

# Sustainability report - 2024

Japan Travel KK  
Travelife Partner

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# 1. Reporting context

As part of our commitment to operating responsibly, we are proud to present our annual Sustainability Report.

This report highlights the key criteria we have pledged to uphold and provides transparent insights into our progress within the Travelife certification system.

## 2. Company data

Japan Travel KK  
Kojimachi 3-5-17  
102-0083 Tokyo, Chiyoda City  
www.japantravel.com  
tours@japantravel.com

Tourist volume	1001 - 2000
Number of employees	51 - 100
Type of tourism	Active / soft adventure, Winter Sport, Sun and Beach tourism, City trips, Culture, history and art, Spiritual / religious, Wellness / health, Meetings, Incentives, Conferences and Events (MICE), Round tours
Special target groups	Young people, Singles, Seniors, Families with children, Business people
Destinations offered	East Asia

### Sustainability coordinator

Marie Goutiere  
tours@japantravel.com

# 3. Introduction

Japan, renowned for its stunning natural landscapes and numerous World Heritage sites, offers unforgettable travel experiences. However, tourism can also adversely affect the environment and local communities. At Japan Travel, we are committed to supporting sustainable travel practices that maximize tourism benefits while minimizing its negative impacts.

To achieve this, we have partnered with Travelife, a globally recognized sustainability training, management, and certification program for tourism. Travelife offers a three-stage certification process for tour operators and travel agents: (1) Travelife Engaged, (2) Travelife Partner, and (3) Travelife Certified.

# 4. Mission statement & policy

## 4.1 Mission statement

Connecting Japan to the world!

Built upon a community of storytellers and travel experts with a singular focus on all things Japan, our goal is to leave a positive impact on tourism and create lasting memories for those who visit. We seek to promote and preserve Japanese heritage and tradition through sustainable and culturally conscious travel services that demonstrate the beauty of Japan.

## 4.2 Policy

Our Sustainability Policy encompasses a wide range of critical areas to drive essential changes toward a sustainable future. It includes efforts to revitalize and support local communities, ensuring that our tourism practices positively impact the regions in which we operate. By integrating these principles, we aim to advance global sustainability while contributing to the growth and well-being of local communities.

Our Sustainability Policy is available on our [website](#).

We welcome any comments, questions, or suggestions you may have. Please contact us at [sustainability@japantravel.com](mailto:sustainability@japantravel.com).

## 5. Assessment overview

Main theme	Criteria	Completed
0. Company characteristics	10	10
1. Sustainability management & legal compliance	16	16
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# 6. Detailed overview

## 0. Company characteristics

10

### Contact details

1

Action			Details
0.1. Sustainability coordinator			Marie Goutiere marie.goutiere@japantravel.com

### Organization structure

1

Action			Details
0.2. Awards			<p>Our partner Evaneos (from whom we get a large part of our customers) has a great focus on the issue of sustainability and effectiveness of the partner agencies. The cooperation is regularly evaluated in different ways. Among other things, based on the Better Trip Index and also the local Hero award. Japan Travel received the Better Trips Index score star at the last evaluation in October 2022. (See the following <a href="#">link</a> as a proof).</p> <p>Another certification we have received from Evaneos is the local hero award. This award focuses mainly on the efforts to improve the local conditions for the community and the destination country. It also focuses on the different activities that the companies undertake. Under the following <a href="#">link</a> you can find the description of the Local Hero Award and <a href="#">here</a> the proof from Evaneos that Japan Travel received the award.</p>

Brands, products, and/or services

6

Action			Details
0.3. Nature of business Please indicate which of the following activities are part of your business.			Inbound tour operator, Guiding service, Travel agency (leisure), Travel agency (corporate), Online Travel Agents (OTA ' s ), MICE
0.4. Sensitive activity types  Indicate which of the following sensitive activities are part of your self conducted excursions. Per excursion, a separate checklist will have to be completed.			Built cultural heritage, Intangible cultural heritage, City tour Hiking, Winter sport
0.5. Passenger number Estimate the number of passengers your company accommodates annually			1001 - 2000
0.6. Tourism types			Active / soft adventure, Winter Sport, Sun and Beach tourism, City trips, Culture, history and art, Spiritual / religious, Wellness / health, Meetings, Incentives, Conferences and Events (MICE), Round tours
0.7. Target groups			Young people, Singles, Seniors, Families with children, Business people

0.8. Destinations	✓	✓	East Asia
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## Personnel

1

Action			Details
0.9. Number of employees	✓	✓	51 - 100 26 - 100

## Public communication

1

Action			Details
0.10. Brands under Travelife scope	✓	✓	

# 1. Sustainability management & legal compliance

16

## Engagement of company

3

Action			Details
1.1. Sustainability coordinator A sustainability/CSR coordinator is appointed and his/her role and activities are defined (corporate level).			Marie Goutiere
1.2. Mission statement A sustainability mission statement is defined and published on the company ' s website(s).			<p>"Connecting Japan to the world!</p> <p>Built upon a community of storytellers and travel experts with a singular focus on all things Japan, our goal is to leave a positive impact on tourism and create lasting memories for those who visit.</p> <p>We seek to promote and preserve Japanese heritage and tradition through sustainable and culturally conscious travel services that demonstrate the beauty of Japan."</p> <p><a href="https://en.japantravel.com/policies/sustainability">https://en.japantravel.com/policies/sustainability</a> accessible through the footer of the <a href="#">English website</a>.</p> <p>The Japanese Version is available on the <a href="#">Japanese website</a> through the <a href="#">footer</a>.</p>
1.3. Trained sustainability coordinator/team The sustainability coordinator (or team, in case of larger companies)			Marie Goutière - Sustainability Manager

has successfully completed the basic Travelife Sustainability training and exam.

Company learning monitor  
No workshop information for this company

## Social cooperation

3

Action	 	Details
<p>1.4. Collaboration The company is actively involved in external forums and working groups which are supportive to sustainability in tourism.</p>	<p>✓ —</p>	<p>Objectif Sciences International: For OSI (Objectif Sciences International), which is affiliated with the United Nations in Geneva and is a serious eco-promoting organization, we have signed a contract to become their agent in Japan for science travel from Japan to overseas destinations and vice versa for non-Japanese entering Japan (see attached). We are planning to do the first OSI tour in Ibaraki, but these tours are certainly not limited to there. And, as mentioned, we will be promoting tours for Japanese going overseas to experience tours in France, Costa Rica, and many other locations. Working with OSI is a long-term commitment, and we have a 2-year lead time to develop this business.</p> <p>Kochi: We have conducted consulting services to the prefecture of Kochi since 2017, which ranked 45th out of 47 prefectures of Japan in inbound tourists visits. Since our involvement, and in 2019, the prefecture moved up 10 ranks, profiting to local economies that are behind other areas in Japan in terms of development and infrastructure. While this improvement may not be fully realized by Japan Travel, it was at least in part due to our advising on how to promote their prefecture, and our efforts in planning tours to the rural destinations instead of massively demanded destinations such as Kyoto.</p> <p>Ibaraki: For Ibaraki, we pitched them directly, to develop fermentation tours to Ibaraki, to promote traditional foods and food processing techniques, and also of course to create attractive content to get travelers out of Tokyo for a day (or two days). One problem for prefectures near Tokyo is that they get passed over, as visitors head to more spectacular or famous locations. The project is</p>

not yet measurable in terms of increased tourist visits because we were going to launch in March-April 2020. However, we have received cooperation from 6-8 breweries and other fermentation locations, and the project is resuming as we speak. We are going up to visit local authorities to get them onboard in March, after the quasi-emergency state in Japan is lifted (onboarding of participating locations + involvement of the Ibaraki Prefectural government (i.e., an official endorsement of our project). Here (<https://en.japantravel.com/feature/tour-of-ibaraki>) you can find some more information concerning the tours. To our knowledge, this will be the first comprehensive fermentation tour in Japan. Until now, people only visit sake breweries and occasionally fermented pickle factory shops, but not much else. This is because the producers need a very clean environment, and also because most fermentation in Japan only happens from Nov-Feb (temperatures under 14 degrees). We curated some fermentation methods that can be visited outside these months and got special permission to access the factories (guests have to "suit up").

Focus on Fukushima: Japan Travel was founded in 2011 following the Tohoku disaster. The impact on Japan and the resulting drop in tourism had catastrophic effects on destinations across the country. We formed our company to revitalize the Japanese tourism industry. Built upon a community of storytellers and travel experts with a singular focus on all things Japan, our goal is to leave a positive impact on tourism. We seek to promote and preserve Japanese heritage and tradition through inspiring and culturally conscious travel services that demonstrate the beauty of Japan.

Japan Travel was built to take on a task like creating a customer-facing page for Fukushima (<https://fukushima.travel/>). During our research, even safe searches such as "Fukushima Tourism" and "Fukushima Travel" showed frightening search results. Through extended work in marketing and SEO, our website now sits at number 1 for both terms. We put a tremendous amount of effort into safety, which we found was the largest user need. Instead of hiding the truth, we address it and give users the content they require, such as FAQs and timelines. We share facts over puff pieces to gain trust and allow people to make up their own minds. By providing an accurate picture of safe zones

and tourism recovery efforts, we give them the confidence to travel to Fukushima. Media content: Japan Travel is also creating other media projects that are significant and long-term and have a direct connection to travel agency services. For Hida (<https://hida.travel/planning>) and Kanagawa (<https://trip.pref.kanagawa.jp/page/kanagawa-tourist-information>) we also created consumer-facing pages related to planning a trip to Japan. All our created pages are useful in getting tourists outside congested routes and supporting more sustainable travel through rural area support. The pages have both general and practical planning information free for all users, but also connect to specific recommendations via trip suggestions and multi-day itineraries.

We work with [Picchio](#), a wildlife conservation group (website creation). Furthermore, we also do video creation and promotion for more rural areas, e.g. Hagi (<https://www.youtube.com/watch?v=OWQsYtFOBbg>). With Hida in Gifu prefecture, we focus on something called Satoyama, which is a sustainable concept of coexisting with nature. We have created articles and promoted these on the official website (which our developers created): <https://hida.travel/blogs/the-satoyama-experience/55>, <https://hida.travel/blogs/living-and-breathing-satoyama/45>

Virtual tours: We are producing virtual events with the help of the local communities to show more rural sites of Japan and give insights into the Japanese culture (see below a few examples): Another side of Tokyo, the Tokyo Islands, 6,590 views (<https://www.youtube.com/watch?v=Jn1eAgzduBQ>), Seaside Adventures and Barbecue with Ama Divers in Mie Prefecture, 4,233 views (<https://www.youtube.com/watch?v=zg2i0R4X5jE>), Discover Komoro City, 4,458 views (<https://www.youtube.com/watch?v=ytGcdNAHNTw>), Ine - Kyoto by the Sea, 2,667 views (<https://www.youtube.com/watch?v=iUkirOSyHCA>)

As for projects with the ministry of agriculture forestry and fisheries (MAFF), all of our virtual tours focus on sustainable practices in terms of food, and we often highlight hotels/accommodation within the tours. In Nagano, we explored a brewery that was renovated and remade into accommodation (Explore Sake

			in Nagano with Kurabito Stay, 5,411 views, <a href="https://www.youtube.com/watch?v=pA3iwTafXZ8">https://www.youtube.com/watch?v=pA3iwTafXZ8</a> , and in Mie we focused on a local farm stay that uses local ingredients (Sukiyaki with Matsusaka Beef in Mie, 4,077 views, <a href="https://www.youtube.com/watch?v=Ykjt8edYHOo">https://www.youtube.com/watch?v=Ykjt8edYHOo</a> ). SAVOR Japan is run by MAFF, and we did several projects with them. We are in charge of consulting/production/host/promotion. SAVOR Japan only focuses on the rural area of Japan, and we are helping them to promote the less known areas. We consult and give advice on how to make the virtual event more interesting to the international audience.
1.5. Exchange of experiences Experiences, training materials and best practices concerning sustainability are shared with other companies and stakeholders (e.g. via the Travelife website) .	✓	—	We aim to share best practices in the future (see action plan) as part of our commitment to sustainability, particularly once we achieve Travelife certification.
1.6. Donations The company provides support to nature protection organisations and/or community development (e.g. infrastructure, education, health, sanitation) or other local/national sustainability initiatives. Can also be done by stimulating staff and/or client donations including in-kind contributions (e.g. volunteering).	✓	—	Currently, Japan Travel is not making any donations to support nature protection organizations and/or community development. However, we plan to develop this initiative in the future (see action plan).

