

Joro Experiences
IMPACT REPORT
JAN - DEC 2022

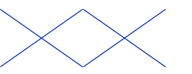


Journeys of discovery



Image: Gentoo Penguins on Greenwich Island, Antarctica. Captured by Henry on expedition

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A lot has changed since our last report in 2022, with travel bouncing back strongly as Covid travel restrictions were lifted globally. This resulted in a large uptake in bookings and our most successful year to date. Our team has also grown as a result - from three full time employees to (as I write this) a team of nine.

Crucially, with all the trips that we created last year, we have been working hard to ensure that these leave a positive impact. Although as we cover in this report, finding a metric to accurately measure this has been tough. We have improved our carbon measurement and although we saw an increase in our scope 3 emissions, due to the growth of the business, we have fully offset all of last year's emissions and are committed to keeping our scope 1 and 2 emissions at zero. However it is not all good news, from our measurement we can see that flight emissions take up over 75% of our overall



Image: Joro Founders, Henry and Justin, at the Snow Hill Emperor Penguin Colony

emissions for 2022 - as an industry this is something we need to work on collectively and we need to see leadership from airlines and governments to work together to provide a roadmap for the aviation industry to reduce their emissions.

With the industry rebounded we have re-doubled our efforts into driving industry change. It is clear to us that the

more travel businesses we can get to engage with the climate crisis and help drive social change, the greater our legacy. To that end, we increased our financial commitment to The Conscious Travel Foundation last year and it is something that we are committed to moving forward.

So just like any journey, there's a lot to discover in this report; the positive

internal improvements within the company, the exciting growth of The Conscious Travel Foundation and our revised strategy when it comes to tackling our scope 3 emissions - for the most impactful carbon reduction. We believe that with your continued support we can continue to have a positive impact in the areas we send our clients, but also continue to create positive change within our industry.

Justin Jackson

Henry

Justin

02.

B Corp

Joro has proudly been a B Corp since January 2021. This certification requires an in-depth examination of our processes and sustainability efforts and we're measured using universal metrics to ensure scoring is fair and comparable.

To get B Corp status, you must obtain a score of 80+ and make a commitment "to positively impact all stakeholders – workers, communities, customers, and our planet". That's why you'll see that our impact report isn't just about carbon offsetting - it's also about advocacy, supporting communities, and having real impact on the ground in the destinations we love.

There's a lengthy process to obtain the initial certification, but there are also ongoing checks to keep us accountable and ensure our actions match up with our promises. We're required to submit details of our carbon offsetting and removal projects plus create an impact report each year to keep us accountable.

Every three years, we're required to go through recertification. Through this process we aim to show how we have improved as a company since we originally certified, and share our aims and ambitions for the next stages of our journey.

To find out more about our current B Corp score, scan the QR code on the right and to see our impact report from 2021 please click here.



Impact Score

18.4
Governance
34.4
Workers
11.9
Community
19.9
Environment
2.8
Customers



- 87.6 Joro's overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

RIGHT: Our B Corp scores across the 5 key categories, and overall score

03.



The Conscious Travel Foundation

We are a founding member and main sponsor of The Conscious Travel Foundation, a non-profit, global membership community for sustainably-minded travel businesses. Made up of 60 members from 18 countries across 5 travel industry sectors, The Foundation provides educational content and contacts that empower members to make changes in their businesses and destinations, donating profits to high-impact, grass-roots charity projects around the globe.

With an expert panel of mentors, the Foundation's learning programme includes access to a calendar of panel discussions, workshops and clinics, as well

as providing an online resource library, video archive and toolkit.

In 2022 approximately 70% of membership fees were donated to charitable organisations around the world, totalling close to £40,000 GBP.

In raising funds, connecting people and driving change across the industry, we are incredibly proud of the work we've been able to achieve together.

You can see their Impact Report from 2022 when published on their website, scan the QR code (right):



THE CONSCIOUS
TRAVEL FOUNDATION

04.

HOW WE LEAVE A POSITIVE IMPACT

TRIP DESIGN

Joro's core ethos is to create remarkable experiences that leave a positive legacy.

WHAT DO JORO DO?

Create extraordinary experiences that help people find better ways of discovering the world.

Work closely with our suppliers to leave a positive legacy supporting projects on the ground.

Partner with ecollective to calculate accurate carbon measurements for every journey.

Produce a unique impact report for every client journey.

WHAT CAN JORO DO MORE OF?

Work closer with our suppliers to identify projects our clients could support on the ground.

Work to reduce carbon footprint emissions in our trip itineraries.

