

Sustainability policy of Alliance DMC



Purpose

The company is committed to promoting sustainable tourism and responsible business practices. The purpose of this policy is to ensure that our operations minimize environmental impact, support local communities, and uphold ethical standards by implementing eco-friendly practices, engaging with local suppliers, and fostering community development. By embedding these principles into our daily operations, we aim to create lasting positive impacts, enhance the well-being of the regions we serve, and ensure long-term sustainability and success for both our business and the communities involved.

Scope

This policy applies to all employees, suppliers, and clients of Alliance DMC. It is implemented through the cooperation between the heads of departments, including the Reservation Department, Operation Department, and Sales Department. This policy does not exclude any area of operations or groups within the company.

The Sustainability Coordinator, together with the Managing Director, is responsible for overseeing implementation, updating the policy, and ensuring continuous compliance with Travelife standards.

Sustainability management & legal compliance

Sustainability commitment

Alliance DMC leadership is wholly committed to the company's sustainability performance and endorses the company's sustainability mission statement and policy.

We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to publicly communicating our sustainability performance by means of the Travelife report every two years.

Sustainability management & legal compliance

Alliance DMC commits to continuous improvement of sustainability practices, including the ongoing monitoring and evaluation of our sustainability policy, with dedicated personnel and resources to achieve our sustainability goal. We focus on reducing paper use by shifting to digital and boosting recycling efforts. Our initiatives include employing eco-friendly vehicles, participating in sustainability workshops, and cutting plastic waste by promoting the use of reusable bottles. We recommend our customers use glass bottles instead of plastic ones, and we offer water containers on our buses for refills. Additionally, we collaborate with our guides to collect plastic and paper waste for recycling through our partnered company, further integrating environmental clean-up activities into our tours.

Alliance DMC follows all local, regional, national, and international regulations as they relate to human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use. We follow a strict Code of Ethics, including a zero-tolerance policy for corruption, bribery, forced labor, and discrimination.

Rights Alliance DMC is committed to fostering a work environment that respects human rights and promotes fairness, safety, and well-being. We adhere to Jordanian labor laws and uphold international standards of labor and human rights.

All employees receive contracts outlining their rights and responsibilities. The company prohibits all forms of discrimination, forced labor, and child labor. We are committed to equal opportunity regardless of gender, ethnicity, religion, disability, or background. Our team currently includes a balanced gender representation.

The company maintains a transparent grievance mechanism. Employees may submit any concerns or complaints directly to senior management via open communication or email. Complaints are treated confidentially and handled in a timely, respectful manner.

Training and development opportunities are offered equally to all staff, including sustainability training, tourism skills development, and access to professional growth. Internship opportunities are regularly provided in cooperation with Jordanian universities.

Alliance DMC promotes a supportive work environment through regular staff meetings, social events, and a culture of mutual respect. Flexible work-from-home arrangements are available when possible to promote work-life balance.

The company is committed to ensuring that the rights of staff, guides, and suppliers are protected through responsible business practices.

Internal management: environment

Environmental management of office operations

We are committed to keeping the direct footprint of our business operations as minimal as possible and actively follow sustainability and environmentally sound principles. We have the following measures in place:

- Follow all local and national regulations concerning environmental law.
- Measure, monitor, and evaluate the use of all commodities and products purchased, especially in terms of water, waste, energy, and carbon.
- Procure office supplies locally, seasonally, fair trade, in bulk, with limited packaging, and sustainability certified whenever possible.
- Print only when absolutely necessary, and when printing, always print double-sided on grayscale. Paper must always be FSC or equivalent certified, with preference for the highest percentage of post-consumer materials.
- Energy-saving measures are in place in all common areas.
- All equipment and lighting is energy-efficient and turned off/unplugged/on sleep mode when not in use.
- Water-saving measures are in place in all common areas and restrooms, including water capture in external areas.
- Noise, light, and air pollution is minimized.

Carbon management of office operations

Alliance DMC is committed to cutting our carbon footprint by carefully monitoring our environmental impact. We measure our water consumption to understand its effect, analyze utility bills to track energy use and monitor waste production and recycling to evaluate our carbon footprint:

Encourage Remote Work: We prioritize remote work where feasible and, when not possible, support eco-friendly transportation options to reduce employees' carbon footprints. This support includes promoting public transit, offering incentives for carpooling, encouraging the use of electric and hybrid vehicles, and providing flexible

working hours to lessen the need for daily commuting.

