



Anamnesis®



# SUSTAINABILITY POLICY

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# MISSION STATEMENT

Empowering sustainable journeys through Greece, *Anamnesis* is committed to enhancing travel experiences while safeguarding our natural and cultural heritage. We cultivate meaningful connections, advocate responsible tourism practices, and drive positive impacts for our communities and environment. By supporting our suppliers in achieving higher sustainability standards, we promote collective stewardship of our destinations. We actively raise awareness among our travelers, inspiring them to adopt sustainable travel behaviors that contribute to a healthier planet and richer cultural experiences.



# VISION STATEMENT

Our vision at *Anamnesis* is to be a leading force in sustainable tourism, setting the standard for responsible travel through Greece. We envision a future where every journey not only enriches the traveler's experience but also preserves and celebrates our natural and cultural heritage. Our goal is to inspire a global community of travelers and partners who are dedicated to making a positive impact, fostering a deeper connection with the environment, and contributing to the well-being of the destinations we cherish.



# INTERNAL MANAGEMENT

## 1. SUSTAINABILITY MANAGEMENT & LEGAL COMPLIANCE

### 1a. Overview

At *Anamnesis*, we are committed to adhering to all legal regulations and proactively preventing any scenarios that could result in legal infractions. We diligently oversee our operations and those of our suppliers to identify and address any potential issues, taking necessary actions such as terminating employment or contracts when necessary.

To support the reporting of concerns related to human rights or business risks, we have implemented an internal Grievance form. This tool allows employees to report issues anonymously via email, ensuring a confidential and accessible channel for raising concerns.

### 1b. Policy Elements

- Appoint at least one dedicated sustainability coordinator responsible for overseeing employee tasks and devising action plans to ensure the company remains dynamic and sustainably updated. The sustainability coordinator(s) inspect our organization and reinforce our commitment to sustainable and environmentally responsible practices.
- Allocate adequate resources (human and/or financial) to the implementation of the company's sustainability strategies.
- Train key staff on sustainability via the Travelife platform.
- Regularly update employees and top management on sustainability topics and issues through scheduled meetings with the sustainability coordinator/team.



- Participate actively in local events and forums, such as those organized by HATTA and SETE, to promote sustainable tourism concepts and engage with like-minded organizations.
- Support organizations undertaking sustainability initiatives through monetary contributions and/or participation.
- Collaborate with stakeholders to share sustainability practices and develop innovative solutions.
- Utilize various channels such as media, events, working groups, mentorship programs, and sustainability guidance to exchange sustainability experiences.
- Support organizations that promote nature protection, community development, and other local/national sustainability initiatives.
- Ensure the effectiveness of the sustainability policy by regularly monitoring and evaluating its implementation via the Travelife platform.
- Gather information on suppliers' sustainability practices to ensure they share our commitment to responsible business practices.

## **2. SOCIAL POLICY AND HUMAN RIGHTS**

### **2a. Overview**

At *Anamnesis*, we prioritize our employees as vital to providing outstanding travel experiences. Our human resource policy ensures legal compliance and a safe, inclusive workplace, with fair contracts and training on key issues like sustainability and workplace harassment. We are committed to equal opportunities and fair pay for all, regardless of gender, race, or other personal characteristics. We maintain a zero-tolerance policy against bribery, corruption, discrimination, and human rights violations, and expect the same standards from our partners and suppliers. Our goal is to foster a safe, healthy, and inclusive work culture that values every employee's contribution to the company's success.



