

Sunworld Safaris Ltd achieves Travelife Certified level

Nairobi, April 1st, 2021. The Travelife Certified level award was received today by Sunworld Safaris Ltd. The award recognizes the long-term efforts of Sunworld Safaris Ltd regarding sustainability and Corporate Social Responsibility.

Sunworld Safaris Ltd complies with more than 250 criteria, related to an operator's office management, product range, international business partners and customer information. The Travelife Certified standard is accredited by the GSTC and covers the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labour relation.

Mr Naut Kusters, manager of Travelife for tour operators, "I am delighted to see that sustainability in the tour operator sector is obtaining momentum. The Certified award of Sunworld Safaris Ltd will inspire other companies in Kenya to follow the same path'.

Travelife is the leading international sustainability certification for the travel sector. More than 35 national travel associations are promoting the scheme to their members including, KATO (Kenyan Association of Tour operators), TATO (Tanzanian Association of Tour Operators), ABTA, The British Travel Association and PATA, the Pacific Asian Travel Association.

In Kenya, Travelife works in close partnership with Ecotourism Kenya, who is managing the customized scheme. Jointly, Travelife, Ecotourism Kenya and KATO are presently implementing an EU funded initiative (Green Tour Kenya) to work towards a sustainable travel sector in Kenya. The project aims to support more than 100 KATO members in the adaptation of common sustainability standards.

Mrs. Grace Nderitu, Ecotourism Kenya CEO, "The Certified award of sustainable tourism to Sunworld Safaris Ltd marks a major milestone for the tourism industry in Kenya. The tour operator certification complements the eco-rating certification standard for accommodation facilities and jointly work to give an assurance that Kenya's tourism is sustainable".



Editor notes

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About Ecotourism Kenya

Ecotourism Kenya is a business membership association directly serving more than 350 members, and reaching out to hundreds more in Kenya. Since its inception in 1996 Ecotourism Kenya has been involved in a wide range of activities to promote and broaden the industry understanding of sustainable tourism, and attract membership beyond the mainstream tourism industry. Ecotourism Kenya has had many firsts: it was the first Ecotourism Society in Africa; the first to develop a voluntary eco-certification scheme for hotels/lodges in Africa, the first to publish a Green Directory of producers of green products and services, the first to develop a customized sustainability standard for Tour Operators in E. Africa and the first to develop Green Destination Guidelines in Africa. For further read, visit our website <http://ecotourismkenya.org/>

Travelife for Tour operators & Travel agents

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About Travelife (www.travelife.org)

Travelife is a certification system, dedicated to achieving sustainable practices within the tourism industry. It provides companies with realistic sustainability goals, tools and solutions to implement positive change within their businesses and supply chains. Travelife is managed by ABTA – The Travel Association in the UK - and by ECEAT Projects - a not-for-profit organisation based in The Netherlands. Travelife has two key focuses:

Travelife for Tour operators and Travel agents: the scheme provides online training and practical tools for sustainability management and certification. The training and online tools are suitable for tour operators and travel agencies of any size and cover all management aspects of the travel company business including office operations, the supply chain, destinations and consumers. Upon submitting a report in compliance with the Travelife standard (based on an independent onsite audit), the company can obtain the “Travelife Certified” status.

The Travelife standard for Tour operators and Travel agencies is based upon the full Corporate Social Responsibility themes, including labour conditions, human rights, environment, biodiversity and fair business practices. The management requirements are compatible with EMAS and ISO 14001. The system is supported by more than 35 national travel associations to further its implementation among members.

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