Implement Maintenance Procedures: We follow proper maintenance procedures for our vehicles.

Install Energy-Efficient Equipment: We install energy-efficient equipment and appliances where appropriate and feasible.

Land Use

Since our office is rented, land use regulations specific to property development do not directly apply to our operations. However, we are committed to respecting the residents and communities around us by minimizing noise pollution, ensuring proper waste management, and engaging positively with our neighbors. We strive to maintain a good relationship with the local community by being considerate of their needs and contributing to a peaceful and respectful environment.

Waste Reduction Goals for Alliance DMC

1. Paper Reduction Goal

- Reduce total office paper printing by **30% by the end of 2025**.
How: double-sided printing, digital forms, fewer printed vouchers.

2. Plastic Reduction Goal

- Reduce single-use plastic bottles and cups in the office by **80% by mid-2025**.
How: refillable glass dispensers + reusable staff bottles (already implemented).

3. Purchasing & Packaging Goal

- Increase bulk purchasing of office supplies to reduce packaging waste by **25% by Q4 2025**.

4. Employee Behaviour Goal

- Achieve **100% staff participation** in using personal mugs/cups instead of disposable ones by **December 2025**.

General Suppliers policy

Alliance DMC is committed to working with suppliers who share our values of responsible and sustainable tourism. We prioritize collaboration with local providers and service partners who meet legal requirements and demonstrate ethical business practices.

Suppliers are selected based on quality, reliability, and their ability to comply with national laws, including labor regulations and safety standards. We require all suppliers to operate legally and expect them to respect human rights, prohibit child labor, and promote non-discriminatory practices.

While we do not yet include formal sustainability criteria in all contracts, we are actively communicating our sustainability policy and expectations to key suppliers, especially accommodations and transport providers. This communication is documented through emails and meetings.

Alliance DMC does not support suppliers involved in unethical or harmful activities and takes action if any violations are reported. We encourage suppliers to minimize environmental impact, use local resources responsibly, and contribute positively to their communities.

We aim to build long-term partnerships that reflect our commitment to quality service and sustainability across the supply chain.

Alliance DMC collaborates with a network of inbound partner agencies to deliver high-quality, responsible tourism experiences. All partner agencies are expected to operate in compliance with local laws and international standards, including labor rights, health and safety regulations, and customer service quality.

Our partnerships are built on mutual respect, transparent communication, and a shared commitment to sustainability. We prioritize working with agencies that demonstrate ethical practices, fair treatment of staff and guides, and respect for local communities and environments.

Although sustainability criteria are not yet part of formal contracts, we communicate our sustainability values to partners and encourage alignment with our standards. This is done through regular discussions, sharing of sustainability policies, and joint efforts to improve service quality in line with responsible tourism principles.

Alliance DMC also monitors feedback from clients to assess the performance of partner agencies and ensure services remain aligned with our ethical and professional expectations.

Transport

Alliance DMC is committed to minimizing the environmental impact of transportation used in its operations and client services. While Jordanian law requires that all tourist transportation be provided through licensed tourism vehicles for insurance and safety purposes, we actively seek more sustainable options within this legal framework.

We offer **Seat-in-Coach (SIC)** programs to reduce the number of individual transfers, thereby lowering emissions while maintaining safety and comfort. These group transport services are available in multiple languages and provide a shared, efficient travel experience for clients.

We do not operate our own vehicle fleet. Instead, we work with reliable local transport providers and prioritize those offering newer, well-maintained, and fuel-efficient vehicles. Our selection process gives preference to suppliers who demonstrate a commitment to service quality and sustainability.

To reduce the environmental footprint of our office operations, most of our staff rely on **public transport (Amman Bus)** or carpooling. Internal guidelines and visual reminders are in place to encourage fuel-saving behavior, such as switching off air conditioning and engines during waiting periods when applicable.

Accommodations

Alliance DMC collaborates with a wide network of accommodation providers, with a preference for those that demonstrate environmental and social responsibility. While we do not own or operate accommodations directly, we prioritize working with partners who are committed to sustainable practices, including energy efficiency, water conservation, waste reduction, and community involvement.