## **2b. Policy Elements**

- Does not hinder trade union membership and participation for its employees.
- Employees have the right to voluntarily terminate their employment without facing any repercussions if it aligns with the terms of their contractual agreement.
- The company compensates its employees with a wage that meets or exceeds the minimum legal requirement for a living wage.
- All employees of the company have access to pregnancy and maternity leave schemes.
- Abides by national legal requirements for holiday/annual leave days, sick leave, health, and safety insurance.
- Commits to provide equal employment opportunities to all individuals internally and externally without discrimination based on race, color, religion, gender, sexual orientation, national origin, age, disability, or any other legally protected status.
- Grievance procedures are handled in a formal manner through a company grievance form.
- Allows all staff to raise concerns or make suggestions regarding important employment matters to senior management. The company has established a transparent process to ensure that these representations are appropriately addressed and followed up on.
- Supports part-time employment for its employees in special and urgent circumstances.
- Encourages employee feedback. Measures and monitors employee satisfaction through the employee satisfaction form.
- Invests in employee training and development providing access to training and career guidance such as e-learning courses, professional qualifications, and workshops.
- Offers traineeships/internships to students to gain work experience in the tourism sector and marketing.



## 3. ENVIRONMENT AND COMMUNITY RELATIONS

### 3a. Overview

Our company is dedicated to minimizing our environmental impact and promoting sustainability, even though we operate remotely without physical offices. We have adopted a range of practices to conserve energy and reduce our carbon footprint, such as encouraging our team to be mindful of energy use at home. Employees are advised to turn off lights and unplug electronics when not in use, supporting our goal to lower overall energy consumption. By fostering these habits, we contribute to a cleaner, healthier environment and uphold our commitment to sustainability.

### 3b. Policy Elements

- Reduces our consumption of disposable and consumable goods by identifying and eliminating unnecessary products and packaging materials.
- Prioritizes sustainable purchasing practices by selecting products and services that minimize environmental impact and promote social responsibility.
- Uses environmentally friendly paper, including recycled paper and paper certified by reputable environmental organizations.
- Optimizes printing practices to minimize paper waste and reduce energy consumption.
- Prioritizes bulk purchasing to minimize packaging waste and reduce shipping emissions.
- Prioritizes the use of local goods and services, to minimize transportation emissions and support our community.
- Continuously explores other purchasing practices that can contribute to reducing our environmental footprint.



# EXTERNAL MANAGEMENT

## GENERAL SUPPLIER COMMITMENTS & EXPECTATIONS

*Anamnesis* is committed to responsible sourcing of products and services, limiting/avoiding negative impacts on society, culture, and nature. We prefer suppliers that share our values and our commitment to sustainability. Furthermore, we prefer working with locally owned and managed partners who use local and seasonal products and services, benefitting the local community through fair employment conditions. *Anamnesis* raises awareness among our suppliers via suitable communication channels (calls, emails, team meetings) and actively encourages them to improve their sustainability performance. We welcome feedback from stakeholders, particularly regarding sustainability.

## 4. INBOUND PARTNER AGENCIES

### 4a. Overview

*Anamnesis* raises awareness with inbound partner agencies towards our sustainability policy, encouraging them to prioritize the well-being of the communities, environment, and guests throughout their decision-making process for destinations and activities.

### 4b. Policy Elements

- Prefers partners that have a written sustainability policy and comply with *Anamnesis*' sustainability policy.
- Provides incentives for partners and suppliers to engage in sustainable practices.
- Requires compliance with local, national, and international legislation and regulations, including living wage laws.



- Recommends partners to adopt sound environmental practices and minimize their carbon footprint.
- Regularly evaluates sustainability claims to ensure alignment with company policies.

## 5. TRANSPORT

### 5a. Overview

*Anamnesis* prefers transport providers who comply with the company's transport code of conduct and policy. We take the environment into consideration when selecting transportation for our guests and business-related travel. We prioritize the most eco-friendly options available for traveling to, from, and within the destination, considering factors such as distance, price, route, and comfort.

*Anamnesis* adheres to Travelife's guidelines for minimizing greenhouse gas (GHG) emissions from transportation and emphasizes eco-friendly travel options. To lessen the carbon footprint associated with travel, we advocate several measures. For shorter trips, opting for ground transportation rather than flying can be more environmentally friendly. Additionally, minimizing in-destination flights is encouraged, as they tend to have a higher environmental impact. We also promote rail-and-fly services for airport transfers to reduce carbon emissions.

