



Sustainability Report 2024

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ABOUT US

From its humble beginnings in 1973, Jetwing has risen to be a force in the hospitality and leisure industry. A respected stalwart in the Sri Lankan and international business arena, it is credited with the creation and management of a repertoire of prestigious properties that have been acclaimed within the responsible, sustainable and nature tourism segments, a befitting testament to the visionary leadership of Jetwing's founding Chairman, Herbert Cooray. Today, integrating its core strength in tourism including a diverse array of services ranging from outbound packages and IATA accredited ticketing to event management and the best in inbound tours, we keep pace with emerging opportunities and ahead of the changing needs of our globally extensive client base. With a long-established reputation for legendary service and true to Sri Lanka's famed spirit of warm hospitality, we take pride in doing our utmost to enhance your island experience, with diligent and attentive service. Striving tirelessly to meet all your needs from arrival to departure, our team of committed travel professionals deliver on the promise of excellence with infectious enthusiasm.

OUR PRINCIPLES OF RESPONSIBLE TRAVEL

To provide legendary Sri Lankan hospitality by a diversified and trained local team, showcasing our natural and cultural heritage with minimal social and environmental impact for the sustainable benefit of our stakeholders.

CELEBRATING 50 YEARS OF RESPONSIBLE TRAVEL



Respect the destination



Support local people



Preserve the environment



Protect the vulnerable



Give back to local communities



OUR VISION

To be world-class in everything we do. Our belief in the excellence of our services is founded on our belief in the excellence of our people.

OUR VALUES



PASSION

We are passionate about what we do. Enthusiasm & devotion are a part of our DNA.



HUMILITY

We demonstrate humility by being open minded and having a healthy respect for others.



INTEGRITY

Integrity is a part of who we are. We value honesty and say and do the right things constantly.



TENACITY

Always tenacious, we take big challenges and persist until we succeed consistently.

THE 5 P's AND UN 17 SDG's

We have made an effort to categorize our sustainability projects into five themes: **People, Planet, Prosperity, Peace, and Partnerships** in our report to the UN Global Compact and other Jetwing Travels communications.

Each of these "5 P's" is connected to one of the 17, 2030 Sustainable Development Goals of the United Nations which were introduced by the UN in 2015 and provide a blueprint for action to end extreme poverty, combat inequality and injustice, advance world peace, and reverse climate change. They are directed at all nations and stakeholders and implore them to work together to achieve this strategy.

Jetwing Travels has highlighted 9 of the 17 UN SDGs that we as a tourism company can most significantly contribute to as a local leader in sustainability within the travel industry. We are creating indicators that will track our progress toward each of these 17 goals because they are interconnected and must be addressed all at once. We understand that by doing this, we can make sure that our company is strongly committed to the causes in which it can have the biggest impact and truly be a force for good.

PEOPLE



01. NO POVERTY

The promotion of entrepreneurship and small enterprises, as well as the emancipation of young people, women, and members of racial and ethnic minorities, can all be related to national goals aimed at reducing poverty.

PEOPLE



05. GENDER EQUALITY

Women can be empowered by tourism in a variety of ways, but in particular by giving them access to jobs and other income-generating possibilities in both small and large-scale tourist and hospitality-related businesses.

PLANET



11. SUSTAINABLE CITIES & COMMUNITIES

A city that is bad for its inhabitants is also bad for tourists. Sustainable tourism has the ability to improve urban infrastructure and accessibility for all, encourage the regeneration of blighted regions, and protect the cultural and natural heritage that are all essential components of the tourism industry.

PLANET



12. RESPONSIBLE PRODUCTION & CONSUMPTION

The tourism industry can significantly contribute to hastening the global transition to sustainability by adopting sustainable consumption and production methods.

PLANET



13. CLIMATE ACTION

Climate change affects and is influenced by tourism. Tourism can contribute to solving one of the most urgent problems of our day by reducing energy use and switching to renewable energy sources, particularly in transportation and lodging.