Audit our suppliers to ensure they match our ethos and standards.

BEYOND TRIP DESIGN

WHAT IS JORO'S WIDER IMPACT?

Raising awareness with our clients and the wider travel industry on the positive and negative impacts of travel, highlighting how travel should - and can - be done.

Our work enables us to support The Conscious Travel Foundation - supporting and inspiring other travel business on their impact journey.

We offset all our scope 3 emissions, those of our suppliers outside of our control (see section 17 for more information).

HOW CAN WE GROW THAT IMPACT?

Speak at industry events and tradeshows, using our platform to raise awareness of the power of positive impactful travel as well as the challenges facing the wider travel industry, and the responsibility we all have to play.

Encourage more travel businesses to join The Conscious Travel Foundation and B Corp to drive change within the industry.

666.665

tons of carbon removed from trips that took place in 2022.

4

global projects supported through donations via our carbon removal, safeguarding the people, wildlife and cultures in the destinations we visit.

Annual sponsorship of The Conscious Travel Foundation enabling greater advocacy for change B2B.

Founding member of the Travel by B Corp Group, a collaboration between B Corp certified independent travel businesses, helping UK consumers find a responsible travel company.

Team growth and our first team away day, improvements to employee culture and wellbeing.



Scan the above QR code to see our full carbon report from Klimate

HIGHLIGHTS

1

Net Positive Travel

We are a carbon neutral business (relating to Scope 1 and 2). All travel and business emissions are measured with our partner ecollective and offset via Klimate.



2

Campaign For Change

We are a founder and main sponsor of The Conscious Travel Foundation, believing that we will have our greatest impact by acting as advocates for change within our industry.



3

Good Business

To us, good business is about much more than our bottom line - it's about recognising the impact of our decisions on our team, suppliers, community and the environment.



IMAGE: A local artist from the Sacred Valley, Peru, showcasing his work through the Sol Y Luna community which supports local heritage and culture

AREAS OF IMPACT

06.



The following pages highlight the areas that we focus on as a company, including initiatives we've implemented and where we believe we are improving year on year.

IMAGE: Orca Whales off Livingston Island, Antarctica. Captured by Henry

07.

GOVERNANCE

Governance evaluates a company's overall mission and engagement around its social and environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure.

B CORP SCORE: 18.4

WHAT WE SAID WE'D DO

Publicly share information on our social and environmental performance on an annual basis.

Present information in a formal carbon report allowing comparisons to previous time periods.

Using a third party to validate the accuracy of the information reported.

WHAT WE DID

We voluntarily share social and environmental performance indicators with the public through our yearly impact reports available to the public via our website.

Present information in a formal carbon report allowing comparisons to previous time periods. By working with ecollective, we are now presenting carbon reports, so direct comparisons can be made to previous time periods.

We are working alongside ecollective to ensure the validation and standard of our reporting.

WHAT WE'RE WORKING ON

To increase our overall BCorp score by 10 points as we recertify this year.

Presenting information in a formal report
Offer training for all employees with an E,D&I consultant. We have set specific and measurable diversity improvement goals.

To understand the levels of diversity within our supply chain, to allow us to make improvements, for example ensuring we work with women-owned businesses and indigenous-owned businesses.

Explore how we can adjust our accounting practices to allow us to incorporate natural capital into our accounts. The hope is that these adjusted accounts will demonstrate the environmental and social value we create as a business. To us, good business is about so much more than our bottom line, it's about recognising the impact of our decisions on our team, customers, suppliers, community and the environment.



// Joro is a great example of a company taking the decarbonisation challenge head on. Their business model is by far the hardest to measure and decarbonise within the travel industry but that is no reason not to get started in improving their impact.

In my eyes, Joro's carbon footprint can be split into two sections. Firstly the carbon footprint of the UK team and their operations. Here their footprint is impressively small (including zero scope 1 and 2 emissions). However it is their customer trips where most of their carbon emissions lie. This is the big challenge for Joro over the next five years. How can they use their expertise and influence to design amazing trips that come with a smaller footprint.

I am hoping the numbers we [ecollective] can provide for them will aid them in finding the best low carbon suppliers out there whilst also creating new bespoke itineraries that continue to drive five stars reviews but with fewer emissions created."

CHARLIE, FOUNDER OF ECOLECTIVE

"We're proud to announce our continued partnership with Joro Experiences.

As humans we want to travel and see the world. Unfortunately, it is and will continue to be, an activity that creates unavoidable emissions.

