



SRI LANKA  
**TAILOR-MADE**

# SUSTAINABILITY POLICY

Version 3.0



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*Provide legendary Sri Lankan hospitality through a diversified and experienced local team, showcasing our natural and cultural heritage while minimising social and environmental impacts for the sustainable benefit of our stakeholders.*

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## **SUSTAINABILITY PILLARS**

### **1. Travel with Purpose**

Striving towards carbon neutrality at operations level, by minimising emissions through innovation, transitioning to renewable energy, and improving energy efficiency.

### **2. Governance & Regulatory**

Optimising use of resources by managing overall consumption, with a focus on increasing reusability and effective management of waste produced.

### **3. Environmental Stewardship**

Actively conserving and raising awareness of the thriving natural habitats in and around our many homes of Sri Lankan hospitality.

### **4. Thriving Community**

Sharing the economic and social benefits of sustainable tourism with local communities that help us to promote our unique culture.

### **5. Empowered Family**

Promoting a progressive, equal-opportunity work environment through personal and professional development programmes which actively focus on innovation, exploration, and growth.

### **6. Impact Sourcing**

Internalising our supply chain; supporting local communities, and giving preference to businesses around our properties when procuring materials and supplies.

This third edition of the Jetwing Travels Sustainability Policy reflects our continued commitment to responsible tourism and has been enhanced to align with evolving requirements and current global best practices in sustainability.

## **1. SCOPE AND APPLICATION**

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This policy sets out the minimum standards and decision-making principles that govern how Jetwing Travels designs, sells and operates holidays and excursions across Sri Lanka. It applies to all associates, departments, suppliers, contracted partners and representatives acting on

behalf of Jetwing Travels and covers:

- Trip design, destination selection and product development
- Selection and management of accommodation, transport, tour leaders, guides and excursion suppliers
- Marketing, advertising and guest facing communications
- Internal office operations and associate wellbeing
- Community engagement and partnerships
- Guest behaviour guidance and incident handling

It is a guiding blueprint that shapes our decision making and is aligned with the broader sustainability ethos of the Jetwing Group, of which Jetwing Travels has been a part for over four decades.

## 2. OBJECTIVES

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- Minimise the environmental, social and governance impact of our operations.
- Uphold the wellbeing, safety and continuous development of our associates.
- Support the economic and social development of the communities in which we operate.
- Maintain a sustainable, ethically managed supply chain.
- Uphold fair competition, anti-bribery and anti-corruption standards and overall ethical conduct in all our dealings.
- Build awareness of and responsiveness to sustainable and responsible travel among our associates, suppliers and guests.
- Integrate climate considerations into our operations while advancing our climate ambition through conservation initiatives and ongoing climate action.
- Continuously improve our sustainability performance through assessment, reporting and transparent communication.

## 3. GUIDING PRINCIPLES

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- **Environmental Stewardship:** Minimise ecological footprint, preserve natural habitats, waste reduction and promote responsible use of resources.
- **Social Responsibility:** Treat associates, communities, clients and stakeholders fairly and promote diversity and inclusion.
- **Ethical Conduct and Integrity:** Operate with transparency, fair competition, honesty and fairness in our operations, transactions and interactions.

- **Legal Compliance:** Strictly comply with all applicable local, national and international laws and standards.
- **Sustainable Supply Chain:** Work with suppliers and partners who demonstrate environmentally and socially responsible practices throughout their operations or are willing to work towards, our sustainability commitments.
- **Climate Action:** Work to reduce our greenhouse gas emissions and support climate mitigation efforts.
- **Community Engagement:** Build long term, mutually beneficial relationships with local communities, promote authentic local experiences, engage with communities to understand their needs and concerns and contribute to their long term well being.
- **Biodiversity and Conservation:** Support biodiversity preservation, conservation efforts, protection of Sri Lanka's endemic species, habitats, protected areas and overall health and balance of ecosystems.
- **Circular Economy and Waste Reduction:** Promote a circular economy approach, minimizing waste through recycling, reusing and reducing material consumption and encouraging responsible product lifecycle management.
- **Continuous Improvement and Transparency:** Maintain transparency by consistent reporting on sustainability performance, achievements and areas needing improvement and hold ourselves accountable for our sustainability commitments.

#### 4. NON-NEGOTIABLES

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The following standards apply without exception across our operations and supply chain. Any confirmed breach will trigger immediate escalation under Section 13 (Consequence Management) and may result in immediate disengagement from the supplier, partner or associate involved.

