



ON THE WAY TO MORE SUSTAINABILITY



*journaaway*

# Our contribution 2023



FOREWORD

# Adventure. Respect. Transparency.

Our heart beats for adventure. We want to share this passion with our customers and use our multi-day trips to provide them experiences they'll remember for a lifetime. We're well aware that travel always has an impact – on the people at the place being visited and on nature. And that's why we're trying to strike a balance by maintaining partnerships that are as direct and long-term as possible and supporting both environmental and social projects.

We admit that we're far from perfect. But we believe that with every small step we take, we can get a little better. And we'd be delighted if you'd join us on our journey to even greater sustainability.



OUR WAY OF TRAVELLING

# Discover the extraordinary!

JournaWay is your way of discovering the world. Travel unknown paths and leave your own tracks behind. As a couple or together with new friends, on road trips or jungle adventures, surrounded by wildlife or in the endless desert, from big city life to your very own beach escape, be ready for inspiring encounters, undiscovered places and extraordinary accommodations. We provide everything you need for unforgettable experiences and memories that will last forever. Your journey starts here.



OUR RESPONSIBILITY

# Adventure: our obligation

We firmly believe that our trips promote mutual understanding and appreciation for nature, culture and people. Therefore, it's our responsibility to protect them.

We want to do our part to ensure that our trip destinations are preserved, that employees and partners have fair income opportunities and that everyone is treated with respect and can live a dignified life.

# 17 goals for sustainability

## OUR APPROACH

From protecting natural resources and offsetting CO<sub>2</sub> emissions to supporting charitable projects, we use the United Nations Sustainable Development Goals (SDGs) as our guide when developing our measures. We can naturally contribute more to some goals than others, but we try to ensure that our measures and projects address a wide variety of SDGs.



A woman with her hair in a bun, wearing a white top, is seen from behind driving a safari vehicle. The vehicle is moving through a savanna landscape with scattered trees and a herd of elephants in the distance. The scene is captured during the golden hour, with warm sunlight filtering through the trees.

OUR CHOICE OF PARTNERSHIPS

# We're highly selective

When it comes to choosing our partners and service providers, quality and reliability aren't the only things that count for us. We also look at their environmental and social focus. As soon as we make contact, we check whether a partner's offer could pose any risks to the sustainability of our products. In the process, we form our own opinion on site. journaWay employees get to know the NGOs we support and very carefully examine service providers and their commitments.

An aerial photograph of a lush mangrove forest with a winding river. In the background, several large, rounded limestone karsts rise from the landscape under a hazy sky. The text 'OUR ENGAGEMENT' is centered in the upper middle part of the image.

OUR ENGAGEMENT

# Climate protection and compensation

CO<sub>2</sub> COMPENSATION

# Reducing our footprint

In order to keep our environmental impact as low as possible, we make lots of adjustments within our company – and streamline our efforts by doing things such as using digital working methods.

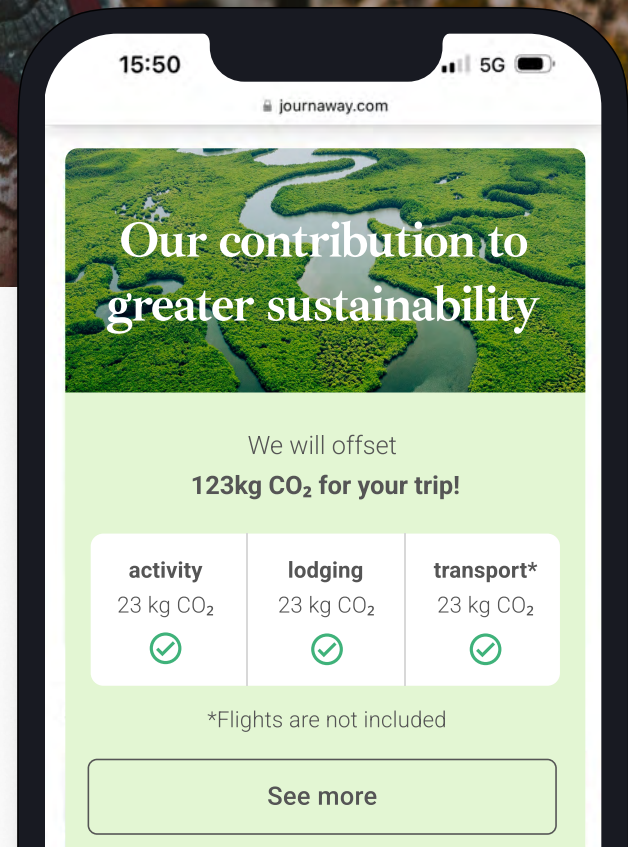
- 100%** Green electricity in the office
- 100%** Compensation for the office's climate footprint
- 63%** Cumulative working time spent working from home
- 100%** CO<sub>2</sub> compensation for business trips
- 100%** CO<sub>2</sub> compensation for all in-country services offered as part of journeyway trips
- Video conferences replace business trips wherever possible**
- Digital travel documents instead of wasting paper**



