

MAKE TRAVEL MATTER

E-ASSESSMENT RESOURCE GUIDE

A #MAKETRAVELMATTER
EXPERIENCE



WE SUPPORT THE SUSTAINABLE DEVELOPMENT GOALS

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General Questions

What is a Make Travel Matter Experience?

Make Travel Matter (MTM) Experiences are any included or optional experiences that have a positive impact on the people and communities we visit. MTM Experiences have a clear social or environmental mission at the core of their operations. By bringing our guests to these experiences, we are contributing to **11** of the **17 United Nations Global Goals**, identified through our sustainability strategy, *How We Tread Right* (HWTR). Please note, MTM Experiences go beyond guests making a monetary donation to a humanitarian or other organization for entry to an experience.

What are the Global Goals?

The **Global Goals** were developed by the United Nations in 2015 to create a better future for people and our planet by 2030. They are quickly becoming the language of sustainability for governments and businesses. Consisting of a total of 17 Global Goals, each focuses on an area of development with clear targets and indicators. The Travel Corporation is focusing on advancing the Global Goals where we feel we can make the most impact. Therefore, we are focusing our MTM Experiences on advancing these 11 Global Goals that our current sustainability strategy is focused on. To learn which of the 11 Global Goals we are currently focusing on, see our *Outcomes Section* below for more information.

It's important that we note the Global Goals are deeply entwined, and that by focusing on one or more we are effectively focused on several.

What Role do MTM Experiences play in TTC's Sustainability Direction & How We Tread Right?

In developing our new sustainability strategy, *How We Tread Right*, we've made every effort to ensure we lead with action. Greenwashing often occurs when companies claim sustainability credentials for their products without action or evidence that the product is truly sustainable. By using this MTM E-Assessment, we are tying the experiences to the targets of the United Nations Global Goals which grants us credibility.

In *How We Tread Right*, we have set a goal to include **1 MTM Experience** on **50%** of our itineraries. This is at a company level – not by brand. We will publicly report and share the findings from the MTM E-Assessment to demonstrate our progress on this goal and share how MTM Experiences advance the Global Goals. This effort will further build our sustainability credentials in addition to integrating our ethos to Make Travel Matter to our guests directly.

What is the Difference Between a MTM Experience and a TreadRight Project?

A critical element of TreadRight's support is the integration of TR Projects into experiences offered by our family of brands. TR Projects receive grants from the TreadRight Foundation. As TR Projects complete the requirements of our grants (which typically involve a three-year commitment) they then become MTM Experiences.

Aside from TR Projects, MTM Experiences will not receive grants from the TreadRight Foundation.

What is the Purpose of the Make Travel Matter E-Assessment?

The MTM E-Assessment qualifies potential MTM Experiences, in addition to enabling our teams to identify which Global Goal the MTM Experience aligns with. The experience must meet the criteria of at least **1 Global Goal** in order to be labelled a Make Travel Matter Experience. See the *Criteria Section* below for more information.

The MTM E-assessment is also used as a communication tool for Operations teams to describe how the experience advances the Global Goal(s). The results are then shared with your respective Marketing teams and used across marketing materials, so it's **important you're as descriptive as possible**.

What are some examples of MTM Experiences?

Global Goal	Example	How this experience advances the Global Goal
Global Goal 5: Gender Equality	Sheroes Café, <i>India</i> , Insight Vacations	Sheroes Café is a safe haven for women who have suffered domestic abuse in the form of acid attacks. The Café employs these women who are otherwise looked down upon by society. People from various sects of the society come together with a purpose of having food, snacks, leisure, reading books, shopping, etc. The Café empowers vulnerable women and encourages open conversation among all, advancing Global Goal 5: Gender Equality.
Global Goal 10: Reduced Inequalities & Global Goal 11: Sustainable Cities + Communities	Plitvice Tara Centre, <i>Croatia</i> , Insight Vacations	The Tara Community Centre, founded and run by women, advances Global Goal 10: Reduced Inequalities. It supports the women from the Tara community to regain dignity lost in the war and helps them make a place in a patriarchal society after the Croatian War of Independence. It also advances Global Goal 11: Sustainable Cities & Communities through the production of traditional Serbian handicrafts the community centre promotes cultural vibrancy and our guests will be invited to try their hand at weaving on a traditional loom.
Global Goal 12: Responsible Consumption + Production	The 19th Green Guest House Farm 2 Table, <i>Ireland</i> , Insight Vacations	Guests learn from owners John and Freda the Farm-to-Fork ethos and benefits to health from eating fresh produce compared to processed foods and how the produce is harvested naturally and sourced locally, from farms and the coast of the Emerald Isle, advancing and educating our guests on Global Goal 12: Responsible Consumption & Production. John and Freda have also implemented responsible practices such as ensuring everything is recycled, creating a policy that all food is sourced locally within a 5 mile radius and they even grow their own fruit & vegetables on site. They only use five suppliers.