##### Zero tolerance for:

- The sexual exploitation or abuse of children, adolescents or any other vulnerable person in any part of the operations, supply chain or guest experience.
- Sexual harassment or any other form of exploitation directed at women, minorities or vulnerable groups whether involving associates, suppliers or guests.
- Child labour, forced labour or human trafficking of any kind.
- Bribery, corruption or fraudulent business conduct.
- Excursions or suppliers involved in illegal wildlife trade or in the harvesting, display or sale of endemic species, species protected under CITES or listed on the IUCN Red List.
- Discrimination on the grounds of gender, race, age, disability, ethnicity, religion or sexual orientation.
- Short term, unskilled “voluntourism” placements involving children.

## 5. GOVERNANCE AND ACCOUNTABILITY

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### 5.1 Roles and responsibilities

- The Sustainability team oversees implementation of this policy and the associated action plan and reports on progress to Management at least twice a year.
- A cross departmental management team supports the implementation of the policy, monitors the action plan and provides input from across the business.
- Cluster heads are responsible for embedding this policy within their teams' day-to-day decisions and supplier relationships.
- All associates are expected to understand and uphold this policy and to raise concerns where they see practices falling short of it.

### 5.2 Planning and monitoring

- An annual sustainability action plan sets clear targets, actions, responsibilities and timelines.
- Sustainability is a standing item on management meeting agendas to monitor progress and discuss emerging issues.
- Strengthen sustainability across the value chain by engaging key suppliers, local vendors and excursion providers through biennial inspections and periodic awareness sessions.

## 6. LEGAL COMPLIANCE AND ETHICAL CONDUCT

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Jetwing Travels complies fully with all applicable local, national and international legislation. Beyond legal compliance, the organisation upholds a clear Ethical Code of Conduct, detailed in the HR Handbook and summarised below:

- Anti-bribery and anti-corruption: we maintain a zero tolerance approach to bribery, facilitation payments and corrupt conduct at every level of the business.
- Fair competition: compete honestly and do not engage in collusion, misrepresentation or other anti-competitive practices.
- Health and safety: maintain workplace health and safety standards that meet or exceed national legal requirements for associates, guests and communities alike.
- Labour standards: Jetwing uphold fair wages, freedom of association, non-discrimination and safe working conditions across our own operations and to the extent of our influence, our supply chain.
- Overall ethical code of conduct: associates are expected to uphold and act in accordance with the Company's core values of Passion, Integrity, Humility and Tenacity in every business interaction.

## 7. INTERNAL OPERATIONS: ENVIRONMENTAL MANAGEMENT

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### 7.1 Resource use and waste

- Aim to reduce energy and water usage year on year and targeting reduction of general waste and resources across our operations.
- Reduce water consumption by using water efficient fixtures and systems, maintaining plumbing and equipment to prevent leaks and minimise water loss and promoting water wise practices among employees.
- Office pantries and events prioritise ceramic or other reusable dishware, drinkware and cutlery over single use plastic or Styrofoam products.
- Reduce energy consumption by procuring and maintaining energy efficient equipment and appliances, including LED lighting and by encouraging responsible energy use across all operations.
- Favour rechargeable batteries over disposable ones wherever equipment allows and dispose of batteries responsibly.
- Prefer low energy office equipment and devices are set to energy saving mode by default. Operate air conditioning systems only during business hours.
- Waste is segregated at source and we aim to route as much recyclable material as possible to appropriate recycling or composting channels rather than general disposal.
- Ensure that the maintenance team and other responsible personnel safely store, handle, use and dispose of chemicals and other potentially hazardous substances where applicable, while continuously seeking more environmentally friendly alternatives wherever practical, including water based, lead free paints.
- Limit single use plastics across our offices and guest facing materials, favouring reusable, refillable or compostable alternatives where feasible.

### 7.2 Digital-first and sustainable procurement

- Promote electronic communication and documentation over printed material wherever practical. Where printing is necessary, use environmentally friendly paper, print double sided and use black and white printing.
- Favour the purchase of sustainable, eco friendly, locally produced goods and services and purchase in bulk where feasible to reduce packaging waste.

### 7.3 Mobility

- We aim to increase the use of eco-friendly transportation, including fuel efficient and hybrid vehicles and give preference to transport suppliers who invest in newer, cleaner fleets.

## 8. OUR PEOPLE

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- Deliver annual training to support the professional and personal development of all associates with dedicated sustainability and responsible tourism modules for chauffeur guides.
- Maintain a safe and healthy work environment, minimising occupational hazards and incidents.
- Foster a diverse and inclusive workplace, free of discrimination in recruitment, training and career progression.
- Jetwing Travels' sustainable ethos is introduced to all new associates during induction. E-learning on sustainability basics and internal environmental management is mandatory at the entry level. This is supported by regular sustainability updates and the promotion of responsible excursions to help associates uphold the required standards.