CO<sub>2</sub> COMPENSATION

# We take care of it for you

When someone travels with us, we at journaaway ensure that the carbon emissions for all services they use on site during their trip are offset. We use the CARMACAL CO<sub>2</sub> calculator to calculate how much carbon is emitted as a result of lodging, transport and on-site activities and offset it free of charge for our customers via our partner myclimate.





COOPERATION WITH MYCLIMATE

# Tangible climate protection

To offset the services our customers use on site during their trips, we purchase certificates via our partner myclimate. Among other things, myclimate has launched the climate protection project 'Indigenous communities protect rainforest in Fiji'. Instead of cutting down trees for a living, local landowners generate their income by protecting the forest. They ensure that the forest continues to bind CO<sub>2</sub>, and thanks to their work, the emissions from the trips can be offset. You can find more information [here](#).

The background of the entire page is a close-up, top-down view of numerous circular cross-sections of wood. The wood has a warm, golden-brown hue and shows distinct concentric growth rings. The slices are scattered across the frame, creating a textured, organic pattern.

DIGITAL INSTEAD OF PAPER

# 180,000

sheets of paper saved

Every second tree across the planet that's harvested for industrial purposes is felled specifically for the production of paper. We think that's too much. That's why our customers receive their travel documents - except for two destinations - exclusively in digital form. By doing so, we've saved 180,000 sheets of paper.

We also deliberately do without catalogues. According to a study, tour operators in Germany send out an average of 50,000 copies of material per year, each of which contain 51-200 pages. Even if we assume only half of that, that's 1.5 million pages that we save by forgoing the use of catalogues. ([See sources here](#))