It is therefore fantastic to see that Joro Experiences, in parallel to their work to reduce emissions where possible, is also investing into carbon removal projects that addresses their residual emissions. With their investment Joro Experiences continues to demonstrate their commitment to sustainability and taking a leadership role in the tourism industry's efforts to address climate change."

ERIK, CHIEF COMMERCIAL OFFICER, KLIMATE

LEFT: Red Footed Booby. Photo taken by Henry while in the Galapagos

08.

WORKERS

This section focuses on the company being a good place to work. It covers financial security, health and safety, wellness, career development, and engagement and satisfaction.

B CORP SCORE: 34.4

WHAT WE SAID WE'D DO

Increase our company benefits to full-time tenured workers.

To implement an annual retreat to celebrate our workforce.

To increase the number of workers who identify as women.

Update our company policies regarding parental leave.

WHAT WE DID

We have introduced private dental and health insurance to all our full-time workers.

We had our first annual retreat in Bristol this year and will look to further develop this retreat in the coming years.

We have had a 28% increase in employing female workers in the past year.

We are still working on updating our parental and maternal leave policies for employees, from statutory to shared-parental leave.

WHAT WE'RE WORKING ON

Increasing the internal training given to staff as our team grows.

Improving diversity within the team, working with Lightning Recruitment as we expand, utilising a 'blind' interview process to eliminate bias.

Improving our company policies regarding parental leave.

// It is an absolute pleasure working for Joro. They are genuinely a second family. Although the team all have different skill sets and of course personalities, we all share the same values and respect for travel and protecting the environment and world's cultures. Knowing and seeing that the directors care as much about our wellbeing as our clients is amazing."

RACHEL REYNOLDS, TRAVEL DESIGNER

// Having been Joro's first full time employee, I am delighted at how well the company has grown in the past couple of years. It has been amazing to see the expansion in not only scope and quality of work but also how the team shares a strong vision of care for our planet, and its people."

GEORGE REYNOLDS, TRAVEL DESIGNER

IMAGE: Seagulls circling off the coast of Norway

09.

WHAT WE SAID WE'D DO

Increase the membership of The Conscious Travel Foundation.

Support the The Conscious Travel Foundation's Ambassadors Programme which seeks to diversify the voices in the travel space, giving them access to complimentary membership and tools.

To create a traveller donor scheme to make it easier for our guests to donate funds in areas they have travelled to, causes they are passionate about and the communities they were able to meet.

WHAT WE DID

We have worked with the Foundation to amplify their message and grow membership by 50%, supporting businesses in driving sustainable practices and raising funds for grass-roots projects.

The programme is ongoing and continues to support the Ambassadors, providing a network and platform from which they can amplify their message and develop their business in line with conscious travel principles.

We have not been able to create a successful traveller donor scheme but it is something that we would like to implement in the future.

COMMUNITY

This section evaluates how we have engaged with the communities we work with, use as suppliers, and hire and source from. The assessment takes into account diversity, equity and inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

B CORP SCORE: 11.9

WHAT WE'RE WORKING ON

To track purchases from companies that are majority-owned by women or individuals from underrepresented populations, through auditing our suppliers.

To develop our civic engagement policies, such as encouraging local clean-ups, individual volunteerism, community engagement efforts and organisation involvement.

To match employee giving for volunteer fundraising efforts.

To use a BCorp bank to provide the majority of our company's banking services. The challenge is that one of the UK's B Corp banks is not open to new business, and we do not meet the minimum investment requirements for the other. We are working with the B Corp community to find a viable solution for our banking needs.

To create a traveller donor scheme and establish partnerships with charities we have vetted to ensure their positive impact in each region. Through our work with The Conscious Travel Foundation, we are engaging a philanthropic consultant to create a framework with which to establish vetted partnerships. Joro is funding this work for the Foundation, and hopes to implement learnings from this process to develop our clients' charitable giving in the year ahead.

Carbon Offsetting for Social Impact

Beyond carbon removal, we evaluate the social and environmental benefits that carbon removal projects generate, such as improving jobs and welfare. However, they can also cause social harms, such as loss of livelihood or noise pollution. Both must be considered.

Our portfolio contains a mix of nature-based reforestation and soil sequestration projects, which also generate positive social benefits. In an ideal world, our portfolio would have a mix of nature-based solutions, alongside hybrid and engineered solutions as these tend to be most impactful, yet are costly. Direct air capture, despite being more expensive, is more efficient, and the more we invest, the more accessible it becomes to more people.