## 9. SUSTAINABLE SUPPLY CHAIN AND PROCUREMENT

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We recognise the importance of sustainability throughout our supply chain and collaborate with suppliers and partners who share our values or are willing to work with us to build towards them.

- Suppliers are expected to be familiar with the Supplier Code of Conduct and to treat it as a minimum expectation not an aspiration.
- Since March 2026, all suppliers, including accommodation providers, are required to sign the Sustainability Code of Conduct before commencing business with Jetwing Travels. The Code covers key areas including child protection, anti-corruption and bribery, social welfare, human rights, health and safety, ethical invoicing and tax compliance, waste management and biodiversity protection.
- Preference is given to accommodations and suppliers that hold recognised certifications. Where no such certified options are available in a destination, preference is given to accommodations and suppliers with a positive and verifiable reputation for sustainable practice.
- Acknowledge that our influence over independent third parties is not absolute. Where we cannot control a supplier's decisions, we commit to informing them clearly of our expectations and encouraging alignment and we review our relationship with suppliers who consistently fail to engage.

## 10. ACCOMMODATION PARTNERS

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- Preference is given to accommodations that are locally owned and managed, that employ local communities and that demonstrate genuine commitment to sustainable practice. Our evaluation of accommodation partners considers:

| Area                               | What we look for                                                                                                                |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Certification                      | Travelife, GSTC recognised certification or a credible local sustainability programme.                                          |
| Resource management                | Active water saving, energy saving and waste management programmes.                                                             |
| Human Rights, Labour and community | Fair employment practices, local staff recruitment, child protection and positive relationships with the surrounding community. |
| Food and sourcing                  | Preference for fair, locally sourced food and beverage, supporting local producers.                                             |
| Biodiversity                       | No adverse disturbance to natural habitats, protected areas or sensitive ecosystems.                                            |
| Governance                         | CSR initiatives, staff health and safety training and transparent disclosure of sustainability practices                        |

- Jetwing Travels reserves the right to discontinue working with a property where there is clear evidence that it jeopardises the provision of basic services such as food, water, energy, soil or healthcare to neighbouring communities or fails to take appropriate measures to prevent the sexual exploitation of vulnerable groups.

## 11. EXCURSIONS, ACTIVITIES AND WILDLIFE

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- We advise guests on respectful behaviour during excursions with a focus on local culture, communities, marine life and environment.
- Do not offer excursions involving captive wildlife, except where these are properly regulated and fully compliant with local, national and international laws. Prioritise and promote wildlife experiences that enable the observation of animals in their natural habitats while respecting animal welfare practices, including but not limited to maintaining appropriate viewing distances and minimising disturbance to wildlife.
- Promote less crowded alternatives to overcrowded destinations to minimise environmental pressure and help maintain the carrying capacity of destinations.
- We are not involved with operators who harvest, display, sell or trade wildlife species,

other than through activities that are demonstrably regulated, sustainable and lawful.

- Do not promote souvenirs containing species protected under CITES or listed on the IUCN Red List nor historic or archaeological artefacts obtained illegally.
- Work with excursion and activity providers on terms that are fair and sustainable for them, seeking to avoid arrangements that place undue pressure on small operators, sensitive sites or host destinations.
- We use skilled and where relevant, licensed guides for culturally or ecologically sensitive sites.
- We promote excursions that directly support local communities through local crafts, food and social or conservation projects.

## 12. TRANSPORT AND DESTINATIONS

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### 12.1 Transport

- Select transport suppliers on the basis of sustainability alongside price and comfort, encourage the use of fuel efficient and hybrid vehicles and promote shared or group transport to reduce emissions per guest.
- Jetwing Travels promotes responsible commuting among employees by encouraging carpooling, the use of staff transport services and public transport offering flexibility to avoid peak hour congestion and minimising unnecessary travel through remote working on Saturdays and flexible duty leave arrangements when required.
- Employees are encouraged to use electric, hybrid or fuel-efficient low emission vehicles for their personal commuting whenever possible.

### 12.2 Destination selection and overtourism

- Consider sustainability, carrying capacity and community approval when selecting or promoting destinations and are mindful of the cumulative pressure that growing visitor numbers place on shared infrastructure and natural sites.
- Where appropriate, our teams encourage the responsible promotion of lesser known destinations to support visitor dispersal and reduce pressure on well known sites.
- Do not select or promote destinations where tourism causes structural harm to communities or the environment, unless our involvement produces a clear, counterbalancing benefit. Furthermore, preference is given to community focused suppliers in the area when developing itineraries.
- Destination knowledge and operational information shall be kept up to date to ensure compliance with the legal requirements of the destination and the activities and excursion related practices outlined in Section 11, while promoting environmental conservation and being mindful of protected or highly vulnerable ecosystems.
- Consider accessibility for all guests as part of our destination and product planning.

