

# Senderos Climate Action Plan

## Our Main Stakeholders

- *Property Partners = lodges, hotels, expedition vessels that are our clients*
- *Travel Trade Partners = tour operators, agents and Press*

At Senderos we recognise there is a climate and biodiversity crisis.

Despite the potential negative impacts of tourism, we remain resolute in our belief that the right kind of tourism is vital in conserving ecosystems, biodiversity, unique and ancient cultures, traditions & communities; whilst providing fair working conditions, employment and helping reduce poverty.

We strive to showcase and communicate, as well as learn from, our clients' often ground-breaking conservation, wildlife, sustainability, and social inclusiveness practices, their innovations and ambitions. And in turn to assist our partners in the trade – tour operators and travel agents – to offer their customers, the traveller, inspired travel choices driving positive change.

This is our plan to make sure we are doing our bit. While we certainly do not have all the answers - with many more questions in fact - we need to make a serious and heartfelt start on this great challenge faced by us all. As part of that journey and in the spirit of collaboration in 2017 we joined The Long Run as an affiliate; in 2020 we joined [Tourism Declares a Climate Emergency](#), and SunX's [Climate Friendly Travel Registry](#); and in 2021 we signed up to [the Glasgow Declaration](#)

## Carbon

We believe we are close to a *zero scope 1 and 2* business, and we aim to maintain our minimal footprint. This is both by design and the nature of our *agency* business but doesn't address the main challenges ahead.

\*In the future if we decide we require an office again it will be run by a renewable energy supplier (or photovoltaic) and if we require a company car it will be electric.

## By 2030 we aim to reduce our Scope 3 emissions by 50%

What does this mean for us:

- Moving to lower carbon forms of transport. We continue travelling mostly by bicycle in Bristol when local; train (booked through [Train Hugger](#)) or electric/hybrid car where necessary / possible.
- Avoid unnecessary business travel with e-meets and phone calls.
- Where we can't, to continue balancing our small carbon costs with the [World Land Trust](#) who do important biodiversity conservation and carbon work
- Reducing our annual travel related emissions per employee. We commit (from 2022) to a maximum of 1 return trip to Latin America per staff member (4 core staff as of 2022 so max 4 long haul flights to Lat America) as well as trying to use direct flights wherever possible / modern aircraft. In the rare case of exceeding this quota we'll double *balance* the flight in question.

Other ideas we are exploring

- Reduce our working-from-home related emissions by encouraging take up of renewable energy providers.
- Encouraging our clients to start measuring their carbon footprint where not already, and a focus on low carbon activities, low carbon forms of transport and locally sourced food to reduce food miles where possible. To help them to understand their own footprint so as to achieve meaningful reduction of impact at their properties.

- Working towards traveller behaviour that will lower the carbon footprint of holidays, such as our partners promoting and incentivising longer, as well as more meaningful stays. Partner Reductions for longer stays for example.
- Harnessing our disproportionately large advocacy impact within our communities (see below for examples)
- Reducing our (admittedly small?) website and digital footprint.

As Scope 3 is fairly broad (/ decidedly murky at times) our plan will evolve over time and these are just a few examples of action we are going to take.

Our Baseline Year: we have chosen 2018 as our baseline year to improve our emissions from. As we start to collect more information on our footprint, we will update this document with progress against our targets.

From 2018 to 2019 we reduced our balanced carbon emissions by over 12%. 2020 and 2021 were very small and unrepresentative due to the covid pandemic but we plan to continue this downward trend from 2019.

## **Advocacy (+ Commitments and Milestones)**

*Advocacy is where Senderos has a disproportionately large positive impact.*

Senderos will not accept new clients who do not adhere to our vision of a sustainable future or demonstrate examples of projects and activities they are already taking on the ground. Right from the start of our relationship we show clearly where our commitment and focus is, who we work with and why.

Senderos aims by 2025 to have at least 50% of our property partners signed up for organisations we value highly and collaborate with; specifically [Tourism Declares](#), to be members of [The Long Run](#) or in SunX's [Climate Friendly Travel Registry](#). In 2022 we also began working with and positively promoting [weeva.earth](#) as an important tool in this journey for lodges (and from 2023 for tour operators too).

We encourage all our partners to be certified by a [GSTC recognised standard](#) as an ultimate milestone.

Senderos strongly supports calls for an increase in ring fenced APD and frequent flyer tax - as well as the end of tax free aviation fuel - as explained for example in [Responsible Travel's Aviation Manifesto](#)

We encourage our travel trade partners to carbon balance their staff travel on our fam trips (and if they aren't we will do so ourselves)

We commit to continuing to collaborate with partner organisations - such as The Long Run - to assist wherever possible advances on properly measuring and quantifying the true value of our clients as important examples of carbon sinks and conservers of biodiversity.