In our 2020 - 2021 Impact Report, we said that in the year ahead we would increase how much we spent on direct air capture. This costs more per ton for removal than nature-based solutions. However, due to the price of carbon offsetting increasing, we have been unable to meet this aim. This price increase over the last twelve months also resulted in our clients not being charged the correct amount to cover their trip and so we have covered this uplift in fees to ensure that all our trips have been correctly offset.

We have learnt from these bumps in the road and are focussed on improving accuracy when calculating emissions and allowing enough scope for rising carbon offset costs. In the next year, we aim to stay true to our ambitions of using direct air capture within our carbon offset portfolio.

TOP: Farmers supported by Taking Root, preparing seeds for new trees
 BOTTOM: Farmer Enrique Canos using traditional farming techniques alternative to the use of chemical pesticides



RUUMI, EUROPE



COMMUNITREE
BY TAKING ROOT,
NICARAGUA



ECONEGOCIOS
OCCIDENTE,
GUATAMALA



CARBON OFFSET,
TIMOR-LESTE

DID YOU KNOW?

1. Soil sequestration involves the management of land to enhance the passage of CO₂ through plants and into soils and the subsequent storage and protection of that carbon in the soil. The potential of this method is driven by the vast storage capacity of soils.

2. Trees are the earth's natural carbon removal machines. Trees sequester CO₂ using photosynthesis and store it in every part of the tree. A single tree can capture up to a ton of CO₂ in its lifetime. Therefore, the preservation of existing forests is the highest priority, as if trees are cut down then this CO₂ is released into the atmosphere. However, if this has happened, reforestation is the next best option.

1

Ruumi, Europe

Ruumi's projects actively remove carbon via soil sequestration by applying a technique known as regenerative agriculture. This technique leads to several co-benefits, including improved soil health, biodiversity and increased water-retention capacity. These processes enable up to eight times more carbon storage on agricultural land, while improving soil quality and reducing the use of fertilisers. Ruumi's work is based within Europe, and is directly traceable, which offers potential for scale.

2

ECO2 Rubber Forests by Econegocios Occidente, Guatemala

Econegocios Occidente contributes to the reversal of climate change through the reforestation of 10,000 hectares of degraded land with rubber tree forests in Guatemala. This allows producers to access the carbon market efficiently, transparently and at a low cost by mobilising the capital necessary to scale up. Rubber forests are established and responsibly managed, leading to positive environmental impacts such as the improvement of degraded soil, restoration of water recharge and mitigation of wind effects.

3

CommuniTree by Taking Root, Nicaragua

CommuniTree is a non-profit reforestation project located in Nicaragua, operated by Canadian organisation, Taking Root. The largest reforestation project in Nicaragua, they promote social and economic development by encouraging smallholder-farmers to reforest their farms using native trees. This particular project removes CO₂ from the atmosphere, restores ecosystems, and improves the livelihoods of communities, through job creation and economic opportunities, while mitigating climate change. Taking Root uses FarmTrace, a software platform, to account for and verify reforestation, using satellite data to measure and quantify the number of trees and carbon stored in near-real-time. This unique tracking makes Taking Root's reforestation projects highly transparent and traceable.

4

Halo Verde by FCOTI (Fundação Carbon Offset Timor), Timor Leste

FCOTI removes carbon from the atmosphere by providing financial incentives for over 1,000 small-scale farmers to plant native trees in the rural central mountains of Timor Leste. FCOTI combines agroforestry and improved land management practices to reverse the negative impacts of deforestation, soil degradation, and climate change. Restored forests also improve local biodiversity and micro-climates. Halo Verde goes beyond planting trees, the project also improves rural livelihoods and encourages female participation. The project is supported by critical job-skill workshops and provides financial incentives to farmers based on the carbon captured by the trees they plant.

11.

Driving Change

At Joro Experiences, we're extremely passionate about sustainability and strongly believe that travel can - and should - be a force for good. We know that if we all start making small changes individually, we can have a big impact when we come together. However, we're also aware that it can feel overwhelming knowing where to start. That's why we were pleased to be able to sponsor a Toolkit with The Conscious Travel Foundation to help other companies look at their business and ask the important questions on their sustainability journey.

Each business is on its own journey, and it's one that keeps evolving, but each small step we take forward is a positive one. Whether the goal is to become carbon neutral or to reduce emissions year-on-year, one of the best ways to keep companies on track and motivated is to be part of a community of like-minded people. The Conscious Travel Foundation is that essential community that helps keep momentum; connects us with experts in the industry for support, resources and advice; and provides the space to share ideas and drive action.

