

Green Tribe Handbook

**Promoting sustainable tourism
Supporting sustainable community development**

CONTENTS:

Introduction
Green Tribe Community Development
Green Suppliers
Marketing Green Tribe
Behind the Scenes
Alternative Social Projects
The Inaugural Green Tribe Project

For More Information Please Contact:

Michelle Bondesio - Green Tribe Manager

Tel: +27 (0)21 447 4021 | Fax: +27 (0)21 447 4031

E-mail: michelleb@greenroute.co.za Web: www.greenroute.co.za

**Green Tribe Community Development
Section 21 Public Benefit Organisation
Reg No: 2008 / 024630 / 08**



Introduction

Africa faces the relentless challenge of trying to uplift impoverished communities throughout this hugely diverse region. As a corporate organisation promoting travel to East and Southern Africa, we recognise we have a unique social responsibility to join hands with our partners in supporting this endeavour. Every day, guests who travel to our destinations are intimately exposed to the plight of the local people and the obstacles they face in everyday life. Our objective is to encourage our clients to participate with us in this upliftment process, in an inspiring and interactive way.

We hope that together, our work and contribution to social development in Southern Africa can make a meaningful difference to one or many of the people who are in such desperate need.

Mission Statement and Vision

As part of our commitment to working in Africa, Green Route accepts that we have a responsibility to individuals, society, the environment as well as the economies of the African countries in which we operate.

Green Route strives to address these responsibilities in the following ways:

1. Individuals

- Every precaution is taken to ensure our clients' safety during their trip
- We employ qualified and experienced tour leaders to lead our groups
- The establishments used by our clients are inspected and vetted by ourselves
- Suppliers are required to submit to Health & Safety/ Risk assessments and supply public liability certification
- Vehicles used during trips are roadworthy and fitted with seatbelts (with the exception of game vehicles)
- All drivers are suitably qualified with the relevant professional driver's licences
- Outsourced activities are provided by bona fide entities and led by suitably qualified and experienced guides (utilising Fair Trade suppliers where possible)
- We are committed to providing a safe and stimulating working environment for our staff, encouraging them to excel and be involved

2. Society

- Genuine interactions between our clients and local communities are encouraged
- We respect the rights of the local population as well as local laws and customs
- Products bought and consumed by our clients are, where possible, sourced from and produced by local communities
- Bona fide, sustained social projects receive our support

3. Environment

- The emerging environmental crisis we face inspired our simple credo: *Green by Name; Green by Nature.*
- We employ a recycling programme to deal with office waste such as glass, paper, tins and plastic
- Levels of energy use in our offices are monitored and attempts are made to reduce these where possible
- The use of environmentally friendly cleaning products is part of our office policy
- Conservation projects are supported and often included in our itineraries
- Sustainable, environmental initiatives are supported where possible by utilising venues that subscribe to "biodiversity principles", employ green policies or are "Fair Trade in Tourism" accredited
- We encourage the responsible use of water

4. Economy

- We pay licences, membership fees and taxes and abide by the laws of the countries we work in
- Entrepreneurship and community upliftment is supported by making use of locally produced goods and services as well as encouraging our clients to purchase genuine crafts
- Profits generated by group visits benefit the local economies of the countries in which we operate
- We ascribe to "Fair Trade in Tourism" principles for the benefit of those communities whose resources are used for our tourism activities
- 1% of our operating profit is put back into our Green Tribe initiative

The Introduction of Green Tribe

In order to facilitate managing our responsibilities better, in 2008 we established "Green Tribe" – our Corporate Social Responsibility Initiative.

Green Tribe's Objectives:

- To encourage Green Route to embrace balance and accountability in our role within this environment (physical, social and political)
- To facilitate community engagement, social entrepreneurship and upliftment
- To support the **people** of our communities by embracing our corporate social responsibility to them
- To protect the **planet** by engaging in environmentally sustainable practices and promoting conservation efforts as well as encouraging our clients and suppliers to do the same
- To accept our corporate ethical responsibility to manage and distribute company **profits** in a socially advantageous manner

The benefits of being part of the Green Tribe "Circle of Engagement":

1. Our Employees – benefit by being involved
2. Our Clients – benefit by knowing what we stand for
3. Our Business Partners – benefit by affiliation
4. Society – benefits from our contribution
5. The Environment – benefits as a result of all involved

How Green Tribe Works

Background

1. Green Tribe is a registered Section 21 Company operating as a Public Benefit Organisation with a separately audited bank account.