PROSPERITY



08. DECENT WORK & ECONOMIC GROWTH

One in every eleven jobs globally is today supported by the tourism industry, which is one of the key factors in the expansion of the world economy. Society, especially young people and women, can gain from improved skills and professional development if there are acceptable employment possibilities in the tourism sector.

PROSPERITY



10. REDUCED INEQUALITIES

If it involves the local population and important stakeholders in its development, tourism can be a potent weapon in eliminating inequality. Allowing communities to thrive in their home communities can help with urban redevelopment, rural development, and regional imbalance reduction.

PEACE



16. PEACE JUSTICE & STRONG INSTITUTIONS

Tourism is built on the interaction of people from diverse ethnic, religious and cultural backgrounds. The industry has a unique potential to foster multicultural and inter-faith tolerance and understanding, laying the foundation for more a peaceful society.

PARTNERSHIP



17. PARTNERSHIPS FOR THE GOALS

Tourism's cross-sectoral character allows it to strengthen public-private collaborations and engage several stakeholders, including international, local, national, and regional - to work together to accomplish the SDGs and other common objectives.

PEOPLE

We treat all people impacted by our business with fairness and respect. It's our aim to promote justice and equality across our local communities and offer protection to our most vulnerable societies.



WOMEN IN BUSINESS

Putting women's empowerment centre stage in tourism's recovery.

As part of our commitment to human rights, Gender equality and women's rights have been our focus.

We enable communities to perceive the benefits of tourism through economic empowerment. At Jetwing, we work with countless women led community-run projects which offer authentic and rewarding travel experiences whilst promoting local entrepreneurship and the conservation of traditional lifestyles. Guests have the opportunity to enrich their travels by partaking in an assortment of unique community-led experiences that directly fund employment and preserve the community's distinct heritage. The following are some of the projects which we encourage our guests to visit and which we promote and include within our itineraries.

Few Activities include: Home Cooking Demonstrations, Fabric Painting, Artisanal Product-Making, Pottery Making, Pan Paduru Making, Dumbara Rata Mat Weaving, Curd Processing, Spice Village, Cinnamon Peeling, Coffee Roasting, Manufacture of Jams and Chutneys etc.

In addition to the aforementioned, we purchase four bags handmade by village ladies in Dambulla. We also purchase welcome gifts such as handlooms at Selyn handcraft which is also a fair-trade project venture that only employs women.

Our round tours stop en route for bathroom and refreshment breaks at 'Hela Bojun' which are women cooperatives which are situated around the country where all village ladies get together and cook various local snacks and beverages for travellers to purchase and to take breaks.

In 2022, we embarked on ambitious initiatives that would take advocacy on women's rights to new heights. This has provided an opportunity for women from around the country to share stories, support and inspire each other.



CHILD PROTECTION

Abolished orphanage visits from itineraries

Jetwing frequently receives requests from tourists looking to volunteer or visit underprivileged children. Even if the majority of travellers mean well, the truth is that many of them support an unfair system that really hurts the kids they're attempting to aid.

Jetwing has supported a number of children's organizations over the years, some of which offer residential care. We've realized, though, that this support may actually have unfavourable consequences for kids, their families, and their communities.

The problems with orphanage tourism include:

- Allowing foreign, unskilled, and transient strangers close proximity to vulnerable children, which poses a serious threat to their safety.
- The demand for orphanage tourism encourages the establishment of orphanages and the requirement for children to fill them, as a constant stream of visitors and volunteers to a child's home violates their right to privacy.
- Over 19,000 of the 21,000 children in orphanages in Sri Lanka, according to the United Nations International Children's Emergency Fund (UNICEF), still have one or both parents or other relatives who, with a little help, could take care of them.