## Baseline assessment

2

Action			Details
1.7. Overview partners/suppliers The company has a system in place to identify the sustainability performance of the key supply chain businesses it works with,	✓	—	We do not have a system in place yet to evaluate the sustainability performance of our partners and suppliers. Sustainability certifications are not very common in Japan. Although knowledge of the

whether directly or indirectly.		<p>SDGs has increased following the Olympics and Paralympics, accommodations and other suppliers here typically do not have sustainability badges. Our team regularly visits hotels and other accommodations to evaluate their quality. During guided tours of lobbies, rooms, restaurants, etc., we are able to better assess the quality for our customers, although sustainability has not been a primary focus until now.</p> <p>Our Sustainability policy is also available on our <a href="#">Japanese website</a></p>
<p>1.8. Baseline assessment The company has conducted a baseline assessment regarding its compliance with the Travelife sustainability best practice standard (e.g. by completing this report).</p>	<p>✓ ✓</p>	<p>We are doing the Baseline assessment with the Travelife system.</p>

## Policy

2

Action	 	Details
<p>1.9. Sustainability policy The company has a written sustainability policy that reflects the company structure and activities and is supported by top management. The policy aims for a reduction of the negative social, cultural, economic, and environmental impacts of the company ' s activities, and includes employee-related health &amp; safety aspects.</p>	<p>✓ ✓</p>	<p>Our sustainability policy is available on our <a href="#">English</a> website and on our <a href="#">Japanese</a> one.</p>
<p>1.10. Communication The sustainability policy is accessible to all employees, suppliers and the general public via the corporate website(s) (where no website exists, via other means).</p>	<p>✓ ✓</p>	<p>The sustainability policy is accessible via the footer of Both <a href="#">English website</a> and <a href="#">Japanese website</a></p>

## Action plan

2

Action			Details
<p>1.11. Action plan</p> <p>The company has a sustainability action plan (with targets, actions, measures, responsibilities and time planning).</p>			The revised action plan is attached.
<p>1.12. Staff involvement</p> <p>The management involves employees in the development and implementation of the action plan and acknowledges them as a driving force for successful and continuous sustainability improvements.</p>			<p>We have set up a sustainability team that includes the Sustainability Manager, COO, Travel Agency Manager, and HR manager. We hold monthly meetings to track and implement our action plan. Sustainability topics are now included in the agenda of monthly team meetings. Our sustainability team oversees and communicates the necessary actions, working closely with the relevant team members to ensure they are implemented effectively. We share updates about our sustainability efforts through our internal newsletter, which you can find in the PDF below. We ' ll be creating a new Sustainability platform (see the action plan for details). We recently created a survey on plastic bottles usage and we will continue to create survey on sustainability-related themes</p>

## Monitoring and evaluation

2

Action			Details
<p>1.13. Monitoring and evaluation</p> <p>The company has documented procedures in place to monitor and evaluate the implementation of the sustainability policy, objectives and targets.</p>			<p>The monitoring of the action plan and other sustainability initiatives within the company takes place during the Sustainability Team's monthly meetings. This team includes the Sustainability Manager, COO, Travel Agency Manager, and HR Manager. If necessary, the team may involve relevant staff members to implement specific actions. Follow-up is managed using specific follow-up sheets and action plan sheets (for medium- and long-term goals).</p>

			In the future, we aim to collaborate with a sustainability tool that will centralize data and information, thereby facilitating monitoring and communication on sustainability topics.
1.14. Staff Communication Staff members are regularly updated on the company ' s sustainability policy, activities, results and related developments via newsletters, intranet or other internal communication channels used by the company.	✓	—	We are involving people through e-mail, team calls and also contact key figures directly to go on with our planning. We want to offer workshops in the future to train our staff as well about sustainability/give them access to the Travelife platform (see action plan). We are sending an internal newsletter with the latest news concerning our sustainability journey but also inspiring news in Japan/worldwide to our whole team (newsletter is sent by the end of each month) see also action plan

## External reporting and communication

2

Action			Details
1.15. Travelife reporting The company reports its progress via Travelife at least every two years.	✓	✓	
1.16. Public reporting The key sustainability results are reported to the public at least every two years and are available on the company website.	✓	✓	See the <a href="#">Sustainability Page</a> on our website

## 2. Internal management: social policy & human rights

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### Social policy and human rights

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Action			Details
<p>2.1. Freedom of association Trade union membership, collective labour negotiations and representation of members by trade unions is not hindered.</p>			Japan Travel does not hinder any collective labor negotiations and representation of members by trade unions is in no way hindered. There are currently no active unions within our organization.
<p>2.2. Collective labour agreement The company participates and is in compliance with a (sector wide) collective labour condition negotiation structure (in case locally existing).</p>			<p>In Japan, the tourism sector lacks a universal collective labor agreement. However, labor conditions are influenced by the Labor Standards Act which sets minimum standards for wages, working hours, and conditions across all sectors, including tourism; as well as the Industrial Safety and Health Act which Ensures workplace safety and health regulations.</p> <p>Here is attached the updated verions of the Rules of Employment of Japan Travel in which, in chapter one, it is stated the regulations in the document follow the Japanese law.</p>
<p>2.3. No forced labour Employees are free to enter or leave their employment through their own choice without penalty (in accordance with their contract).</p>			<p>An Employee or Staff member who decides to resign must submit a written request for retirement at least thirty (30) days in advance. If an unavoidable reason is provided, fourteen (14) days may be acceptable. These days are generally not eligible for the use of vacation time.</p> <p>An Employee or Staff member who submits a request for resignation must endeavor until the day of resignation to perform work, cooperate with their successor and manager, and transfer all information and documentation to Japan Travel in a timely way.</p>

			See chapter Chapter Nine: Resignation and Dismissal paragraph Resignation for Personal Reasons of our Rules of Employment document attached.
2.4. HR Manual The company has a written Human Resource policy.	✓	✓	All Japan Travel Staff (interns and part-time staff included) receive our policies including the Rules of Employment as part of the onboarding email before their first day of employment. Staff may find and reference materials in our company shared drive at any time and are welcome to confirm any questions with Management and Human Resources.
2.5. Formal contracts All employees of the company have an employment contract, including labour conditions and a job description.	✓	✓	You can find an anonymous example of our standard contract attached.
2.6. Living wage The company pays employees at least a living wage which is equal to or above the legal minimum.	✓	✓	In Japan, the minimum wage is determined annually by the Central and Regional Minimum Wage Councils, based on regional and industrial standards. These rates vary by prefecture and industry, reflecting differences in the cost of living and economic conditions.  In the Japan Travel rules of employment document (attached), Chapter 4: Remuneration and Expenses stipulates that 'All Staff salaries meet or exceed the minimum salary requirements for Japan'. Chapter 4 also provides detailed information on remuneration, expenses, and payment terms.  The current minimum wage rates by prefecture can be found <a href="#">[here]</a>
2.7. Overtime Overtime is paid (or time is given back as lieu), unless specific conditions relating to overtime have been agreed by the employee and written into their signed contract of employment.	✓	✓	The overtime policy is fully described in Chapter Five: Working Conditions, Premium Wages, and Overtime paragraph Overtime Work of the Rules of Employment document attached.
2.8. Medical insurance	✓	✓	As stipulated in Chapter one of Japan Travel Rules of Employment, here are the

The company contributes to a (basic) medical insurance for all employees on the basis of legal requirements or industry best practices.

different definitions of employees and benefits that apply for each of them:

#### Full-time Employee (Seishain)

Japan-based full-time staff under employment contract. Full-time Employees are based in Japan unless traveling or otherwise specified in their contract. Does not include part-time workers, contractors, consultants, or interns. A person becomes an employee once they have signed an employment contract and passed the probationary period (if applicable). Contracted Employee (Keiyaku Shain) Japan-based staff who work for Japan Travel under a fixed-time contract. A contracted employee generally has benefits such as Koyo Hoken ([unemployment insurance](#)) and in case the working length exceeds 2 months, shakai hoken (healthcare and pension). The contract may or may not be renewed depending on the company needs and staff performance.

A person who meets [the following conditions](#) is eligible for Shakai Hoken:

Permanently based in Japan with a Japanese address and valid CoE and Visa  
Contracted to work 30 hours or more per week  
Monthly salary is more than 88,000 JPY (= more than 1,060,000 JPY per year)\*  
The planned work period is more than a year for Japan Travel KK  
Not currently on a student or dependent visa

\* Excludes extraordinary salary, compensation for overtime work and work during holidays, and any forms of compensation that are not counted as salary, as stipulated in the Minimum Wage Law (such as transportation fees)

Annual leave is calculated and provided for contracted employees on a prorated basis.

#### Consultants, Part-time workers and Internships

A person who works or interns for Japan Travel part-time under a signed agreement or contract, but is not a full-time employee or contractor. Consultants, part-time workers and interns (hereafter Consultants) generally do not work full-time and do not have company-provided (shakai hoken) benefits unless they match the above contracted employee (keiyaku shain) conditions. Consultants are typically paid monthly based on the number of days or hours worked. Matters related to leave,

benefits, and working hours are stated in individual contracts.

Internships may be paid or unpaid and follow the terms of their internship contracts for payment, leave, and working conditions.

#### Overseas Staff and Internships

Overseas staff generally follow the rules of this agreement, but where conflicts arise overseas staff will follow the individual ' s employment contract over these rules. Japan Travel will do their best to adhere to the minimum requirements on labor rules and regulations of the country where the staff is located.

#### Full-time Employee (Seishain)

Japan-based full-time staff under employment contract. Full-time Employees are based in Japan unless traveling or otherwise specified in their contract. Does not include part-time workers, contractors, consultants, or interns. A person becomes an employee once they have signed an employment contract and passed the probationary period (if applicable). Contracted Employee (Keiyaku Shain) Japan-based staff who works for Japan Travel under a fixed-time contract. A contracted employee generally has benefits such as Koyo Hoken ([unemployment insurance](#)) and in case the working length exceeds 2 months, shakai hoken (healthcare and pension). The contract may or may not be renewed depending on the company needs and staff performance.

A person who meets [the following conditions](#) is eligible for Shakai Hoken:

Permanently based in Japan with a Japanese address and valid CoE and Visa

Contracted to work 30 hours or more per week

Monthly salary is more than 88,000 JPY (= more than 1,060,000 JPY per year)\*

The planned work period is more than a year for Japan Travel KK

Not currently on a student or dependent visa

		<p>* Excludes extraordinary salary, compensation for overtime work and work during holidays, and any forms of compensation that are not counted as salary, as stipulated in the Minimum Wage Law (such as transportation fees)</p> <p>Annual leave is calculated and provided for contracted employees on a prorated basis.</p> <p>Consultants, Part-time workers and Internships A person who works or interns for Japan Travel part-time under a signed agreement or contract, but is not a full-time employee or contractor. Consultants, part-time workers and interns (hereafter Consultants) generally do not work full-time and do not have company-provided (shakai hoken) benefits unless they match the above contracted employee (keiyaku shain) conditions. Consultants are typically paid monthly based on the number of days or hours worked. Matters related to leave, benefits, and working hours are stated in individual contracts.</p> <p>Internships may be paid or unpaid and follow the terms of their internship contracts for payment, leave, and working conditions.</p> <p>Overseas Staff and Internships Overseas staff generally follow the rules of this agreement, but where conflicts arise overseas staff will follow the individual 's employment contract over these rules. Japan Travel will do their best to adhere to the minimum requirements on labor rules and regulations of the country where the staff is located.</p>
<p>2.9. Liability Insurance The company has a liability insurance for all its employees (e.g. in case of work related accidents).</p>	<p>✓</p>	<p>Accident compensation is covered by what is called 労災保険 (rou sai hoken/ work insurance) which is part of the Japanese health insurance (included in shakai hoken premium benefits), see our rules of employment (attached). Find also attached the Corporate Property Insurance Policy and the Travel Agent Liability Insurance, both in Japanese for reference.</p>

<p>2.10. Holiday / Annual leave The employees have the right to a fixed yearly paid holiday (at least in compliance with the legal requirements).</p>	<p>✓</p>	<p>✓</p>	<p>Our employees have the right to yearly paid holidays, which is also stated in each contract (depending on the years of service). See details Chapter Seven: Holidays and Leave of the Rules of Employment attached.</p>
<p>2.11. Sick Leave Employees are entitled to sick leave in line with national legal requirements. Indicate whether your company provides paid or unpaid sick leave.</p>	<p>✓</p>	<p>—</p>	<p>The company policy on sick leave is described in Chapter Twelve: Accident Compensation of the rules of employment as follows :</p> <p>Accident and Sickness Benefits</p> <p>When an insured person is unable to work due to sickness or injury and is absent from work for three consecutive days, the sickness allowance is paid from the health insurance for the fourth and subsequent days of absence. However, if the amount of remuneration paid by the company for the period of absence is higher than the amount of the sickness allowance, the sickness allowance will not be paid. The amount per day for the allowance is calculated as follows:</p> <p>The average of the monthly standard remuneration for the 12 months before the start of payment] / 30 days x (2/3).</p> <p>This varies by application and is outside our control. (The start date of payment is the first date on which the sickness allowance is paid)</p> <p>Accident and sickness benefits must be handled by the employee directly via the official application process in Japan. Japan Travel will assist with any documentation required by the company such as providing employment contracts and proof of work status.</p> <p>Members who qualify for the benefits will not be required to work and will not expense Japan Travel for any benefits during the period of eligibility. Proof of application and acceptance must be submitted to Japan Travel for our records.</p> <p>Except for full-time employees, healthcare is applied as follows (cf. Chapter One of the Japan Travel Rules of Employment):</p> <p>Contracted Employee (Keiyaku Shain)</p> <p>Japan-based staff who works for Japan Travel under a fixed-time contract. A contracted employee generally has benefits such as Koyo Hoken (<a href="#">unemployment insurance</a>) and in case the working length exceeds 2 months, shakai hoken (healthcare and pension). The contract may or may not be renewed depending on the company needs and staff performance.</p> <p>A person who meets <a href="#">the following conditions</a> is eligible for Shakai Hoken:</p>

Permanently based in Japan with a Japanese address and valid CoE and Visa Contracted to work 30 hours or more per week Monthly salary is more than 88,000 JPY (= more than 1,060,000 JPY per year)\* The planned work period is more than a year for Japan Travel KK Not currently on a student or dependent visa

\* Excludes extraordinary salary, compensation for overtime work and work during holidays, and any forms of compensation that are not counted as salary, as stipulated in the Minimum Wage Law (such as transportation fees) Annual leave is calculated and provided for contracted employees on a prorated basis.

#### Consultants, Part-time workers and Internships

A person who works or interns for Japan Travel part-time under a signed agreement or contract, but is not a full-time employee or contractor. Consultants, part-time workers and interns (hereafter Consultants) generally do not work full-time and do not have company-provided (shakai hoken) benefits unless they match the above contracted employee (keiyaku shain) conditions.

