

# **Communication on Progress (CoP)** to the UN Global Compact

4<sup>th</sup> November 2021

## Statement of Continued Support by the Chief Executive Officer

### *To our stakeholders:*

I am pleased to confirm that Jetwing Travels (Pvt) Ltd reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Ms Shiromal Cooray

Chairman & Managing Director - Jetwing Travels (Pvt) Ltd

## About Us

From its humble beginnings in 1973, Jetwing has risen to be a force in the hospitality and leisure industry. A respected stalwart in the Sri Lankan and international business arena, it is credited with the creation and management of a repertoire of prestigious properties that have been acclaimed within the responsible, sustainable and nature tourism segments, a befitting testament to the visionary leadership of Jetwing's founding Chairman, Herbert Cooray. Today, integrating its core strength in tourism including a diverse array of services ranging from outbound packages and IATA accredited ticketing to event management and the best in inbound tours, we keep pace with emerging opportunities and ahead of the changing needs of our globally extensive client base. With a long-established reputation for legendary service and true to Sri Lanka's famed spirit of warm hospitality, we take pride in doing our utmost to enhance your island experience, with diligent and attentive service. Striving tirelessly to meet all your needs from arrival to departure, our team of committed travel professionals deliver on the promise of excellence with infectious enthusiasm.

## **Human Rights Principles**

### ***Assessment, Policy & Goals***

Jetwing Travels is an ethical travel company supporting the "Universal Declaration of Human Rights". We do have Human Rights Policies and a code of conduct for Human Rights.

Jetwing Travels is a responsible tourism provider in Sri Lanka, showcasing its commitment to the United Nations World Tourism Organizations (UNWTO) Global Code of Ethics of Tourism (GCET). We acknowledge and respect the principles contained in the Universal Declaration of Human Rights and The International Labour Organization's (ILO) Declaration on Fundamental Principles and Rights at Work. The Jetwing Human Rights Policy reflects the company's commitment to conduct our business in a manner consistent with these principles and to protect human rights in all spheres of enterprise. We are committed to upholding principles of non-discrimination and equality, protection of the rights of a child, refraining from forced labour, ensuring health and safety of our associates and guests, setting fair working conditions including working hours, providing fair wages and compensation and refraining from harsh or degrading treatment/harassment. The Jetwing Human Rights Policy is made aware to our associates through our orientation programme and to suppliers through awareness programmes, to ensure that all are made aware of the company's commitment toward safeguarding human rights.

### ***Women and Gender Equality***

Though the world has attained progress in gender equality and women's empowerment under the Millennium Development Goals (which also include equal access to education among boys & girls), and even though women have made great strides in the workplace, inequality persists, and women continue to undergo discrimination and violence in every corner of the world. The problems surface when young adults attempt to balance work and family, where women end up carrying nearly all of the caregiving responsibilities. If more hours are put into household activities by women, this creates a disadvantage for women in the workplace and it is impractical to expect gender equality if workplaces demand that women be available all the time. There is evidence which portrays that greater outcomes are achieved across the spectrum of priorities when women are represented in the top tier of organizations. We need to celebrate & integrate the different and unique perspectives women bring to a business, to develop new roles and benchmarks for how success is created.

### ***Children's Rights***

As a result of their vulnerability to exploitation and abuse, we support that children too have the right to special protection. We vehemently believe that Children must be treated with respect, dignity and equality, not because they are "the future", but because they are human beings today.

## ***Indigenous Peoples***

Indigenous People are the ethnic groups who are the original inhabitants of a particular region, and therefore we recognize that respect for indigenous knowledge; cultures and traditional practices contribute to the sustainable and equitable growth and appropriate management of the environment. In line with this, we also emphasize the contribution of the demilitarization of the territories and lands of indigenous people to peace, economic and social growth and development, considerate and welcoming relations among nations and our guests.