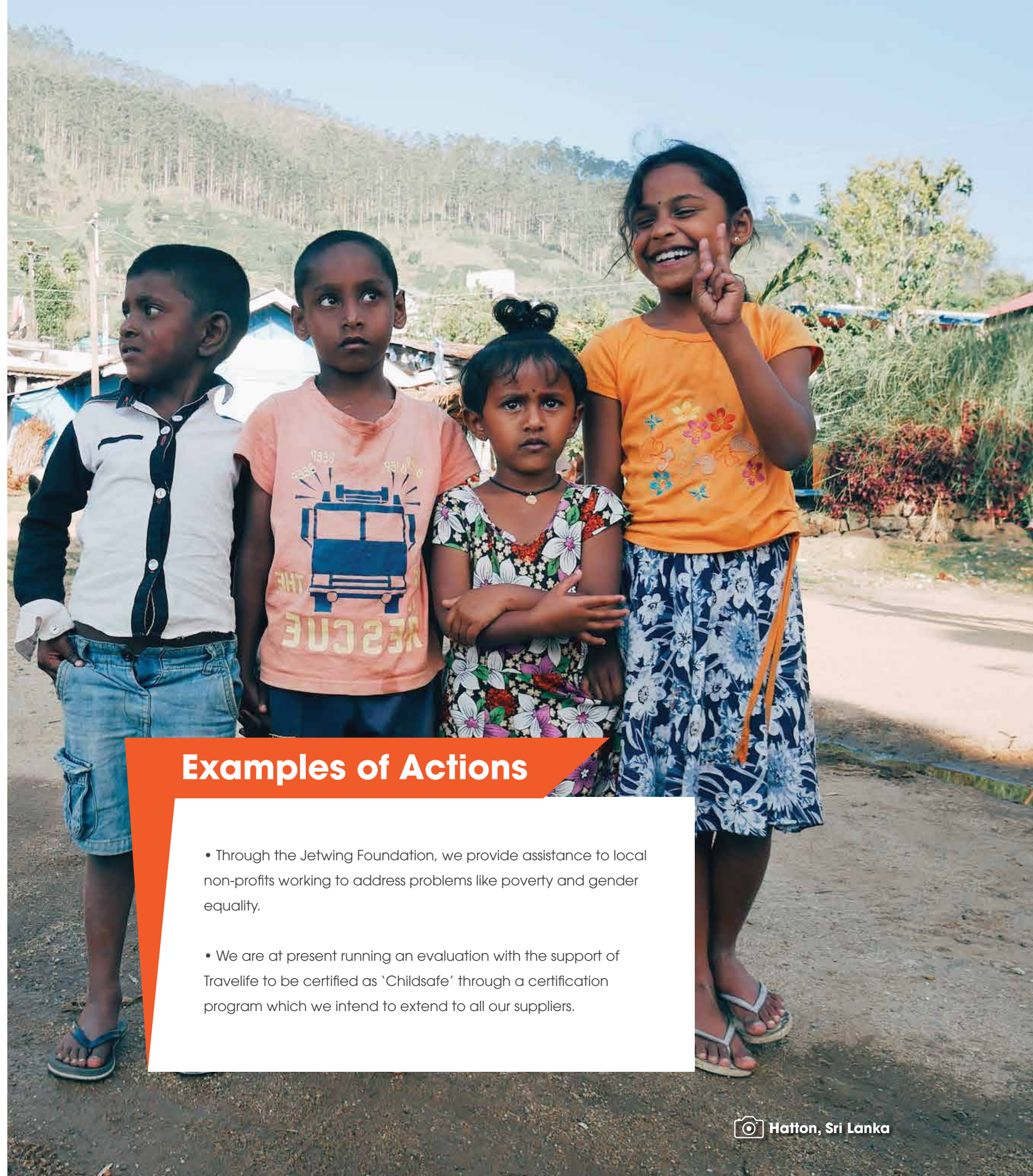
Because of this, all itineraries for Jetwing Travels after March 2022 excluded visits to orphanages. We've been working closely with Foundation partners to identify new ways to assist children at risk because many residential care institutions depend on tourism for cash.