Name: Green Tribe Community Development
PBO Number: 2008 / 024630 / 08
Bank Account: Standard Bank Current Account: 071223320
Branch Code: 020909
Directors: Kerry Raffray and Andrew Laurie
Shareholders: Glen Byrom, Peter Chadwick, David Dodgeon, Kathy Byrom, Bonny Robb

2. At present, Green Route supports one official Green Tribe project in Cape Town, South Africa. This nominated project is called iKhaya le Themba and is an after-school care facility located in the township of Imizamo Yethu in Hout Bay.
3. In the future, as Green Tribe develops, we hope to gradually adopt more projects. Our ultimate goal is to support a project in each of the destinations in which we operate.

These destinations include: Cape Town, Durban, Sun City, Johannesburg, Mpumalanga, Victoria Falls (both on Zimbabwe and Zambian sides), Botswana, Mozambique and Nairobi.

4. In the future, we will also look to involve local businesses and enterprises in these projects as their contribution can also help to ensure the sustainability of each project.

Quoting

5. At quote stage, all potential clients will be introduced to the Green Tribe concept and invited to become "Green Tribe Members". A membership fee will be added to their costing. This fee is recommended at the nominal amount of: **ZAR137.50** per person OR **\$16.50 USD** per person. *The currency depends on the destination of the group, which affects how their costing is quoted.*

This membership fee covers the following costs:

- The majority of this fee will be donated to Green Tribe dedicated projects
 - A small portion will be used for monitoring the development of the Green Tribe projects as well as the overall administration of the Green Tribe initiative
6. Once a group confirms and this money is paid by the client, it gets deposited into the bank account affiliated with the Green Tribe Section 21 Company (Public Benefit Organisation).
 7. Each delegate of each confirming group then becomes a member of the Green Tribe. With their permission the contact details for these delegates are then inputted onto the Green Tribe Client database.
 8. On request, the client can be provided with a customised and detailed action plan on how they specifically can make their conference / incentive / event more environmentally friendly and sustainable. This action plan would be put together by the CSR Project Manager and it would be up to the corporate to decide whether they want to adopt any / some / none of the suggestions outlined in the action plan.
 9. **PLEASE NOTE:** *A green itinerary cannot be recommended to client until the job/group has been confirmed and the membership fees have been paid.*

CSR on the Ground

10. Once Green Tribe members, our clients can be given three different options in terms of their involvement with the Green Tribe projects:
 - a. Fee Only:**

Membership fees for the group are paid and no further action is taken by the client, if the corporate is satisfied that this is the only involvement required in order for them to fulfil their CSR responsibilities. The trustees of Green Tribe then elect which dedicated project should benefit from these fees.
 - b. Fee and Green Tribe Project Involvement:**

Membership fees for the group are paid and the corporate elects the specific Green Tribe project to which these funds should go (the project should be based in the centre to which they are travelling). This project is then included on the group's itinerary, in order for the delegates to be further involved and to see where their donation is being spent, (e.g. the group visits the local "Green Tribe" project in Livingstone and delegates assist with planting a vegetable patch that is made possible by funds paid with the help of their membership fee).
 - c. Fee and Alternative Project Involvement:**

Membership fees for the group are paid and the client elects for the trustees of Green Tribe to recommend which dedicated projects will benefit from the allocated funds, which might specifically tie into the client's own CSR policy (e.g. the Canon Group are corporate sponsors of WWF). The client can then include an activity with this *alternative* project in the group's itinerary, based on the recommendations made by Green Tribe.

Post Group Follow Up

11. Contact can be maintained with delegate members in the event they may wish to continue donating to a project in the future / on an annual basis (this is subject to the client/delegates' permission).
12. Every "green" supplier used by a specific corporate is added to our database (if not already listed).
13. Once the corporate has travelled and the group has returned home, we may then request from the corporate a letter in support of the Green Tribe initiative.

