



Proudly a B Corp  
since January 2021

# Positive Impact Report 2025

JORO

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**A note on data:**

In this report, we look back at our progress in 2025 and all data is for January to December 2025 using the pre-2026 B Corp impact topics as a framework for this Impact Report, unless stated otherwise.

# Word from the Founders

*Henry Comyn, Duncan Over & Justin Packshaw*

Welcome to our impact report reflecting back on 2025. It has been a busy year at JORO, with continued growth in our client base and an increase in trip volume and in parallel, the growth of our team.

Last year, we hosted several events both in the UK and abroad with selected partners which resulted in fruitful collaborations, for example in London with Battered Black Book & sculptor Charlie Smith, and further afield in Chile and Australia.

Internally, we have continued to develop our team culture with our first summer family day, increased team members volunteering, and trialling colleagues working from abroad for extended periods. Excitingly, our first employee took our enhanced maternity leave package reflecting our commitment to people through B Corp.

Another highlight of the year was the fantastic Conscious Travel Foundation philanthropic fundraiser at The Lanesborough Hotel, which

raised more than £120,000 for the foundation. You can read more about the projects this supports on page 18.

Looking ahead to 2026, it promises to be an interesting year with our B Corp recertification under the new more rigorous standards; as well as the launch of our new website and client app. Beyond curating rare experiences, JORO's focus remains on relatively low volume trips with a high sustainability impact. We continue to work with suppliers who demonstrate fair wages, who offer authentic experiences that benefit both our clients and the local communities, and who share our commitment to kinder journeys and carbon offsetting.

We're proud to share what JORO has achieved, and we hope you enjoy reading this report.

*Henry Comyn*     *Duncan Over*     *Justin Packshaw*



year in numbers

2025

1

Battered Black Book event at The Langham Hotel

8

reconnaissance trips

2

new members of the team

1

The 1st employee took Enhanced Maternity Leave

11

11 trade shows attended

1

employee ran the London Marathon - JORO supported her in fundraising efforts, donating £250 towards The Anne Rowling Regenerative Neurology Clinic

2

employees volunteering at local schools

1

exhibition evening with Charlie Smith Sculpture

£120,000

Raised at The Conscious Travel Foundation philanthropic fundraiser at The Lanesborough Hotel, London in November 2025. JORO supported by organising auction lots, inviting attendees, and supported the event on the night by selling raffle tickets. The money raised will support the ongoing work of the Foundation and the projects it funds

1

member of the team who progressed from intern to a permanent role as a Travel Coordinator

1

member of the team on The Conscious Travel Foundation's Philanthropy Committee

£10,000

Our annual sponsorship of The Conscious Travel Foundation - enabling greater advocacy for change within our industry. The Foundation surpassed 130 members in 2025

79

JORO trips completed across the world

2

summer interns who gained vital experience in the travel industry

3

members of the team working remotely abroad

11

familiarisation trips to build knowledge on journey locations and nurture relationships with key partners and stakeholders

10

Litter collection: 10 large bin bags of litter collected by 3 members of the team in Somerset; 10 medium bin bags of litter collected by a member of the team and her family in Greece

1

Summer Family Day - rounders and an outdoor fire feast in Wiltshire for the team and their families. During this day: 200 Laser clay shots were fired; 80 Arrows launched; 16.5 Rounders scored; And 3 free range dogs joining the fun

2

new beneficiaries of the Foundation's grant: Oceans Alive, Kenya Project Hiu, Indonesia

4

ongoing beneficiaries of the Foundation's grant: Adaptive Aotearoa, New Zealand Fundación Green Apple, Colombia Phaplu Mountain Bike Club, Nepal TransStories Brasilia, Brazil

961 tonnes

tonnes of carbon scheduled for removal from trips that took place in 2025. We met our carbon commitment using high-quality carbon credits that were retired straight away

# What we did in 2025



## From our team:

*“I loved the design challenge of creating a new partnership aesthetic and gifting curation for the first White Label Events x JORO joint collaboration for an off-road driving adventure in Namibia.”*

**Lucy Depardieu**  
Head of Design

*“I was very flattered to be invited to speak about my twenty year career in the yachting industry, the necessity of understanding client needs, the changing definition of wealth, and creation of bespoke itineraries for clients for the Yachting Brief podcast.”*

**Elise Ciappara**  
Travel Designer

*“It was a pleasant realisation whilst brainstorming our ‘anchors and sails’ [what drives us forward or slows us down as a team] that the different members of our team have the same goals and enormous respect for each other.”*

**Rachel Reynolds**  
Senior Travel Designer

# About JORO

We are JORO. A team of travel specialists who design and deliver rare adventures on land and sea worldwide. Challenging solo trips, fortnight-long celebrations or multi-year sabbaticals, we use skills and expertise developed over decades to bring a client's vision to life. Running a limited number of experiences each year by referral only to give each journey and client the attention they deserve.

