

## Travelife Partner sustainability award for Greensafari

**Amsterdam, March 8<sup>th</sup>, 2021.** The *Travelife Partner* award was received today by *Greensafari*. The award is a recognition for the long-term efforts of *Greensafari* regarding sustainability and Corporate Social Responsibility.

*Greensafari* complies with more than 100 criteria, related to an operators' office management, product range, international business partners and customer information. The Travelife standard is covering the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labour relations; and is formally recognised as in full compliance with the UN supported Global Sustainable Tourism Criteria.

*Greensafari* is one of the very first tour operators in Denmark who have embraced sustainability and reached the *Travelife Partner* award.

Mr. Naut Kusters, manager of Travelife for tour operators, "I am delighted to see that sustainability in the tour operators' sector is obtaining momentum. The award of *Greensafari* will inspire other companies in Denmark to follow the same path".

Travelife, which has been established with the support of the European Commission, is the leading international sustainability certification for the travel sector. More than 35 national travel associations are promoting the scheme to their members including ABTA, The British Travel Association, KATO, ECTAA and DRF.



### **About Greensafari**

Green Safari focuses on sustainable safaris in eastern and southern Africa. They wish to promote ecotourism, support nature, strengthen the local community and protect wild animals.

They are safari specialists in collaboration with local safari operators who share the same values as them. Their safaris therefore include a donation to selected organizations, handpicked eco-friendly camps and lodges, responsible and supportive activities and compensation for CO2 emissions.

GreenSafari focuses on wild and educational nature experiences with the goal of getting people closer to nature and shows the peace and atmosphere that Africa has to offer.

### **About Travelife ([www.travelife.org](http://www.travelife.org))**

Travelife is a certification system, dedicated to achieving sustainable practices within the tourism industry. It provides companies with realistic sustainability goals, tools and solutions to implement positive change within their businesses and supply chains. Travelife is managed by ABTA – The Travel Association in the UK - and by ECEAT Projects - a not-for-profit organisation based in The Netherlands. Travelife has two key focuses:

**Travelife for Tour operators and Travel agents:** the system provides online training and practical tools for sustainability management and certification. The training and online tools are suitable for tour operators and travel agencies of any size and cover all management aspects of the travel company business including office operations, the supply chain, destinations and consumers. Upon submitting a report in compliance with the Travelife standard (based on an independent onsite audit), the company can obtain the “Travelife Certified” status.

The Travelife standard for Tour operators and Travel agencies is based upon the full Corporate Social Responsibility themes, including labour conditions, human rights, environment, biodiversity and fair business practices. The management requirements are compatible with EMAS and ISO 14001. The system is supported by more than 35 national travel associations to further its implementation among members.