For us, a major area of concentration in the coming year will be child protection.

Additionally, we're creating policies for our employees, leaders, and vendors that address the risks that our trips bring to children, such as school visits, homestays, photography, gift-giving, and volunteerism.

Examples of Actions

- Through the Jetwing Foundation, we provide assistance to local non-profits working to address problems like poverty and gender equality.
- We are at present running an evaluation with the support of Travelife to be certified as 'Childsafe' through a certification program which we intend to extend to all our suppliers.



PLANET

By utilizing resources in an effective, equitable, and responsible manner, we preserve the environment. Our travel plans are made to have as little of an adverse physical and environmental impact as possible while still protecting the places we visit.

ENVIRONMENTAL FOOTPRINT

2. REDUCE

We are dedicated to preserving the environment, which is why we control the environmental impact of our local travel and business operations by adhering to the Measure - Reduce - Offset principles.



Reducing plastic use on trips by encouraging sustainable reusable water bottles.



Using public transport on our trips to reduce fuel use per passenger.



Introducing efficiency measures, including energy efficient light bulbs and Zoom/Teams conferencing.



Recycling our waste in our offices around the country.



Conserving water use in our offices and on our trips.

1. MEASURE

We track and compensate for the primary sources of passenger emissions on our journeys, including travel, lodging, and garbage generated by travelers. We track the emissions from water, garbage, gas, electricity, and business travel at our workplaces.

3. OFFSET

OFFICE EMISSIONS SOURCES



ANNUAL CARBON FOOTPRINT OF JETWING GROUP

Scope 1: 2,515,278 kg CO₂

Scope 2: 8,800,097 kg CO₂

Our calculations are guided by the GHG protocol and ISO 14064 standard requirements.

RESTORATION AND MANAGEMENT OF A DEGRADED FERNLAND IN THE KANNELIYA FOREST RESERVE.

This project aims to pilot test the feasibility of restoring a completely degraded rainforest patch within the Kanneliya Conservation Forest in Southern Sri Lanka. Restoration of a 10-ha extent of degraded forest patch, using principles of restoration ecology, to enhance its ecological functions, habitat quality, species diversity, and capacity to provide biodiversity and ecosystem services that are in close approximation to what prevailed there, before it was converted to its present state.

ANIMAL WELFARE

Animal welfare is something that Jetwing has long supported. After conducting research on the use of animals in entertainment, we decided to stop including elephant rides & bullock cart rides in all of our trips. The tourism sector is nevertheless a major cause of animal abuse nationwide. For this reason, in 2021, with the help of Travelife, we developed industry-leading animal welfare standards. We think that wild animals should only be observed doing what they do best, which is surviving in the wild, without any touch or engagement

Our guidelines address the following topics:

- The basics of animal welfare
- Why we no longer ride elephants & promote bullock cart rides
- Viewing wildlife in the wild
- Animal photography
- Animal products & food
- Sanctuaries for wildlife

We made a promise to never knowingly collaborate with businesses that offer elephant rides or other exploitative animal activities in 2021.

Our responsible business professionals have collaborated with tour guides and vendors over the past 12 months to increase awareness of these problems and provide training on acceptable practices for animal welfare. Our leaders will now have the authority to strongly prohibit visitors from taking part in any activities that exploit animals.

Examples of Actions

- On their Volunteer Day, the team at our Colombo office picked up trash along Sri Lanka's western coast.
- We provide our visitors with information about the perils of plastic trash, where to find clean drinking water, and alternatives to plastic water bottles.
- To encourage travellers to "say no to plastic bags," we present them with complimentary cloth bags created by fair-trade vendors in many different locales.
- Our offices are spread out around the country, and many of them have waste management programs with organic compost bins and paper and plastic recycling bins.

PROSPERITY

We use best practices in all we do to lessen inequality, assist local communities, and make sure our company's profits are shared in a way that benefits our most important stakeholders. We accomplish this while ensuring Jetwing Travels' sustainable and responsible growth.

