



# Memo of understanding

This memo of understanding is supplemental to, and shall be treated for all purposes as being part of, our contract. Being a tour operator Reisbrigade and Kuyo Afrika are well aware of the impact our tours can have on the social and natural environment at our destinations. We (Reisbrigade/ Kuyo Afrika) is on a mission to make holidays more social and sustainable. It is therefore our ambition, and duty, to develop tours that focus on positive impact on humans, environment, culture and nature. We examine ourselves and we continuously strive for improvement, as it keeps us focused and involved. We expect sustainable and social engagement from our local partners too. Below (minimum) guidelines we expect from our local partners:

## 1. Local impact

### 1.1 Accommodation

We prefer using accommodations that are locally owned and employ staff that live at the destination. This stimulates the decrease of tourism leakages. Wherever possible we choose accommodations that are:

- small scale
- are aware of and work on waste, water and energy reduction
- source and use local (food) products

Where possible we choose for accommodations that have a sustainable and/ or social certification label.

### 1.2 Transportation

Transportation is arranged with local (rental) companies whenever possible. Our local partner considers low CO2 emission transportation and suggests making less miles and increasing travel experience. Preference is given to match the same driver with travelers for the duration of their stay. This will increase the relationship between local drivers and travelers.

### **1.3 Activities and excursions**

All excursions and (optional) activities during the tours are offered with respect to humans, animals and the environment. We consciously choose to avoid some activities, such as: visiting orphanages and places where there are animals in captivity. We consciously choose for CO2 low or neutral excursions, such as: hiking, walk- and food tours, cycling and/or snorkeling. [Here](#) you can find the 'sustainability codes of good practice' for activities and excursions offered, please make sure you and all your excursion providers receive, understand and follow these codes.

### **1.4 Local community and culture**

The local partner commits to actively engage with local communities and stakeholders to promote social inclusivity, respect for local cultures, and preservation of traditional practices. In addition, the local partner offers (conscious) interaction with the local population (for example: 1 on 1 meeting, eating together with the locals, homestay) and tries to increase this number.

### **1.5 Guides and tour leaders**

Guides and tour leaders deployed for our trips receive a yearly training, including sustainability matters, provided by the local partner. Together we grow for social and sustainable impact. We support our guides to focus on interaction with local people and their culture. The local partner ensures that employees have the necessary skills, knowledge, and expertise to provide information and guidance to tourists on relevant sustainability issues at the destination (e.g. protection of flora, fauna and cultural heritage, responsible resource consumption), waste reduction, social norms and values (e.g. tips, dress code and photography) and human rights (e.g. sexual exploitation).

### **1.6 Office staff**

At least 80% of the office staff live at the destination. We encourage providing education and training for office staff to develop within their own expertise and strength.

### **1.7 Good practices**

We value the support of social and sustainable projects and encourage our local partners to act upon this. Good practices are being shared among all local partners of Reisbrigade/ Kuyo Afrika.

## **2. Economic impact**

### **2.1 Locally owned**

Wherever possible we work together with local national partners. It means the company has an office at the destination for which the company offers tours for Reisbrigade/ Kuyo Afrika. It leads to support for the local community as much as possible. Where there is no other choice, for example car rental and/ or domestic flights, the local partner must inform Reisbrigade/ Kuyo Afrika.

## 2.2 Subcontractors

Reisbrigade expects that the local partner asks subcontractors to act the same as within our contract and this memo of understanding.

## 2.3 Local companies

The local partner will strive to incorporate locally sourced products, services, and experiences into its itineraries, contributing to the growth and sustainability of local supply chains. In addition, the local partner will explore opportunities to contribute to local economic development by supporting entrepreneurship, micro-enterprises, and social enterprises within the destination.

# 3. Environmental impact

## 3.1 Commitment

Reisbrigade/ Kuyo Afrika and the local partner commit to incorporating sustainable practices into their respective operations, with a focus on minimizing negative environmental impacts, preserving cultural heritage, and benefiting local communities. When training support is offered by Reisbrigade/ Kuyo Afrika, participation is much appreciated.

## 3.2 Travelife

We draw our local partners attention to [Travelife](#) and encourage them to become a Travelife partner as well. Our local partners achieved a Travelife partner award or intend to be Travelife partner awarded by 2030.

## 3.3 Sharing (sustainable) knowledge

We encourage our local partners to work on a sustainability policy, including sustainability goals. We also expect local partners to actively share their knowledge about social projects, sustainable initiatives and developments within their country related to creating more impact with the tours of Reisbrigade/ Kuyo Afrika.

Version 2023, please find the most recent memo of understanding on our [website](#).