When using ground transportation locally, we recommend utilizing public transit whenever feasible. Selecting appropriately sized vehicles for groups and training drivers in eco-friendly driving practices further contribute to lowering emissions and enhancing fuel efficiency. These steps collectively support more sustainable travel and a reduced environmental footprint.



## 5b. Policy Elements

- Transport options for transfers and excursions in destinations include sustainable alternatives and these alternatives are given preference based on internal sustainability evaluation tools.
- Guidance is given to transport providers regarding sustainable driving techniques.
- Appropriate transport vehicle sizes are chosen based on group number and transport type.
- Optimizes transport routes to minimize unnecessary fuel use. Efficient transport routes also minimize congestion.
- Encourage clients to opt for longer stays, particularly for long-haul travel.
- Promote destination-based activities to reduce the need for additional transportation.
- Priority is always given to walking activities, with the guide picking the travelers from the lobby of their hotel if located within a reasonable walking distance.
- Does not include transportation in activity itineraries unless absolutely necessary (*i.e.*, due to distance covered or mobility issues of the traveler).

## 6. ACCOMMODATION

### 6a. Overview

*Anamnesis* is dedicated to advancing sustainable tourism practices and minimizing the adverse effects of tourism on the environment and local communities. One of the ways we achieve this is by preferring and promoting accommodations that align with our sustainability values and policies.

We understand that accommodation plays a significant role in the travel industry and can have a substantial impact on the environment and local communities.



*Anamnesis* prefers accommodations that have implemented practices such as energy and water conservation, waste reduction, and the use of renewable energy sources.

*Anamnesis* is committed to providing clients with a comfortable and enjoyable travel experience, and we believe that sustainability and luxury can coexist. We aim to provide our guests with accommodation that is both sustainable and offers an elevated level of comfort and service. By choosing to work with accommodations that share our values and commitment to sustainability, we can ensure that our clients have a positive impact on the environment and local communities during their travels.

#### **6b. Policy Elements**

- Gives preference to accommodations that work with internationally acknowledged (e.g., GSTC recognized) and/or Travelife certification.
- Shares best practice standards (e.g., Travelife) and other guidance towards more sustainable management to the bestselling accommodations.
- Stimulates contracted accommodations to participate in local, national, or international sustainability training and education (in case these are offered in the destination).
- Offers incentives to accommodations that engage actively in sustainability with contract conditions or marketing benefits.
- Ensures that, through its accommodation supply chain, the rights of children are respected and safeguarded.
- Prefers accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage; while respecting the intellectual property rights of local communities (considering price, comfort, and other selection criteria).
- Stimulates accommodations to purchase and use local food products that are produced based on fair-trade and sustainability principles.



## 7. ACTIVITIES & EXCURSIONS

### 7a. Overview

*Anamnesis* gives priority to excursion providers who abide by the company's policy. All excursions and activities organized by or on behalf of *Anamnesis* are designed to respect local customs, cultural integrity, and natural resources while adhering to ethical standards. We are committed to avoiding any excursions that cause harm to humans, wildlife, or the environment, including natural resources like water and energy. Preference is given to activities that are certified and/or support environmental protection, animal welfare, and local community development.

The company has developed comprehensive Codes of Conduct and guidelines for culturally and environmentally sensitive attractions and activities. These guidelines are shared with our guides, partners, and clients to ensure that all excursions and experiences align with our commitment to ecological and cultural sensitivity.

*Anamnesis* also provides sustainability awareness and recommendations to activity providers, offering access to our Sustainability Manager(s) for further guidance.

### 7b. Policy Elements

- Conducts a sustainability assessment of the excursions/activities offered. When working with an excursion provider, *Anamnesis* considers the following:

Activity providers:

- are locally owned and are based in the community.
- provide a fair working environment for their employees (including licensed tour guides).