Global Goal	Example	How this experience advances the Global Goal
Global Goal 15: Life on Land	Reforestation Project at Haukadalur Valley, <i>Iceland</i> , Contiki	At this Contiki experience, guests plant trees in the Haukadalur Valley. Guests will have an opportunity to learn about the native landscape and the history of forestry in Iceland in an effort to encourage both individual and collective environmental responsibility. Planting these trees allow our guests to protect the habitat of local wildlife, advancing Global Goal 15: Life on Land.

Step-By-Step Guidance

Section 1 - Experience Information

Corporate Structure of the Organization Terminology

- **Charity:** A type of non-profit organization whose primary objective is philanthropy. Individuals must not profit from its funds. The organisation must be registered as a charity in their respective country.
- **Not for profit:** Organizations that do not earn profits for its owners. All of the money earned by or donated to a not-for-profit organization is used in pursuing the organization's objectives and keeping it running. The organisation must be registered as a not for profit in their respective country.
- **Co-op:** Businesses owned and managed by the people who use their services
- **B-Corp:** A new type of business that balances profit and purpose. The business must be certified as a **B-Corporation**.
- **Sole Proprietor/Private Enterprise:** A privately owned business.

Section 2 - Identifying the Mission of the Experience or Organization

It's time to identify the mission of the experience or organization. You may select up to **2 missions** per experience.

Below you will find some common experiences that may fall within each mission, there are many more possibilities. Please note, your nominated experience must meet **1 -2 criteria** within the selected mission in order to be labelled an MTM Experience.

Mission	Example Experiences
The experience supports homeless people or directly works to reduce homelessness	Walking tours from a homeless person's perspective
The experience contributes to or promotes education for those with limited access	Experiences held at schools where guests watch students perform, experiences that contribute to enabling students to attend school
The experience is owned or operated by women or focused on empowering women and girls	Experiences owned by women handicraft businesses, visiting cafes or restaurants where women recovering from domestic abuse work
The experience improves access to clean water and/or adequate sanitation	Experiences that contribute to communities gaining access to clean water
The experience showcases and/or supports renewable energy	Experiences that use renewable energy – experiences taking place in buildings run on solar power (note: people powered tours do NOT count ie. bike or walking tours)
The experience reduces inequalities for minorities or underrepresented people. Eg. LGBTQ, Indigenous, refugees,	Visiting cafes or shops where minorities make up the majority of employees
The experience preserves local traditions, protects natural and built heritage sites and promotes cultural vibrancy	Experiences where guests participate in making local items or are taught traditional ways of doing things. Experiences to visit protected lands (note: does NOT include visits to UNESCO heritage sites)
The experience promotes sustainable food experiences, small scale farmer interactions or responsible consumption	Farm to table experiences, biodynamic wineries, organic farming, upcycling opportunities (turning old things into new things)
The experience takes action on climate change and reduces its impacts	Experiences where guests learn about the effects of climate change or learn about how a community overcame climate change devastation (ie. Australia bush fires)
The experience improves, protects or conserves marine species and/or environments	Visiting marine protected areas, picking up plastic or removing marine pollution experiences
The experience improves, protects, conserves wildlife and/or restores natural ecosystems	Animal sanctuaries, conservation centres, tree planting/restoration experiences

Section 3 - 13 - Identifying Criteria + Describing How the Experience Advances the Global Goal(s)

Depending on the mission(s) you select in **Section 2**, you will be brought to the appropriate section for which Global Goal(s) your experience may align with. Keep the following in mind:

- The minimum criteria to be met is identified at the top of the Section
- Do not select boxes simply to meet the criteria, instead, click what applies to the experience
- In the open text question, you will be asked to identify how the experience meets the criteria. This information is then shared with your marketing teams to help them to develop compelling storytelling. The TR Team will verify from time to time that this text aligns with the criteria provided.
- When prompted to describe how your experience meets the criteria selected above, please answer the applicable prompt questions with as much detail as possible. Your entry is shared with your respective Marketing team to help communicate to guests how the experiences advances that Global Goal. For example descriptions, see the question “**What are some examples of MTM Experiences?**” above.

Outcomes

You’ve reached the end! The MTM E-Assessment will tell you which Global Goal your MTM Experience meets. The submission will be sent to the TreadRight team to be reviewed and shared with respective Brand marketing teams. If the experience does not meet at least **1 Global Goal** it cannot be considered a MTM Experience.