Consultants are typically paid monthly based on the number of days or hours worked. Matters related to leave, benefits, and working hours are stated in individual contracts. Internships may be paid or unpaid and follow the terms of their internship contracts for payment, leave, and working conditions.

#### Overseas Staff and Internships

Overseas staff generally follow the rules of this agreement, but where conflicts arise overseas staff will follow the individual's employment contract over these rules. Japan Travel will do their best to adhere to the minimum requirements on labor rules and regulations of the country where the staff is located.

Moreover, regarding part-time employees: In Japan, all individuals are required to be enrolled in health insurance. For full-time employees, this is managed by the company (as described above), and spouses without their own full-time employment can also be covered under the employee's insurance. However, part-time workers without a full-time working spouse must register for health insurance at their local city office and pay the fees directly. This requirement is in accordance with national law, which Japan Travel fully complies with.

<p>2.12. Health and safety</p> <p>The company has a health, safety and crisis management policy for employees, which complies to legal standards/best practices. Accidents and incidents are investigated and corrective measures are taken. First aid kits and trained staff is available at all relevant locations.</p>	✓	✓	<p>The Health and safety policy is mentioned in the chapter Chapter Eleven: Workplace Safety of Japan travel rules of employment (see document attached). Additionally, Japan Travel provides its employees with a comfortable space to relax and enjoy lunch breaks (see attached pictures). The company also regularly organizes optional team-building events to foster a sense of community. Refreshments and snacks are also made available to employees on a regular basis. Japan Travel supports flexible work arrangements, with approximately 90% of employees working from home. For safety and well-being, the office is equipped with fire extinguishers, a first-aid kit, and multiple emergency exits (see attached pictures).</p>
<p>2.13. Equal opportunities</p> <p>The company ensures that people are not discriminated in regards to recruitment, conditions of employment, access to training and senior positions, advancement in terms of residency, gender, race, age, disability, ethnicity, religion/beliefs, sexual orientation or in any other way.</p>	✓	✓	<p>We are committed to ensuring a workplace free from discrimination based on race, gender, disability, religion, or sexual orientation, as outlined in Chapter Ten: Equal Employment Opportunity (EEO) of the attached Rules of Employment document.</p>
<p>2.14. Child labour</p> <p>The company does not employ children (14 year or younger) to complete work which is normally undertaken by adults. And, there are special working times and conditions for children working within the business in accordance with national regulations and the UN Convention on the Rights of the Child, whichever provides most protection incorporating the exceptions under the ILO convention 138.</p>	✓	✓	<p>国内労働基準法により定められている</p> <p>As defined by the Domestic Labor Standards Law.</p> <p>As stated in Chapter Fifteen: Other of the Rules of Employment, Japan Travel participates and complies with the Domestic Labor Standards laws. The company does not employ children (14 years or younger) to compete for work which is normally undertaken by adults. This follows <a href="#">Japanese law</a>.</p> <p>When we work with children in creative projects (models, etc.) we follow special working times and conditions by national regulations and the UN Convention on the Rights of the Child, protected under the ILO convention 138.</p>

<p>2.15. Complaints procedure The company can demonstrate that there is a documented effective procedure through which employees may raise grievances. Appropriate and timely follow up procedures are also in place.</p>	<p>✓</p>	<p>—</p>	<p>The grievance and complaints procedure is outlined in the following sections of Chapter Ten: Equal Employment Opportunity (EEO) in the attached Rules of Employment document:</p> <p style="text-align: center;">Employee and Management Procedures Grievance Complaints Grievance Complaint Procedure</p> <p>Also, you will find attached an example of a recent complaint procedure.</p>
<p>2.16. Representation The company has a means through which all staff may make representation to senior management about key employment issues and there is a clear process which demonstrates how such representations are followed up.</p>	<p>✓</p>	<p>—</p>	<p>Responsibilities of our employees include:</p> <ul style="list-style-type: none"> <li>- "Work closely with and regularly report to management, sharing ideas and recommendations to improve Japan Travel. This is typically handled through weekly meetings or updates."</li> <li>- "Observe the company's Rules of Employment and non-disclosure and avoid potential conflicts of interest for Japan Travel by discussing and reporting any such possible situations in advance."</li> <li>- "Employee reports to Primary Supervisor and COO"</li> </ul> <p>See employment contract attached.</p> <p>Besides, the grievance and complaints procedure is outlined in the following sections of Chapter Ten: Equal Employment Opportunity (EEO) in the attached Rules of Employment document:</p> <p style="text-align: center;">Employee and Management Procedures Grievance Complaints Grievance Complaint Procedure</p>
<p>2.17. Disciplinary procedures There are documented disciplinary procedures in place and staff are aware of them.</p>	<p>✓</p>	<p>—</p>	<p>Our disciplinary procedures can be found on our Rules of Employment document in Chapter Three: Code of Conduct and Disciplinary Procedures, see attached.</p>

<p>2.18. Persons with special needs The company employs persons with special needs</p>	<p>✓</p>	<p>Japan Travel provides equal opportunity in employment to people without discrimination as explained in our Rules of Employment Chapter Ten: Equal Employment Opportunity (EEO), attached. In the paragraph Reasonable adjustments we detailed reasonable adjustments that allow people with a disability to work safely and productively.</p> <p>We currently have no persons with special needs working at Japan Travel.</p>
<p>2.19. Measuring employee satisfaction Employee satisfaction is regularly measured and suggestions are taken into account.</p>	<p>✓</p>	<p>We regularly conduct anonymous employee engagement surveys to gather valuable feedback and ensure a positive work environment. In addition, a Q&amp;A survey is available for employees to submit questions at any time. We have compiled the questions from the Q&amp;A survey into a comprehensive file and provided detailed answers for reference.</p> <p>Here is the link to the employee engagement survey : <a href="https://form.typeform.com/to/bk3dEd18">https://form.typeform.com/to/bk3dEd18</a> Here is the link to the Q&amp;A survey : <a href="https://form.typeform.com/to/WucyzCgQ">https://form.typeform.com/to/WucyzCgQ</a> Here is the link to the Q&amp;A file : <a href="https://docs.google.com/spreadsheets/d/1TzrOX3n1MhkO4k6allCKryvyaHFXBX-Jv54vgFhlcs/edit?gid=0#gid=0">https://docs.google.com/spreadsheets/d/1TzrOX3n1MhkO4k6allCKryvyaHFXBX-Jv54vgFhlcs/edit?gid=0#gid=0</a></p>

### Training and education

3

Action	 	Details
<p>2.20. Health and safety All personnel receive periodic training regarding their roles, rights and responsibilities with respect to social &amp; cultural practices,</p>	<p>✓</p>	<p>You can our safety policy in the Chapter Eleven: Workplace Safety of our Rules of Employment document.</p>

<p>economic &amp; quality issues, human rights issues, and health &amp; safety practices (including risk and crisis management).</p>		<p>While our current office environment is generally safe, we are planning to implement annual training for emergency situations (see action plan).</p>
<p>2.21. Personal development The company ensures its staff competencies, personal development and advancement (at all levels of responsibility), by equally offering resources and opportunities, such as regular trainings, access to education or gaining experience on the nature/organisation of their work.</p>	<p>✓ —</p>	<p>Everybody in our team is involved in peer-learning, and we have an onboarding process, related to the work of the employee. There are also opportunities for e.g., FAM trips and monitor tours for our travel agents. In the travel agency team we also had workshops, e.g., how to sell tours better (B2C), see presentation attached.</p> <p>In general, our staff can talk to the managers any time if they are interested in a certain topic and want to learn more on that side.</p> <p>We have used paid subscriptions for staff in areas such as LinkedIn Learning, etc. <a href="https://www.linkedin.com/learning/me">https://www.linkedin.com/learning/me</a> "Personal development and training: Japan Travel provides on the job training for all of our staff. Most of our learning is through managers and fellow employees, so be proactive and ask people for support anytime. For employees and interns interested in additional training opportunities, we have a <a href="#">training folder with information on online training and Japanese training</a>. Paid courses can be discussed with management." see our Japan Travel Onboarding document (attached) In the folder, our COO created a list of online resources and put together a Japanese course: <a href="https://drive.google.com/drive/folders/1PEDBVqt-k9ZCFLITMJkWm6eD2CUmdgf">https://drive.google.com/drive/folders/1PEDBVqt-k9ZCFLITMJkWm6eD2CUmdgf</a> We cannot give an estimate concerning training hours because it depends on the position and what tasks each staff member handles. see action plan</p>
<p>2.22. Trainee positions Traineeships/Internships are offered to students.</p>	<p>✓ —</p>	<p>All the information about our interns can be found in the document attached.</p> <p>10</p>

### 3. Internal management: environment and community relations

37

#### Procurement

6

Action		 Details
<p>3.1. Reduction of disposable and consumable goods The company has a policy to measure and actively reduce the use of disposable and consumer goods (especially paper for internal office use).</p>		<p> We always aim to reduce the use of disposable and consumable goods in our office. When reduction isn't possible, we focus on reusing and recycling as much as we can.</p> <p>We have compiled a list of sustainable purchasing options for office essentials and facility supplies: <a href="#">Sustainable Purchasing Options</a>. This list includes refillable cleaning products and toner, glass jar coffee, and rechargeable batteries, among other items.</p> <p>For day-to-day office use, we utilize reusable tableware, glasses, and mugs.</p> <p>We prioritize internal digital communication over printing. When printing is necessary, we use FSC-certified printer paper (see 3.3) and set the printer to low-energy mode by default.</p> <p>We manage waste through accessible recycling bins for all employees. Plastic bottles, cans, glass, non-burnable waste, and burnable waste are sorted into separate bins. Batteries, paper, and cardboard are recycled separately.</p> <p>You can find our sustainability policy on our <a href="#">website</a>.</p>
<p>3.2. Sustainable purchasing Your company has an implemented purchasing policy, which favour sustainable suppliers and products, whenever these are available and of sufficient quality.</p>		<p> We generally purchase goods on Amazon and have consolidated a list of sustainable purchasing options for office essentials and facility supplies: <a href="#">Sustainable Purchasing Options</a>.</p> <p>Regarding equipment, laptops are more sustainable than desktop computers due to</p>

			<p>their energy efficiency, portability, and reduced resource use.</p> <p>We also strive to extend the usability of laptops by cleaning and reinstalling operating systems on older models, provided the hardware remains functional.</p>
<p>3.3. Office paper: type</p> <p>More than 90% of office paper use (internal and administrative use) has proven sustainability credentials (recycled, FSC or sustainably produced), when such options are locally available.</p>	✓	✓	<p>The paper used by JapanTravel is as follows:</p> <p><a href="https://www.tanomail.com/product/2263793/">https://www.tanomail.com/product/2263793/</a> Forest certified paper ( 森林認証紙 ) is used. In other words, we use paper that is certified by the "FSC".</p> <p><a href="https://www.gpn.jp/assets/pdf/GPN-GL1.pdf">https://www.gpn.jp/assets/pdf/GPN-GL1.pdf</a></p>
<p>3.4. Office paper: printing</p> <p>Copy and printing machines are set by default to double-sided printing (duplex) or other forms of paper saving modes.</p>	✓	✓	<p>This is a user setting, and is not always possible due to requirements on bid documents.</p> <p>Due to official regulations regarding how documents must be passed on, it is unfortunately not always possible to use double-sided printing for official documents. However, we have recently started to save all documents that can be digitally signed and passed on as PDF files and pass them on.</p> <p>The use of Japanese hanko, i.e. seal stamps, also sometimes prevents us from using double-sided documents or simply saving them digitally. The Japanese government is trying to bring about a general change in this respect so that the use of paper in offices can be further reduced.</p> <p>We put a small note nearby the copy machine to save paper by printing on both sides etc. (Think before you print guideline, see attached) and we shared necessary information via our newsletter (see list attached: Newsletter for March 2022).</p>
<p>3.5. Certified coffee and tea</p> <p>At least 50% (in weight or value) of coffee and tea provided in the office is fairtrade, organic, grown in the country or has another recognised sustainability certification.</p>	✓	—	<p>We always purchase the coffee and tea from our sustainable purchasing list <a href="#">Tea and Coffee</a>.</p> <p>The instant coffee is both organic and fair trade, and it is sold in a glass container. For tea, we purchase a variety of options from the Japanese brand Ito En, some of them are also organic.</p> <p>Ito En has a great sustainability policy, demonstrating a strong commitment to</p>

		environmental protection through initiatives such as reducing carbon emissions, implementing energy-efficient practices, and sourcing tea leaves sustainably. They are committed to supporting farms "Global GAP," "JGAP," and "ASIA GAP"certified. The company also emphasizes recycling and reducing plastic waste in its packaging. See attached pictures.
3.6. Cleaning materials Cleaning materials are non-hazardous, non-eutrophic, biodegradable and eco-labelled, when locally available.	✓	<p>— We have consolidated a <a href="#">list of sustainable purchasing options</a> for office essentials and facility supplies.</p> <p>This list includes eco-labeled or certified biodegradable, chemical-free cleaning products whenever possible. When there is no eco-friendly Japanese alternative or an imported product exceeds our budget, instead of choosing an expensive and high-carbon-impact option, we select a Japanese brand with a strong sustainability policy and involvement in sustainable actions in Japan. We also prioritize refillable options when available.</p>

## Paper (promotional materials)

3

Action			Details
3.7. Printing company The printing company works with a certified environmental management system (e.g. ISO 14001, EMAS).	✓	—	<p>We have not printed any promotional materials since 2019, but we plan to print some new material at the beginning of 2025 for ITB Berlin.</p> <p>We typically use two partners for this purpose: Kinko's and AcceaCreate. Both are certified under the Forest Stewardship Council (FSC) program and offer a wide range of materials that can be printed on FSC-certified paper, demonstrating their commitment to sustainability and responsible resource management. For our future printing needs, we will ensure that we select the FSC-certified printing option.</p>

