



CHURCHILL SAFARIS & TRAVEL LTD

SUSTAINABILITY POLICY

For a quarter of a century, Churchill Safaris has been at the forefront of responsible tourism in Uganda with a steadfast commitment to preserving the country's natural heritage and uplifting local communities.

Our deep-rooted commitment to sustainable practices has enabled us to meticulously craft unforgettable journeys that harmonize experience with conservation, through empowering local communities and safeguarding delicate ecosystems while offering travelers an authentic experience and ensuring a positive enduring impact on Uganda's natural and cultural treasures.

Sustainability Mission

To create impactful and authentic safari experiences that foster a legacy of conservation and community empowerment.

In detail below is a better understanding of what sustainability means to us;

1.0 Internal Management: Office and Staff Management

1.1 Office Management;

- We maintain a written sustainability policy and mission statement, assess our performance, set clear action plans, and monitor progress to reduce negative social, cultural, economic, and environmental impacts, including health and safety aspects.
- We communicate our sustainability commitments openly with customers, suppliers, and partners, assess supplier performance, and actively engage in forums that advance sustainable tourism
- We have a regulated consumption of natural resources at our office during our daily operations through safe usage of water, minimal paper, and energy-saving mechanisms.
- We have a comprehensive safety control mechanism at the office that is an on-premise fire extinguisher and a full-time security guard.
- Our office is suitably located with clear signage just next to the road thus making it very accessible to anyone.
- We have also created a sustainable environment within the office through the usage of reusable water bottles and glasses as a way of minimizing the usage of plastic.
- In our office, we reduce waste by limiting disposable items, choosing sustainable products and services, and buying in bulk to minimize packaging.

- We purchase energy efficient lighting for all areas, when available.
- In our office, we switch off lights and equipment when not in use and set equipment by default in the energy saving mode, where this is feasible.
- We prefer low energy equipment when buying new items, including considerations of cost and quality.
- We develop and implement a solid waste reduction and recycling policy.
- We separate all materials which can be recycled and organize collection and proper disposal.
- We follow laws and regulations regarding waste control and management by the local authorities through providing trash cans in each office point.
- We use eco-friendly cleaning products that have no detrimental effect on the environment.
- We mostly provide or share information electronically hence we only print where necessary.
- We set copy and printing machines by default to double-sided printing or other forms of paper saving modes.
- Our office is a prompt local licensed tax payer and compliant to the local governing authorities thus ensuring proper undisrupted business.
- Promoting the use of sustainable modes of transport for both clients and staff, including bicycles and public transport when practically viable.

1.2 Staff Management;

- We have a staff member in charge of sustainability and make sure all employees understand and support our policy.
- We ensure that our local employees are informed on relevant aspects of our sustainability policy and comply with it, by newsletters, references or supplements to contracts, emails, or training and information sessions.
- We provide equal employment opportunities to all kinds of people without any form of discrimination by age, race, or religion.
- We have a working comprehensive medical health insurance cover for all our staff members to support anyone in case of any health concerns.
- We ensure all employees have an equal chance and access to resources and opportunities for personal development through regular training, education.
- We have a working employee code of conduct which protects and helps to regulate behaviour of all employees through ensuring mutual respect for each other.
- Our staff are all provided with employment letters with clear defined job descriptions and employment contracts.
- All our employees are attributed to an annual leave of four weeks and they are at liberty to apply for sick leave or maternity leave as and when.

- We only employ people of the legal minimum age, hence we are strongly against child labour or exploitation and sex tourism.
- We provide a fair salary or minimum wage to all our employees and also accord them monthly allowances.
- We foster open communication to enhance performance, motivation, optimise employment engagement and job satisfaction.
- We offer internship programs to students at the University level thus giving them a opportunity of exposure into the industry.

2 Community Relations:

- We support the local community through offering seasonal employment to the locals within, purchasing from them food supplies, office consumables etc. and in such a way they get empowered financially.
- We promote local craft in the community by buying their artisan products to be used as souvenirs for our clients.
- We also engage communities through conducting homestay tours for our clients during their excursions and in a way they are supported economically and socially.
- While conducting our tourism activities we also front protection and preservation of the customs, culture and traditions of the local people in the community.
- Through our local initiatives such as Pack for a Purpose we have engaged clients to participate in giving back to the community with anything deemed a basic need such as scholastic materials, clothes etc.

3. Customers/ Clients:

- We ensure that no marketing and advertisement document, statement, or other publication, shall contain misleading information, over advertise and under deliver. We guarantee that all our staff are aware of and ensure that what is offered can be delivered to our clients with ease.
- We ensure safety and health of our clients on safari from their time of arrival to when they depart through following the required road safety protocols and using proper functioning vehicles well equipped with fire extinguishers and first aid kits.
- We provide our clients with an informative pre-departure guide and / or sustainability codes of conduct on all our destinations before they get on their safaris so as to equip them with all the vital knowledge about the people, cultures, currency and the wonderful features of country.
- We promote a high level of integrity and transparency in our customer office relations.
- We offer experiential and tailored safaris to all our clients with respect to their expectations or interests without compromising our level of service.