## ***Implementation***

1. A training session has been conducted for all employees to raise the public awareness on human rights issues in the Low season (from April to August).
2. We have hired "one HR consultant" and made the proper procedures and policies for the HR department supporting Human Rights and Labour Laws.
3. An e-suggestion box link is being mailed quarterly to all employees to submit their complaints and/or issues with regards to unfair treatment. These complaints are revised by top management and discussed immediately.

## ***Measurement of Outcomes***

Jetwing audits and evaluates all associates, partners and suppliers against a set of defined principles, policies and guidelines. Any infringement of human rights will be documented and the responsible party will be placed on probation and given a timeframe to address and resolve the issue. Continued non-compliance will result in the employee / supplier relationship being terminated. Senior management conducts audits on suppliers annually without any prior warning to ensure they are functioning within the defined guidelines of human rights.

# Labour Principles

## *Assessment, Policy & Goals*

We have the following contracts with our employees.

Jetwing Travels' formal Grievance Policy and Procedure along with our open-door policy is a great facilitator when it comes to supporting aggrieved parties to file their grievances without any hesitation or fear.

- 1). Contract of Employment, based on the labor laws with employee benefits, rights and promotions.
- 2). Position Agreement of clear responsibilities, safety concerns and level of authority for the employees
- 3). Jetwing Youth Development Project (JYDP) - allows employees to learn new things as it sponsors the training for the employee's improvements such as Sales training, Customer Service training, HR training, and Management training.

## *Implementation*

1. All employees have the same rights and benefits provided by the company.
  2. We have one on one personal coaching times per month for individual goals, results, performance and suggestions. We distribute an "Evaluation Form" to fill in the goals, results, personal thoughts, reasons as to why they achieve the goals or not, what their suggestions are for how the management can improve.
  3. We have purchased Microsoft 365 Application for easy management of job and duties of employees and also other necessary applications such as Zoom for communication.
  4. In terms of health, medical prescriptions can be claimed from the finance department for partial and full support. In terms of safety, all employees have life insurance purchased by the company from Softlogic Life insurance.
  5. All employees have been informed about the Organizations chart and their promotion plans.
  6. All the rules, disciplines and benefits for the employees are based on Sri Lankan Labour Laws.
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## ***Measurement of Outcomes***

1. For performance, we set monthly goals, quarterly goals and biannually and annually goals. All of these are communicated through Microsoft 365 Apps for all employees and for them to monitor their individual related goals.
2. At the end of the month, one on one coaching sessions are held with all employees and to brief and suggest the performance which is evaluated by themselves.
3. At the end of the year, we have a reward system in place for all of the outstanding employees.

## **Environmental Principles**

### ***Assessment, Policy & Goals***

Environmental awareness and responsibility lie at the core of the Jetwing ethos. Most importantly, we have taken this from statement to fact across every aspect of business throughout our family of companies. Across all strategy and action, respect for eco-systems around our locations, environmentally friendly processes and care for natural resources are fundamental to Jetwing Travels.

As a Destination Management Company, we second with the definition portrayed by the World Commission on Environment and Development that sustainable tourism means “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” At Jetwing Travels we believe that sustainable tourism benefits everyone involved, directly or indirectly and therefore, the rewards achieved through tourism in Sri Lanka should reach all involved one way or another. We fully second the notion that our commitment to sustainable tourism also includes current and future needs of our local community, our culture and traditions, way of life, economic welfare and our personal development.

Jetwing Travels trusts and supports the “three pillars” of sustainable tourism, namely Environment, Economic, and Socio-Cultural.

All actions we take as a Destination Management Company and those of our guests will have a significant role in any, or all, of the aforementioned three pillars. We make ethical, wise and informed choices on how to spend the tourist dollars, where to spend it and to

make sure our money is used to support the three pillars of sustainable tourism, for to bring about positive changes to Sri Lanka.