<p>3.8. Promotional materials Brochures are printed on environmentally friendly paper (recycled, FSC or chlorine free) for more than 50% of total corporate use (in kilos, pages or costs).</p>	✓	✓	<p>We have not printed any promotional materials since 2019, but we plan to print some new material at the beginning of 2025 for ITB Berlin. We plan to have a budget of around €700 for this printed material.</p>
<p>3.9. Efficient brochure use The company has implemented measures to reduce brochure wastage. The amount of brochures is measured on an annual basis.</p>	✓	—	<p>We have not printed any promotional materials since 2019, but we plan to produce new materials at the beginning of 2025 for ITB Berlin. We intend to print only the materials needed for the companies we will distribute to the exhibitors at ITB Berlin to minimize brochure wastage.</p>

## Energy

9

Action			Details
<p>3.10. Energy reduction policy The company has an active commitment to reducing energy consumption, which is monitored and implemented. All measurements, with a reasonable return on investment, are planned and implemented.</p>	✓	✓	<p>To ensure that energy is not wasted in our office, we have implemented several key measures:</p> <p>Energy Conservation: We save energy by turning off air conditioning units, heating, lighting, and electrical devices after office hours and on weekends.  Air conditioning : We follow the Japanese Ministry of the Environment's "Cool Biz" campaign on air conditioning temperature ( to bet set at 27-28 degrees) .  Heating:We use it for 3 to 4 months per year and try to maintain an average temperature of around 20 degrees. Ventilation : We practice daily ventilation by keeping windows and doors open whenever possible. Switch-Off Policy: We switch off all unused equipment and lighting if not in use for more than one hour. Energy-Efficient Equipment: We use laptops, which are more energy-efficient compared to desktop computers, and support our remote working environment. Energy-Saving Defaults: Where applicable, equipment is configured by default to energy-saving mode (printer for instance).</p>

			<p>To reinforce these guidelines, we have placed informational stickers around the office and communicated the measures through our internal newsletter and monthly team meetings.</p> <p>In the future, we aim to formalize these practices in a comprehensive set of guidelines (see action plan) .</p>
<p>3.11. Monitoring energy consumption and sources Energy consumption for heating/cooling and electricity is measured by type and total of green house gases and/or carbon emissions. Different periods are compared with the aim to reduce emissions.</p>	✓	✓	We rent our office in a shared building, so these are fixed expenses.
<p>3.12. Sustainable energy Where available and practical, sustainable (green) energy is purchased or locally produced for use by the business.</p>	✓	✓	We rent our office in a shared building, so these are fixed expenses. We can not switch to other options.
<p>3.13. Carbon offset CO2 emissions from fossil energy used in the offices are offset.</p>	✓	—	We do not have this implemented yet but plan to work on a policy in the future, see action plan.
<p>3.14. Energy efficient lighting At least 75% of lighting is energy efficient (class A: KLLs, LEDs, T-8s, or T-5s), including outside and parking spaces.</p>	✓	—	The lighting is provided with the buiding, it is fixed and cannot be altered.
<p>3.15. Equipment “ switch-off ” policy Equipments (including aircon) are switched off after office hours or during lunch breaks (and, not on sleep modes), whenever feasible.</p>	✓	✓	See energy reduction policy, point 3.10. We also have stickers in the office concerning switching off electric devices and not having open windows when switching on the aircon + cool business practice (see attached, see also sticker under kitchen guide).
<p>3.16. Light “ switch-off ” policy Office lights are switched off after office hours.</p>	✓	✓	See energy reduction policy, point 3.10.

<p>3.17. Low energy equipment When buying new equipment, the company gives preference to low energy equipment, based on highest local available standards (taking into account return on investment and quality considerations).</p>	<p>✓</p>	<p>✓</p>	<p>Japan Travel purchases equipment based on performance and price, while also considering energy efficiency and compliance with the highest local standards. We evaluate return on investment and quality in our decision-making process.</p> <p>Attached is the invoice for a recently purchased Lenovo ThinkBook 14 Gen 6. This model features energy-saving technologies to enhance performance and efficiency, and it uses eco-friendly materials and energy-efficient components to minimize environmental impact. This model has an <a href="#">EPEAT Tier Score</a> of 41 out of 49. EPEAT (Electronic Product Environmental Assessment Tool) is a rating system that measures the environmental performance of electronic products. A score of 41 indicates that the Lenovo ThinkBook 14 Gen 6 meets a high standard of environmental and sustainability criteria,</p> <p>Besides, in line with our sustainability policy, we also extend the usability of laptops by cleaning and reinstalling operating systems on older models, provided the hardware remains functional.</p>
<p>3.18. Efficiency mode Where applicable, equipment is set by default to the energy-saving mode.</p>	<p>✓</p>	<p>✓</p>	<p>Our office printer is set to low energy by default as shown in the attached pictures.</p>

## Water

3

Action			Details
<p>3.19. Water reduction policy The company has implemented a policy with specific goals to reduce its water consumption, which is monitored and based on a water risk assessment. In areas of high water risk, context-based water stewardship goals are identified and pursued.</p>	<p>✓</p>	<p>—</p>	<p>We have a water reduction policy in our sustainability policy: <a href="#">sustainability website</a></p> <p>We are not wasteful with our water use in the office. We have water-efficient taps with flow restrictors in the bathrooms and dual-flush toilets. In the kitchen, we try to minimize our use of water, and plants are watered early in the morning or in the evening to avoid evaporation.</p>

			Also, our faucets in the bathrooms are automatic and stop after a short while. They just turn on, when you put your hands under it.
3.20. Water use The office water use is measured on a monthly or yearly basis for benchmark purposes, and sources of water are indicated. Water meters are regularly read to track potential leaks.	✓	✓	We share a building shared with other offices, so we cannot give specifics concerning the water meter.
3.21. Water saving toilets Dual flush or other water saving equipment is installed in the toilets	✓	—	We do not have influence on the toilets, since we rent the office in a bigger building. However, as usual in Japan, we have dual flush toilets, see attachment.

## Waste management

7

Action			Details
3.22. Waste legislation The company complies with the national legislation concerning waste disposal. Any residual waste disposal has no adverse effect on the local population and the environment.	✓	✓	Japan law suggests recycling must be carried out by companies  We do dispose of our office waste in the Chiyoda ward via local government. Recycling is handled by us beforehand, see point 3.26. find attached pictures of the waste disposal area designated for our building. Depending on the type of garbage, we should either place it on the shelf or in the boxes provided for disposal
3.23. Waste reduction The company has developed and implemented a solid waste reduction and recycling policy with quantitative goals to reduce non re-useable or recyclable waste (for example reuse or recycling of coffee cups, double sided printing, bulk purchasing).	✓	✓	As stated in our <a href="#">Sustainability policy</a> we aim to enhance our internal waste management practices and implement strategies to minimize waste generation. In that perspective, we are taking several actions : – Minimize the use of disposable goods in our office by using refillable cleaning products, toner, coffee in a glass container as well as purchasing rechargeable

		<p>batteries for instance.</p> <ul style="list-style-type: none"> <li>- Use flow-restricted taps and dual-flush toilets.</li> <li>- Favor local, eco-labelled, organic, and low carbon footprint products and services.</li> <li>- Use non-hazardous or biodegradable cleaning supplies.</li> <li>- Use FSC certified printer paper in the office and set the printer to low energy by default.</li> <li>- Favor digital promotional material over printed one.</li> <li>- Print brochures, if ever needed, on FSC certified paper and avoid overproduction. The budget should be considered. We usually use two partners for this purpose Kinko's and AcceaCreate which are both certified under the FSC program.</li> <li>- Extend the usability of laptops by cleaning and reinstalling operating systems on older ones, provided the hardware is functional.</li> <li>- Implement measures to avoid unnecessary energy waste by optimizing air conditioning, lighting, and electrical devices, adjusting settings based on the season, time of day, and whether it is a workday or weekend.</li> <li>- Follow the Japanese Ministry of the Environment's "Cool Biz" campaign on air conditioning temperature, have a switch-off policy for unused equipment, set devices to energy-saving mode, and use energy-efficient equipment whenever possible.</li> <li>- Sort and recycle waste in accordance with Japanese national legislation on waste disposal.</li> </ul>
<p>3.24. Sustainable packaging The company has taken measures to reduce the amount of packaging materials and is not providing non-recyclable or non-biodegradable package materials.</p>	<p>✓ —</p>	<p>In general, we do not send many things to clients etc. We only send small amounts of packages to Amazon Explore (not even once a month). We use standard packaging for this. In the future, we want to replace these materials with sustainable packaging, see action plan.</p>
<p>3.25. Plastic water bottles The business takes action to reduce the amount of (non-refillable) plastic bottles it consumes. This criterion is related to drinking water for office use.</p>	<p>✓ —</p>	<p>Everyone is responsible for their own water use. Many employees bring large bottles to use over several days.</p> <p>For hot water, we have an electric kettle in the office that is available for everyone. This typical Japanese-style kettle keeps water hot, so anyone who would like to make tea or coffee can use it.</p>

		<p>We conducted a survey among our staff regarding the use of plastic water bottles. The results show an interest in sustainable options such as tap water filter and reusable bottles gifted by the company. We already purchased a tap water filter and will be giving a sustainable reusable bottle to our staff as an end-of-year gift (see the action plan).</p> <p>For clients or partners visiting the office, we purchase small water bottles. We have updated our purchasing list to include the Japanese brand I LOHAS, which uses recycled materials for their bottles and offers label-less options. Additionally, I LOHAS is involved in various environmental initiatives in Japan.</p>
<p>3.26. Reuse / recycling of waste The business demonstrates that it separates all materials which can be recycled or reused (including glass, paper, metal, organic waste plastics and hazardous waste). It organizes collection and proper disposal, whenever locally feasible, if collection is not provided by the local authorities.</p>	<p>✓ ✓</p>	<p>We have different trash cans in the office, see attachment, to recycle plastic bottles, cans, burnable and non-burnable trash, plastics, glass, batteries. Paper and cardboard are also recycled separately. The trash is disposed by the Chiyoda ward, and we bring the batteries separately to an electronics store.</p> <p>We also have a recycling guide in the office with more details, see attached.</p> <p>With a newsletter, we tried to engage our staff more concerning recycling and minimizing waste, see PDF (Newsletter from March 2022).</p>
<p>3.27. Toner/ink When using ink and toner cartridges for printing and copying, waste reducing methods (recycling, refilling) are implemented, whenever feasible.</p>	<p>✓ —</p>	<p>The following multifunctional printers are used at Japan Travel. This model conforms to the Eco Mark and Green Purchasing Law: <a href="https://jp.sharp/business/print/newmodel/color/mx-3661/">https://jp.sharp/business/print/newmodel/color/mx-3661/</a> When the toner cartridge is low, Sharp will automatically send a replacement cartridge. The old toner cartridge will then be collected and reused. Please find attached our agreement with GBS, our distributor and maintenance contractor.</p>
<p>3.28. Recycling of batteries Rechargeable batteries are used wherever possible and disposable batteries, including powercut inverter batteries, are recycled (if locally possible) or properly disposed.</p>	<p>✓ —</p>	<p>We use standard batteries for now and dispose of them separately, see unburnable-sticker at the top of the attached photograph. Batteries are brought to an electronics store.</p>

		We purchased rechargeable batteries and a charger, and informed our staff they can start using these instead of single-use options.
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Reducing pollution

2

Action			Details
<p>3.29. Waste water: treatment</p> <p>Wastewater, including grey water, is effectively treated, complies with national legislation and is only reused or released safely, with no adverse effects on the local population and the environment.</p>			Our waste water is disposed through the government sewage system.
<p>3.30. Pollution reduction policy</p> <p>The company has a policy to minimize and substitute the use of harmful substances, including pesticides, paints, and cleaning materials, by harmless products and processes. All storage, handling and disposal of chemicals is properly managed.</p>			<p>We do not have any harmful substances in our cleaning materials, and we also do not have any other harmful substances in the office.</p> <p>For cleaning products, we purchase <a href="#">sustainable products</a>. This list includes eco-labeled or certified biodegradable, chemical-free cleaning products whenever possible. When there is no eco-friendly Japanese alternative or an imported product exceeds our budget, instead of choosing an expensive and high-carbon-impact option, we select a Japanese brand with a strong sustainability policy and involvement in sustainable actions in Japan. We also prioritize refillable options when available.</p> <p>The paper used in the office is certified by the FSC (see 3.3).</p>

## Mobility

5

Action		Details
<p>3.31. Staff travel policy The company has a sustainability mobility policy for staff related travel, which includes reduction of travel and more sustainable modes of transport.</p>		<p>As indicated in Japan Travel Rules of Employment document, Chapter Four: Remuneration and Expenses, paragrah Benefits: Staff are entitled to expense Japan Travel for pre-approved, work-related transportation costs up to the amount of JPY 50,000 per month. This is generally only available for Japan-based staff who are commuting to the office and/or visiting client offices and project locations.</p> <p>Staff may expense Japan Travel for other approved business expenses such as travel, meals, and lodging.</p> <p>More information on this can be found in Chapter Eight: Business Expenses and Corporate Travel. (see document attached)</p>
<p>3.32. Business travel emission Staff related business travel is measured (type, distance). Carbon or Green House Gas emissions are calculated, with the aim to reduce and offset.</p>		<p>This relates to 3.13 (Carbon Offset); we plan to develop an action plan for this in the future</p>
<p>3.33. Business travel carbon offset Carbon or Green House Gas emissions of staff related travel is offset, through a reliable locally available scheme or methodology.</p>		<p>This relates to 3.13 (Carbon Offset); we plan to develop an action plan for this in the future</p>
<p>3.34. Employee incentives Employees are (financially) encouraged to use public transport or sustainable means of transport (e.g. bicycling, walking, carpooling).</p>		<p>As stated in Chapter Eight: Business Expenses and Corporate Travel of the Rules of Employment document :</p> <p>Transportation Coverage Japan Travel requests that local transportation be used for all travel less than two hours. This includes local trains and buses without reserved seats.</p>

