

## Sustainability Policy & Memorandum of Understanding

**Dear partner,**

*for Maroc Travel (NL), (Morocco) Toubkal Adventure & Biking in Marrakech*

We like to inform you that our company is [Travelife](#) partner for our commitment to sustainability tourism. Step 01 is to inform our partners, both suppliers and buyers on the sustainability values we aim for. In our effort to offer our travelers in Morocco a great travel experience in nature and culture we focus on creating benefits for local communities, contributing to nature conservation and reducing negative impacts on both nature and culture. In contact with local people we offer them *to **discover Morocco from the inside***.

### Sharing and caring

As a first step in our caring for sustainability we like to inform you about the Travelife community.

An online platform to be informed, supported or even apply yourself for accreditation [www.travelife.info](http://www.travelife.info)

There is a certification option for [hotels and accommodations](#) too.

### Major issue – reduce plastic waste

Reducing plastic waste is one of the main international issues we are committed to.

Therefore we signed in for the [plastic pledge](#) and we ask our partners to do so as well:

**SIGN THE  
PLEDGE**

Sign the pledge and join this movement to combat plastic pollution at holiday destinations

 **Sign**

### Good Tourism Institute

Also we are an active member in the international community of the [Good Tourism Institute](#). They do have an [online community](#) as well. With all partners in this community we can follow and share interesting items and new developments on the issue of People, Planet & Prosperity. We invite you to be a member too.

### Working together on sustainability

We inform and ask support and input from our suppliers and buyers; to create a sustainable chain.

So we can protect the beautiful nature and culture of Morocco also for next generations.

We like to implement sustainability practices together. And we believe that – especially in the long run – focus on sustainability and environment protection does not have to be more expensive; it can even save money and become a prosperous return on our investments and physical efforts.



**MOROCCO**  
*Toubkal Adventure*  
[www.moroccotoubkaladventure.com](http://www.moroccotoubkaladventure.com)

### **Team work – Maroc Travel / Toubkal Adventure / Biking in Marrakech**

For all our partners we like to inform you about some of the sustainability actions we implemented for our international team in:

- the Netherlands: Maroc Travel,
- Morocco: Toubkal Adventure
- in Marrakech for our guiding team Biking in Marrakech.

To show you our examples we hope we will inspire you to do the same.

### **Mission & goal**

Sustainability with a focus on nature and culture is our goal. We work directly with the local people without any intermediaries. During our walks we buy local when possible and of course we do not leave any garbage behind. We pay our employees immediately after work ('sur place') and we provide them a decent salary. We take you to the unspoiled nature and let you meet the culture and hospitality of the local Berber people.

### **Planting trees – prevent erosion**

At Maroc Travel / Morocco Toubkal Adventure we realize that the beauty of nature is part of your memorable journey. And as it is almost inevitable to travel to Morocco by plane we ask all our travellers to spend a small amount of € 15,- p/p to compensate for the CO2 transmission of your flight. We deposit this amount in our own Green High Atlas Fund. We organize a yearly campaign in the Toubkal National Park to plant trees and shrubs. Also to prevent further erosion. Would you personally like to join us when we go planting trees and shrubs in January? Please let us know!

### **Working together**

As part of our sustainability policy we carefully select our partners and ask them to join us to support responsible tourism and contribute positively towards Morocco's economy, environment and people.

### **Action plan Maroc Travel / Toubkal Adventure / Biking in Marrakech:**

- **No paper / vouchers / brochures**

Our travellers receive a document by e-mail that we will send them no letters or vouchers. We are a small scale company and in our contact with our buyers and suppliers we work with a personal touch which makes paper documents printed not needed.

For promotional use we have only a one paper brochure with our addresses and a small overview of our services. In English so we can use this in The Netherlands, in Morocco and worldwide.

- **Contact with local people and local communities**

Our journeys, daytrips and excursion are organized in such a way that there is an open contact and possibility to be in contact and visit local people and communities.

- **Promote walking, biking and travel by train**

For travellers in Morocco we offer a wide range for walking and biking excursions and tours. In the North of Morocco we offer travellers our unique system to travel by train combined with comfortable transfers from the train station to and from your hotel. By promoting walking, biking and traveling by train we hope that these items will be loved by locals too.

- **Reduce footprint and CO2 emissions, avoid waste and leave no garbage behind:**

- We inform our travellers about our tree planting program with local communities
- We advise our travellers to be careful in using water for showers and using clean bathroom towels. We inform them about the international practise: towel in front of the door on the floor: please wash. All other towels: we keep.
- We inform travellers how they can minimize the use of plastic bottles for water like using a LifeStraw, Water-to-Go bottle or TAPP-bottle. Accommodations we inform about the possibility for water filters in their TAPP too. Also we share natural ideas like adding parts of lemon, orange and / or fresh mint leaves or other herbs in water from the tap.
- We inform our travellers where they can leave empty mineral water bottles to be re-used.
- We ask accommodations to offer refillable soap and shampoo in the bathrooms and to use ecological cleaning materials without hazardous materials.
- We ask travellers to be attentive for energy saving; no airco or lights on when leaving the room. We ask accommodations to use LED lights and solar energy where possible.
- We promote local restaurants using fresh and local vegetables and local dishes.
- We ask accommodations to buy food local, fresh, fair trade and where possible organic.
- We ask travellers, accommodations and restaurants to separate and recycle waste; especially for organic waste and plastic bottles.

- **Avoid overconsumption / serving too much:**

- We inform our travellers to be open about how much food they like.
- We inform all hotels and restaurants that it is better especially for bread to serve twice and that they inform their staff and their visitors to be keen to check if a second service is wanted or needed.

- **Associations and local communities:**

- We inform travellers and guests
  - which items are typical and local to eat
  - which souvenirs support local economyand we take them to visit local community projects.

- We follow national and international labour laws.  
We are keen to avoid and disapprove possible commercial (or sexual) exploitation of children.  
We ask our partners to employ as many local people as possible (No children under 14 yrs!)
- We do not tolerate any type of corruption or bribery, either public or private, either active or passive. As such we are open and focus on transparency in dealing with buyers, suppliers and authorities. We honor the relevant international anticorruption standards as laid down in the 'Global Compact' and in local anti-corruption and bribery laws.  
We focus on 6 important steps to prevent and avoid corruption:
  - 1) we are committed and are clear about our zero tolerance towards bribery and corruption
  - 2) we know our risks and are keen for opportunities to prevent mistakes
  - 3) we define our success goals and the items that support our pride
  - 4) we check and control possible items for corruption or bribery
  - 5) we monitor, measure and are open about the results
  - 6) we communicate about our results to stakeholders; especially our buyers and suppliers
- We ensure communities are involved in and benefit from tourism:
  - We work with local communities to help them in developing their tourism potential.
  - We market responsible tourism respecting local, natural and cultural environments:
    - we promote visiting local culture and history and services offered by local communities,
    - we encourage visitors to try out and visit local restaurants and cafés,
    - we invite visitors to visit local villages and areas, bringing business to local communities.
  - We share responsible tourism policies and successful social and environmental strategies.

By signing this sustainability policy and Memory of Understanding you agree to commit your business for responsible practises where possible. You understand and are willing to support our philosophy towards responsible tourism and that you will operate accordingly.

Maroc Travel / Toubkal Adventure  
Toubkal Adventure / Biking in Marrakech

Partner: \_\_\_\_\_  
Signature: \_\_\_\_\_

Drs. (Msc.) H.A.M. (Helena) Matthijssen  
General Director  
Responsible for sustainability coordination tasks

Name & Titel: \_\_\_\_\_