



JOTUNHEIMEN  
TRAVEL

## Sustainability policy of JVB Travel AS

### Purpose

This policy supports our vision to be the leading provider of sustainable, nature-based adventure travel by fostering a work environment that promotes individual growth and empowers our team to achieve this goal together.

### Scope

This policy applies to all JVB Travel operations, from management to executive level, aiming to influence suppliers, tour operators, and customers. It excludes our parent company, JVB. A sustainability coordinator will lead staff in implementing this policy.

### Sustainability management & legal compliance

We comply with Norwegian social and business laws and dedicate time monthly to sustainability, focusing on social and environmental responsibility. Our goal is to protect natural landscapes and communities, promote public transport, and support local tourism. Success will be measured by increased public transport use and positive community and environmental impacts.

### Internal management: social policy & human rights

Our employees are essential to delivering meaningful travel experiences. To support their well-being and our sustainability goals, we've established an HR role in our parent company to ensure compliance with Norwegian laws. We focus on employee satisfaction through fair compensation, benefits, inclusion in decision-making, and regular evaluations. Professional development is prioritized, with ongoing training and Travelife certification to promote sustainability. New employees are supported with ample resources, and our open-door policy fosters growth. Fair labor practices, well-being, and inclusion are core to our mission. Success means a well-supported, engaged team driving our sustainability goals forward.

### Internal management: environment

We are committed to minimizing our environmental footprint through sustainable practices. All employees are required to read and sign our Environmental Handbook for

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internal guidance. Our travel guidelines for work trips focus on reducing travel-related carbon emissions. All remaining emissions from office operations and travel will be offset.

### General suppliers' policy

- **Responsible Sourcing:** JVB Travel sources products responsibly to minimize social, cultural, and environmental impacts and expects the same from suppliers.
- **Sustainable Partnerships:** We prioritize partners with written sustainability policies, locally owned businesses using local resources, and those providing fair working conditions.
- **Certified Suppliers:** Where possible, we select partners with GSTC-accredited or other certifications like B Corp, ISO, GreenKey, or Eco-Lighthouse.
- **Supplier Code of Conduct:** JVB Travel's suppliers must follow our Code of Conduct, covering compliance with laws, human rights, fair employment, anti-corruption, environmental protection, and local community interests. (Full Code available [link].)
- **Zero Tolerance:** Our goal is to work collaboratively with suppliers to address any violations of our policies, particularly in cases of discrimination, human rights abuses, or inappropriate messaging. However, if open communication does not lead to resolution, we reserve the right to unilaterally terminate the partnership..
- **Sustainability Awareness:** We raise awareness among suppliers on social and environmental practices and carbon reduction, providing resources for improvement.
- **Collaboration and Learning:** JVB Travel collaborates with suppliers to enhance sustainability, supporting continuous learning and offering free access to the Travelife platform.
- **Open Communication:** We maintain open communication with suppliers and encourage stakeholder feedback, especially on sustainability.

### Transport

- JVB Travel partners only with transport providers who follow our Code of Conduct.
- We prioritize the most eco-friendly transport options for guest and business travel, considering distance, cost, route, and comfort.
- Our guidelines to reduce GHG emissions include:
  - Public transport options within Norway, either included or as an add-on for all our activities or packages
  - Clear guidance to guests to use public transport within Norway.

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- Appropriate shuttle vehicle sizes and the most efficient options for private transport.
- Communication to guests on eco-friendly travel to Norway and carbon offsetting.
- We measure and compensate for unavoidable transport emissions included in package prices .

#### Accommodations

- JVB Travel partners only with accommodations that follow our Code of Conduct.
- We prioritize accommodations with strong sustainability practices, including sustainability management and social/environmental impact.
- We favor accommodations that protect land use and honor local architecture, customs, and traditions.
- By 2027, all partner accommodations must have certification such as B Corp, ISO, Green Key, or Eco-Lighthouse.

#### Activities & Excursions

- JVB Travel partners only with activity providers who follow our Code of Conduct.
- All excursions honor local customs, cultural integrity, and natural resources.
- We do not offer activities that harm people, animal, wildlife, or the environment.
- We prioritize activities that benefit local communities, respect animal welfare, and support environmental protection.
- Clear guidelines ensure environmentally and culturally sensitive excursions, which are communicated to guests and implemented by providers and guides.

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

- JVB Travel hires qualified guides, and drivers, ensuring living wages and fair working conditions. We require the same from suppliers hiring on our behalf.
- Recognizing guides as key links between guests and local culture/environment, we ensure all guides are regularly trained in destination sustainability.
- All JVB-employed guides are required to complete the Travelife Sustainable Manager course. All others (freelancers) are encouraged to take the Travelife Sustainable course (free of charge).

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- All of our guides must sign our Code of Conduct along with the engagement agreement.

## Destinations

### Sustainable Destinations

- JVB Travel prioritizes destinations committed to sustainability (Marked for bærekraftig reisemål) and encourages travel to lesser-known areas to reduce overtourism.

### Supporting Local Communities

JVB Travel positively contributes to our destinations by:

- Sourcing locally, supporting traditional arts and culture.
- Partnering with local stakeholders (government, businesses, academia, community groups) for sustainable tourism development.
- Hosting an annual open partner event where sustainable tourism is one of the main topics.

## Customer communication and protection

### Privacy

Our customer protection is our priority. Therefore, we maintain a clear [privacy policy](#) to ensure

- Legal compliance in all regards
- Customers and their data are protected
- Customers know how their information is being used

### Marketing and communication

JVB Travel follows a responsible marketing plan, which means:

- We are always truthful, offering products and services that match our claims.
- Images/Videos: We depict real situations without artificial enhancements.
- Text: We describe reality without greenwashing.
- Our sustainability policies are clearly accessible on our website.
- We don't use "sustainability" as a buzzword; we demonstrate it in practice.
- We are committed to honest sustainability claims and anti-greenwashing.
- Our marketing is inclusive, respecting cultural, religious, and ethnic sensitivities.

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### Sustainability communication

Customers receive information on the social and environmental impact of their journey and are educated on sustainable choices, including transparent details about:

- Certified accommodations, transport, and activity providers
- CO<sub>2</sub> emissions of their purchase
- Options to offset trip-related CO<sub>2</sub> emissions
- Activities that support local communities and environmental protection

### Contact / Responsible person

All staff are responsible for owning and implementing this policy within their departments. The Sustainability Coordinator, Georg Sichelschmidt, will lead the policy's implementation and can be reached at [gs@jvb.no](mailto:gs@jvb.no).

This policy is effective from 01. November 2024

Revision history

This policy will be revised by JVB Travel AS – October 2025

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