		<p>If a private car is used for local travel, gasoline costs and parking may be reimbursed, but private cars should only be used when transporting multiple members and/or bulky equipment.</p> <p>Taxis or car sharing services should only be used when absolutely necessary and must be approved in advance. If there is an emergency that requires this method of transportation, the reimbursement is not guaranteed and must be discussed with Japan Travel management.</p> <p>With advance approval, bullet trains, express trains, and flights may be used for travel longer than two hours. Economy class bookings, standard seats, and discount airlines are the standard requirement. When this is not possible, we may allow exceptions upon approval.</p> <p>Besides, all staff use the train for commuting when coming to the office even though a lot of our staff work remotely on a regular basis.</p> <p>Remote work is encouraged for reasons of saving costs and sustainability benefits.</p> <p>In this sense, the most sustainable is already used (getting to work by walking or bike most of the time just takes too long/is not reasonable in Tokyo).</p> <p>Also as stated in section 3.31, Staff are entitled to expense Japan Travel for pre-approved, work-related transportation costs up to the amount of JPY 50,000 per month. This is generally only available for Japan-based staff who are commuting to the office and/or visiting client offices and project locations.</p>
<p>3.35. Transport reduction</p> <p>Transport related impacts are reduced by tele-work, tele/video meetings, work-at-home policies or other means.</p>	<p>✓</p>	<p>Japan Travel is a hybrid company with remote and office-based employees. We implement options for employees to work both remotely and with flexible hours upon request and approval.</p> <p>This applies to all full time employees, consultants, and interns based in Japan. For new Staff, we may request onboarding and probationary period to be primarily office-based.</p> <p>Remote work refers to working anywhere outside of the office. Flexible schedule refers to a work schedule that does not fall within our traditional business hours (ie 9:30 am to 6:30 pm).</p>

		The rules and regulations of remote work are described in Chapter Six: Remote and Flexible Work of the Rules of Employment (see document attached)
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## Sustainability training and awareness raising

1

Action			Details
3.36. Staff environmental training and information All staff members (including field staff) receive periodic guidance, training and/or information about their roles and responsibilities with respect to environmental practices, including water, energy saving, paper, and waste issues.			We had a sustainability newsletter in the past (see attached), but for now, we are communicating about sustainability matters every month during our global company meetings and via email. Additionally, we will create a sustainability platform (using Notion or Odoo) starting in March 2025 for a more permanent and comprehensive repository (see action plan).

## Land use and community relations

1

Action			Details
3.37. Land use and construction Planning, land use, siting, design, construction, renovation, operation and demolition are in compliance with zoning requirements, with laws related to protected and sensitive areas, and to heritage considerations.			We do not own any buildings or land.



## 4. Inbound partner agencies

7

### Inbound partner agencies

4

Action			Details
<p>4.1. Partner agency policy Based on an inventory of its inbound key partner agencies, the company has developed and implemented a policy to improve the sustainability of its partner agencies. It should include the motivation of existing partner agents, as well as the selection of new partner agents.</p>			<p>We do not have inbound partner agencies in other countries or in Japan.</p> <p>0</p>
<p>4.2. Communication to partners The key partners agencies are informed about the company's sustainability policy and are expected to comply with it and/or communicate it to final customers (where relevant).</p>			
<p>4.3. Contract conditions Key sustainability clause(s) are included in contracts with inbound / receptive partners (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case written contracts do not exists, these clauses are communicated and documented otherwise (e.g. through policy on the company web site, correspondence etc.).</p>			
<p>4.4. Sustainability training - motivation Incoming/inbound partners are motivated to participate in sustainability training(s) for travel companies.</p>			<p>We have no inbound/receptive partner agents.</p>

## Specific conditions

3

Action			Details
4.5. Contracts Written contracts with partner agencies are in place.			We do not have partner agents.
4.6. Sexual exploitation of children: contracting Partner contracts include clauses which enable contract partners to end the contractual agreement prematurely if the partner company does not take adequate measures to prevent sexual exploitation of children within the direct supply chain (e.g. accommodations and excursions).			We do not have partner agents.
4.7. Labour conditions Partner companies comply with all relevant national laws protecting the rights of employees.			We do not have partner agents.

## 5. Transport

4

### Selecting transport suppliers

3

Action			Details
<p>5.1. Transport to destination In selecting transport options to the destination, a policy is followed to select the most sustainable options (considering price and comfort arguments).</p>			<p>As a Destination Management Company specializing in domestic operations, we do not offer or book international flights. Arrangements for international flights must be made by customers themselves or through outbound travel agencies.</p> <p>When selling trips through other platforms, we can provide customers with links to potential flights for them to book independently (e.g., through Evaneos, we can send links from their partner Optionway, which also offers eco-friendly flight options). But, we do not include international flight bookings as part of our tour packages.</p> <p>However, we occasionally book domestic flights to Hokkaido, Kyushu, or Okinawa when train journeys are impractically long. In these cases, we select either JAL or ANA, both of which are committed to sustainability. JAL focuses on reducing carbon emissions and implementing eco-friendly practices, while ANA invests in advanced technologies and sustainable operations to minimize their environmental impact. This represents approximately 1% of our tours.</p>
<p>5.2. Transfer to departure airport Sustainable (public) transport is preferably included or offered to the point of departure for the international/long distance journey. This includes avoidance of short distance connection flights (in balance with price and comfort arguments).</p>			<p>Japan Travel does not handle transportation to the departure point for international or long-distance journeys. However, we assist customers with transportation to the departure airport from their destination by recommending public transportation options such as trains or buses.</p> <p>If requested, we can also arrange taxis, typically for families or groups where higher occupancy justifies this option. For larger groups, we offer private buses as well,</p>

		<p>accommodating higher occupancy needs.</p> <p>We avoid arranging short-distance connecting flights. Customers are expected to be directly in Osaka or Tokyo before their international flights.</p>
<p>5.3. Local transport In selecting transport options for transfers and excursions in the destination, more sustainable alternatives are always considered and given preference to (taking into account price, comfort and practical considerations).</p>	<p>✓</p>	<p>We always recommend using public transportation (subways, trains, and buses) when presenting itineraries or quotations to customers.</p> <p>Trains are cost-effective, punctual, and comfortable, especially for smaller groups and individuals. Additionally, customers can purchase the JR Pass, a special train pass that offers unlimited access to most trains, including the Shinkansen, making it both a cost-effective and convenient option.</p> <p>For larger groups, we opt for private buses, which provide greater comfort, better logistics for short and mid-range distances, and economies of scale. For chartered buses, we work with companies that have strong business partnerships, including affiliations with embassies, public organizations, and other travel agencies. These partnerships ensure that the bus companies are committed to delivering high-quality service, staying current with industry best practices, and maintaining modern, efficient vehicles. For example, Bushire.jp is one of our suppliers.</p> <p>In major cities, we also recommend using public transportation (subways, buses, etc.) and encourage customers to explore the area by walking or biking. This recommendation applies to both self-guided and guided tours.</p> <p>See our <a href="#">Sustainability policy</a> for more details -transport section.</p>

### Sustainable packages



Action			Details
<p>5.4. Sustainable packages</p> <p>The company has integrated and/or is promoting one or more sustainable holiday products/packages, based on a recognised methodology (including sustainable transport, sustainable accommodations and sustainable activities).</p>	<p>✓</p>	<p>—</p>	<p>We are collaborating with partners to offer sustainable activities and tours, such as local tours or eco-biking tours. These options are available on our website: <a href="https://en.shop.japantravel.com">https://en.shop.japantravel.com</a>.</p> <p>Additionally, we work with DimSum Travel Agency to provide sustainable packages to their customers. DimSum Travel Agency is committed to conscious travel and contributes to the growing movement of responsible tourism. A key focus for them is 'meeting locals while traveling.' They also partner with Travelife or certified travel agencies in Asia.</p> <p>In the future, we plan to implement an internal process to create and promote sustainable packages on our website and through our customer interactions (see action plan).</p> <p>Japan Travel already supports local economies through various projects and initiatives, so we also aim to emphasize local foods, crafts, and cultural activities within our agency.</p>

## 6. Accommodations

11

### Accommodations

7

Action			Details
<p>6.1. Sustainable accommodations policy</p> <p>The company has developed and implemented a long term strategy (with targets and timelines) to improve the sustainability of its contracted accommodations.</p>			<p>For efficiency, we typically book accommodations through platforms or websites for tourism professionals, so we are rarely in direct contact with the accommodations (approximately 5% of our bookings). In Japan, many accommodations do not use standard sustainability labels but still offer various sustainable features (e.g., ryokans), so there isn't a comprehensive database available for this purpose.</p> <p>Currently, we include at least one ryokan per trip in nearly all itineraries to directly support local families. We also offer some sustainable, customized itineraries for our partner, DimSum Travel Agency's clients, which feature extended stays in ryokans or traditional Japanese houses (see remark 7.1).</p>
<p>6.2. Accommodation communication</p> <p>The company is clearly and actively communicating its sustainability objectives and requirements regarding accommodations to contracted and other relevant accommodations.</p>			<p>As reported in 3.1, we do not yet have a direct contractual relationship with accommodations. After implementing the sustainable accommodations policy (see action plan 3.1), we will send a summarized version of our sustainability policy along with a list of the most important sustainability criteria to the selected accommodations.</p>
<p>6.3. Certified accommodations</p> <p>Preference is given to accommodations that are certified by internationally acknowledged (e.g. GSTC, Travezyst) certification schemes. The percentage of certified companies/overnight stays is measured, is growing and exceeds the market average.</p>			<p>In Japan, accommodations do not widely offer certifications on a large scale (e.g., through Travelife Accommodations), so we cannot rely on these certifications. Even though many accommodations incorporate sustainable practices, they often lack formal certification and rarely promote their sustainability efforts on their websites. As a result, it is challenging for us to find the necessary information.</p> <p>In the future, we will create a Sustainable Accommodations Policy (see action plan</p>

			6.1) and develop a database of accommodations that comply with this policy (see action plan 6.2).
			0 0
6.4. Contract conditions Basic/standard sustainability clause(s) are included in all contracts with accommodation providers (e.g. child labour, anti-corruption and bribery, waste management and protection of biodiversity). In case there are no (direct) contracts in place, the company has a mandatory policy (including sanctions) which is clearly communicated to partners and/or accommodation providers.	✓	—	We do not have specific contracts with accommodations directly. See action plan 6.1, 6.2 and 6.3 for specific actions regarding accommodations.
6.5. Participation to training/education Contracted accommodations are stimulated to participate in local or (inter)national sustainability training and education (in case these trainings are offered in the destination).	✓	✓	We do not have specific contracts with accommodations directly. We have not been requested to inform our accommodations about training opportunities. Giving access through the Travelife system would also not be sufficient, since the courses are mainly in English.
6.6. Collective actions Upon request, the company supports collaborative initiatives with other tour operators and/or stakeholders to promote sustainability among accommodations in destinations.	✓	—	Japan Travel will, upon request support collaborative initiatives with other tour operators and/or stakeholders to promote sustainability among accommodations in Japan.
6.7. Incentives Incentives are offered to accommodations which engage actively in sustainability (e.g. contract conditions or marketing benefits, such as green logos/indications).	✓	—	We do not currently offer incentives to any accommodations. Once action plans 6.1, 6.2, and 6.3 are implemented and we have gathered feedback on our collaboration with these accommodations, we may consider offering incentives to some of them.

