

## **Sustainability Policy – CRETACTIV**

At CRETACTIV, we are a small, family-run travel company specializing in e-bike tours, hiking, and kayaking. As a family of three – father, mother, and son – we are passionate about the natural beauty of our region while striving to minimize the social, cultural, economic, and environmental impact of our activities.

Sustainability is at the core of everything we do, guiding us in protecting the environment, supporting local communities, and ensuring the well-being of both our employees and customers. We believe tourism should leave a positive legacy, enriching the places and people it touches.

### **Our Commitment to Sustainability**

We are committed to:

- **Environmental Responsibility:** Protecting and preserving the natural environment in which we operate.
- **Respect for Society and Culture:** Promoting and respecting local culture and traditions while ensuring that our activities benefit the communities we interact with.
- **Economic Responsibility:** Supporting the local economy and building relationships with small, local businesses.
- **Customer Well-being:** Ensuring the health, safety, and enjoyment of our customers throughout their experiences with us.

### **Small Groups for Greater Sustainability**

At CRETACTIV, we limit the maximum number of participants in our e-bike tours to 2 to 8 people. This policy is in place for sustainability reasons and to ensure respect for the environment. By keeping our groups small, we achieve:

- ✓ **Reduced environmental impact** – preventing trail erosion and preserving the authenticity of landscapes.
- ✓ **Less disturbance to local communities** – small groups allow for more harmonious and immersive visits.
- ✓ **A more personalized experience for visitors** – better interaction with the guide and local businesses, creating unique and meaningful moments.

### **Key Sustainability Goals**

#### **1. Reducing Environmental Impact**

- **Conducting all tours with minimal environmental disruption, following designated trails and waterways.**
- **Promoting eco-friendly activities, such as e-bike tours, to reduce carbon emissions.**
- **Using sustainable and eco-friendly equipment where possible and encouraging customers to bring reusable water bottles to avoid single-use plastics.**
- **Implementing responsible waste management practices, ensuring we "leave no trace".**
- **Regularly educating our customers about biodiversity and the importance of conservation.**

## **2. Supporting Local Communities**

- Partnering with local businesses (e.g., small accommodations, local restaurants, and artisan shops).
- Promoting local culture through traditional experiences and interactions with local people.
- Giving back to the community through volunteer work in environmental or cultural programs.

## **3. Ensuring Employee and Customer Safety**

- Maintaining strict health and safety standards across all activities.
- Regular equipment inspections and staff training on safety procedures.
- Prioritizing the well-being of our family team by ensuring a healthy work-life balance and a supportive work environment.

## **4. Raising Awareness**

- Educating customers on sustainable practices and the importance of protecting the natural and cultural environments they visit.
- Continuously reviewing and improving our sustainable practices.
- Sharing best practices and promoting responsible tourism within our local community and business partners.

## **5. Ensuring Sustainable Business Practices with Partners**

- Including key sustainability clauses in contracts with inbound/receptive partners (e.g., child labour, anti-corruption and bribery, waste management, and protection of biodiversity).
- Communicating and documenting sustainability commitments even in the absence of written contracts (e.g., through the company's website or direct correspondence).
- Encouraging partners to adopt responsible tourism practices and ensuring alignment with our sustainability goals.
- Regularly reviewing partnerships to assess compliance with sustainability principles and working collaboratively on improvements.

## **6. Avoiding Planned Obsolescence**

**Our company, CRETACTIV, strives to avoid so-called "planned obsolescence" through targeted repairs and makes an effort to retain items instead of discarding them. Our philosophy is to move away from the throwaway society and towards a society that values keeping and maintaining things.**


**A key example of this approach is the handling of our e-bike batteries. If they become damaged or defective for any reason, we do not discard them. Instead, we ensure that they are professionally repaired and reused, extending their lifespan and reducing unnecessary waste.**

### **Implementation and Responsibility**

- Regularly evaluating our practices to measure progress and identify areas for improvement.
- Actively encouraging customer feedback and using their input to improve our approach.
- Serving as a model for sustainable tourism, inspiring other businesses to adopt responsible practices.

### **Our Vision**

**As a family-run business, our goal is to provide meaningful, sustainable experiences that connect visitors with nature and culture. We believe tourism should protect and enhance the natural and cultural environment, ensuring Crete's beauty is preserved for future generations.**

 **Together, we can create unforgettable experiences while leaving a positive impact on the world.**