You can access the Toolkit by signing up to their newsletter. Scan the QR code below to find out more:



"We're excited to be able to grow and develop the foundation with Joro's ongoing sponsorship, continuing to provide our members with the network, skills and tools they need to thrive as impact-led travel businesses. Last year, with Joro's support, we were able to develop The Conscious Travel Foundation's first impact report and a toolkit - a much requested resource that we were able to make available to the wider travel industry. Joro's

sponsorship has not only allowed us to create these tools, but has also facilitated opportunities, such as sharing the sustainability stage at PURE trade show in Marrakech - a milestone for the foundation. Creating our charitable framework is a key development for the foundation in 2023, and we are grateful to Joro for funding this essential piece of work."

OLIVIA CRYER, CO-FOUNDER, TCTF

12.

Social Impact

We want to make sure that all of our trips have a positive impact on the ground so that we can safeguard and support the destinations we love, and the people that call them home. We look for partners that allow our money to have a meaningful impact, and where we can, spend hands-on time on projects. Here are a few examples of the projects we have supported this year.



Antarctica 2041 Foundation

THE PROJECT: The mission of the 2041 Foundation is to engage businesses and communities on climate science, personal leadership, and the promotion of sustainable practices. They are currently working with schools to champion Antarctica and become 2041 schools.

OUR SUPPORT: During a journey to Antarctica we filmed several clips of staff and team members congratulating the schools on becoming Champions of Antarctica.

THE IMPACT: The footage will be used as part of the Antarctica 2041 Foundation's program to engage with schools and champion the continued protection and conservation of Antarctica. Through ongoing educational outreach, their team has made the story of sustainability and the preservation of our planet relevant and engaging for younger minds.



Rolex Marine Scholarship Support

THE PROJECT: Each Scholarship provides a hands-on introduction to underwater and other aquatic-related endeavors for a young person considering a career in an underwater-related discipline. One scholar is selected from each of the three regions and each scholar spends approximately one year working side by side with current leaders in underwater fields. Each scholar travels primarily within their region, but may have opportunities throughout the underwater world. The range of experiences may include active participation in field studies, underwater research, scientific expeditions, laboratory assignments, equipment testing and design, photographic instruction, and other specialized assignments.

OUR SUPPORT: One scholar, Millie, joined Joro on a trip to Antarctica as part of her research studies into whales and the underwater habitats in Antarctica.

THE IMPACT: This trip allowed Millie to gain hand-ons experience in the field whilst carrying out some research as part of her assignment.



Alalay Foundation Bolivia (Via TCTF)

THE PROJECT: The Alalay Foundation, based in Santa Cruz de la Sierra in Bolivia rescues children from the streets and offers them a loving, protective environment living together in family cabins; feeds, clothes and educates them and encourages them in their future working lives. 100% of donations go directly to the project.

OUR SUPPORT: Through The Conscious Travel Foundations' charitable fund, we contributed to a donation of £4,500 GBP.

THE IMPACT: The donation is being invested in turning the Girls' Welcome House into a longer-term profitable venture. In renovating their city-center base, they will be able to generate rental income, providing a future income stream for Alalay.

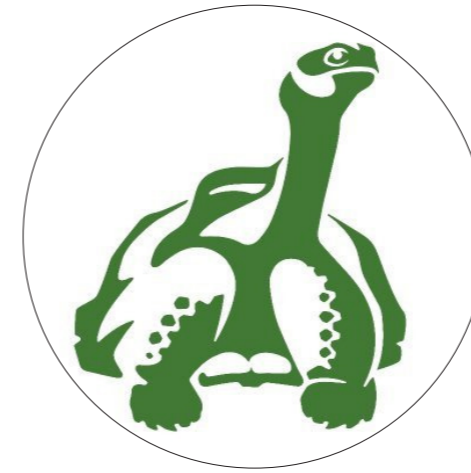


Sol y Luna Foundation (Via TCTF)

THE PROJECT: The Sol y Luna Foundation provides love, care and education to children from Peru's poorest communities, with 90% coming from backgrounds of extreme poverty. Based in Peru's Sacred Valley, the foundation covers the Sol y Luna School, Paqari for special needs support, the Sol y Luna Home and the Roots & Wings graduate programme for further education.

OUR SUPPORT: Through The Conscious Travel Foundations' charitable fund, we contributed to a donation of £16,304 GBP.

THE IMPACT: Due to ongoing political unrest and still suffering from the pandemic the Sol y Luna hotel, which supports the Foundation, was not able to meet their annual operational expenses. This donation allowed Sol y Luna to cover their outstanding operational costs, which includes staff, psychological support, medical treatment and therapies, food, clothes, school supplies, internet and electricity, and celebrations such as birthdays to support the children's emotional development.