## Specific conditions

4

Action			Details
<p>6.8. Child and compulsory labour</p> <p>The business ensures that, through its accommodation supply chain, the rights of children are respected and safeguarded. If the supplier employs children below the age of 14, the business should ensure that there are special working conditions put in place to safeguard them.</p>	<p>✓</p>	<p>✓</p>	<p>Our Rules of Employment document Chapter Fifteen: Other, paragraph Domestic Labor Standards / Child Labor states that :</p> <p>Japan Travel participates and complies with the Domestic Labor Standards laws. The company does not employ children (14 years or younger) to compete for work which is normally undertaken by adults. This follows <a href="#">Japanese law</a>.</p> <p>When we work with children in creative projects (models, etc.) we follow special working times and conditions by national regulations and the UN Convention on the Rights of the Child, protected under the ILO convention 138.</p> <p>Japan Travel does not contract directly or indirectly accommodations which are involved in compulsory labour or which employ children to complete work which is normally undertaken by adults. Our team conducted a random check of over 100 hotels and found no instances of children, as the regulations on this matter are very strict.</p> <p>国内労働基準法により定められている/As defined by the Domestic Labor Standards Law ”</p>
<p>6.9. Accommodations respecting and featuring local architecture, settings and cultural heritage.</p> <p>The company prefers accommodations and restaurants that incorporates elements of local art, architecture or cultural heritage; while respecting the intellectual property rights of local communities (taken into account price, comfort and other selection criteria).</p>	<p>✓</p>	<p>—</p>	<p>We are actively incorporating this preference into our offerings, as clients generally favor accommodations and restaurants that showcase Japanese culture. Additionally, we highlight this aspect in our guide, 'Responsible Travel in Japan,' attached.</p> <p>Below is an excerpt from the guide that addresses this focus :</p> <p>'Traditional architecture is something that people in Japan are particularly proud of and want to preserve. That is why traditional accommodations (ryokan) are highly recommended. The dining etiquette is also sometimes quite special, and the religious aspects should be treated with the same respect as in your own country.</p>

		<p>(...) Sushi, Okonomiyaki, Wagyu Beef, Ramen or Shabu Shabu are only a few examples of the delicious Japanese cuisine. There are many dishes to try for every taste and budget. With apps like Happy Cow, you can quickly find vegan or vegetarian options that have less impact on the environment.</p> <p>If you want to enjoy the freshest food, it is best to visit the countryside. In the more remote areas, people tend to eat more farm-grown vegetables and fermented foods.</p>
<p>6.10. Sexual exploitation of children: contracting Accommodation contracts include clauses which enable the tour operator to end the contractual agreement prematurely if the accommodation supplier does not take adequate measures to prevent sexual exploitation of children.</p>	<p>✓</p>	<p>— We do not have direct contracts with accommodations, but we have added several clause to our sustainability policy as follows :</p> <ul style="list-style-type: none"> <li>– Check that through the accommodations supply chain, the rights of children are respected and safeguarded and has a zero-tolerance policy of sexual exploitation of children.</li> <li>– Not contract with suppliers, directly or indirectly, that are involved in compulsory labor or employ children for tasks typically performed by adults.</li> <li>– Have a zero tolerance policy concerning sexual exploitation of children. We will end the contractual agreement prematurely if a supplier does not take adequate measures to prevent sexual exploitation of children within the direct supply chain.</li> </ul>
<p>6.11. Local communities resources In case of clear evidence that contracted accommodations jeopardize the provision or integrity of basic services such as food, water, energy, healthcare or soil to the neighbouring communities, it can be reason to terminate the cooperation with the accommodation.</p>	<p>✓</p>	<p>— We added a clause to our sustainability policy on our website: <a href="#">sustainability website</a> : Terminate cooperation with the accommodation if there is clear evidence that it endangers the integrity of essential services—such as food, water, energy, healthcare, or soil.</p>

## 7. Activities

12

### Activities

5

Action	 	Details
<p>7.1. Activities offered</p> <p>The company has made an inventory of environmentally or culturally sensitive excursions, which are offered in each destination. This includes excursions offered by the company or by local partners to your clients (partner agency and/or accommodations).</p>		<p>Regarding the articles promoted on our website, we have deleted all the ones mentioning or recommending highly sensitive activities except activities that are strictly regulated and comply with local, national, and international laws. These include facilities such as members of the Japanese Association of Zoos and Aquariums (JAZA), accredited national and quasi-national parks, UNESCO-recognized sites, and government-accredited facilities.</p> <p>You can find our Animal Welfare Policy on our <a href="#">website</a>. Regarding the activities we sell or recommend to our clients when they purchase a tour with us (excluding webshop), you can find the detailed list attached. As indicated in 0.4, we offer activities related to cultural heritage or city tours, some activities in Nature such as hiking, and less frequently, winter sports. As with the articles, the same principles apply here: we don't sell or promote any activities involving wildlife in captivity or animals unless they are strictly regulated and comply with local, national, and international laws. Such facilities include members of the Japanese Association of Zoos and Aquariums (JAZA), accredited National and quasi-national parks, sites recognized by UNESCO, and government-accredited facilities. The nature-based activities we offer take place in Japanese national parks.</p> <p>Regarding cultural heritage, many sightseeing spots in Japan (especially UNESCO World Heritage sites) can be visited without a guide. If there are specific guidelines for these locations, they are usually stated at each site.</p> <p>Additionally, for the tours we sell through the EVANEOS platform, we are obliged to adhere to their Better Trips Index, which includes the requirement that we do not sell activities harmful to the environment.</p>

		<p>To provide our customers with more knowledge about sensitive topics, we have created a guideline for them (see attached) and provided resources on our <a href="#">sustainability page</a>.</p> <p>Lastly, the other activities we arrange for our clients—such as traditional Japanese tea ceremonies, art performances, museums, observation decks, TeamLab exhibitions, or food tours—are not classified as sensitive activities.</p>
<p>7.2. Sustainable excursion policy The company has developed and implemented a policy to improve the sustainability of its excursion base.</p>	<p>✓</p>	<p>— You can find our Sustainable excursion policy in the Excursions and Activities paragraph of our <a href="#">Sustainability Policy</a>. In the near future, we want to work on the following actions :</p> <ul style="list-style-type: none"> <li>-Update contracts in both English and Japanese to include additional details related to the sustainability policy.</li> <li>-Develop a checklist for excursion providers to outline key sustainability considerations.</li> <li>-Ensure the checklist captures both required actions and existing practices to facilitate transparency and alignment with our goals. (see action plan)</li> </ul>
<p>7.3. Suppliers communication The company is communicating (directly or indirectly) its sustainability objectives and requirements to contracted and other relevant excursion providers.</p>	<p>✓</p>	<p>— Our sustainability policy is available on our <a href="#">EN website</a>. It has also been translated in Japanese and available on our corporate <a href="#">Japanese website</a>. Our next step would be to communicate this policy directly with our suppliers, see action plan.</p>
<p>7.4. Distribution of codes of conduct/guidelines for sensitive excursions or activities. Providers for sensitive excursions or activities, which are integrated into packages or offered through local partners, receive and implement documented guidelines and/or codes of conduct in order to minimise negative visitor impact and maximize enjoyment. The guidelines are developed with the collaboration and consent of relevant NGO's and the affected community.</p>	<p>✓</p>	<p>✓ The activities offered can be found in the section 7.1. Regarding the sensitive activities as indicated in 0.4, we don't offer or promote any activities involving wildlife in captivity or animals unless they are strictly regulated and comply with local, national, and international laws. Such facilities include members of the Japanese Association of Zoos and Aquariums (JAZA), accredited National and quasi-national parks, sites recognized by UNESCO, and government-accredited facilities.</p> <p>The nature-based activities we offer take place in Japanese national parks.</p>

		<p>Regarding cultural heritage, many sightseeing spots in Japan (especially UNESCO World Heritage sites) may have specific guidelines stated at each site. We also have created a guideline for our customers concerning responsible travel in Japan, see attached and our <a href="#">sustainability page</a>. (see attached)</p> <p>0</p>
<p>7.5. Certified excursions Where available, preference is given to activities and excursions who operate on the basis of acknowledged and controlled sustainability standards.</p>	<p>✓ —</p>	<p>As indicated in 0.4, we offer activities related to cultural heritage or city tours, some activities in Nature such as hiking, and less frequently, winter sports. We don't sell or promote any activities involving wildlife in captivity or animals unless they are strictly regulated and comply with local, national, and international laws. Such facilities include members of the Japanese Association of Zoos and Aquariums (JAZA), accredited National and quasi-national parks, sites recognized by UNESCO, and government-accredited facilities. The nature-based activities we offer take place in Japanese national parks.</p> <p>Regarding cultural heritage, many sightseeing spots in Japan (especially UNESCO World Heritage sites) can be visited without a guide. If there are specific guidelines for these locations, they are usually stated at each site.</p> <p>We created a list regrouping all <a href="#">JAZA members</a> (zoos and aquariums) and another one regrouping <a href="#">National and quasi National parks</a> available to all employees to avoid promotion or recommendation of activities that are not on these lists.</p> <p>In the future we would like to find more certified activities or excursions (if they exist) as described in the action plan.</p>

### Specific criteria



Action	 	Details
<p>7.6. No excessive negative impact activities The company offers no activities that harm humans, animals, plants,</p>	<p>✓ —</p>	<p>Japan Travel doesn't sell or promote any activities that harm humans, animals, plants, natural resources or which are socially/culturally unacceptable.</p>

<p>natural resources (e.g. water/energy), or which are socially/culturally unacceptable.</p>		<p>We only promote or recommend activities that are strictly regulated and comply with local, national, and international laws. Such facilities include members of the Japanese Association of Zoos and Aquariums (JAZA), accredited National and quasi-national parks, sites recognized by UNESCO, and government-accredited facilities. We have created a list regrouping all <a href="#">JAZA members</a> (zoos and aquariums) and another one regrouping <a href="#">National and quasi National parks</a> available to all employees to avoid promotion or recommendation of activities that are not on these lists. In the future we would like to find more certified activities or excursions (if they exist) as described in the action plan 7.5. The nature-based activities we offer take place in Japanese national parks (mainly recommended hikes or sightseeing locations). All wildlife and nature-related articles on our website comply with this list and include a link to our <a href="#">Animal Welfare Policy page</a> in the right-side menu. the other activities we arrange for our clients—such as traditional Japanese tea ceremonies, art performances, museums, observation decks, TeamLab exhibitions, or food tours—are not classified as sensitive activities. You can find more details on our <a href="#">Sustainability page</a> (Excursions and Activities)</p> <p>No-go activities include zoos or aquariums not listed as JAZA members, parks not designated as National or Quasi-National Parks, and any animal-related activities (e.g., horse riding, animal farm activities, or animal cafés) that lack a recognized sustainability certification such as the Global Welfare Guidelines for Animals in Tourism (ABTA) or the Certified Horsemanship Association (CHA), or at minimum, adherence to World Animal Protection Guidelines. As these certifications are very rare in Japan, we prefer, for the time being, to recommend only the activities included in the lists above.</p>
<p>7.7. Wildlife featuring Excursions and attractions in which captive wildlife is held are not offered, except for properly regulated activities in compliance with local, national and international law. In case of living specimens of protected and wildlife species these are only kept by those authorized and suitably equipped to house and care for them humanely.</p>	<p>✓ ✓</p>	<p>We don't offer or promote any activities involving wildlife in captivity or animals unless they are strictly regulated and comply with local, national, and international laws. Such facilities include members of the Japanese Association of Zoos and Aquariums (JAZA), accredited National and quasi-national parks, sites recognized by UNESCO, and government-accredited facilities. We have created a list regrouping all <a href="#">JAZA members</a> (zoos and aquariums) and another one regrouping <a href="#">National and quasi National parks</a> available to all employees to avoid promotion or recommendation of activities that are not on these lists. In the future we would like to find more certified activities or excursions (if they exist)</p>

			as described in the action plan 7.5. You can find more details about JAZA standard on our <a href="#">Sustainability page</a> (Excursions and Activities)
7.8. Wildlife harvesting Wildlife species are not harvested, consumed, displayed, sold, or traded, except as part of a regulated activity that ensures that their utilisation is sustainable and in compliance with local, national and international law.	✓	✓	Japan Travel does not offer any regulated activities involving the harvesting, consumption, display, sale, or trade of wildlife species and has no plans to offer such activities in the future.
7.9. Wildlife interactions Excursions which include interactions with wildlife comply with relevant (e.g. Travelife) codes of conduct. Taking into account cumulative impacts, they do not lead to any adverse effects on the viability and behavior of populations in the wild. Any disturbance of natural ecosystems is minimised, rehabilitated, and there is a compensatory contribution to conservation management.	✓	✓	We don't offer or promote any activities involving wildlife unless they are strictly regulated and comply with local, national, and international laws. Such facilities include members of the Japanese Association of Zoos and Aquariums (JAZA), accredited National and quasi-national parks, sites recognized by UNESCO, and government-accredited facilities. We have created a list regrouping all <a href="#">JAZA members</a> (zoos and aquariums) and another one regrouping <a href="#">National and quasi National parks</a> available to all employees to avoid promotion or recommendation of activities that are not on these lists.
7.10. Skilled Guides In sensitive cultural sites (e.g. indigenous villages), heritage sites or ecologically sensitive destinations, guests will be guided by skilled and/or certified guides.	✓	—	<p>Many guides we use are certified by JGA/JFA. Since 通訳案内士 is a national license, this is certified by 国土交通省観光庁 (Ministry of land, infrastructure, transport and tourism). JGA/JFA are 通訳案内士 union which provide training, useful information to them. 通訳案内士 can join this union if they wish to.</p> <p>Sometimes it is necessary to have a representative on the grounds: One example would be a very specific tour for a group that wants to go to Mandarado Yagura Tombs. It is open to the public during specific seasons, but when it isn't, it is only approachable with a guide and to specific experts of the domain of archeology (in the case of tombs). In a specific case like this, having a skilled guide on site is fundamental, and we provide this service.</p> <p>Also, see our sustainability policy: "Furthermore, we also ensure to offer skilled</p>

		<p>guides for visiting sensitive cultural sites, heritage sites or ecologically sensitive destinations."</p> <p>see our <a href="#">sustainability website</a>.</p>
<p>7.11. Supporting local communities The company includes into packages or promotes to clients excursions and activities which directly involve and support local communities (by purchasing services or goods, traditional crafts and local (food) production methods, visiting social projects).</p>	<p>✓ —</p>	<p>We do offer activities to travelers, which directly involve local communities, e.g. offering tea ceremonies or geisha experiences, so the customer gets a closer look into the Japanese culture. We have a high variety here as well in our <a href="#">online shop</a>.</p> <p>Examples would also be our tours in <a href="#">Ibaraki</a>, which clearly focus local traditions of cuisine and culture.</p> <p>We also advise our customers in our sustainability policy (<a href="#">LINK TO WEBSITE</a>) and our Responsible Travel guide (see attached) to support local communities and businesses.</p>
<p>7.12. Supporting environmental and biodiversity protection The company includes into packages or promotes to clients, excursions and activities which support local environment and biodiversity (e.g. visiting protected areas, visiting environmental protection projects).</p>	<p>✓ —</p>	<p>Most of our tours features several UNESCO World Heritage Sites, emphasizing Japan's dedication to preserving its cultural heritage. The most common, are Kyoto, with its historic temples and traditional houses, and Nara, famous for its ancient temples and shrines.</p> <p>We also offer tours that include climbing Mount Fuji or visiting Shirakawa-go, a traditionally preserved Japanese village in the countryside.</p> <p>We also occasionally have tours in Ishigaki, home to Iriomote-Ishigaki National Park. This park is crucial for the conservation of the Iriomote cat, one of Japan's critically endangered species, and is a key site for CITES conservation efforts.</p> <p>Finally, we also include some national parks on customized tours, such as Shiretoko National Park or Daisetsuzan National Park, though these are less common options.</p>