### ***Jetwing Travels Sustainable Tourism Mission***

We are committed to providing a wide array of tour packages in Sri Lanka to both leisure and business travellers, whether for solo, couples, family or small-groups, in sustainable ways, ensuring less impact on the environment whilst also respecting and protecting local culture and traditions, and sustaining the local economy we operate in. We are famed for our legendary hospitality, integrity, excellent service, and innovation that culminates to content visitants with extraordinary experiences. We are committed to fashioning a life-long-learning culture in our organization to develop employee flair and self-satisfaction.

### ***Initiatives of Jetwing Travels to Support Sustainable Tourism***

The following are a few initiatives which Jetwing Travels and our guests aim to support to create and maintain sustainable tourism in Sri Lanka. While we may not yet be successful in each of our endeavours, we are working on it every day, thinking of each item and how the choices we make affect the local people.

#### ***A) Environment***

The communication here is on “green & eco-friendly tourism”. The sole objective is to protect the environment.

- We refrain from tours that promote close encounters or hands-on encounters with animals. Our tours do not disturb wildlife, which means we prohibit the following: NO elephant rides, no patting of wild animals. No feeding wildlife. This may make them accustomed to and reliant on humans and may lead to attacks and eventually putting down the animal.
- One needs to keep a respectful distance from wildlife. If you are close enough to attract a wild animal’s attention, means you are way too close.
- Refrain from having your photo taken by someone with a performing monkey or snake or any wild animal. We do not support anyone using wild animals as a means of income.
- We prohibit the purchase of products/souvenirs made from endangered plants or animals. These include buying anything made of unsustainable hardwood forests and ancient artefacts.
- We only permit visiting wild animals in their natural habitat or in well-managed animal sanctuaries rather than visiting animal parks where tamed wild animals are used for tourist entertainment.
- Stick to the marked trails when hiking to avoid destroying the native fauna and flora.
- When hiking, carry a reusable bag to pick up any trash spotted along the hiking trail. Same applies to when grocery shopping, to carry a reusable bag for purchasers as opposed to plastic bags that cause harm to the environment.

- When snorkeling or scuba diving, refrain from touching or stepping on the corals or gratuitously stirring up sediment. These actions harm the reef's fragile ecosystem.

### ***B) Economic***

The objective is in making sagacious decisions about how our tourist dollars are spent, to guarantee its benefits spread across the local community.

- Steer away from tourist crowds and onto off the beaten tracks to assist distributing the economic benefit of tourism to less privileged places.
- Favor locally produced products that support the local community. These could be either food, clothing, souvenirs, or arts and crafts.
- Support indigenous artisans by purchasing directly from such artists to help support their families, whilst also aiding in preserving their culture.
- We prudently hire local guides, which assists in giving back to the local community and engage in actions preserving the area's natural resources and cultural heritage.
- We encourage all guests to give more than they take from the local communities visited. These may include signing up for volunteer work, sharing our culture & sharing their tourist money together with courteous behaviour.

### ***C) Socio-Cultural***

Keeping in mind that tourism can have a profound impact on local culture and lifestyles, our objectives are to cater only to positive influences on the local people with little, or no change, to their ways of life.

- We engage with local artists and support local restaurants who serve the local cuisine as opposed to those that offer foreign menus.
- We encourage open-mindedness among travelers whilst also requesting to foster a more engaging travel experience by being courteous to our local culture and traditions regardless of how different they may be.
- Before arrival, get accustomed to the local customs and traditions through online research so that you may talk and behave accordingly. You may try to attempt learning a few local phrases so that you may reveal your interests in the local language.



- We request visitants to be very discreet when taking photos of people. When taking close-up portraits we kindly request you to politely ask for permission before taking a photo.

### ***Goals for 2022:***

- Aim for Zero Waste in office premises with Recycling
- Lead proper training on the protection of the environment together with the sustainable partner TRAVELIFE
- Exclude plastic in marketing promotional materials
- Steer away from Landfill by fully implementing the use of refillable/reusable water bottles in all tours.

### ***Implementation***

In order to contribute the right way to the local community, there is a need for collaborations & partnerships with organizations both local & international.