- We condone any form of discrimination by age, race, religion or gender towards our clients thus we offer equitable services regardless of their status.
- Our customers' privacy is very paramount and valuable; we reserve a high level of respect towards all clients' private lifestyles.
- We have a customer booking and cancellation policy that guides and helps clients throughout their booking process while also protecting them and the company's interests as well.
- We inform the customer about sustainable alternatives concerning accommodations, excursions, package holidays and transport options, if available.
- We provide customers with information about commercial, sexual or any other form of exploitation and harassment, particularly of children and adolescents.
- We provide our clients with souvenirs while on their safaris as a way of promoting our destinations and also reserving future memories for their adventures.
- We have a full-time response team that guarantees all our clients quick and reliable on-time replies or inquiries regardless of the differences in time zones.
- We have experienced full time guides that guarantee the safety and wonderful experience of our clients during their safaris in the country.
- Have clear procedures in case of complaints from clients.
- We guarantee excellent customer satisfaction and retention regardless of their budget.

4. Supply chain (Partner Agencies, Accommodation providers, transport providers, Activity & Excursion providers):

- We make an effort of check-listing and partnering with eco-friendly accommodation that comply with the principles of responsible tourism.
- We give clear preference to accommodations that work with internationally acknowledged (e.g. GSTC recognised) and/or Travelife certification.
- We include standard sustainability clauses in all contracts or Memorandum of Understanding (MOU) with suppliers that focus on child labour, anti-corruption and bribery, waste management and protection of biodiversity.
- We ensure that children's rights are protected throughout our accommodation supply chain by enforcing a zero-tolerance policy on sexual exploitation, including clear contract clauses, staff training, and active collaboration with stakeholders to prevent and report any violations.
- We make an effort to work with accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage; while respecting the intellectual property rights of local communities.
- We terminate cooperation with accommodation in case of clear evidence that contracted accommodations jeopardize the provision of integrity of basic services such as food, water, energy, healthcare, or soil to the neighbouring companies.

- We engage more in group tours which involve vehicle sharing thus reducing on the impact of carbon emission.
- We have alternatives of zero-carbon emission such as bicycles at our lodges and in our excursions which minimize on the impact of carbon in the environment.
- During our daily operations we give preference to public transportation so as minimize on carbon emission.
- We inform our guides to always turn off their engines during waiting thus reducing on the impact of emissions from the vehicles.
- We promote eco-friendly excursions in our itineraries such as community engagement or home stay tours, walking safaris, hiking safaris and horse-riding safaris and in a way, we help to reduce on carbon emission.
- We are selective of our suppliers putting into consideration their impact on the growth of the local communities in which they operate.
- All our excursions and experiences are designed in such a way that we include elements that help relieve poverty in the destinations we operate.
- We have regulated numbers of clients in our group tours to minimise on the possibilities of mass tourism in our destinations.
- We promote long haul safaris to create a balance and safe environment through having enough breaks in the long journeys or drives.
- We consider and give preference to more sustainable alternatives when selecting transport options for transfers and excursions in the destination, taking into account price, comfort, and practical considerations.
- We have an inventory of environmentally or culturally sensitive excursions which are offered in each destination.
- We consider sustainability aspects in the selection process of new destinations and possibly offer alternative, non-mainstream destinations.
- Support biodiversity conservation, including protected areas and areas of high biodiversity, through financial contribution, and integration in product offers.

5. Animal / Wildlife Welfare:

- We do not engage in any acts of animal violence or abuse; therefore, we believe that all wild animals should be free and kept in the wild not caged or staged for tourism activities
- We do not offer any excursions that harm humans, animals, plants, natural resources such as water and energy, or which are socially and culturally unacceptable
- We do not offer any excursions in which wildlife is held captive, except for properly regulated activities in compliance with local, national, and international law.

- We are not involved with companies that harvest, consume, display, sell, or trade wildlife species unless it is part of a regulated activity that ensures that their utilisation is sustainable and in compliance with local, national, and international law.
- We don't involve ourselves in dangerous activities such as hunting ventures which may be a danger to the wildlife and human life.
- We have skilled and/or certified guides to guide our guests in sensitive cultural sites, heritage sites, or ecologically sensitive destinations.
- All our vehicles have trash cans to minimise on the impact of littering in the parks which in turn poses danger to the wildlife
- We inform and sensitise all our clients to keep a safe distance from the wildlife so as to prevent endangering themselves and the animals.
- We also sensitize our clients to observe the rules and regulations set by the wildlife protection authorities such as UWA while in the parks so as to respect and preserve the wilderness for years to come.
- We are strongly against any form of mass tourism in the destinations or parks we operate as this possesses danger to our wildlife.
- We do not promote souvenirs which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; or historic and archaeological artefacts (except as permitted by law).