior at natural and cultural sites.

This approach helps to preserve cultural identity, strengthen ties with local communities, and promote responsible and inclusive tourism.

Operational indicators : hours of training provided, reports processed, compliance of service providers with social and cultural criteria.

❖ Contribution to local development

Local purchases and services are systematically favored in order to generate direct economic benefits for Malagasy communities. Collaboration is strengthened with local accommodation providers, transport companies, artisans, and cooperatives.

Equal opportunities are respected and fair working conditions are applied, while sustainable partnerships with local communities and associations promote inclusion, solidarity, and shared prosperity.

Each guest contributes to the local economy and, through the offers available, supports community development.

Operational indicators: proportion of purchases made from local suppliers, number of active community partnerships, documented direct economic contributions.

8.3 Health, safety, and well-being at work

Safe and decent working conditions are guaranteed for employees, guides, and partners. First aid equipment is available in offices and during tours, and regular safety training is provided as part of our ongoing commitment.

A working environment that respects health and well-being is ensured for employees, as well as appropriate insurance coverage. Employees are encouraged to report incidents and risks and to actively participate in the continuous improvement of health, safety, and well-being at work.

Operational indicators: training sessions on these topics, number of reports processed, compliance with health and safety procedures.

8.4 Child protection

As part of our commitment to fully responsible tourism, child protection is a top priority. Any form of sexual exploitation or abuse is strictly prohibited and punishable by law.

Tourism activities are systematically evaluated to avoid any risky situations and ensure that every experience respects the fundamental rights of children.

Employees, partners, and customers are made aware of and trained in abuse prevention, in accordance with international child protection standards and the principles of responsible tourism.

Reports are treated confidentially and followed up until resolution, with immediate corrective measures, thus ensuring a safe and respectful environment for local communities and travelers.

Operational indicators: number of training sessions provided on child protection, reports handled, compliance of service providers with protection commitments.

9. Conclusion

AUTHENTIC MADAGASCAR TOURS' sustainability policy reflects a firm commitment to integrating the principles of sustainable development into all its business practices, promoting sustainability within its destinations, and preserving the environment through continuous improvement of its performance.



It formalizes an inclusive approach that combines biodiversity protection, reduction of the ecological footprint, support for local communities, and awareness-raising among employees, partners, and travelers.

By relying on transparency mechanisms, regular assessments, and Travelife certification, AUTHENTIC MADAGASCAR TOURS guarantees that its actions comply with international standards of responsibility.

Each initiative thus contributes to responsible tourism that respects the environment, local populations, and social equity, strengthening the company's credibility, customer loyalty, and its lasting positive impact on society and the environment.

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