- ensure that children's rights are respected and persons under the age of 14 are not employed without special contracts in place.
  - limit their negative effects on local and global biodiversity.
  - give preference to local guides who are appropriately trained and qualified, especially in culturally sensitive sites, heritage sites, and ecologically sensitive destinations.
  - with internationally recognized sustainability certification(s) are preferred.
- Classifies excursions/activities into different categories and writes specific guidelines to consider before selling a tour.
    - For sales/product teams:
      - Recommendation on the size of the group
      - Recommendation on the most appropriate time to visit
      - Recommendation on the best method of transport (if solely on foot is not an option)
    - For guides:
      - Information to be delivered to the travelers (*i.e.*, dos & don'ts or appropriate behavior guidelines)
      - Information on cultural norms
      - Information on protecting the local environment (*e.g.*, pack-in /pack-out, limiting water use, limiting one-use product provision)
- Distributes codes of conduct or guidelines. Codes of conduct refer to specific products and destinations (or groups of them when similar), and cover the following types of excursions:
    - Captive animal attractions
    - Wildlife watching and visiting protected areas (including parks)
    - Marine activities (snorkeling, diving, sport fishing, whale, dolphin, and turtle watching)
    - Visits to Indigenous and traditional communities
    - Visits to culturally and historically sensitive sites



Codes of Conduct are also shared with main excursion providers. When the company is communicating with these providers, it encourages open dialogue and helps providers understand why sustainability is important for the company.

- Prefers excursions that operate on the basis of acknowledged and controlled sustainability standards. If controlled sustainability standards are available for specific types of excursion suppliers, they are favored over non-certified excursions and excursion providers. If no formal certification system is available, providers that are committed to accepting international best practice standards should be chosen.
- Informs excursion providers about sustainable practices such as Travelife material relating to activities/excursions and possibly external material collected by the company.
- Ensures that main excursion providers and key local partners meet basic sustainability standards and are aware of *Anamnesis'* sustainability policy.
- Collaborates only with skilled/certified guides who are well-trained for tours in sensitive/historic sites.

## **8. TOUR LEADERS, LOCAL REPRESENTATIVES, & GUIDES**

### **8a. Overview**

At *Anamnesis*, we are committed to hiring proficient local guides, drivers, porters, or other staff from the community, while ensuring that they receive fair wages and work in a safe and equitable environment. We recognize that tour guides play a vital role in bridging the gap between our guests and the social, cultural, and environmental aspects of the destination. Therefore, we take it upon ourselves to ensure that all *Anamnesis* guides undergo regular training and possess comprehensive knowledge of the sustainability issues related to the destination. We expect our suppliers to hold the same standards when they employ local staff on our behalf.



## **8b. Policy Elements**

- In case of equal guide qualification, *Anamnesis* prefer tour leaders, representatives, tour guides, porters, drivers, cooks, and other local staff from the local community. This results in:
  - Employment opportunities for locals; these people are already knowledgeable about the social, economic, and political landscape and other unique characteristics of the area of operation.
  - Stronger community relations; greater support for the local community through less tourism leakage.
  - Environmental benefits; local hiring translates to fewer transports resulting in a smaller carbon footprint.
- Formally hiring tour leaders. Obligations and benefits are clearly stated in formal agreements.
- Ensures that the remuneration of employees and contracted parties is at least equal to the minimum wage of the area of operation.
- Verifies that tour leaders and local representatives, contracted by the company, are working in accordance with all relevant legal requirements such as licensing requirements.
- Assures that key tour leaders, local representatives, and guides, contracted by the company, are appropriately qualified and are trained regularly to familiarize themselves with *Anamnesis'* culture and policies as well as achieve a higher understanding of the company's tourism products.
- Ensures that the following principles are respected:
  - Guides recruited have the relevant qualifications for the type of tour, and appropriate level of expertise as required by local regulations.
  - The company recruits licensed guides and keeps current copies of their credentials.
  - Guides recruited meet the legal minimum age to work and have clear contract employment documentation.



- Confirms that tour leaders and local representatives are knowledgeable regarding the destination including relevant sustainability aspects.
- Tour leaders and guides are expected to deliver appropriate advice to travelers before, during, and after the tour.