## 8. Tour leaders, local representatives, and guides

8

### Tour leaders, local representatives and guides

8

Action			Details
<p>8.1. Employment conditions</p> <p>The business ensures that tour leaders, representatives, guides and other locally active staff, contracted by the company, understand the terms and conditions of their employment, including remuneration.</p>			<p>We work with both individual freelance guides and guide companies, but our approach to contracting differs for each.</p> <p>Freelance Guides: We do not have specific contracts with individual freelance guides unless we book them for a particular tour. Instead, we ask guides to submit their resumes and participate in an interview process, which includes assessments in both Japanese and their specialty language to evaluate their proficiency. During or after the interview, we provide them with details on the standard salary and working conditions with documents attached. Since each tour has unique requirements, we always confirm all conditions with our registered guides via email before finalizing arrangements.</p> <p>Guide Companies: When working with guide companies, we have specific invoice for each mission. The guides employed by these companies are already under contract with the service providers from whom we purchase the services.</p>
<p>8.2. Living wage</p> <p>Tour leaders, local representatives, guides, porters and other local staff, contracted by the company, are paid at least a living wage that is equal to or above the legal minimum or relevant industry standard.</p>			<p>In Tokyo, the minimum wage for guides is 1,113 JPY per hour; however, we pay a minimum of 20,000 JPY per day, with an average of 45,000 JPY, as we prioritize experienced and certified guides.</p>
<p>8.3. Qualification and training</p>			<p>We don't employ our own guides and primarily work with freelance guides through</p>

<p>Key tour leaders, local representatives and guides, contracted by the company, are appropriately qualified and are trained regularly.</p>		<p>agencies or directly with the guides themselves. While more than 70% of our freelance guides are certified, it's important to note that certification has not been mandatory in Japan since 2014, as approved by the government. Previously, guides needed to pass a national examination administered by the JNTO and register with local government authorities to conduct foreign language tours in Japan. Since 2014, the law has been amended to allow interpreting guidance to be provided without mandatory licensing.</p> <p>For recruitment, we conduct interviews to verify credentials and skills. We also ensure that guides are trained in the field by consulting with their supervisors if they are affiliated with an agency or by requesting relevant credentials directly from the freelance guides. Additionally, we gather client feedback to continually improve our services and our business relationship with the guides.</p> <p>In the future, we would like to provide them with access to the Travelife guide training on your platform (see action plan 8.4).</p>
<p>8.4. Sustainability policy Tour leaders, local representatives and guides are informed on the relevant aspects of the companies' sustainability policy and are expected to comply with it.</p>	<p>✓</p>	<p>— Our updated sustainability policy is available on our <a href="#">website</a>, and we plan to create a Code of Conduct specifically for the guides we work with. Additionally, we will provide them with access to the Travelife Guide online training (see action plan).</p>
<p>8.5. Sustainability knowledge Tour leaders and local representatives have been trained on general tourism sustainability principles.</p>	<p>✓</p>	<p>— Since we work with freelancers, we do not train them directly. However, providing access to Travelife online training would be beneficial (see action plan 8.4). We also plan to create and share a Code of Conduct/Code of Ethics with them (refer to action plan 8.4).</p> <p>Regarding guide licenses in Japan, sustainability information is not mandatory. Therefore, we will prepare relevant information and inquire about their existing knowledge on this topic during future interviews with new guides (see action plan).</p>

<p>8.6. Destination knowledge Tour leaders and local representatives are knowledgeable regarding the destination including relevant sustainability aspects.</p>	<p>✓</p>	<p>—</p>	<p>For destination knowledge directly, this is done via their guide license, so they have to learn it there to be a knowledgeable guide. We also check in interviews: We ask the guide's curriculum, study past work experience and education, and have an interview to evaluate the guide (personality, relevance, language-skills, knowledge etc.). Also, customer reviews come into place here, so if we get complaints, we let them know, so they can improve, or we change guides, if this keeps happening.</p> <p>Concerning the topic of sustainability, see 8.5.</p>
<p>8.7. Customer communication Tour leaders, local representatives and guides provide information and interpretation to clients on relevant sustainability matters in the destination (e.g. protection of flora, fauna, and cultural heritage, resource use), social norms and values (e.g. tips, dressing code and photography) and human rights (e.g. sexual exploitation).</p>	<p>✓</p>	<p>✓</p>	<p>Our licensed guides already have "high-level knowledge related to tourism such as history, geography, and culture throughout Japan" (see <a href="#">Link</a>)</p> <p>We updated our guide "helpful tips for Japan" for our customers and also share tips for responsible travel, see attached and our <a href="#">sustainability website</a>.</p>
<p>8.8. Sexual exploitation of children: staff training Tour leaders and local representatives contracted by the company, receive relevant information and/or training on the avoidance of sexual exploitation of children.</p>	<p>✓</p>	<p>—</p>	<p>Although sexual exploitation of children is not a major regulatory issue in Japan, in the future we would like to offer a training through the Travelife platform (see action plan). We want to provide our guides with the opportunity to gain a deeper understanding of this critical issue and how to address it.</p>

## 9. Destinations

4

### Selection of destinations

2

Action			Details
<p>9.1. Sustainable destinations</p> <p>Sustainability aspects in destinations are considered in the selection process of new destinations (e.g. traffic-free areas, sustainable city planning, proper waste management infrastructure and community participation). Possibly alternative non-mainstream destinations are offered.</p>			We do not have this in place yet, but plan to work on it as explained in the action plan.
<p>9.2. Accessible destinations</p> <p>In selecting new destinations the reachability through more sustainable means of transport is considered.</p>			Most of our customers are FIT and utilize trains and public transportation whenever possible. We strive to minimize the use of private transportation, resorting to it only when it significantly saves time and money for the client. In designing new routes, we primarily select destinations that are accessible by train or public transport.

### Local projects and initiatives

2

Action			Details
<p>9.3. Local economic network</p> <p>The company supports initiatives that improve the relationships between accommodations and local producers, among which the production and distribution of local food products and souvenirs etc.</p>			We encourage our customers to stay at least once in a ryokan. Generally, ryokans feature local souvenir shops and use regional products. For instance, as for Kumano Kodo, accommodations often incorporate local ingredients into their meals and some even grow their own vegetables. Find attached a trip quotation including this

<p>(e.g. initiatives to improve quality level, logistics, transport)</p>		<p>accomodation.</p> <p>In our guide for responsible travel, we also advise customers to shop at local stores and eat local foods. You can find this information in the attached document and on our <a href="#">Sustainability page</a>.</p> <p>Additionally, we promote local shops and restaurants on our social media channels. For example, we share Instagram reels highlighting these local businesses and feature articles on our website showcasing their offerings. See pictures of our IG account and find one of our articles <a href="#">here</a>.</p> <p>Through various media projects, we also provide feedback to the Ministry of Land, Infrastructure, Transport, and Tourism (MLIT) regarding sustainability issues and destination planning. See our <a href="#">Sustainable Travel in Japan</a> and <a href="#">Myoko Mountain Music Festival</a> articles.</p>
<p>9.4. Forbidden souvenirs The company and its direct service providers do not promote souvenirs which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN ‘ Red List ’ ; historic and archaeological artefacts (except as permitted by law).</p>	<p>✓ ✓</p>	<p>We do not promote souvenirs that contain threatened flora and fauna, as outlined in our sustainability policy available on our <a href="#">website</a>. This policy prohibits souvenirs made from threatened species, as specified by the CITES treaty and the IUCN Red List, as well as historic and archaeological artifacts (except as permitted by law).</p> <p>Commonly illegal souvenirs include ivory products, turtle or tortoise shell items, and any products made from endangered species. Additionally, we need to mention that bird feathers, coral, seashells, and seahorses—especially for clients traveling to Okinawa—as well as Japanese snake wine, known as Habushu, are also prohibited souvenirs.</p> <p>Our responsible travel guide, which is attached, also covers these restrictions.</p>

## 10. Customer communication and protection

26

### Prior to booking

12

Action			Details
<p>10.1. Customer privacy The company ensures that customer privacy is not compromised.</p>			<p>Our privacy policy can be found under the following link: <a href="https://en.japantravel.com/policies/privacy">https://en.japantravel.com/policies/privacy</a></p> <p>We also included this information in our sustainability policy, see our <a href="#">website</a> (customers section) :</p> <p>Our customers' welfare is of utmost importance to us, which is why, as a dedicated travel agency, we are fully committed to ensuring their safety, comfort, and satisfaction throughout their entire journey.</p> <p>We commit to:</p> <ul style="list-style-type: none"> <li>-Ensure that our customers' <a href="#">private information</a> is safe.</li> </ul>
<p>10.2. Promotion and communication Promotion materials and marketing communication comply with relevant standards and voluntary codes of conduct, are transparent and accurate and do not promise more than is being delivered.</p>			<p>Here are the links to the different policies.</p> <ul style="list-style-type: none"> <li>-<a href="#">General User Agreement</a></li> <li>-<a href="#">General terms &amp; conditions TravelAgency</a></li> <li>-<a href="#">Webshop Booking Conditions</a></li> <li>-<a href="#">Member Agreement</a></li> </ul> <p>We maintain a transparent policy across all services we offer to our members and customers. We ensure that all inclusions and exclusions in our pricing are clearly outlined and avoid making promises beyond what we can deliver.</p> <p>This commitment is reflected in our <a href="#">sustainability policy</a> in the "Customers" section.</p>

<p>10.3. Product information Product and price information is clear, complete and accurate with regard to the company and its products and services, including sustainability claims.</p>	<p>✓</p>	<p>— General terms &amp; conditions Travel Agency: <a href="https://en.japantravel.com/policies/terms/travel-agency">https://en.japantravel.com/policies/terms/travel-agency</a></p> <p>We state at 2.5.: "Our policy at Japan Travel KK is to give customers one all-inclusive price unless otherwise stated, which will include all service fees and other payments to be made by the customer."</p> <p>The following would be an example for a B2C tour with details, what is included in the price and what is not: <a href="https://japantravel.japan.toursoft.systems/itineraries/public/57d1a8da-e46e-4e98-8345-6fd85bf0a797#overview">https://japantravel.japan.toursoft.systems/itineraries/public/57d1a8da-e46e-4e98-8345-6fd85bf0a797#overview</a></p> <p>We always give price information with what is included in the price, and what is not included in the price, so our customers see everything very clearly at one look. This would also be important for our EU customers, where we have to follow the directive on package travel.</p> <p>For businesses, we give breakdown quotations detailing every cost and prices.</p> <p>We also included this information in our <a href="#">sustainability policy</a> (section Customers) : We commit to: -Provide clear, complete, and accurate product and price information, as well as destination information, including sustainability aspects such as the local environment, culture, and heritage.</p>
<p>10.4. Destination information, quality Destination information, including sustainability aspects, is factually correct, balanced and complete.</p>	<p>✓</p>	<p>— Our agents provide correct destination information to our customers when preparing their trip itineraries etc. We also prepare a “ road book ” to give to our customers before their journey with relevant information concerning Japan and a Code of Conduct for traveling responsibly, see attached (<a href="#">LINK TO GUIDE</a>).</p>
<p>10.5. GHG / Carbon emission level Clients are informed about the GHG or carbon emission of the travel</p>	<p>✓</p>	<p>— We do not offer this yet, but we will develop a long-term strategy (see action plan). In the meantime, we encourage our customers to use the most sustainable modes of</p>

offer before booking in order to enable consumers to take this into account in their decision making process.		transport, as outlined in the attached guide for responsible travel.
<p>10.6. Sustainable transport</p> <p>Clients are informed about the environmental impact of different transport options to reach the destination (in case these are not included in the package). Sustainable alternatives, where available, are offered.</p>	<p>✓</p>	<p>As explained in our <a href="#">Sustainability Policy</a>, section transports:</p> <p>-We encourage our customers to use public transportation in Japan, especially the efficient and extensive train network. Utilizing options like the JR Pass can add convenience and enhance their travel experience while promoting sustainability. The JR Pass offers unlimited access to most trains, including the Shinkansen, making it a cost-effective and convenient option when traveling within Japan. Another option is an IC card, such as Welcome Suica, which allows clients to benefit from cashless transactions and seamless transfers between trains, buses, and even some stores. Utilizing public transit not only provides clients with a chance to experience Japan like a local but also contributes to a more eco-friendly journey.</p> <p>-We prefer trains over domestic flights whenever possible to minimize environmental impact. However, if the train journey is impractically long, we opt for domestic flights (only for Hokkaido, Okinawa, and Kyushu). In these cases, we select either JAL or ANA, both of which are committed to sustainability. JAL focuses on reducing carbon emissions and implementing eco-friendly practices, while ANA invests in advanced technologies and sustainable operations to minimize their environmental impact.</p> <p>-For chartered buses to work with companies with strong business partnerships, including affiliations with embassies, public organizations, and other travel agencies. These partnerships ensure that the bus companies are committed to delivering a high quality service and staying current with industry best practice and maintaining modern, efficient vehicles.</p> <p>The Roadbook attached is also sent to every customers at least 1 month before their arrival to Japan and contains a lot of useful information including how to use the public transportation including the Japan Rail Pass.</p>
10.7. Transport to the airport	<p>✓</p>	<p>One month prior to their trip, we send each customer a Travel Overview document</p>