We maintain strong relationships with several eco-conscious hotels and lodges in Jordan and beyond. When selecting or recommending accommodation, we give preference to properties that are locally owned, employ local staff, and demonstrate efforts toward sustainability through certifications, responsible sourcing, or participation in community initiatives.

Our sales and operations teams are encouraged to promote these preferred accommodations to clients, particularly for programs targeting wellness, pilgrimage, and nature tourism. We also engage in open dialogue with our hotel partners about sustainability and share best practices whenever possible.

Alliance DMC is in the process of formally mapping and categorizing accommodation providers based on their sustainability efforts, with the goal of increasing visibility and support for those who align with our values.

WildLife

Alliance DMC is committed to offering excursions and activities that are respectful of local cultures, communities, and the environment. All experiences provided to travelers are designed to be authentic, safe, and in line with sustainability principles.

We do not offer excursions involving captive wildlife, unless operated by licensed and regulated organizations such as the Royal Society for the Conservation of Nature (RSCN), ensuring humane care and legal compliance. All wildlife-related experiences are educational and conservation-focused.

Alliance DMC does not engage in or support the harvesting, consumption, display, sale, or trade of wildlife. Suppliers found violating this principle will be addressed immediately, and cooperation may be discontinued.

We do not currently offer excursions with direct wildlife interactions. Should these be developed in the future, they will strictly follow international codes of conduct, avoiding disturbance to natural behavior and supporting conservation efforts.

Excursions to historical, natural, and cultural sites are conducted respectfully, using licensed guides trained in cultural sensitivity and sustainability. We also support locally owned experiences such as guided hikes, food tours, artisan workshops, and cultural performances, which benefit communities and offer travelers meaningful engagement.

Alliance DMC does not promote or support any activity that may cause harm to people, animals, cultural heritage, or the environment. Sensitive excursions are reviewed, and guidelines are shared with suppliers and guides accordingly.

Tour leaders, local representatives, and guides

Alliance DMC works with a trusted network of experienced tour leaders and local guides who are integral to delivering quality, sustainable travel experiences.

We ensure that all guides and local representatives are legally licensed and operate in accordance with national tourism regulations. We prioritize working with individuals and companies that demonstrate cultural sensitivity, environmental awareness, and professional conduct.

Some of our regularly contracted guides have completed sustainability training, including the Travelife Sustainability Management course. We encourage all guides to pursue professional development and are committed to sharing sustainability knowledge and expectations with them.

Guides: We maintain long-term partnerships and consistently monitor their performance through guest feedback and regular communication. Guides are briefed on trip-specific sustainability elements and are encouraged to pass this knowledge on to travelers.

Alliance DMC is committed to expanding sustainability awareness within our guide network and will continue to collaborate with professionals who reflect our company's values.

Destinations

Sustainable destinations

- Alliance DMC prefers to work in destinations that have committed to sustainability as an integral part of community and destination development.
- Alliance DMC aims to send visitors to secondary or lesser-known tourist areas to avoid over-tourism.
- Alliance DMC does not support destinations that have a questionable human rights track record.

Contribution to local communities / local economic network

- Alliance DMC commits to a positive contribution to the destinations in which we operate, by:
 - Sourcing locally and responsibly, and supporting local and traditional arts and culture
 - Encouraging guests to shop responsibly and educating them about illegal/prohibited/forbidden souvenirs
 - Collaborating with other local tourism stakeholders [including local government, other tourism businesses, academia, and community groups] to further the sustainable tourism development of the destination
 - Respecting and advocating for all human rights (i.e., children's rights, women's rights, labor rights, etc.) as well as land rights.

Environmental stewardship in destinations

- Alliance DMC commits to environmental stewardship in the destinations in which we operate by:
 - Ensuring natural resources remain intact
 - Educating guests about the principles of responsible travel and responsible visitor behavior
 - Focusing on the local community and engaging in environmentally friendly activities, such as working with green-flagged providers to save the life underwater.
 - Participating in training and workshops from various institutions to continuously improve our sustainability practices.

Scope of Impact

Alliance DMC strives to create a positive impact in Jordan by collaborating with other tour operators to cease

offering animal-riding excursions, utilizing eco-friendly institutions, and reducing plastic usage. The company's goal is to make Jordan a more sustainable and renowned travel destination.