Galapagos Marine Project

THE PROJECT: Galápagos Conservancy is the only U.S.-based non-profit dedicated exclusively to the protection and restoration of the Galápagos Islands and its brilliant mosaic of life, including more than 2,000 species found nowhere else on Earth. They work to save imperilled species, build a more sustainable society, and rewild the complex ecosystems of the Archipelago.

OUR SUPPORT: Through our project in the Galápagos, we were able to contribute towards the funding of the NGO.

THE IMPACT: Investments were made towards the most urgent conservation and sustainability needs in the Islands. This includes rewilding giant tortoises, restoring coral reefs and strengthening marine protection.



The Charles Darwin Foundation (CDF)

THE PROJECT: An international non-profit organization, the CDF is dedicated to scientific research for the conservation of the environment and biodiversity of the Galápagos archipelago.

OUR SUPPORT: Through our project in the Galapagos, we were able to provide additional support to the CDF.

THE IMPACT: By donating to the CDF, scientists are able to continue their research in order to better protect the unique animals and ecosystems of the Galápagos Islands. The ongoing research and subsequent complementary action ensures the conservation of the environment and biodiversity in the Galápagos Archipelago.

13.

WHAT WE SAID WE'D DO

Keep our Scope 1 and 2 emissions at zero.

Increase how much we spend on carbon capture.

Carbon offsetting for social impact.

WHAT WE DID

These emissions remain at zero.

We now spend £35 per tonne on carbon offsetting, that's an increase of 94% (from £18 per tonne).

We are working alongside Klimate to offset carbon for social impact.

ENVIRONMENT

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land and biodiversity. This includes the direct impact of a company's operations and its supply chain. This section also recognises companies that sell services that have a positive environmental impact.

B CORP SCORE: 19.9

WHAT WE'RE WORKING ON

Working with ecollective to decrease the average client carbon footprint by 5% per year.

We want to audit all our suppliers and operators and only work with those who can demonstrate a shared ethos and are working for the good of the planet, not just their shareholders. We are developing a social and environmental impact questionnaire for our suppliers to use as a benchmarking tool. We aim to audit 25% of our existing suppliers, ensuring that any new suppliers complete the questionnaire as standard.

To have a policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices as outlined in our company handbook.

To start monitoring and measuring energy usage in shared office environments.

To increase the percentage of employees using low-impact renewable energy sources.

We want to set our science-based targets. This is the most robust certification for companies actively reducing their carbon footprint, and shows us precisely how much and how quickly we need to reduce our greenhouse gas emissions to prevent the worst effects of climate change.

Carbon Offsetting

To reach Net Zero, every company needs to measure, reduce and remove their emissions. To date, we have removed 666.665 tons of CO₂ from the atmosphere to compensate for our emissions in 2022 using the following:

Soil Sequestration: 89.046 tons

Reforestation: 577.619 tons

We have committed to offsetting the outstanding 666.665 tons of CO₂ via our climate partner Klimate, which we will be settling by August 2023.

We review the way we offset each year to ensure that we're keeping up with the latest science. As we came to do our offsets for 2022, we saw a huge increase in the cost per kg of CO₂ removed, which impacted the types of projects we chose to partner with (as detailed in section 11). In light of this, we have decided to increase the regularity of our carbon offsets, from an annual basis to quarterly reviews, to allow us to keep up with the pace of change.

Going forward in 2023, we would like to start offering our clients the chance to increase their carbon offset spend so that more of their emissions will be permanently removed by direct air capture. This costs more per ton for removal, but supports companies trying to make it more accessible to more people. We are going to work with Klimate on developing a program that can do this.

RIGHT: Soil sequestration and reforestation offsets have been made via our climate partner, Klimate



Portfolio Certificate - P1003551
 666.665 tons
 Contracted on 21 March 2023
<https://app.klimate.co/portfolios/P1003551>

Scan the QR code (above) to see our full carbon report from Klimate

15.

Carbon Portfolio

When we started Joro Experiences, we were estimating the amount of carbon emissions from a client's trip and then doubling it (just to be sure) before we offset it. Now we are working with ecollective to accurately measure all internal and external emissions across scopes 1, 2 and 3. Although technically we only need to offset scopes 1 and 2 to officially be a carbon neutral business, we also offset scope 3, with the support of our partners, Klimate.

But carbon measurement is not just about offsetting, it's also about working towards our carbon reduction targets. Using the data gathered in 2021 as our baseline, we'll calculate the average carbon footprint per passenger per day and work on decreasing it by 5% year-on-year.

