

## **Green Visions Sustainability Policy**

Green Visions, as a responsible tour operator, is committed to minimizing the negative social, cultural, economic, and environmental impacts of our activities. Our Sustainability Policy is designed to be regularly evaluated to ensure its effectiveness and relevance.

This policy extends to encompass every individual associated with Green Visions, including employees, contractors, guests, and partners. We will actively convey this policy to our customers, suppliers, and business associates, encouraging them to adhere to it as a baseline or demonstrate how they surpass standards in their interactions with Green Visions.

The Green Visions team is committed to continuous improvement, actively seeking opportunities to enhance our sustainability practices and adapt to evolving environmental and social standards.

### **Tour Leaders, Local Representatives, and Guides Sustainability Commitment:**

We prioritize collaboration with locally owned businesses that reflect and respect the unique cultures of our destinations, including hotels, lodges, restaurants, handicraft outlets, and arts and culture centres. At Green Visions, we embrace a profound commitment to ethical and sustainable tourism practices, extending this dedication to our valued tour leaders, employees, local representatives, and guides. Our policies underscore our responsibility to prioritize the well-being and fair treatment of these essential individuals who serve as cultural ambassadors and environmental stewards for our guests.

### **Employment Standards:**

- Green Visions Eco Tours is committed to providing equal opportunities for all employees and collaborators, regardless of gender, age, ethnicity, religion, disability, or background. We ensure a non-discriminatory, inclusive, and respectful working environment where all individuals are treated fairly and with dignity.
- Green Visions is committed to supporting local communities and fostering sustainable development by prioritizing the employment of local individuals in various roles within the company especially for tour leaders, representatives, drivers, management and administrative staff ensuring they receive fair and living wages and work in safe and equitable conditions
- Green Visions strives for equal opportunities for all present and potential employees and therefore does not discriminate against anyone for their membership or affiliation to join trade unions. We recognize the importance of collective bargaining in fostering a fair and supportive work environment.
- Women are not discriminated against at any stage of employment, including recruitment, training, promotion, and leadership roles. Green Visions applies the principle of equal pay for equal work, ensuring that women and men receive the same remuneration for the same roles, responsibilities, and performance.
- We actively support maternity and parenthood by respecting all legal maternity rights and providing job security before, during, and after maternity leave.

Maternity leave is fully paid, ensuring financial security during the leave period, with the duration aligned with or exceeding local labor law requirements. Women returning from maternity leave are supported in reintegrating into their roles without disadvantage, loss of seniority, or reduction in pay. Where possible, flexible working arrangements are considered to support work-life balance for parents.

- Green Visions Eco Tours promotes gender equality, empowers women within the tourism sector, and contributes to long-term social sustainability.

### **Guides as Cultural and Environmental intermediaries:**

- Green Visions acknowledges that guides play a crucial role as intermediaries between guests and the socio-cultural and environmental fabric of destinations.
- Green Visions provides regular training for all guides to enhance their knowledge of sustainability topics specific to each destination, ensuring they effectively convey appropriate behaviour to guests in alignment with local customs and environmental conservation practices.

### **Specialized Trainings:**

- Green Visions recognizes the importance of addressing critical issues of commercial, sexual, or any other form of exploitation or harassment, particularly of children, adolescents, women, minorities, and other vulnerable groups.
- Green Visions guides are equipped with the knowledge and skills to identify and prevent instances of exploitation.
- Green Visions is committed to the continuous professional development of our staff and guides. The company organizes training sessions, workshops, and refresher courses for guides to enhance their skills, deepen their understanding of sustainability practices, and stay abreast of industry advancements.
- Foster transparent communication and collaboration between Green Visions and our guides.
- Establish open channels for feedback, ensuring that guides can, share insights, and actively contribute to the improvement of our sustainability practices.

### **Empowerment of Local Communities:**

- Green Visions seeks to empower local communities through responsible tourism practices.
- Green Visions encourages guides to share local stories, provide authentic insights into the region's culture and history, promote community engagement, and support initiatives that contribute to the socio-economic development of the communities they represent.

### **Monitoring and Accountability:**

- Green Visions assesses guide performance through guest feedback, internal evaluations, and collaboration with local communities to ensure our commitment to ethical and sustainable tourism is upheld.

