



## **ASA's Sustainability Policy:**

### **Why it's important:**

Tourism relies on the natural beauty of destinations, their rich cultures and diverse heritages. But in many cases, it can be counter-productive by the very nature of travel, especially international travel. We understand the measures we take as a company do not fully compensate for that however we do so in the knowledge that it is better to do something than do nothing at all.

### **Official Green Accreditation:**

We currently have an official [Green Tourism](#) Bronze accreditation as of February 2025.

### **Sustainable Partnerships:**

ASA has a partnership in place with "[Trees for Life](#)" a rewilding charity in Scotland. The charity rewilds forests in the highlands of Scotland with native tree species as well as actively supports and encourages plant, wildlife and habitats. This is done in large areas of protected locations in the knowledge this will last for generations to come. ASA has been a top tier partner since 2019 with an annual donation directly linked to the number of room nights generated per year across all our destinations. Our aim is to increase our donations in line with the increase of room nights produced YOY.

We also include a tree planted per employee who successfully completes their probation period with us as part of our benefits package. This is also managed by "Trees for Life". Details of our "Grove" showing our donations and trees planted can be found [here](#).

Some of our itineraries, in particular those relevant to Scotland, also include a tree planted per visitor booking that particular package. Business Development decide as and when to include that in a package as they see fit.

### **How we tell our green story:**

We are only at the beginning of this project, but we have a "[Sustainability at ASA](#)" section in our website explaining why and what we are currently doing in general terms. We also display the "Trees for Life" and "Green Tourism" logo on all our newsletter releases as well as share details via social media as and when appropriate. This is then supplemented by this document to explain in more detail what and how we strive to achieve those goals.

We will continue to share our story as we progress, both internally and on our socials.

### **In our Offices:**

#### **Energy & Water Usage:**

Across the two offices, London & Edinburgh, we can monitor and control some aspects of our energy usage.

In London we only have access to electricity usage which is recorded monthly.

In Edinburgh, since the new office in September we have access to Electricity, Gas & Water usage, which are also recorded monthly. The monitoring across both offices started in September 2024

with a view to collate a year's worth of data to then be able to make comparisons YOY identifying additional areas to reduce consumption.

In order to support minimum energy & water usage we have:

- PIR activated lighting in high footfall areas such as the toilets.
- LED lighting across both offices controlled per zone.
- A "lights off when not in use" policy in meeting rooms or unoccupied private offices
- Turning off computer monitor displays at the end of each day.
- Ensuring all windows are locked, fire doors fully closed, and lights all switched off when closing the offices at night.
- Aerated taps in bathrooms to reduce usage.
- Reduced flush capacity on toilets.
- The provision of a water cooler/filter in the London office to support reducing use of single use plastics by encouraging staff to use the water from the cooler. (The Edinburgh office have opted not have a water cooler due to the staff there feeling the Edinburgh water being of better quality and no need for a filter.)
- As of September 2024 we have been monitoring our energy and water consumption and recording the usage. Once we have enough data we'll be able to share and set targets with a view to keeping usage to the minimum and will share them via our DODs.

#### **Recycling:**

In order to reduce waste we operate recycling points in both offices located in the kitchens. Tins, Paper, Glass & recyclable plastics are to be collected in the appropriate recycling bin, with other waste going to the general waste bin using the appropriate collection bag. London has two dedicated external waste bin (one for recycling and one for general waste). Edinburgh does not have external bin access but instead must leave both general waste and recycling out at designated times for collection.

At this moment we do not have a monitoring system in place for the reduction of waste but we encourage all employees to recycle all items possible to minimise general waste.

The printing of documents is to be considered if only necessary and all company related documentation must be shredded (or re-used before shredding) and recycled appropriately.

#### **Sustainable Procurement Policy:**

Our offices require regularly purchased items including cleaning products, sanitary products as well as stationary supplies and occasional promotional materials.

We aim to use recycled, recyclable or environmentally friendly products where possible. Where it is not possible or cost prohibitive, we will aim to keep use of that product to a minimum. The Finance Department & HR are responsible for those orders.

#### **With our suppliers and In Destinations:**

As a wholesaler we do not control the supply chain, nor do we have direct access or influence on the end client. However, many partners we work with have well established sustainability programmes or offer a more carbon friendly approach to sightseeing and travel.

As well as offering the traditional full size coach sightseeing and private driver guide sightseeing options we are also contracted with all the main rail companies and are able to switch itineraries to more carbon friendly rail options using local guides and services in location. This is supplemented by a wide range of regional services including small group sightseeing tours, walking tours and bike tours, all of which have smaller carbon footprints and less impact on the local environment and communities they visit.

The Service Tariff sent to all out overseas partners clearly identifies those “Small Group Tours” as well as having a separate section for “Alternative & Walking” tours.

We can support our sustainability aims by advising agents of the alternatives available to travel and sightseeing at the point of quoting. This not only supports our environmental goals, but also offers a more diverse range of product, includes localised partners with greater benefits to local communities & regions and can potentially offer a lower price point to the end consumer.

We have regular internal training sessions on all our products presented by external suppliers when visiting the offices as well as our own in-house training team. The Procurement and Business Developments Teams regularly release newsletters highlighting new product and destinations including many of these alternative options.

**Our long-term Sustainability aims:**

Our current aim is to build on the current Bronze accreditation by identifying areas we are able to further enhance and improve our existing sustainability achievements. Longer term we strive to become an ambassador for the environment whilst continuing to showcase the rich diversity our destinations have to offer.