OUR SOCIAL ENGAGEMENT

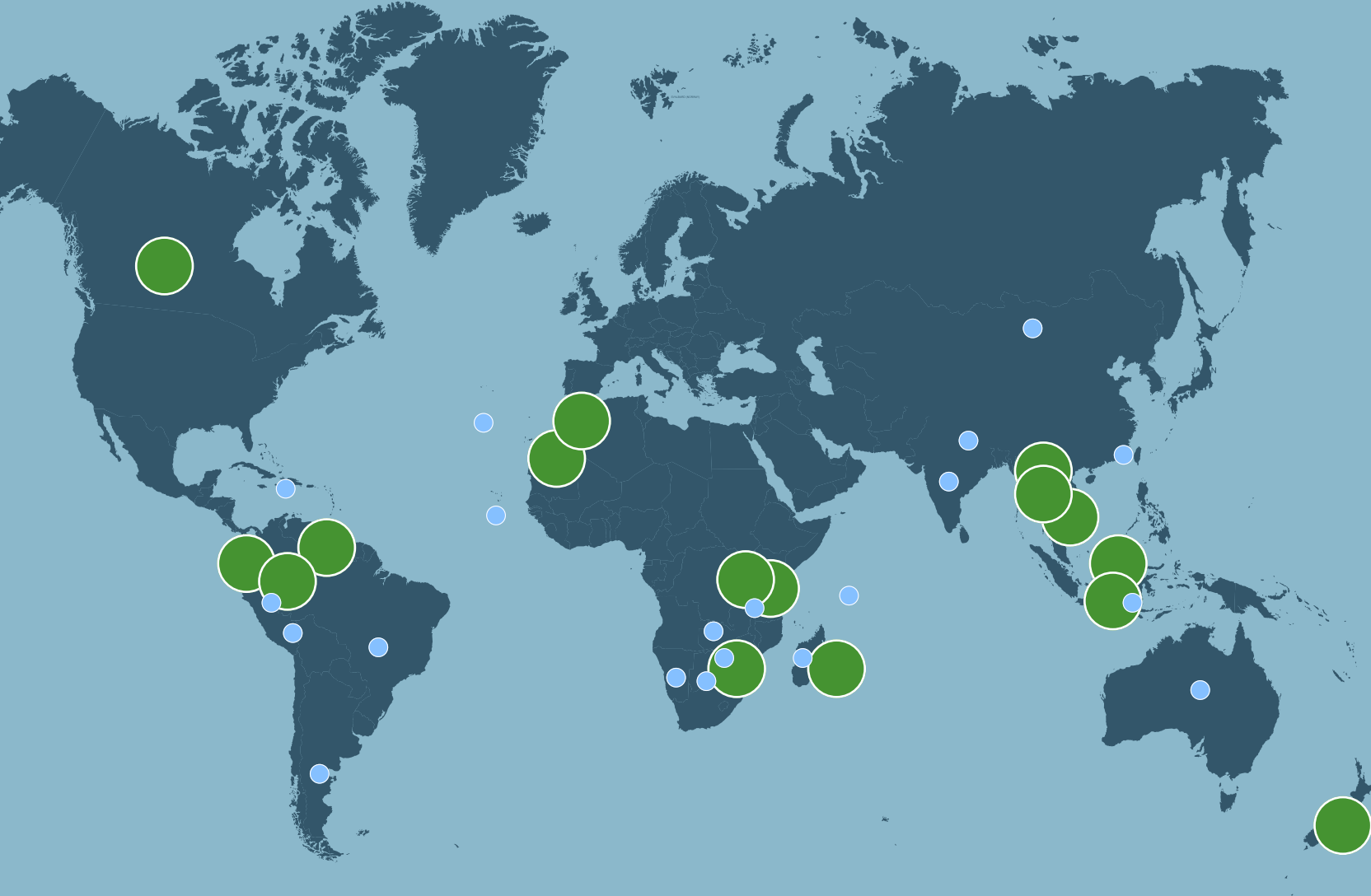
# Social and educational

CHARITABLE PROJECTS

# We're there to help

Journeyway already supports charitable organisations in 39 countries, and our goal is to support a project in every country to which we offer trips. We make sure that the organisations promote sustainable development at its roots, for example, through education, empowering the disadvantaged and underprivileged and promoting diversity and equality. Protecting biodiversity and the climate as well as creating income opportunities and generating employment can also be important starting points for sustainable development. We prefer to support smaller NGOs that are based in the countries themselves and are run by locals.

- You can visit this project
- You cannot visit this project





# 39

charitable projects received  
our support in 2023



# 8

projects have already received a  
second donation in 2023



# 16

projects offer travellers the  
chance to participate



# 101

kilos of plastic waste were collected by our  
employees at clean-up events



PROJECT INVOLVEMENT

# We lend a hand!



OUR ENGAGEMENT

# Creating awareness





SOCIAL MEDIA AND WEBSITE

# Sustainability awareness

To raise awareness of the issue of sustainability among our customers as well, we post regular updates on social media about our engagement and visits to project sites. The focus here is on charitable organizations and NGOs whose valuable work we wish to provide a platform for using our reach. In 2023, we also updated our website and provide transparent information about our measures and approaches in the 'Our contribution' section on our homepage.

'JOURNAWAY LIVE' TV FORMAT

# Spread the word!

journoway live is a TV format for our partner travel agencies. Our contribution to greater sustainability is also an integral part of these broadcasts. A positive effect of this is that the travel agencies are able to spread our message by raising awareness among other customers and informing them about climate protection, CO<sub>2</sub> compensation and social engagement.



GOALS FOR THE FUTURE

# What's next



GOALS FOR THE FUTURE

# What moves us

If you want good things, you have to keep getting better. Our goals for the future:

- ① Inform our customers about sustainability issues all the way from the initial travel inquiry to their return home
- ② Establish long-term partnerships with NGOs (recurring donations, regular contact and on-site visits)
- ③ Support a charitable project in each country to which we offer trips
- ④ Regularly report on charitable projects and their development on our homepage and social media



SUGGESTIONS, QUESTIONS, CRITICISM

# Help us become even better!

Sustainability – it's a journey. We want to improve with each passing day and are therefore grateful for your suggestions, questions and criticism. Do you have general ideas, would you like information on how to visit projects or have you noticed anything specific on a journey trip? Please let us know if you're concerned about anything, for instance, if you notice that nature, people or animals are being treated irresponsibly. Thank you very much!

[responsibility@jouraway.com](mailto:responsibility@jouraway.com)

# Legal notice

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