Important Sustainability Aspects:

- Preservation of natural resources and biodiversity.
- Support for local communities and economies.
- Promotion of responsible travel behaviors among tourists.
- Commitment to human rights and ethical practices.

Collaboration for Sustainability:

Alliance DMC collaborates with various stakeholders to further sustainability in the destination, including Local government agencies. Other tourism businesses. Academic institutions. Community groups and NGOs. Green-flagged providers and environmental organizations.

Protection of Cultural and Natural Heritage

Alliance DMC is committed to protecting biodiversity and cultural heritage. We do not promote or support the sale or purchase of souvenirs made from:

- Threatened species listed under the CITES treaty or the IUCN Red List
- Endangered flora or fauna
- Historical or archaeological artifacts (unless legally permitted)

We raise awareness among our clients and partners about the importance of responsible shopping. These guidelines will also be communicated on our website's Sustainability page to ensure transparency and education.

Marketing and communication

- Alliance DMC strives to be truthful in all situations and at all times. We offer products and services that do what we claim in our communications.
- We honor our explicit and implicit commitments and promises.
- We are anti-greenwashing and stand behind our sustainability claims 100%.
- We endeavor to be inclusive and representative in our marketing and to always take into account cultural, religious, and ethnic sensitivities.

Sustainability communication: Customers are informed about the social and environmental impact of their journey and are educated about the sustainable choices they can make, including transparent communication on:

- Certified accommodations
- Compensation for their trip's CO2 emissions

- Activities and excursions that benefit the local communities and environmental protection
- Responsible shopping and illegal souvenirs
- Continuous Improvement, we are committed to ongoing efforts to enhance our sustainability practices and ensure responsible travel.
- Engaging in Community-Based Conservation Projects.
- We provide reusable water bottles and promote water refill stations, reducing reliance on single-use plastic bottles.

Customer experience

- The company aims for all customer experiences to be positive, and follows strict health and safety, marketing, and excursion policies to ensure customer satisfaction. These policies cover specific topics but are not limited to:
 - Health and safety
 - Emergency procedures
 - Privacy
 - Group numbers
 - Greenhouse Gas emissions and offsetting
 - Transport
 - Shopping
 - Sexual exploitation
 - Children in tourism
 - Satisfaction and complaints

Alliance DMC maintains open lines of communication with our customers and encourages feedback at any time and on any topic, particularly sustainability. We handle all customer complaints promptly and aim to resolve issues efficiently to ensure customer satisfaction.

To ensure our customer's happiness and satisfaction, we:

- Provide high-quality services and ensure transparency in all our dealings.
- Regularly gather feedback from customers to improve our services.
- Ensure that our staff and guides are well-trained and knowledgeable.
- Offer personalized experiences tailored to customer preferences.

Success in Customer Communication and Protection

For Alliance DMC, success is defined by achieving international recognition as a premier sustainable tour operator. Our objective is to be distinguished for our unwavering commitment to sustainability and excellence in customer service.

Contact / Responsible person

All staff are responsible for the ownership and undertaking of this policy.

All staff are responsible for the promotion and implementation of this sustainability policy within their departments.

The implementation of this policy will be led by the Sustainability Coordinator, Nancy Shahin, who can be reached

at Marketing@alliancedmc.com.

Definitions

“Sustainability” is defined as “the practice of maintaining processes in a way that avoids the depletion of natural resources, thereby supporting long-term ecological balance.”

“Green-flagged” is defined as “a designation given to accommodations, activities, or providers that meet specific environmental and sustainability standards.”

“Carbon footprint” is defined as “the total amount of greenhouse gases produced to directly and indirectly support human activities, usually expressed in equivalent tons of carbon dioxide (CO₂).”

“Eco-friendly” is defined as “products, practices, or services that do not harm the environment.”

“Responsible travel” is defined as “travel that minimizes negative social, economic, and environmental impacts and generates greater economic benefits for local people and enhances the well-being of host communities.”

“Local community” is defined as “the people living in the area where Alliance DMC operates and provides its services.”

“Code of Ethics” is defined as “a set of principles and guidelines designed to help businesses and individuals conduct their actions in accordance with primary ethical standards.”

Effective date

This policy is effective from [30/07/2024].

Revision history

This policy was revised on [30/07/2024]

This policy will be revised by [15/03/2025]