OUR INITIATIVES

There are various community-run initiatives that provide genuine and rewarding travel encounters while encouraging regional entrepreneurship and the preservation of traditional lifestyles. Please find a list of some of the projects that we promote, urge visitors to see, and incorporate into our itineraries.

KNUCKLES FOREST RESERVE PROJECT

As part of a community-based tourism program, we arrange trips to nearby communities. Our goal, which we are achieving in partnership with eight towns in the Knuckles Region (namely; Ranagala, Pittawala, Atanwala, Madakumbura, Thangappuwa, Madulkelle, Rattota & Meemure) is to protect the history and customs of the local population while enabling them to contribute responsibly, authentically, and of the highest caliber to our economy.

COMMUNITY CONSERVATION PROJECT

Home Stays are offered by the community-based tourism project. Along with providing an authentic glimpse into the life of native Sri Lankans, this well-run project also actively contributes to reducing poverty in the area and providing financial support for the locals.

CENTRE FOR TRADITIONAL TEXTILES

The Center for Traditional Textiles in Dumbara Valley is a place that receives frequent visits from our visitors and works arduously to preserve the heritage of regional weaving techniques while providing high-quality goods that make wonderful local souvenirs. As part of all the customized low-impact vacations to Sri Lanka that we offer, we give all of our clients a shopping list of things to buy, enhancing the welfare of local communities and raising their standard of living.

Examples of Actions

In the places we visit, we work with local leaders and personnel.

- To help the locals in the places we travel, we rely on locally owned ground transportation and lodging.
- On our travels, we patronize regional restaurants and shops to ensure that money stays in the area.
- Whenever possible, we include public transportation in our itinerary.
- We make investments in renewable energy initiatives that boost the local economy by creating both temporary and long-term jobs.
- The Jetwing Group works in more than 30 areas around the nation, significantly boosting the local economies of these places.

PARTNERSHIPS

Through our non-profit, The Jetwing Foundation, in particular, we create and preserve strong cross-cultural ties across our local business. The most vulnerable and impoverished members of society are the beneficiaries of these collaborations.

THE T.E.A. PROJECT

(Training, Empowerment & Awareness)-a children's rights-led UK charity and registered INGO in Sri Lanka.

At the expressed need, and in accordance with The T.E.A. Project and the people of Galaha village, Jetwing Travels helps to improve the quality of life of vulnerable children and adolescents by implementing sustainable development projects to raise the level of education and food security, as well as further economic development while protecting the environment and preserving their unique culture.

This initiative allows travellers like you to make a lasting impact in tea estate communities.

Save some space in your itinerary and bring supplies for the charity project we support and you can change the lives of vulnerable children and families for the better.



TRAVEL WITH PURPOSE

We have invested the last 50 years in developing enduring partnerships with regional suppliers, ethical hotels, indigenous communities, and environmental programs. We invite our visitors to become engaged and witness first-hand how their visits are having a beneficial influence.

We have always placed a focus on mindful, regenerative, and sustainable travel. We are as dedicated to creating amazing luxury travel experiences as we are to safeguarding our vulnerable region, partnering with responsible hotels, and assisting local communities.

Travelling with a purpose means having an incredible experience while also making a difference in the places we visit. An idea that permeates every element of our company's operations and our specially designed, low-impact excursions to Sri Lanka is travel with purpose.

Examples of Actions

Our responsible travel implications are based on FIVE pillars of sustainability:

1. REGENERATIVE TOURISM

Finding regenerative tourism initiatives in the places you travel to and contributing to them.

We are aware of organizations—some of whom are our partners and suppliers—that place a high priority on regenerative travel. This includes educating the local community (by supporting local educational institutions and initiatives) to preserve or improve the environment, rather than just minimizing the effect. We contribute our finances, raise money on their behalf, and encourage our guests to donate to support and promote the sustainable and regenerative travel projects of our local partners.