## 9. DESTINATIONS

### 9a. Overview

*Anamnesis* is dedicated to promoting ethical and sustainable tourism practices, focusing on the safety and well-being of travelers while honoring local cultures and protecting the environment. We emphasize adherence to labor standards, the protection of endangered species, and the upholding of human rights, while also monitoring destination management plans to ensure they align with sustainable tourism goals. When suggesting destinations, we prioritize sustainability, advocate for the dispersal of visitors to prevent over-tourism, and strive to support sustainable practices. We serve as stewards, endorsing sustainable destinations, avoiding those that are not, and encouraging sustainability efforts in areas that need improvement.

### 9b. Policy Elements

- Each destination is being researched about its sustainability and key destination information is summarized and highlighted in staff communications, destination-related training materials, and files.
- Prioritizes the safety and well-being of travelers by staying informed of any restricted or unsafe areas and areas forbidden to tourists.
- Respects human rights and transparency indicators, and prioritizes compliance with ILO and local labor standards, including living/minimum wage requirements.
- Monitors local social movements that may impact tourism and



transportation and adjusts our operations accordingly to ensure the safety and well-being of our travelers.

- Considers sustainability aspects in the selection of new destinations and in the product development process.
- Encourages the promotion of lesser-known areas to prevent over-tourism and its negative impacts.
- Acts as a gatekeeper, promoting some destinations while discouraging tourism to others, based on sustainability considerations.
- Stimulates and supports the destination towards more sustainable action when selecting destinations that may be considered less sustainable.
- Considers mistreatment of wildlife, sexual exploitation, and disregard of local culture unacceptable practices in destinations.
- Promotes the acquisition of souvenirs that are locally made with sustainable materials.
- Complies with the spatial planning, conservation laws, and tourism management plans set forth by local, regional, and national authorities for protected areas and heritage sites.
- Enhances the local economic network by promoting locally sourced products and services in destination travel packages.
- Preserves natural resources to sustain their availability for future generations.
- Provides education to visitors on responsible travel practices and appropriate visitor conduct providing cultural norms and religious information to travelers.
- Prioritizes destinations that offer a wide range of accessibility features, such as wheelchair ramps, audio guides, sign language interpretation, and other accommodations that can facilitate the needs of people with different types of disabilities.
- Works with suppliers and service providers to ensure that their



offerings are accessible to all visitors, including those with hidden disabilities. This may include recommending venues with accessible restrooms, accommodating dietary restrictions, and providing alternative modes of transportation.

## 10. CUSTOMER COMMUNICATION & PROTECTION

### 10a. Overview

At *Anamnesis*, our priority is the protection of our customers. That's why we have established transparent privacy policies that guarantee adherence to all legal requirements, the protection of our customers' data, and clarity regarding the use of their information. We take great pride in delivering on our promises and commitments and firmly stand against greenwashing. We ensure that our marketing materials are inclusive and representative, considering cultural, religious, and ethnic sensitivities. We strive to educate our customers about the social and environmental impact of their journey and promote sustainable choices.

### 10b. Policy Elements

- We prioritize the protection of our customers, which is why we have a transparent privacy policy that guarantees:
  - Adherence to all legal requirements
  - Protection of our customers' data
  - Clarity for our customers regarding the use of their information

Our Privacy Policy is accessible to all through our website.

- Our products and services deliver what we claim in our communications.
- We keep our promises and commitments, both explicit and implicit.
- Our stance against greenwashing is firm, and we back up our sustainability claims.
- We consider cultural, religious, and ethnic sensitivities in all of our marketing efforts.



- We strive to educate our customers about the social and environmental impact of their journey and promote sustainable choices. We provide transparent information on the following:
  - Accommodations that meet our sustainability standards, or most of them, or in case they do not.
  - Activities and excursions that support local communities and protect the environment.
  - Responsible shopping practices and avoiding illegal souvenirs.



Anamnesis®

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