



**allTOURNative®**

# **SUSTAINABLE PRACTICES BRIEF**

**2017**



**allTOURNative®**

**native PARK**

**Snorkel**  
**native PARK**

**Emotions**  
**native PARK**

**Emotions**  
**JUNGLE NIGHT**

**Jungle Maya**  
**native PARK**

**Cenote Maya**  
**native PARK**

**native EXPEDITION**

**COBA**  
Maya Encounter

**TULUM**  
Jungle Maya

**COBA**  
Maya Village

**EKBALAM**  
Cenote Maya

**TULUM & COBA**  
Maya Village

**CHICHEN ITZA**  
Cenote Maya





**W**e gladly share the results of the actions in terms of sustainability through this report.

For all who work in Alltournative, sustainability is a real commitment and after five years of effort, our great team has been rewarded with the **gold level certification** of EarthCheck which makes me feel proud and satisfied .

This informative sample is based on the results of EarthCheck's on - site audit, the environmental management system with which we measure the performance of our best practices under an international reference framework.

In addition to minimizing our carbon emissions, preserving the environment, fostering the economic and social development of the communities where we operate, have been our banner and allowed us to see these seeds of sustainability bloom that have been sown for many years.

**2017** was a year of evolution for Alltournative: have re-launched **Jungla Maya Native Park** where we decided to improve the quality of our facilities and make them world class, while respecting the environment. In the middle of this year, in coordination with **CONANP** (National Commission of Protected Natural

Areas), we assumed the significant task of the reproduction and recovery of coral reef at **Snorkel Native Park** keeping our commitment of preserving it and the marine life that inhabits.

Also recently launched **Emotions Jungle Night**, a new adventure full of mysticism to explore the jungle by night on ATV's and zip lines, diversifying this way sustainable nightlife activities in Riviera Maya. In this brief we integrated some indicators of the main environmental and social achievements, as well as the actions of the civil association <<Centinelas del Agua>>, our extension of social responsibility in terms of environmental education and conservation of the aquifer.

Finally, we reaffirm our commitment to the Agreement for Sustainability for the Yucatan Peninsula (ASPY 2030), reaching zero deforestation goal by 2030, to promote maya biocultural landscapes and to get advances towards a "green economy". I invite you to find this information inspirational to replicate the efforts of hundreds of collaborators who continue leaving a positive impact for future generations.

Sincerely,

Carlos Marín Morales  
C.E.O. Alltournative

As part of our commitment to preserve the environment and the communities where we operate, we have implemented a management system aligned to EarthCheck standards, organization that certifies the sustainability around the world that has already emerged as tourism reference key.

After having maintained for four years the highest standards demanded by the silver level certification, thanks to the best practices focused on cultural preservation, social responsibility and environmental commitment, we reached the **gold level certification**.

The perseverance in efforts of reducing carbon footprint aimed to overcoming the baseline indicators.

On the other side, the corrective actions to improve in new areas that we describe in this, gave results in five fields that contain a sustainability plan which are: energy and water consumption, waste generation, carbon emissions and engagement with community.

**THE ONLY TOUROPERATOR IN MEXICO  
CERTIFIED WITH GOLD LEVEL**



**EARTHCHECK**  
GOLD CERTIFIED  
2017





# ENERGY

## Achievements:

- 2016: 0,242 kWh per passenger.
- 2017: 0,183 kWh per passenger.

We reduced the environmental impact of our electricity usage by **24,3%** below the regional average (0,183 kWh), equivalent to the annual power consumption of approximately 326 kWh standard households per year.



- › Installation of high LED technology powered by solar panels saving even more the energy consumption.



- › We reduced the energy consumption by replacing the traditional air conditioning equipment to inverter system.



- › Launching a strong campaign about the importance of switching off all the electronic devices and about preventive maintenance.



- › Breathing space for our planet: on march 25th we joined the Earth Hour by turning the lights off and unplugging all the devices for an hour in all our facilities and parks. Around 100 of collaborators, commercial allies and maya families of the maya communities joined this effort.





## WATER

We saved a 9 % of water consumption thanks to:

- Implemented Karcher system for vehicle wash schedule.
- Installation of Mexican high tech wastewater treatment plant in Jungla Maya Native Park is just the beginning of a hydrological plan to reduce the impact of wastewater. This project will replicate in all our Native parks while continuing the technical review and maintenance of bio-digesters and wetlands.
- Installation in Snorkel Native Park of waterless urinals and low flow faucets, saving more than 6,604 gallons (25,000 litres) each year.