RIGHT: The view from Awasi Patagonia, Torres del Paine National Park



Scopes 1 & 2

Due to the nature of our business model, we do not currently have any scope 1 or 2 emissions. These are our direct emissions as a company that we have total control over, typically emissions from company-owned cars or emissions from an office. Going forward we will stay this way. We will aim to keep our scope 1 and 2 emissions at zero by making sure any company cars are fully electric or any office we have has a zero carbon footprint.

Scope 3

These are the indirect emissions that we play a part in but cannot totally control. It includes the carbon footprint of our clients' trips. We can offset the carbon our clients' trips produce, lobby for better sustainability practices and choose hotels and suppliers with good environmental and social practices, but we cannot control these emissions ourselves.

As travellers, we should be mindful of our personal carbon footprint. But with 75% of travel industry emissions resulting from flying, the aviation industry - with its continued growth trajectory - should be held accountable for their environmental impact. With the number of flights increasing by an average 5% year on year, advancements in aviation fuels and technology are not keeping up with the rate of change required to reduce carbon emissions.

16.

CUSTOMERS

This section evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, it assesses how we serve underserved customers and clients, and the services that improve the social impact of other businesses or organisations.

B CORP SCORE: 2.8

WHAT WE SAID WE'D DO

Managing data usage and privacy issues: make clients aware of information collected, length of time it is preserved, how it's used and whether and how it is shared with other entities (public or private).

WHAT WE DID

We have updated our privacy policy so our clients are aware of how their data is used in our communications.

WHAT WE'RE WORKING ON

Committing to the Data Protection guidelines set by the ICO (Information Commissioner's Office).

Including a clause in our supplier contracts, regarding how our client data should be handled by our suppliers.

18.

IN THE PRESS

We have been recognised in the national press for our sustainability efforts.



How do you know if your holiday is eco-friendly?
This post may contain affiliate links. [Learn more](#)

Need a little help finding an eco-friendly holiday? Sustainable tourism is evolving at a rapid pace, but with so much greenwashing to navigate, how do you distinguish between the good and the bad? Greenwashing is so prevalent in the travel industry because it actually originated here, first used in a 1986 essay by New York environmentalist Jay Westerveld, who critiqued the common hotel practice of disguising cost cutting as an eco-dream (i.e. promoting the reuse of towels to 'save the environment'). We chatted to Henry Comyn, managing director at B Corp certified travel company Joro Experiences, to find out where to start when it comes to travel certifications and badges...

[Read the C&TH Responsible Tourism Guide](#)

Sustainable Travel Certifications And Badges: Where To Start

What are the main sustainability certifications or awards that hotels and travel companies can achieve?

'There are over 200 awards, certifications and 'stamps of approval' across the world that businesses use to flag that they are sustainable. These are supposed to help conscious consumers to choose which services or products they can invest in to align with their own ethics, but not all are made equal. Some require evidence to back up claims being made (such as certificates to prove carbon neutrality and details of exactly how emissions have been offset). Others need no evidence at all.'

COUNTRY & TOWN HOUSE

Country & Town House

Sustainable travel certifications & badges: what do they mean? (& what to look out for)

'Joro achieved B Corp status in early 2021, and were the first luxury travel brand in the UK to do so.'



We all want to travel, but let's consider how we do it better and who we book with

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Grappling to balance travel with sustainability: it's a tale we're all increasingly familiar with. Luckily, there's a new pack of travel companies helping us to put our money where our mouths are. Here's our pick of the best conscious travel companies in Britain, balancing sustainability and ethics with breathtaking experiences.

[Read the C&TH Responsible Tourism Guide](#)

This article is featured in our Great British Brands 2023 book. [Check out the digital edition here or grab a physical copy today.](#)

8 Conscious British Travel Companies

Joro

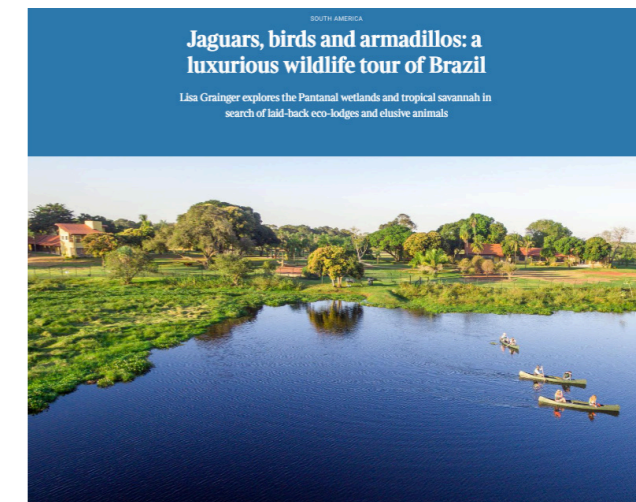
Joro, one of the UK's few B Corp-certified luxury adventure travel companies, will measure the carbon footprint of your trip, providing advice on how to lower it while you're out there, too. Mostly, though, the small team at Joro specialises in meaningful adventures, from family escapes to self-discovery missions, Greek islands to Alaskan wilds. [joroexperiences.com](#)