### 13. COMMUNITY AND CULTURE

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- Supporting local community development is embedded in the ethos of Jetwing Travels. Community focused excursions that generate direct economic benefits for local people remain a key priority of our operations and continue to guide our future product development and innovation.
- We encourage and facilitate associates to engage in volunteering within local communities, conduct inspections of the excursions and accommodations we promote and support research and development of responsible, authentic and less crowded visitor experiences. Together, these initiatives contribute more than 300 staff hours each year.
- We raise public awareness of sustainable practices and responsible tourism among our stakeholders and trade partners.
- We are committed to safeguarding children in all our activities, including when facilitating visits to schools or community education initiatives. Such visits are organised only when they provide a meaningful contribution to education or local livelihoods, such as through voluntary donations of funds or essential goods requested by the community. We do not promote school visits for casual tourist interaction or entertainment and we avoid repeated visits to the same school or group of children to minimise disruption to the learning environment and community wellbeing.
- We respect the intellectual property and cultural heritage of local communities when featuring local art, craft or cultural elements in our products and communications.

### 14. GUEST COMMUNICATION, SAFETY AND PROTECTION

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- Provide transparent, accurate and complete information on products, pricing and sustainability, without overstating trip features or our sustainability credentials.
- Ensure the Jetwing Travels Pre-Arrival Document is communicated to every client travelling with the company in Sri Lanka. Providing essential information on Sri Lankan culture, local customs and etiquette, natural surroundings, responsible travel practices, legal requirements, emergency contact details, the client code of conduct and other relevant destination specific information required for a safe, responsible and enjoyable journey.
- Encourage guests to use local restaurants and shops, choose sustainable transport options where feasible and support local charities, local artisans and community initiatives, contributing positively to the local economy and communities while travelling.
- Ensure guests are informed of relevant health, safety and destination specific risks and that a contact point is available at all times for emergencies. Assure tour operations personnel are well equipped with emergency procedures and incident management protocols.
- Ensure guests are informed about commercial, sexual and other forms of exploitation and harassment with particular attention to the protection of children, adolescents, women

and other vulnerable groups. Responsible and respectful behaviour shall be expected from both guests and hosts throughout the travel experience.

- Uphold clear and accessible procedures for guest feedback and complaints and use this feedback to drive continuous improvement in operations and the supplier chain. Analyse customer feedback in a manner that protects privacy and maintains confidentiality.

## 15. MONITORING, REPORTING AND CONTINUOUS IMPROVEMENT

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- We track our performance and operational practices against global sustainability standards benchmarking and continuously improving where possible in line with Travelife and GSTC criteria.
- We publish our Sustainability Impact Report biennially, covering our progress towards creating a more responsible travel ecosystem.
- Where relevant, we collaborate with local initiatives to bring social and environmental sustainability activities to life.
- Periodic internal reviews are conducted with senior management to assess opportunities, identify gaps that need to be addressed and explore initiatives that can create meaningful improvements across our business ecosystem.
- Jetwing Travels maintains open channels of communication on sustainability through our website, social media, agent communication and direct engagement with associates, guests and partners and we welcome feedback as part of our continuous improvement.

## 16. CONSEQUENCE MANAGEMENT

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Where a breach of this policy is identified, Jetwing Travels responds proportionately and transparently. Depending on the nature and severity of the issue this may include:

- Removal of a specific activity, supplier or product from our offering, where necessary.
- A corrective action plan with clear timelines, agreed with the supplier, department or associate involved.
- Additional training or guidance requirements.
- Suspension of a supplier relationship pending investigation.
- Termination of a supplier or partner relationship for serious or repeated breaches.

Breaches of any Non-Negotiable set out in Section 4, including child sexual exploitation, sexual harassment, forced or child labour, bribery and corruption or illegal wildlife trade require immediate escalation to Management and may result in immediate disengagement in addition to any legal action required.

## 17. SUPPORTING POLICIES AND DOCUMENTS

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This policy is supported by the following internal policies and guidelines, which further elaborate on the requirements and commitments outlined in this document.

- Jetwing Travels Associates Handbook (HR Policy)
- Health and Safety Guidelines
- Supplier Code of Conduct

## 18. REVIEW CYCLE AND CONTACT

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This policy is reviewed at least every two years or earlier where required due to changes in legislation, updates to internationally recognised sustainability criteria or evolving operational requirements.

The commitments and principles outlined in this policy represent the foundation of Jetwing Travels' sustainability approach. They are supported by related internal policies, procedures, guidelines and operational practices and should not be considered limited to this document alone.

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**Policy Owner:** Sustainability Department, Jetwing Travels (Pvt) Ltd

For further information regarding this policy or Jetwing Travels' sustainability initiatives, please contact

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