**2016**  
**0.060 G**  
per passenger

**2017**  
**0.053 G**  
per passenger



# WASTE MANAGEMENT

Waste reduction and re-use of materials are our strength. Once again, we were rated as regional leaders sending our waste to the sanitary landfill with a **40%** reduction over the previous year thanks to:

► **Cenote Maya Native Park** expands its environmental awareness campaign reach:

- a) Development of a successful waste management program for more than 9 tons turning them into compost for the organic orchard of Cenote Maya Native Park.
- b) Preventive maintenance for the wind vane and water irrigation system.
- c) Organic waste re-use as a source food of breeding animals of the inhabitants.

d) Over a one ton of waste has been collected in different campaigns nearby Cenote Maya Native Park benefiting three maya communities.

► **Emotions Native Park:** extends its sustainable actions.

- a) Maintenance of waste separation stations to efficiently recycling organic and PET waste.
- b) A strong recycling campaign moved by Alltournative in all our facilities collecting plastic lids that were donated to Kodomo Autism Center.

► **Snorkel Native Park** preserves marine life.

a) Snorkel Native Park rolled out beach and mangrove cleaning campaigns through all year collecting more than 400 pounds of garbage.



**Amount of waste sent to sanitary landfill:**

**2016 - 0.0007 G**  
per passenger

**2017 - 0.0005 G**  
per passenger



## CARBON EMISSIONS

**2016** 0.141 POUNDS PER MILE

**2017** 0.105 POUNDS PER MILE

Carbon emissions impact decreased 25.2 % which is equivalent to the emission of 198 vehicles in one year.

Without hesitating, one of the five areas where the efforts were particularly distinguished was in which EarthCheck places us above the regional average. The in site audit also led to certain specific actions which allowed the reduction of CO2 emissions by 2017:

- ▶ Preventive maintenance: for the purpose of reducing carbon emissions, we implemented an exhaustive preventive maintenance program which, according to EarthCheck, position us 25.2 % above the average line.
- ▶ Proper vehicle use: besides keeping a 13 passengers per vehicle average during whole year, it was internally implemented among collaborators of all levels a carpool system for the proper use of vehicles.
- ▶ Increase the optimization in the gasoline and diesel performance from 2.8 miles per gallon to 4.1 miles per gallon.





# COMMITMENTS TO THE COMMUNITY

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## ➤ **Mayatlon 2017**

Thanks to the support of more than 300 athletes and about 15 sponsoring companies, it was possible to carry out the 2018 Mayatlon edition in which we delivered a community vehicle with which we ensure the transportation of about thirty students from Pac Chen to Tres Reyes junior and senior high school. The 2018 edition will be hold to raise funds for the construction of a classroom for senior high school students located in the maya community of Tres Reyes.

## ➤ **National Youth Road Cycling Championship**

Following our philosophy of improving the quality of life and promoting the education of the inhabitants of the maya communities where we operate, we support financially -purchasing bicycles and sport equipment- to three young athletes who represented three maya villages of Quintana Roo in the National Youth Road Cycling Championship. The athletes who received the support were: Joshua Poot of the Community of Pac Chen, César Poot of Nuevo Durango and Aaron Ku of Tres Reyes, this one ranked the National Olympics.

## ➤ **Immunization and sterilization days for dogs and cats**

Once again, we joined with “Mi Amigo de la Calle” NGO to launch an immunization and sterilization campaign for dogs and cats of maya communities. This campaign was developed in Yalcoba community where dozens of animals were neutered and spay thanks to the support of Vets in Action Spay NGO and in addition to donating the transportation and travel expenses of the volunteers, we also collect and distribute pet food.

## ▶ Hanal Pixan

In order to preserve the maya heritage and keeping its traditions alive, the Hanal Pixan (“Food of the Souls” in Maya language) was carried out for the seventh consecutive year. At least 300 tourists visited the community of Tres Reyes on November 2 to participate in the celebration organized by Alltournative as an effort to maintain this tradition among the new generations.

## ▶ Environmental Education

During 2016 we gave continuity to the projects that are carried out thanks to the participation of the civil association “Sentinels of Water”, our arm of social responsibility for the achievement of objectives of education, maintain maya culture and sustainable development in the maya communities.

## ▶ Three Kings Day celebrated in maya communities

About 300 children lived a day of games and joy by receiving toys donated thanks to the toy collection that took place at Starbucks spots sponsors in Tulum, Playa del Carmen and Cozumel. Alltournative staff and volunteers delivered toys in the communities of Pac Chen, Tres Reyes and Cenote Maya.



