

# **Sun Pyramids Tours' Sustainability policy 2024**



## **SUSTAINABILITY POLICY**

The travel and tourism sector are the largest and fastest growing industry in the world. That's why we believe that the tourism industry is a powerful influence substance to educate and protect natural and cultural heritage for future generations. We aim to contribute to economic, environmental and social progress with a view to achieving sustainable development, and to help our clients achieve responsible trips. Therefore, we follow and promote good sustainability practice, to reduce the environmental impacts of all our activities and to help our clients and partners to do the same.

### **Why Sustainability?**

The year 2017 was declared the Year of Sustainable Tourism, which inspired us at Sun Pyramids Tours rethink our sustainability strategy. It is important to embrace sustainability, as climate emergency is threatening future generations' opportunity for tourism.

Sustainable tourism is the form of tourism which meets the needs of tourists, the tourism industry, and host communities today without compromising the ability of future generations to meet their own needs.

Tourism has environmental, economic, and social impacts. Sustainable tourism is all about maximizing the positive impacts and minimizing the negative ones. Thus, it is important to recognize that there are clear links between the three aspects of tourism, the environmental, economic, and social dimensions. Therefore, we saw it very important implement a strategic sustainability policy in our company.

### **We implement the sustainability by:**

- 1) Making optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
- 2) Respecting the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
- 3) Ensuring viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.
- 4) Integrating sustainability considerations into all our business decisions.
- 5) Ensuring that all staff are fully aware of our Sustainability Policy and are committed to implementing and improving it.
- 6) Minimizing the impact of all our office and travel operation activities on the environment.
- 7) Making our clients and suppliers aware of our sustainability commitments, and encourage them to adopt sound sustainable management practices.
- 8) Reviewing, annually, and to continually strive to improve our sustainability performance.
- 9) Following accountability and transparency in our sustainability performance

## **Sun Pyramids Tours' Vision**

Our vision is to be indispensable to our customers; providing the best quality tours at the most affordable prices. To be a leader in the travel industry by focusing on customer satisfactions, our people, our community, growth, innovation, technology, efficiency and effectiveness.

Our employees strive every day to achieve our vision and make our strategies work. As most of them are young and immersed between our experienced people to give them the experience. That is our social role to encourage the youth and benefit from their technological knowledge

## **Sun Pyramids Tours' Mission**

Our mission is to provide the best service to our clients. We are focusing on the long term business with the client. Expand our relationship with airlines, Charter flight operators, hotels, tour operators and travel agents within Egypt as well as overseas to value our guests' needs above all else and give them the best vacation experience. To provide our guests with as much information as they need regarding the places they'll visit.

## **Sun Pyramids Tours' Sustainability Mission**

We believe in the power of sustainability and are committed to making a positive impact on the environment. So we committed the Green Business Bureau tendency, as We at Sun Pyramids tours, understand that the choices we make today have far-reaching consequences for future generations. That's why we're dedicated to minimizing our environmental footprint and contributing to a more sustainable future. Our commitment extends to every aspect of our operations. Providing our customers with sustainable options is an integral aspect of our mission. Our platform has been purposefully designed to assist businesses in their transition to digital publications, a transformation that not only reduces paper waste but also contributes significantly to the reduction of their carbon emissions. We are dedicated to continuous improvement, constantly refining our practices, adopting innovative technologies, and adapting our strategies to remain aligned with the latest trends and best practices. This commitment ensures that we not only meet current sustainability standards but also strive to set new benchmarks in the pursuit of a greener and more sustainable future.

We aim to attract sustainable mind-set tourists and to provide high quality sustainable service to our customers by striking a balance between culture and innovation, promoting hospitality and eco-friendly lifestyles, thus minimizing the "carbon foot-print" in order to promote sustainability. We are committed to promoting sustainability. As our main aim is to support a sustainable society, sustainable tourism and sustainable trade and we firmly believe in leading by example. Our sustainability policy must minimize all negative effects on the natural and social environment while supporting all business partners towards more sustainability. It is also aimed to create more sustainability awareness among our guests to make conscious choices to leave the least impact on the destinations which they live or visit.

## **Sun Pyramids Tours' Values and Principles:**

### **1- FAMILY**

**We are connected to one another, we are connected to our cause!**

- People come first.
- We apologize sincerely.
- We celebrate our successes together.
- We value, respect, and honor differences.
- We give equal access to opportunities.

### **2- COMPETENT**

**We get the job done - we are resourceful!**

- We go the extra mile to give the best customer experience.
- We work well together to get things done.
- We proactively solve problems.
- We communicate with empathy.