All experiences will be tracked towards our TTC-level goal of ensuring 50% of all itineraries have **1 Make Travel Matter Experience** and furthering our goal of supporting the local communities that support us.

Below is an overview of the **11 Global Goal** outcomes and what they mean, please note the experience may meet up to **2 Global Goals**:

	<p>The experience contributes ending poverty in all its forms, everywhere</p>
	<p>The experience contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all</p>
	<p>The experience is helping to achieve gender equality and empowering all women and girls</p>

	<p>The experience is helping to ensure availability and sustainable management of water and/or sanitation for all</p>
	<p>The experience is contributing to affordable, reliable, sustainable and modern energy for all</p>
	<p>The experience is addressing and/or reducing inequalities within the country</p>
	<p>The experience educates our guests on the sustainability and resiliency of community, and contributes to making the destination inclusive, resilient and sustainable for generations to come</p>
	<p>The experience promotes and educates our guests on sustainable consumption and production</p>
	<p>The experience educates our guests on the climate crisis and takes action to address its impacts</p>
	<p>The experience contributes to the conservation and sustainable use of our oceans, seas and marine ecosystems</p>
	<p>The experience educates our guests on the importance of natural ecosystems OR wildlife conservation and contributes to their restoration or repopulation</p>

Criteria

The criteria for meeting each Global Goal are listed on the following pages. To be an MTM Experience, the experience will need to meet a unique set of criteria for each Global Goal.

CRITERIA

MTM Experiences go beyond travelers making monetary donations to charities or non-profits in exchange for entry to an experience. Using our proprietary MTM E-Assessment, travel experiences will be assessed against a set of rigorous criteria, selected from the [Global Indicator Framework for the Global Goals](#), in order to identify the ways in which they advance the 11 Global Goals that we prioritize. These criteria also account for the educational component of the experience that is vital in helping travelers become aware of their global citizenship.

The criteria for meeting each Global Goal are listed below. To be an MTM experience, the experience must meet a unique set of criteria for each Global Goal.



GLOBAL GOAL 1. NO POVERTY

The experience contributes to ending poverty in all its forms, everywhere.

Minimum Criteria At least two criteria must be met:

- ◆ The organization ensures fair, affordable access to goods and services for people living in poverty
- ◆ The organization directly employs marginalized persons
- ◆ The organization increases economic activity in areas of high poverty, directly benefiting those in need
- ◆ The organization supports community-owned enterprises (ie. co-ops)



GLOBAL GOAL 4. QUALITY EDUCATION

The experience contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all.

Minimum Criteria At least one criterion must be met:

- ◆ The organization provides/contributes to people accessing education through scholarships or (pre or post secondary)
- ◆ The organization provides on-site childcare
- ◆ The organization provides mentorship and training opportunities (coaching, training at-risk youth)
- ◆ The organization promotes reading and education and actively supports local school and youth to learn about the cultural heritage of their region

5
GENDER
EQUALITY



GLOBAL GOAL 5. GENDER EQUALITY

The experience is helping to achieve gender equality and empowering all women and girls.

Minimum Criteria At least two criteria must be met:

- ◆ At least 51% of the owners are women
- ◆ The organization actively empowers women and girls through community investment (micro-lending, life-skills training, education, etc.)
- ◆ The organization provides secure employment for vulnerable women (victims of trafficking, violence or exploitation)
- ◆ The experience educates guests about identifying and assisting human trafficking and violence against women
- ◆ The organization provides on-site childcare and flexible work hours for caregivers
- ◆ The organization or experience provides personal hygiene kits for women and girls (free or at cost)
- ◆ The organization provides access to sexual and reproductive health services

6
CLEAN WATER
AND SANITATION



GLOBAL GOAL 6. CLEAN WATER AND SANITATION

The experience is helping to ensure availability and sustainable management of water and/or sanitation for all.

Minimum Criteria At least one criterion must be met:

- ◆ The organization directly improves access to safe and affordable drinking water
- ◆ The organization directly improves access to sanitation and improved hygiene
- ◆ The organization is working to improve water-use efficiency and reduce freshwater use. E.g. low-flow fixtures, rain-capture, drought-resistant landscaping or behavioural best practices

7 AFFORDABLE AND CLEAN ENERGY



GLOBAL GOAL 7. AFFORDABLE AND CLEAN ENERGY

The experience is contributing to affordable, reliable, sustainable and modern energy for all.