<p>Clients are informed about and stimulated to choose sustainable transport options to the place of embarkation (e.g. special arrangements in co-operation with public transport companies such as Rail and Fly). Alternatives are provided for short distance connection flights.</p>		<p>containing essential information for each day, including details about hotels, transportation and activities. This document also specifies the mode of transportation to the departure airport. We prioritize public transportation options, such as trains or limousines (buses), but we also sometimes book private driver services for families with children or larger groups. Attached are extracts from various Travel Overview documents illustrating different transportation modes to different airports; some extracts are in French.</p> <p>The transportation within the departing country is not managed by us, as we are a Destination Management Company.</p>
<p>10.8. GHG / Carbon offset information  Clients are informed about the possibilities for Green House Gas or carbon reduction/compensation for the international transport of their journey.</p>	<p>✓ ✓</p>	<p>Our answer for 5.1. Transport to destination seems to apply here as well.</p> <p>As a Destination Management Company specializing in domestic operations, we do not offer or book international flights. Arrangements for international flights must be made by customers themselves or through outbound travel agencies.</p> <p>When selling trips through other platforms, we can provide customers with links to potential flights for them to book independently (e.g., through Evaneos, we can send links from their partner Optionway, which also offers eco-friendly flight options). But, we do not include international flight bookings as part of our tour packages.</p> <p>However, we occasionally book domestic flights to Hokkaido, Kyushu, or Okinawa when train journeys are impractically long. In these cases, we select either JAL or ANA, both of which are committed to sustainability. JAL focuses on reducing carbon emissions and implementing eco-friendly practices, while ANA invests in advanced technologies and sustainable operations to minimize their environmental impact. This represents approximately 1% of our tours. We don't inform the clients about these domestic flights environmental impacts.</p>
<p>10.9. GHG / Carbon compensation with booking</p>	<p>✓ ✓</p>	<p>Our answer for 5.1. Transport to destination seems to apply here as well.</p>

<p>GHG / Carbon off-set of air transport is integrated as voluntary option in the booking form. Payment is channelled through the travel company.</p>		<p>As a Destination Management Company specializing in domestic operations, we do not offer or book international flights. Arrangements for international flights must be made by customers themselves or through outbound travel agencies.</p> <p>When selling trips through other platforms, we can provide customers with links to potential flights for them to book independently (e.g., through Evaneos, we can send links from their partner Optionway, which also offers eco-friendly flight options). But, we do not include international flight bookings as part of our tour packages.</p> <p>However, we occasionally book domestic flights to Hokkaido, Kyushu, or Okinawa when train journeys are impractically long. In these cases, we select either JAL or ANA, both of which are committed to sustainability. JAL focuses on reducing carbon emissions and implementing eco-friendly practices, while ANA invests in advanced technologies and sustainable operations to minimize their environmental impact. This represents approximately 1% of our tours. We don't offer the compensation service for these customers.</p>
<p>10.10. Indication sustainable accommodation and excursions (Certified) sustainable accommodations, excursions, packages and/or transport options are promoted with logos or other messages. They are recognisable to consumer and presented as the “ better ” option.</p>	<p>✓</p>	<p>— We don't offer this feature yet. We would like to create a promotional system to promote sustainable suppliers we collaborate with (see action plan).</p>
<p>10.11. Travel advise sustainable offers In the frame of personal travel advise, the customer is informed about sustainable alternatives concerning accommodations, excursions, package holidays and transport options, if available.</p>	<p>✓</p>	<p>— Currently, we include at least one ryokan per trip in nearly all itineraries to directly support local families. We also offer some sustainable, customized itineraries for our partner, DimSum Travel Agency's clients, which feature extended stays in ryokans or traditional Japanese houses (see remark 7.1). However, we do not yet have a fully sustainable package tour at this time.</p> <p>Internally, we have a Sustainable Travel presentation that has been shared with the team. Our next step is to create a comprehensive database of sustainable suppliers, accommodations, activities, and partners, based on action plan sections 1.7, 5.4, 6.1, 7.2, and 9.1. Once this is complete, we will be able to develop sustainable package tours and promote these local suppliers through recommendations on our website</p>

		and in our tour proposals.  Additionally our guide 'Responsible Travel in Japan,' is also available to our customers on our <a href="#">website</a> .
10.12. Sustainability commitment (Potential) customers are clearly and correctly informed about the company's sustainability status (e.g in relation to Travelife and STAH).	✓	— Our sustainability status can be seen on our <a href="#">sustainability page</a> in the section Our Commitment.

## After booking and during holidays

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Action	 	Details
10.13. Destination information and interpretation Information is provided to consumers about the natural surroundings, local culture and cultural heritage in the holiday destination.	✓	— We prepare a roadbook, which is sent to customers at least one month prior to their trip. Currently, this document is available in English and German, but we plan to translate it into French and Italian (see action plan).  The roadbook is sent alongside the client's travel overview, which includes all essential information for their trip: transportation, accommodations, activities, and amenities. This document is customized for each client and, depending on their language, is available in English, Italian, German, or French.  Our responsible travel guide is also available on our <a href="#">website</a> for more information.
10.14. Destination dos and don'ts Customers are informed about key sustainability aspects and issues in the destination and receive recommendations on how to make a	✓	— We prepare a roadbook to give to our customers before their journey with relevant information, see attached.

<p>positive contribution (e.g. limitation of resource use, waste, illegal souvenirs, cultural habits, dress code, initiatives to be supported).</p>			<p>More details concerning the culture, sustainable topics etc. are presented in our responsible travel guide, see attached and our <a href="#">sustainability website</a>.</p>
<p>10.15. Health and Safety Customers are informed regarding risks and precautions related to health and safety matters in the destination.</p>	✓	—	<p>We do give information about "insurance and emergency" in our roadbook, see attached. When borders open again, we also want to work on a Corona guide, see action plan.</p> <p>See also <a href="#">LINK</a> to our policy: "Our customers are informed about health and safety in Japan, are provided a contact person, and can reach us at all times for any emergency situations. Internally, our personnel is educated and made available to respond accordingly to offer support."</p> <p>We also have a page on our website regarding COVID-19 actual news and guidelines. <a href="#">Link to covid 19 related website</a></p>
<p>10.16. Destination contact person A contact person and permanently reachable telephone number is available for emergency situations.</p>	✓	✓	<p>We provide all essential contact details in the roadbook, shared with travelers after booking (see attached). Additionally, each customer receives a travel overview one month before their arrival. This overview is accessible online (or printable if preferred) and includes all emergency contact numbers. You can view an example for a French client <a href="#">here</a>.</p> <p>To ensure consistent support for our customers, we operate an on-call emergency travel assistance service available seven days a week. A team member is always available to handle urgent calls, with responsibilities rotating weekly among the team. This ensures reliable assistance whenever needed.</p>
<p>10.17. Emergency situations Guidelines are available and relevant personnel are educated on how to deal with emergency situations.</p>	✓	✓	<p>We have an "<a href="#">Emergency on Tour Guidelines</a>" document that our staff follow in the event of an emergency. Each team is equipped with a dedicated emergency hotline that clients can reach 7 days a week. These numbers are managed in rotation among team members to ensure continuous availability.</p>

<p>10.18. Activities do's and don'ts          Clients receive documented guidelines and/or codes of conduct for sensitive excursions and activities in order to minimise adverse visitor impact and maximise visitor fulfilment. The guidelines are based upon international and national good practice and locally agreed.</p>	<p>✓</p>	<p>—</p>	<p>We have downloaded the codes of conduct in case some of our customers need them in the future for sensitive activities they may be interested in, such as National Parks hiking, JAZA facilities, or certain UNESCO sites.</p> <p>The next step will be to share these code of conducts with our future clients (see action plan)</p>
<p>10.19. Sexual exploitation          Customers are informed about commercial, sexual or any other form of exploitation and harassment, particularly of children and adolescents.</p>	<p>✓</p>	<p>✓</p>	<p>This topic is covered in our <a href="#">Internal Social Management Activity Policy on the following section</a>, Representatives, and Guides</p> <p>This policy is available on our <a href="#">website</a>.</p> <p>It is also covered in our responsible travel guide under the section "Follow National Laws While Respecting Human Rights and Customs." This guide can be found on our Sustainability page on our website as well.</p>
<p>10.20. Illegal souvenirs          Clients are informed about applicable legislation concerning the purchasing, sales, in- and export of historic or religious artefacts and articles containing materials of threatened flora and/or fauna in the destination (e.g. CITES).</p>	<p>✓</p>	<p>✓</p>	<p>As stated in Section 9.4, we do not promote souvenirs that contain threatened flora and fauna, as outlined in the CITES treaty and the IUCN Red List. This policy is detailed in our sustainability policy, which you can view on our website.</p> <p>Japanese prohibited souvenirs include items made from threatened species, such as ivory products, turtle or tortoise shell items, and other products derived from endangered species. Additionally, we need to mention that bird feathers, coral, seashells, and seahorses—especially for clients traveling to Okinawa—as well as Japanese snake wine, known as Habushu, are also prohibited souvenirs.</p> <p>Our responsible travel guide, which is attached, also covers these restrictions.</p>

<p>10.21. Local services and goods Clients are motivated to use local restaurants and shops (where appropriate).</p>	<p>✓</p>	<p>✓</p>	<p>We encourage our clients to explore and enjoy local foods, souvenirs, and other locally sourced items whenever possible. This principle has been incorporated into our Responsible Travel Guide (see attached and <a href="#">Here</a>).</p> <p>When clients request restaurant recommendations, we prioritize local establishments over chains. For example, we suggest sushi or wagyu restaurants that showcase regional specialties. Similarly, we might recommend soba in Shiojiri rather than Tokyo or Okonomiyaki in Hiroshima or Osaka instead of Tokyo.</p> <p>You can also find attached some recommendations for typical Japanese restaurants.</p>
<p>10.22. Sustainable transport options Where feasible clients are informed on sustainable transport options in destinations. For example by providing information on public transport.</p>	<p>✓</p>	<p>✓</p>	<p>As stated in the <a href="#">sustainability policy</a> section Transport, we encourage our customers to use public transportation in Japan, especially the efficient and extensive train network. Utilizing options like the JR Pass can add convenience and enhance their travel experience while promoting sustainability. The JR Pass offers unlimited access to most trains, including the Shinkansen, making it a cost-effective and convenient option when traveling within Japan. Another option is an IC card, such as Welcome Suica, which allows clients to benefit from cashless transactions and seamless transfers between trains, buses, and even some stores.</p> <p>We give the clients all the information in their travel overview (detailed times, train names, stations etc.) see French example <a href="#">here</a>.</p> <p>Also, if chartered buses are needed, we prefer to work with companies with strong business partnerships, including affiliations with embassies, public organizations, and other travel agencies. These partnerships ensure that the bus companies are committed to delivering a high quality service and staying current with industry best practice and maintaining modern, efficient vehicles.</p> <p>You will also find attached 2 examples of customer communication on this matter.</p>
<p>10.23. Donations Clients are encouraged to donate (e.g. through travel company supported charities) to local charity and sustainable initiatives (e.g.</p>	<p>✓</p>	<p>—</p>	<p>We do not encourage donations at the moment but plan to explore this further in the future; please refer to the action plan.</p>

nature conservation, cultural and social projects).

Regarding guides: We provide fair remuneration to our freelance guides. Additionally, we inform customers that tipping is strongly encouraged.

## After holidays

3

Action		Details
<p>10.24. Customer satisfaction Customer satisfaction is systematically monitored and corrective actions are taken for service and product improvements.</p>	<p>✓ ✓</p>	<p>As stated in our sustainability policy (customers section), we are committed to systematically measuring client satisfaction and taking the results into account for service and product improvements.</p> <p>To achieve this, we have created a customer satisfaction survey in English, French, German, and Italian, which we send to all our B2C clients after their trip, whether they are EVANEOS clients or not. The content of the surveys is the same and <a href="#">here</a> is the link to the English version.</p> <p>We also have a Trustpilot account where clients can leave a review : (<a href="https://www.trustpilot.com/review/japantravel.com">https://www.trustpilot.com/review/japantravel.com</a>).</p> <p>For EVANEOS clients, they also have the opportunity to provide feedback through their site. Here is an example for the French market: <a href="https://www.evaneos.fr/japon/voyage/agences/69040-julie/">https://www.evaneos.fr/japon/voyage/agences/69040-julie/</a></p> <p>Each EVANEOS customer receives a message from our team after their trip, encouraging them to write a review on EVANEOS and complete our survey.</p>
<p>10.25. Sustainability and customer satisfaction Sustainability is an integral part of the research into customer satisfaction.</p>	<p>✓ —</p>	<p>We have included the following sustainability-related questions in the customer survey that is described in section 10.24: QUESTION 7 . On a scale of 1 to 5, to what extent do you believe these activities</p>

		<p>were environmentally friendly?</p> <p>QUESTION 8 . Do you have any suggestions or comments regarding the activities? (interest, location, host friendliness, cultural discovery, sustainability, environmental protection...)</p> <p>QUESTION 10 . On a scale of 1 to 5, how well do you think the tour was organized with environmental considerations in mind (transportation, accommodations, activities, etc.)?</p> <p>QUESTION 12 . What aspects of your trip did you find least satisfying or lacking (guides, visits, activities, transportation, amenities, roadbook, etc.), and what improvements could we make in the future?</p>
<p>10.26. Complaints</p> <p>The company has clear procedures in case of complaints from clients.</p>	<p>✓ ✓</p>	<p>As stated in our <a href="#">Sustainability policy</a> (Customers section) we commit to:</p> <p style="padding-left: 40px;">Have clear procedures in case of complaints from clients to guarantee a fast, efficient, and fair response in case of a claim. Resolve the claims as quickly as possible, while keeping our customers informed throughout our complaint resolution process.</p> <p>Complaints can be submitted by e-mail or message on EVANEOS tchat. Each team also shares with all their customers an emergency number they can call when they are in Japan in case of Emergency or urgent matter. Additional information or documentation might be requested.</p>