2. ECO FRIENDLY ACCOMMODATION

Connecting with Sri Lanka through partnerships with eco-friendly hotels and properties.

We are happy that all of our hotel partners are striving to achieve the same goal—providing top-notch services while having a minimal negative impact on the environment—in various ways and to varying degrees. Programs for waste management, recycling, energy efficiency, and training for the local community are all included in this. To assess our hotel partners' ethical standards, we conducted a detailed investigation. In addition to being fascinating and enjoyable, this project has improved our knowledge of the measures our partner hotels are taking and channelled our efforts toward responsible sourcing. Connecting with Sri Lanka, our featured sustainable itinerary introduces you to some of the locations that received five stars in our evaluation.

3. PROMOTING CULTURAL & NATURAL HERITAGE

Fostering the protection of cultural and natural heritage.

Through the promotion of goods, experiences, and projects that uphold and support regional culture, like Dumbara Valley and The Center For Traditional Textiles, we hope to safeguard and advance local cultural traditions and history.

4. SHOWCASING COMMUNITY BASED TOURISM

Highlighting and encouraging community-based tourism initiatives.

We help a variety of community-run initiatives like Knuckles Forest Reserve Project and Homestays that provide genuine and enjoyable travel encounters while encouraging regional business and the preservation of traditional lifestyles.

5. ACTIVISM

We advocate for and defend the rights of the local population, and we fight against policies that endanger cultural heritage or degrade the environment.

PEACE

By encouraging diversity and cross-cultural understanding throughout our business, we help to create peaceful, just, and inclusive societies. Our method is founded on the idea that grassroots, sustainable travel can be essential in eliminating prejudice, discrimination, and misunderstanding.

FEMALE LEADERS

Our commitment to gender equality across our business

Jetwing has 2,402 staff and local guides from more than 07 nationalities. As an equal opportunity employer, our forte comes through our differences and the freedom for everyone to be themselves. We ensure a work environment that inspires people of all ages, genders, physical abilities and cultures to have the same opportunities. Hence, diversity and inclusion have continuously been at the forefront of everything we do.

Women make up about 22% of our workforce. However, most of our female staff work in our offices and we have been working to change this fact. Hence, in 2022 we had the privilege of employing the first-ever female tour guide in the country, together we are working to alter perceptions that impede women's progression and achievement of meaningful work in the tourism sector.





POLICIES & GUIDELINES

RESPONSIBLE TRAVEL POLICY

Jetwing Travels supports the 2030 Sustainable Development Goals.

HUMAN RIGHTS POLICY

The purpose of this policy is to formally state our commitment to uphold human rights within our sphere of influence and to guarantee that all of our stakeholders—including employees, customers, suppliers, local communities, and other parties with an interest in our business—are treated fairly and with respect.

CODE OF CONDUCT

The Code is meant to give a framework for handling conflict and assist in addressing ethical and legal issues that arise in daily work life.

CARBON MANAGEMENT PROGRAM

Jetwing Travels tracks and offsets its primary sources of carbon emissions every year, including those from our tours and the offices we have across the island.

ANIMAL WELFARE GUIDELINES

Travelers are strongly discouraged from taking part in any activities that involve the exploitation of animals, whether they be wild, domesticated, or used for employment.

PURCHASING POLICY

Jetwing Travels makes significant annual purchases of goods and services. This purchasing power entails obligations. Our purchase choices have a significant impact on not only our company but also the environment and the communities where we operate. This Purchasing Policy's objective is to make sure that these effects are favorable while still meeting the business's operational needs.

PREVENTION OF BRIBERY & CORRUPTION

The goal of Jetwing Travels is to conduct business in an ethical, transparent, and fair manner. We are by nature hostile to bribes and corruption. In several of the regions where we operate, we are aware that these improper business practices are a source of hardship and criminality. Our nation's laws require that we fight bribery and corruption everywhere we conduct business by holding our organization, our employees, and our suppliers responsible.



 Huluganga Falls, Sri Lanka

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