### **3- Quality Focus**

**We conduct our work with dedication and without mistakes**

- We understand customer needs.
- We seek and promote customer feedback.
- We set and communicate clear service standards.
- We delight our customers by exceeding their expectations.
- We capture and share examples of great service.

### **4- Integrity**

**We develop our character so that we are persons of integrity."**

- We refrain from sharing secrets and confidential information with others.
- We return found items without the expectation of receiving a reward.
- We are open with our colleagues and peers without taking advantage of either.
- We support creating a positive work environment.

## **Sun Pyramids Tours' Sustainability Principles:**

We make things happen by taking personal responsibility for our work, looking for the best solutions, making informed decisions and doing things to the highest possible standard. Our sustainability policy is based on the following:

- To integrate sustainability considerations into our business decisions.
- To ensure that our staff is fully aware of our Sustainability Policy and committed to implementing and improving it.
- To make our partners, suppliers and clients aware of our Sustainability Policy and encourage them to adopt sound sustainable management practices.
- To rely on innovative, enthusiastic and open collaboration within the group and with all our partners.
- To minimize the impact on sustainability of all office and transportation activities.
- To support local suppliers by purchasing local products, locally made souvenirs which are produced based on fair trade and sustainability principles.
- To review, annually report, and to continually strive to improve our sustainability performance.
- To select new destinations reachability through more sustainable means of transport.

## **Sun Pyramids Tours' Sustainable practices:**

We are committed to reducing consumption of utilities and solid waste in keeping with the best principles of environmental sustainability. We implement conservation and sustainability measures to allow us to conserve water, energy, and ecosystems, in hope that our goals inspire our partners and guests' consciousness in support of environmental sustainability.

### **Energy Saving**

- In our offices, energy from the main grid comes from Shared hydropower supplies in the building.
- Our office follows "switch off" policies and all staff is responsible for switching off any lights and equipment that is not in use.
- When possible we use energy saving light bulbs (CFL / LED) across the whole office and only switch on lights when really necessary.

### **Pollution reduction**

Tourism can cause the same forms of pollution as any other industry: air emissions, noise, solid waste and littering, releases of oil, even architectural/visual pollution. So we adopt a certain criteria to avoid this:

1.) Air pollution and noise:

1.1. We encourage our guests to consider airlines that leave less carbon footprint or opt for an environmentally conscious airline.

1.2. We promote excursions that feature an eco-friendly means of transportation to reduce carbon emissions and noise pollution from automotive engines.

2.) Waste management:

2.1. We as a company and our partners and service providers strive to ensure that we minimize the use of plastic/ Polyethylene and separate organic waste for composting/animal food while recycling

paper.

2.2. Service providers that are able to go beyond these basic waste management practices will be highly preferred to our company.

2.3. We also promote a minimal use of plastic drinking water bottles in our office.

### **Water conservation**

Regarding the water conservation we ensure that we follow a sustainable procurement strategy.

#### **Tap water**

- Our offices are connected to city water
- Taps are regularly checked for leakage and repaired when necessary.

#### **Drinking water**

- The office supplies drinking water in 2 gallon bottles for office staff per week.
- We measure the number of drinking water bottles we consume every month.
- We do not use disposables.

#### **Waste water**

- Our waste water is treated through the government system. Though this treatment is limited, it is out of the control of our company.
- Our toilet water goes into a septic tank.

### **Paper usage reduction**

- Our company has gone paperless where possible (pay stubs, daily dispatches, time sign-in sheets)
- Recycled paper preferred where possible.
- Paper is always used on two sides; either by printing on two sides or by using one side as scrap paper.

### **Waste minimization**

- Our office minimizes waste in all possible ways.
- Recycling is taken weekly by city services
- For all other waste, our office makes use of the government waste collection system, as we divide wastes and distribute it according to the collection system's sector.
- Usage of batteries is kept to a minimum

## **Sustainability and Community**

Our company aims to properly communicate its sustainable practices and achievements to partners, suppliers, clients and the general public. We are committed for a sustainable environmental protection, while strengthening our economy and respecting local community.

### **Sustainability Questions**

The company enables and facilitates sustainability related questions from customers and other stakeholders and provides all clear answers.

- The contact details of our Sustainability Coordinator are clearly communicated.

- Staff is properly trained to respond to sustainability questions or refer them to the Sustainability Coordinator.

**Contact Us:**

For sustainability related matters we can be reached via this email address for all:

[CEO@sunpyramidstours.com](mailto:CEO@sunpyramidstours.com)

