

Zbulo Sustainability Report 2022

As a pioneer in responsible adventure travel to Albania, Zbulo is on a mission to create human-powered adventures that make the pristine nature and culture of the Western Balkans sustainably and authentically accessible, for both the benefit of local communities and travelers alike.

In 2014, Zbulo became the first Albanian tour operator to gain TourCert's "CSR-ready" accreditation. While sustainable and especially responsible tourism is in our DNA and at the heart of our human-powered adventures, experiences on foot, bike and snow that are driven by personal encounters in the destinations we visit, the Zbulo team is preparing to take the next step and formalize its commitment.

Zbulo is committed to sustainability and operates in an environmentally, socially, and culturally responsible manner. We are currently working towards achieving accreditation from the Global Sustainable Tourism Council (GSTC), first to achieve Travelife Partner and consequently Travelife Certified status. Within that process we have completed the following steps:

Implementation:

- Attended courses, training and events on sustainable tourism best practices.
- Training office staff and guides on sustainable and responsible tourism practices.
- Drafted a more comprehensive Sustainability policy and started its implementation.
- Added a mission statement and sustainable travel practices to our website.
- Calculated the CO² footprint of our tours, to be displayed on a new website.

Environmental Responsibility:

- We now prioritize cooperating with local and eco-friendly suppliers and service providers to reduce our carbon footprint.
- We started communicating carbon emissions to our guest, introduced carbon offset organizations and encourage their use.
- We have implemented waste reduction and recycling programs at our offices and in the destinations where we operate.

Social Responsibility:

- We created policies to work with local communities and ensure that our tours have a positive impact on them and do not disrupt the social fabric of the destination.
- We have implemented a code of conduct for our staff, travelers and suppliers to ensure respect for international standards as well as local cultures and customs.
- We prioritize working with locally owned businesses, using domestic produce and workforce to support the local economy.

Cultural Responsibility:

- We strive to provide authentic and immersive cultural experiences for our travelers through sustainable product design practices.
- We train and prepare local guides to international standards to provide authentic and accurate information about the destinations and protected environments we visit.
- We support the preservation and promotion of cultural heritage by including them in our itineraries thus creating financial benefits and incentives.

We believe that sustainability is essential for the long-term success of our business and the well-being of the destinations and communities where we operate. We are dedicated to continuous improvement and are working towards GSTC accreditation to further demonstrate our commitment to sustainability.