COUNTRY & TOWN HOUSE

Country & Town House

British travel companies with a conscience

'Joro will measure the carbon footprint of your trip, providing advice on how to lower it while you're out there, too.'



South America

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Monday, July 25 2022, 12:01pm, The Times

Save

Roberto Klabin can't remember ever seeing a jaguar when he was a child — even though his family has ranches in the Pantanal since 1952.

When he was growing up, the 67-year-old says, all that mattered in remote southwestern Brazil was cattle farming. There were no roads; when his family travelled to their estancia, they'd go by rail, then truck, then horse. There were no tourists; the few that came to Brazil visited Rio or the Amazon rainforest. And there certainly was no talk of preserving the landscape for wildlife.

As I fly for an hour on a little prop plane from Campo Grande to Klabin's bush homestead, Cassa Caiman, in the southernmost Pantanal wetlands, it seems extraordinary that this vast area isn't a national reserve but is privately owned. Like the Serengeti in Africa, the Pantanal is a vast geographical depression — 81,000 square miles covering Brazil, Paraguay and Bolivia — fringed by mountains and floored with grasslands dotted with islands of trees. In the rainy season it becomes the world's biggest floodplain, teeming with birdlife — and mosquitoes.

In May, when I fly across it, after devastating fires in 2019 and the worst drought in nearly a century, the area looks more like the African savannah than a

THE TIMES

The Times

Jaguars, birds and armadillos: a luxurious wildlife tour of Brazil

'That Joro Experiences, the operator that organised my trip, offset my carbon and invests proceeds from the trip via its Conscious Travel Foundation into Brazilian projects, was the cherry on top, making it a dream trip that just keeps giving.'

19.

WHY JORO?

Joro is a travel company that creates extraordinary experiences. We exist to help people find different ways of discovering the world.



Extensive Experience

No group is too big or small for us - we plan logistically complex journeys for solo travellers, couples, families and friends.

Our team is experienced, between us we've explored the Poles, served in Afghanistan and sailed across the Atlantic. We're used to making things happen whatever the circumstances.

A Creative Approach

We treat every trip as a unique challenge, so all of our itineraries are entirely bespoke.

We cater for every type of traveller, from adventurers to spiritualists to thrill seekers and culture enthusiasts.

Passion For The Planet

We work with and connect our clients to a global community of specialists who truly care about their corners of the world.

We're deeply passionate about safeguarding our planet and believe that if we don't change how we travel now, then the destinations we love won't be open to tourism in the future.

20.

From the Founders

WHAT ARE YOU EXCITED ABOUT WHEN YOU LOOK TO THE FUTURE?

DUNCAN - "One of the joys of being part of the tourism industry is the daily exposure to remarkable people and companies all looking to showcase and ultimately improve their corners of the world. We are always humbled by the work our suppliers are doing to ensure they do not harm the fragile ecosystems we all enjoy whilst often developing and operating impressive social projects at the same time. In order to fully understand the impact that our trips have, we need to understand the impact that each of our suppliers is also having. Over the next year we intend to audit 25% of the Joro supplier database - of which there are thousands of suppliers - in order to gain a better picture and understand which suppliers we should be focusing on supporting.'

HENRY - "In the process of looking back to write this report I'm really excited about the steps we are making to not only improve how we operate, but focusing more of our attention on advocacy within the industry. I'm really proud of our sponsorship of The Conscious Travel Foundation and ensuring that we can help the foundation to deliver its continued successes."

JUSTIN - "We hope that by continuing to be transparent with our impact reports we can inspire change within the industry. It's been wonderful to see our growth over the past year and because of that the continued support we are able to offer TCTF. Either through the foundation or directly we are always happy to give our thoughts on our path and what we have presented in this report."

RIGHT: Guanaco photographed by Henry on a hike in Patagonia



THIS PAGE: Sea kayaking off the coast of West Scotland. Photo credit MW Guiding



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