14. In time, we shall gather letters of support, which we then use as "ammunition" to approach all of our suppliers and encourage them to become more environmentally friendly and sustainable in their business practices.
15. The end result of this process with our suppliers should be that we encourage them to operate more sustainably and become members of Fair Trade Tourism in SA / Heritage SA / Biodiversity Initiatives etc, if applicable.

"Green" Suppliers

Green Route is taking the initiative to create an alliance with suppliers who already ascribe to biodiversity initiatives / eco-friendly practices. In this way, when a client is offered suggestions on how to make their group greener, these suppliers can be offered as preferred contacts.

There are a few wineries that have already ascribed to an official biodiversity initiative (such as Spier, Backsberg and Boschendal). Having such companies on board, together with letters of support from clients will help to encourage our other suppliers to adapt their practices – thus increasing the **green circle of engagement**.

The existing "Green Route Suppliers" database will be updated with information about which suppliers are 'green' and this will be accessible to all Green Route staff. This will be an ongoing process.

Marketing the Green Tribe concept

We plan to market this concept in the following ways:

1. Educating our staff on the benefits of Green Tribe and the importance of their involvement in supporting this company initiative. The Green Tribe Handbook will become a policy tool.
2. Distribution of the Green Tribe Handbook to each of our marketing representatives for information purposes.
3. A dedicated Green Tribe web page on the Green Route website.
4. Regular contributions to the "Footprint" and "Green Alert" electronic newsletters distributed by Green Route.

Behind the Scenes

1. Green Route completed an environmental audit of the Cape Town office premises and measures have been put in place to help the company operate in a more sustainable manner.

This includes:

- a. Educating our staff regularly on sustainable practices, environmental initiatives and more
 - b. Implementing a formal recycling initiative – paper, glass, tins, plastic, ink cartridges etc
 - c. Reducing paper usage – using recycled papers for printing, printing double sided, recycling used paper
 - d. Introducing energy saving practices – upgrading the copier and fax systems, using natural light and ventilation where possible, energy saving lighting, turning off electrical equipment when not in use etc
 - e. Encouraging efficient transport practices, where possible, to lessen our environmental impact
2. Green Route is also actively seeking to formalise sustainability in terms of the way in which we represent ourselves.

Goals include:

- a. to fulfil the necessary requirements to become members of organisations which support sustainability and bio-diversity
- b. to become a local sponsor of World Heritage sites

- c. to partner with Key Players in the tourism arena (such as DEAT, Dept of Environmental Affairs & Development Planning, Cape Town Route Unlimited, SA Tourism, FEDHASA, SITE and SATSA)
- d. to encourage our suppliers to join us in this journey

Alternative CSR Projects

Apart from the nominated Green Tribe projects that Green Route will support and will encourage our clients to support, we are also in the process of establishing a database of alternative social projects.

Should our clients select **Green Tribe membership option number 3**, they can then get involved with one of these projects as well as contributing to the Green Tribe Membership initiative. Updating the database will be an ongoing process.

The Inaugural Green Tribe Project



iKhaya le themba – Home of Hope

Location:	Imizamo Yethu, Hout Bay, Cape Town
Website:	www.ikhayaalthemba.com
Legal Status:	Registered Not for Profit Organisation –
Reg No:	034-738 NPO

This small NGO, originally initiated by the Vineyard Church, offers holistic care for children affected by HIV/Aids in the township of Imizamo Yethu in Hout Bay. The Xhosa phrase "iKhaya le themba" means "home of hope", which reflects their vision for a world where every child has a hope and a future.

The project, which found its feet in 2005, offers after-school activities and community outreach programmes for approximately 60 primary school children, who are often alone while their parents or carers work. Operating from a newly completed building on leased land, iKhaya le themba currently offers three educational programmes based on reading and spelling, art therapy and food gardening. There are exciting plans for expansion in the pipeline, subject to funding being secured.

The aims of the project are to increase hope in the community, to improve the physical, emotional and spiritual health of the children and to promote a positive attitude in the children towards their future through the provision of specialist services, love, care and support.