### **Sustainable Destinations Commitment:**

Green Visions is dedicated to promoting and contributing to sustainable destination development. Our sustainable destinations commitment is embedded in the following principles:

- Green Visions prefers to work in destinations where sustainability is ingrained as a fundamental aspect of community and destination development. Green Visions collaborates with local authorities, community leaders, and organizations committed to sustainable practices.
- We support initiatives that prioritize environmental conservation, community empowerment, and responsible tourism development. We prohibit the purchase of souvenirs containing threatened flora and fauna species, any illegally obtained historic/archaeological artefacts, drugs, or illegal substances. We adhere to all local and international laws in place to prevent the acquisition of such items.
- Green Visions actively aims to divert visitors to secondary or lesser-known tourist areas to alleviate the impact of mass tourism in popular destinations. We develop and promote itineraries that highlight the unique offerings of less-explored areas, encouraging a more even distribution of tourism benefits. Work closely with local partners to develop sustainable tourism practices in these areas.
- Green Visions groups are mostly 10-15 people to minimize the impact and to ensure the safety and overall quality of the trips.
- We aim to promote responsible tourism where the benefits far outweigh any negative

effects. As a responsible tour operator, we endeavour to refrain from further stressing destinations we consider unsustainable. Instead, we focus on offering travel experiences that support conservation efforts, respect local cultures, and contribute positively to the communities we visit.

- By carefully selecting destinations and managing our tour operations responsibly, we strive to ensure that tourism remains a positive force for both travellers and host communities.

### **Accommodation Sustainability Policy:**

- At Green Visions, we are committed to promoting and supporting sustainable practices in all aspects of our operations, including the selection and management of accommodation partners. Our goal is to ensure that tourism contributes positively to the protection of the environment and the well-being of local communities.
- We prioritize working with accommodation providers who actively demonstrate a commitment to sustainability. This includes, but is not limited to, minimizing environmental impact, supporting local economies, and respecting cultural heritage. We give preference to accommodations that are certified by internationally recognized sustainability standards, such as **Travelife**. We do not engage or continue partnerships with accommodations that negatively impact the local community's access to essential resources such as food, water, energy, or healthcare. Any provider found compromising the integrity of these basic services may face termination of our cooperation.
- Green Visions maintains a system for tracking and evaluating the sustainability progress of our partners. We encourage and support our partners in making continuous improvements, and we are committed to fostering long-term relationships based on shared values of responsibility, transparency, and sustainability.

### **Water Management:**

- **Tap Water:** Our offices are connected to city water, and we regularly check taps for leaks, promptly repairing them when necessary.
- **Drinking Water:** Monthly measurements track our consumption, and staff use personal cups, glasses, and water bottles, eliminating disposable items.
- **Waste Water:** Our wastewater undergoes treatment through the government system, and toilet water is directed to the city sewage system.

### **Energy Consumption:**

- We strive to keep energy usage low by utilizing low-energy light bulbs throughout our offices.
- Computers and other electronic devices are diligently shut down after work hours to conserve energy.
- Green Visions minimizes electricity consumption by switching off lights, computers, and extension cable indicators after working hours.
- Limit the usage of air conditioning systems to reduce energy consumption and minimize environmental impact.
- Green Visions prioritizes avoiding energy-using equipment unless it is essential, such as computers. Our preference is for devices with the lowest energy consumption, prioritizing price, quality, and life cycle, and always the most energy-efficient option available has been chosen.

### **Paper Conservation:**

- Our company has embraced a paperless approach for pay stubs and time sign-in sheets. Green Visions is avoiding the use of paper whenever possible, sending invoices and quotes via email as PDF files.
- When paper is necessary, we prefer recycled paper and ensure it is used on both sides, either through double-sided printing or utilizing one side as scrap paper.

### **Waste Reduction:**

- We actively minimize waste throughout our office, with regular recycling i.e. Recycling equipment that is no longer of use to the company; and giving away items such as tyres, computers and printers that we no longer use.
- Whenever possible, we purchase products made with recycled paper. For example, paper towels, printer paper, and business cards.

### **Plastic-free Office & Tours**

- We are strictly committed to the policy of minimizing using single-use plastic in the office or during tours, aligning with our commitment to environmental conservation. Our staff and guides undergo training to uphold this principle, ensuring a single use of plastic for our clients and minimizing our ecological footprint.

### **Health & Safety:**

- A first aid kit and fire extinguisher are readily accessible to all staff members.
- Regular safety conversations, at least annually, are held to maintain a safe working environment.
- During training, several modules are focused on the importance of risk assessment and safety.

### **Transportation and Sustainable Food Practices:**

- Our organization is committed to reducing the environmental impact of our transportation activities. We actively measure and monitor CO<sub>2</sub> emissions associated with staff travel, including commuting and official business trips. Office staff are encouraged to commute on foot, by bicycle, or via public transportation. Official travel is minimized by utilizing instant messaging, video and audio conferencing, phone, or email to avoid unnecessary travel. When travel is necessary, we prioritize low-emission transportation options
- Preference is given to locally produced food with a focus on organic options when available.
- Hygiene and sanitation in the office are maintained using necessary detergents, minimizing the use of harmful substances with a lower environmental impact i. e. environmentally safe soaps and detergents.
- Sustainability signs serve as constant reminders of our policies, reinforcing our commitment to environmental responsibility.