**WE DELIVERED A COMMUNITY VEHICLE FOR THE STUDENTS OF PAC CHEN**



**FOR THE SEVENTH CONSECUTIVE YEAR WE CARRIED OUT HANAL PIXAN**



**IMMUNIZATION AND STERILIZATION DAYS FOR DOGS AND CATS IN MAYA COMMUNITIES**



**SUPPORT FOR YOUNG ATHLETES FROM THE MAYA COMMUNITIES**

# ENVIRONMENTAL CONSERVATION

- ▶ **Participation in the coral breeding program in coordination with the National Commission of Protected Natural Areas (CONANP)**
- ▶ **Awareness of the importance of coral reef preservation.**
- ▶ **Development of the nursery for the conservation of inshore dunes.**

We keep our commitment of minimizing our footprint and our visitors by using friendly pesticides and biodegradable cleaning chemicals.

As part of Alltournative's responsibility to preserve marine life, Snorkel Native Park is an active member of the coral breeding program developed by the **CONANP**,

until now, the use of our boats and the participation of our staff have been key pieces in the realization of this important project. In order to aware our collaborators and our visitors, the reef were immortalized through a photography contest.

Alltournative rewarded the photographic excellence with the seventh edition of "Imaginative Photo Awards", a contest that highlights the talent of local photographers and their underwater captures.

It continues the development of the nursery by planting 60 palm trees to contribute to the conservation of the inshore dunes which is essential for the National Reef Park of Puerto Morelos' ecosystem.

We are proud to contribute to the nature preservation in the locations where we operate in. Currently, through our expeditions we protect:

- a) **10 cenotes.**
- b) **3 sections of National Reef Park of Puerto Morelos.**
- c) **18,857 AC of natural areas.**

## Alltournative received acknowledgement by SECTUR

The Federal Board of Tourism (**SECTUR**) acknowledged our efforts to provide quality services above the Mexican standard: **NOM 11**, that regulates information, safety and procedures in adventure tourism practices through the Touristic Recognition 2017, as well as by the Distinctive "S" which certifies sustainability programs. In addition, our brand will be supported by "Made in Mexico" stamp, right granted along with the distinctive.

This year we committed ourselves to Sustentur (communication and consultancy initiative specializing in sustainability issues) to make possible the most important sustainable tourism event in the country: Sustainable and Social Tourism Summit. Our CEO, Carlos Marín, presented the model of tourism that achieves social development in Maya communities, improving the quality of life of hundreds of families. Explained the great strides to bring education farther through the Mayatlón and "Sentinels of Water" Civil Association.





## **Earth Check CEO visited Cenote Maya Native Park**

EarthCheck CEO, Stewart Moore, visited Cenote Maya Native Park to know all the environmental and social efforts that we make. Moore, in addition to founding the consultancy and auditing organization, toured our organic orchard, one of Cenote Maya projects that will be a global model in sustainability.

*“It has been a beautiful day ... Having an expert guide is key to receive a correct context about what you are seeing and what you are not seeing too ... We have the privilege of knowing the organic orchard, a powerful tool of sustainability with which we can connect because everything is reduced to the way we are telling these stories ... Here are two elements that are a unique and special culture, and a unique environment with which you can connect with tourism ... Simple elements that create excellent connections like the organic garden that produces delicious food that was also made by a chef that is passionate about sustainability and makes the whole experience more incredible,” said Moore.*

# ENVIRONMENTAL AND SOCIAL SUSTAINABILITY POLICY

We create unique and sustainable experiences through 13 expeditions and 4 eco-parks offering a high cultural and natural contact. We operate in small groups and in exclusive locations, supported by a team of highly qualified and committed people.

Our five business units are: Encuentro Maya in communities of the municipality of Lazaro Cardenas, Cenote Maya in Yucatan, Jungla Maya in Tulum, Emotions in Playa del Carmen and Snorkeling Adventure in Puerto Morelos.

We recognize that some adventure or cultural activities can impact negatively on environment and the community if not managed properly. Our commitment is to minimize the environmental impact where we operate, so we have implemented an environmental management system aligned with the EarthCheck standards and business requirements. We constantly improve our practices of tourism and recreation in accordance with current legislation.

In addition to the conservation of the environment, we seek to preserve the Mayan heritage and generate economic and social development in our destinations. We generate jobs and provide training at all levels for local people. We promote the purchase of products and services in local markets, in accordance with the principles of fair trade. We implement community projects to promote education in rural communities.

In Alltournative, we are committed to comply with legislation and achieve the highest level of quality in our practices. For this, we encourage all staff to get involved with sustainability and we designated Fabian Arriaga, Operations deputy director, as EarthCheck coordinator, to improve the performance of environmental and social sustainability of our operation.



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