

CURATED ADVENTURES WORLDWIDE



FINISTERRA'S COMMITMENT TO SUSTAINABILITY & POSITIVE CHANGE POLICY

At Finisterra, we believe that travel should uplift communities, protect the environment, and inspire meaningful connections. As a proudly woman-owned and operated company, we are passionate about creating joy-filled, transformative journeys, while being deeply conscious of our impact.

We are a small but mighty remote team of three, committed to operating with purpose and heart. Our sustainability policy is more than words, it's built into the core of how we operate, who we partner with and what we offer.

Our Vision

By 2028, Finisterra will be recognized as an eco-responsible travel design company that creates coveted experiences and gives back to communities in need.

Our Mission

Finisterra is committed to using collective expertise to curate unique, joyful and relevant experiences for curious-minded travellers, and working with ethical partners to contribute to long-term tourism sustainability.

Our Values

We're driven by these guiding beliefs:

- Travel should **empower**, not exploit
- **Community** comes before convenience
- Nature is to be **respected**, not consumed
- **Sustainability** is a daily practice, not a trend
- **Equity** in travel matters, especially for women

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Our overarching sustainability goals include:

- Reducing our environmental footprint by promoting low-impact travel options and encouraging waste reduction, energy conservation and responsible resource use.
- Supporting local communities by collaborating with locally owned businesses, hiring local guides and prioritizing authentic cultural exchanges.
- Educating our travellers about sustainability and empowering them to make conscious travel choices.
- Monitoring and evaluating our operations regularly to identify areas for improvement and to track our sustainability progress.

As we continue our journey toward sustainability, we invite our travelers, partners and stakeholders to join us in making a positive impact through travel.

Our Approach

While we are primarily a procurement-focused travel company, we carefully select trusted, values-aligned operators around the globe. When leading or co-creating tours, we work only with partners who share our dedication to responsible, ethical and sustainable tourism.

We also have a dedicated team member who oversees our sustainability practices from policy development and certifications to impact monitoring and accountability.

Our Principles - Sustainability in Action

We are committed to building supplier relationships that lead to positive outcomes for society and the environment. As such, we prioritize working with tourism providers who:

- Design sustainably focused, inclusive, community-led experiences
- Support local economies through fair trade and local employment uplifting local experts and guides
- Promote cultural and conservation preservation; regenerative travel and offer low-impact experiences

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- Provide safe working conditions and fair wages, ensure and respect labour standards and provide safe environments for those they employ and travellers, alike
- Have clear measures to reduce environmental and wildlife impact, such as ethical viewing practices, support of local agriculture/securing and offering locally sourced food, limiting water use, reducing waste and eliminating single-use plastics
- Educate travellers on minimizing their footprint and respecting cultures
- Carefully manage consumable and disposable goods
- Offer and honour specific dietary requests

We encourage low-impact, shoulder season and slow travel, spotlight lesser-known destinations and promote travel that enriches both the visitor, the host and environment.

Empowering Women in Travel

The tourism industry has long been male dominated. We're working to change that. We prioritize women-led businesses when possible and actively create space for women to lead, explore and thrive through travel.

Here's how we do it:

- Partner with and promote women-owned operators and experts
- Include community experiences that support women artisans, guides and entrepreneurs
- Curate women-only group trips from hiking and surf camps to wildlife adventures, in inclusive, safe environments
- Support female representation across our team, trips and leadership

Impact at Home: Travel Within Canada

We proudly design immersive travel experiences and work with operators across Canada that reflect the diversity of our country and our values.

We've partnered with local operators committed to:

- Indigenous-led travel (e.g., Klahoose Wilderness Resort)

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- Ethical wildlife experiences (e.g., Great Bear Lodge, Lazy Bear Lodge)
- Cultural immersion and food storytelling (e.g., Montreal Food Tours)
- Sustainable cruising and eco-lodging (e.g., Maple Leaf Adventures)

Global Commitments

Since early 2016, we've been proud members of the Adventure Travel Trade Association (ATTA) also participating as Ambassadors since 2020. The ATTA is a global community where sustainability is core. We align with their commitment to ensure 100% of member businesses have formal sustainability practices in place by 2026.

We also proudly support:

- Since 2024, we've been members of the Adventure Travel Conservation Fund (ACTF), an international nonprofit focused on funding on-the-ground conservation projects that are critical to protecting the future of travel.
- Sustainable certifications: While we're early in this formal journey, we are actively seeking recognized certifications aligned with our values and the ATTA framework and are currently in the process of applying for certification with Green Destinations.
- Achieving this certification will help us further align our practices with global sustainability standards and demonstrate our commitment to responsible tourism that we hope creates real and measurable change.

Taking Care of People

We care about those we serve and value those within our organization. As such, we aim to:

- Demonstrate integrity and lead with ethics
- Inclusivity & access, information and accommodations for those with special needs
- Support diversity and provide a safe, fair and flexible work environment free of discrimination
- Treat all who are employed for us and those we serve, with dignity and respect
- Create a culture of open communication where all feedback is welcomed and valued
- Be accountable for adhering to values and standards of this policy wholeheartedly

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Our Ongoing Mission

Sustainability is not a checkbox it's a continuous evolution. We're constantly:

- Reviewing our procurement processes
- Partnering with mission-aligned experts guides and creators
- Educating travellers to become more mindful, responsible explorers
- Supporting regenerative travel models and cultural preservation
- Educate and offer transformative experiences for travellers which in turn, benefit, empower and give back to both people and places visited
- Learning and supporting processes that help us improve operations and experiences

Together with our partners and guests, we aim to create real, measurable and lasting change in the world through the power of travel.

This policy reflects through the trips we create our commitment to supporting local economies, community development and environmental sustainability.

Let's make travel better for people, for places and for the planet.