### **External Commitment/ Transport standards:**

- Collaborate closely with transport companies to establish and reinforce protocols that align with our commitment to sustainability and responsible tourism.
- We conduct regular training sessions with our transportation partners, emphasizing a set of standards to ensure compliance with the best international practices in the tourism industry.
- We embrace the use of newer vehicles meeting Euro 5 - 6 emission standards to minimize environmental impact, prioritizing environmentally friendly options to reduce our carbon footprint.
- Green Visions encourages the responsible use of vehicles. We try to build a culture of energy conservation among drivers and staff, ensuring vehicles are

powered down during idle periods in order to reduce fuel consumption and emissions by implementing practices such as turning off engines when not in use.

**Preference for Sustainable transfers:**

- Green Visions' strategy is to prioritize the use of vehicles that align with the number of passengers for a given transfer or excursion, ensuring efficient resource utilization and reducing unnecessary environmental impact.
- Work closely with transport partners to match the capacity of vehicles to the number of passengers, reducing fuel consumption and emissions associated with oversized or undersized vehicles.

**Cultural sensitivity and respect:**

- Green Visions places a strong emphasis on cultural sensitivity and respect for local customs and traditions in all destination choices. We educate staff and guests on the importance of cultural respect. We collaborate with local communities to create tourism experiences that celebrate and preserve cultural heritage without exploitation.

**Partnerships for Sustainable destination development:**

- Green Visions actively seeks partnerships with destinations and organizations aligned with our sustainability values.  
Green Visions is actively working with local authorities, NGOs, and community groups to enhance sustainable practices.  
Green Visions supports destination-level initiatives that promote responsible tourism, environmental protection, and community well-being.
- Green Visions is working with local rural communities on the perseverance of cultural heritage and environment
- Green Visions will use a network of partners and stakeholders to promote the importance of both living green practices and green certification in creating the green certification trend in the network.

### **Education and awareness:**

- Green Visions is committed to raising awareness among staff, partners, and guests about the importance of sustainable destination choices. Green Visions for years has been engaged in developing educational materials, conducting training sessions, and integrating sustainability messages into our communication,
- Green Visions recognizes the dynamic nature of destination sustainability and is committed to continuous evaluation and improvement through quality control as a regular component within business activities.

### **Marketing and Advertising**

- At Green Visions, our commitment to sustainability is integral to our operations, including our marketing and advertising practices. We employ a combination of formal and informal monitoring methods to track our progress towards sustainable practices. Our sustainability policy is designed to ensure that we uphold the highest standards of transparency, honesty, and accountability in every communication with our clients, partners, and stakeholders. We pledge that no marketing, advertising document, statement, or other publication produced by our company shall contain misleading information, over-advertise, or under-deliver. We are dedicated to providing accurate and transparent information to our clients. In our marketing efforts, we adhere to ethical advertising practices, avoiding any form of deception, manipulation, or misinformation. Our commitment to sustainability extends to fostering ethical and responsible communication.  
We guarantee that all our staff members are well-informed and committed to ensuring that what is offered in our marketing materials can be delivered to our clients with ease. This collaborative approach helps us refine our communication strategies and ensures that we meet the expectations of those we serve.

## **Sustainable Excursions Policy**

At Green Visions, we are committed to ensuring that all excursions offered directly or through our partners align with responsible tourism principles. Our Sustainable Excursions Policy sets clear guidelines to ensure that tourism activities contribute positively to local communities, protect natural environments, and respect cultural heritage.

1. **Preference for Sustainable Excursions:**
  - We prioritize excursions that adhere to recognized sustainability standards and best practices.
  - Excursions must demonstrate respect for local traditions, biodiversity, and the well-being of animals.
2. **Environmental Protection & Resource Conservation:**
  - Partnered excursions must not negatively impact natural ecosystems, wildlife, or local resources (e.g., water, energy).
  - Activities should actively minimize waste, emissions, and disturbance to nature.
3. **Respect for Local Communities & Cultures:**
  - Excursions must support and engage with local communities in a meaningful and respectful manner.
  - Activities should contribute economically by involving local guides, artisans, and businesses.
  - Local employees must be provided with fair wages, safe working conditions, and equitable opportunities.
4. **Compliance & Monitoring:**
  - All contracted excursion providers must adhere to local, national, and international laws regarding environmental protection, cultural heritage, and labour rights.
  - Green Visions reserves the right to terminate contracts with providers that fail to meet our sustainability criteria.

By enforcing this policy, we ensure that our excursions align with responsible tourism values, fostering meaningful, ethical, and environmentally-conscious travel experiences.



Contact / Responsible person:

The Green Visions Management team is responsible for the ownership and undertaking of this policy. The implementation of this policy will be led by the Sustainability Coordinator who can be reached via mail, [sarajevo@greenvisions.ba](mailto:sarajevo@greenvisions.ba)

Effective date: This policy has been updated in January, 2026 (replacing our former Sustainability policy).