- As of September 2021, Jetwing Travels has obtained the TRAVEIFE PARTNER status (a sustainable tour operator partnership)
- Abide by a Code to protect children from abuse and sexual harassment
- Not contribute to landfill through the introduction of Refillable/Reusable bottles
- Introduction of recyclable sustainable training and waste management

### ***Contribution to the Local Community***

- Since Jetwing Travels is a committed sustainable Destination Management Company, we at all times try our level best to contribute to the community as much as we can, through donations to the local community and non-profit organizations. Since 2015, Jetwing Travels have supported a special charity (Rehabilitation Organisation of the Deaf - Sri Lanka) which paves way for equal opportunities and sound socioeconomic conditions for deaf persons through vocational training and rehabilitation.

### ***Biodiversity Conservation***

To be a responsible DMC in Sri Lanka, we have added sustainable activities in tour packages wherever possible. We have sea turtle/fish releasing activities as an itinerary in the Southern Coast. Intending to reduce the use of plastic water bottles, we collaborate with a green supplier to make refillable water bottles which we gift to our clients on tour. We conduct awareness sessions for associates together with recyclable initiatives for sustainable training and waste management. Records are made daily of office waste disposed of, with sections for monthly/yearly record keeping.

### ***Customer Communication***

As and when a prospect inquires with our DMC, we only communicate via email. If the phone number of the customer is included in the mail, we communicate through social media & WhatsApp for more convenience. We refrain from requesting any personal information until they confirm the tour. We only request for them to send the passport copy when they confirm the tour and we always make to ensure that our customer information is kept private & confidential with us.

At the start of the tour, we give sustainable promotional gifts such as handmade local bags, refillable water bottles and traditional arts & crafts to our customers. All these promotional gifts are 100% locally made and not harmful to the environment.

### ***Training and Certification for Associates and Education for Community***

Jetwing Travels believes in education and training for all associates to pave the way for a better future. One of our central beliefs is “our employees are our forte.” Hence, we at Jetwing Travels commit to contributing to not only our employees but also to the local community where possible. As such, we provide training & education plans for employees, guides and the local community.

Our training can be categorized as follows:

- Jetwing Group-wide Training
- Customer service and Sales Training
- Product Knowledge Training
- On the job Training & Knowledge Sharing
- Sustainability Training

### ***Ethical Promotion of Products & Services***

Our products & services are our keys to winning the market, however, we never exceed our promises to our clients and incessantly try to meet our customer’s satisfaction level. In doing so, we conserve our environment, where we exclude any activities during the tour if seen harmful to the environment. We make it a point to remind the tourist to evade any unsustainable or unfitting activities and behavior they may encounter during the tour.

### ***Measurement of Outcomes***

- The baseline assessment report from TRAVELIFE
- Waste management report from local Recycling Company
- Customer Feedback Form results of refill/reusable bottle use
- Feedback from the local community

## **Anti-Corruption Principles**

### *Assessment, Policy & Goals*

Jetwing Travels considers the risk of corruption across its business low, however, we are committed to ensuring that the company is not involved in any corruption, extortion or bribery in our business dealings. "Taking or giving bribes or gratification in cash or any other kind" has been formally recognized as an act of associate misconduct and we expect our associates to achieve a high standard of personal, ethical and professional conduct. At present, we don't have a proper company policy of zero-tolerance for corruption, bribery and extortion. However, we follow the rules and regulation of "Sri Lankan Corruption Laws" and support UN Convention against Corruption and other activities which support Anti-corruption, bribery and extortion.

### *Implementation*

Internally, we have maintained an outstanding check and balance system over transactions. All records are maintained with proper proves about where each rupee goes to and what is done with it. This information is checked and controlled by finance, administration and HR department and ultimately reaches to the Managing Director/Chairman.

### *Measurement of Outcomes*

- 1). Internal auditors are hired to ensure consistency with anti-corruption commitment, including periodic review by senior management.
- 2). Records of Specific progress made in the area of anti-corruption during the last reporting period.

**- End of Report -**