Minimum Criteria The first and at least one other criteria must be met:

- ◆ The organization is powered by renewable energy (does not include people powered activities e.g. walking, cycling, etc.)
- ◆ The experience contributes to affordable, reliable, sustainable and modern energy for all
- ◆ The experience showcases how prioritizing a shift to renewable energy leads to sustainable and resilient communities

10 REDUCED INEQUALITIES



GLOBAL GOAL 10. REDUCED INEQUALITIES

The organization is reducing inequalities for minorities or underrepresented people. E.g. LGBTQ, Indigenous, refugees, low-income, seniors etc.

Minimum Criteria At least one criterion must be met:

- ◆ The organization actively recruits and employs people from underrepresented populations (LGBTQ, Indigenous Peoples, refugees, low-income people, seniors, etc.)
- ◆ The organization provides services to support or empower underrepresented people that they would not normally have access to

11 SUSTAINABLE CITIES AND COMMUNITIES



GLOBAL GOAL 11. SUSTAINABLE CITIES AND COMMUNITIES

The experience educates our guests on the sustainability and resiliency of community, and contributes to making the destination inclusive, resilient and sustainable for generations to come.

Minimum Criteria The first criterion and at least one other criterion must be met:

- ◆ The experience has an educational component for guests to learn about how the organization contributes to the sustainability & resiliency of their community
- ◆ The organization provides safe, affordable housing for its staff
- ◆ The organization is owned or operated by local Indigenous people and incorporate Indigenous culture/education into the experience

- ◆ The organization works to preserve/teach local or Indigenous language or culture
- ◆ The experience safeguards traditional practices that are significant to a community (E.g. dance, weaving etc.)
- ◆ The organization directly improves the accessibility/safety of green space or protected lands



GLOBAL GOAL 12. RESPONSIBLE CONSUMPTION AND PRODUCTION

The experience promotes sustainable food experiences, small scale farmer interactions or responsible consumption.

Minimum Criteria The first criterion and at least two other criterion must be met:

- ◆ The experience has an educational component for guests to learn about the importance of sustainable/responsible consumption
- ◆ The organization has implemented strategies to reduce their food waste.
- ◆ The organization uses/promotes sustainable agricultural practices E.g. Permaculture, biodynamic farming
- ◆ The organization showcases circular economy principles and/or upcycling (using waste as a resource) in their experience
- ◆ The organization sources the majority of their goods locally (within ~50 miles/ 80km). E.g. Locally grown food, locally made art, etc.
- ◆ The organization prioritizes low-carbon proteins/plant-rich diets
- ◆ The organization prioritizes vegan meal options
- ◆ The organization publishes a sustainability report
- ◆ The organization sources the majority of their cocoa, coffee, tea, or other products with sustainability practices in mind. Their products certify to internationally accepted standards: either [Fairtrade](#) or [Rainforest Alliance](#) (previously UTZ-certified).



GLOBAL GOAL 13. CLIMATE ACTION

The experience educates our guests on the climate crisis and takes action to address its impacts.

Minimum Criteria The first criterion and at least one other criterion must be met:

- ◆ The experience educates guests about the climate crisis and what can be done to minimize impact
- ◆ The organization gets at least 50% of their energy from renewable sources
- ◆ The organization is carbon neutral
- ◆ The organization has emissions reduction targets set and have a plan to meet them
- ◆ The organization measures and publishes their carbon footprint



GLOBAL GOAL 14. LIFE BELOW WATER

The experience contributes to the conservation and sustainable use of our oceans, seas and marine ecosystems.

Minimum Criteria

At least two of the criteria must be met:

- ◆ The organization actively prevents/reduces marine pollution
- ◆ The organization does not provide any single use plastic items during the experience
- ◆ The organization has a plan to minimize plastic in their operations
- ◆ The organization educates guests on the marine environment and best practices for a low-impact experience
- ◆ The organization protects endangered marine species and/or removes invasive species
- ◆ The organization works to supply data to scientists working on conservation
- ◆ The organization directly protects, sustainably manages, or rehabilitates marine and coastal ecosystems



GLOBAL GOAL 15. LIFE ON LAND

The experience educates our guests on the importance of natural ecosystems or wildlife conservation, and contributes to their restoration or repopulation.

Minimum Criteria

The first criterion and at least one other criterion must be met:

- ◆ The organization educates the guests on improving, protecting or conserving ecosystems or animal populations
- ◆ The organization supports reforestation/tree-planting initiatives
- ◆ The organization uses/promotes sustainable agricultural practices. E.g. Permaculture, biodynamic farming, etc.
- ◆ The organization participates in habitat restoration
- ◆ The organization actively participates in anti-poaching initiatives
- ◆ The organization works towards the conservation of threatened or at-risk species