JORO specialises in intricate, high-touch itinerary management, complex and experience-led travel. Whether it's one-off trips, special events, family 'world-as-classroom' adventures, multi-month or multi-year family and solo sabbaticals, or a 'By Invitation' service.

We work with like-minded clients, suppliers, research scientists and conservationists to support initiatives that nurture this balance, ensuring that exploration and preservation thrive together for the ongoing well-being of the places, people, and ecosystems that shape our journeys.

With a deep understanding of luxury logistics and a hands-on operational approach, JORO provides holistic support that extends far beyond planning alone. Expedition design, in-field management, and rapid-response

concierge are embedded into our service, ensuring flawless execution at every stage.

JORO journeys are part of an exchange. As travellers, we are enriched by the places we visit and the people we encounter, just as our journeys contribute to their vitality.

At JORO, we believe travel should do more than take you places - it should immerse you in extraordinary experiences, spark curiosity, and create stories you'll share for generations.



# Rare Journeys by JORO

JORO's core ethos is to create rare journeys and extraordinary experiences that leave a positive legacy.

## How to make rare positive?

- Design extraordinary journeys and manage complex logistics whilst enabling our clients to engage deeply with people and places.
- Work closely with suppliers committed to sustainability, responsible tourism, community uplift, supporting research & science, and furthering the work and funding of The Conscious Travel Foundation.
- Accurately calculate carbon generation for every journey through Pinwheel (for the methodology, see here).
- Ensure JORO inputs a set of policies and procedures in line with B Corp standards in advance of recertification submission in December 2026.

## What can JORO do more of?

- Engage with grassroots community-led and community-beneficial projects that are making a positive local impact and include a donation of support alongside a visit.
- Invite local specialist scientists and researchers to enrich our client journeys.
- Educate our team on adaptive and sustainable travel, carbon considerations, child safeguarding, and DEIB to positively influence the travel supply chain.



# Beyond Trip Design

## How can JORO contribute to positive travel

- Continue to speak at industry events.
- Lead by example and encourage more businesses to join The Conscious Travel Foundation and to become B Corp certified to drive change within the industry.
- Share the positive impact our clients' journeys have when they travel with JORO.

## Beyond Trip Design

- Raise awareness of the positive impact and legacy of travel, highlighting how travel should – and can – be done.
- Continue supporting The Conscious Travel Foundation, inspiring other travel businesses on their impact journey.
- Support those who are working towards positive local change, environmental restoration and preservation.
- Offset all scope 3 emissions generated by suppliers and clients even when it's outside our control.



# JORO's Sustainable Business Commitments



At JORO, our commitment to sustainable and fair business practices stems from three core tenets: being a part of the B Corp community, our commitment to the United Nation's Sustainable Development Goals, and as co-founder and ongoing supporter of The Conscious Travel Foundation.

## JORO as a B Corp

In 2021, JORO became a Certified B Corp - the first luxury travel company in the UK - recognising that we met the highest standards of social and environmental performance, transparency and accountability. This certification required an in-depth examination of our processes and sustainability efforts and was measured using universal metrics to ensure scoring is fair and comparable.

## What is B Corp?

The world's biggest challenges, like inequality, climate change, and systemic injustice, cannot be solved by governments or non-profits alone. B Corps harness the power of business to create a global network that transforms the economy. By putting people and the planet alongside profit, they positively impact all stakeholders – workers, communities, customers, and our planet.

In 2026, B Lab is transitioning to a new, more rigorous set of certification standards (Version 2.1) that shift from a points-based system to mandatory, specific performance requirements across seven key impact areas. This overhaul aims to enhance the credibility of the B Corp certification, ensuring compliance with evolving global regulations - like the EU's Empowering Consumers for the Green Transition (ECGT) directive - and to combat greenwashing. This means all B Corps will require continuous, verified improvements, rather than a one-time score.

Under the old system, companies could score well in one area and poorly in another to reach an 80-point total. The new framework eliminates the overall 80-point requirement. From this year, companies must meet mandatory, non-negotiable performance requirements across seven distinct Impact Topics:

- Purpose & Stakeholder Governance: Accountability to all stakeholders (workers, community, environment, customers) rather than just shareholders.
- Fair Work: Decent wages, safe workplaces, and worker voice in decision-making.
- Justice, Equity, Diversity & Inclusion (JEDI): Structural, measurable progress in creating equitable workplaces and communities.
- Human Rights: Due diligence across the entire value chain to identify and mitigate risks.
- Climate Action: Alignment with a 1.5°C scenario, including measuring Scopes 1, 2, and 3 emissions, and setting science-based targets for larger companies.
- Environmental Stewardship & Circularity: Moving beyond simple recycling to regenerative practices and resource responsibility.

# JORO's Sustainable Business Commitments



- **Government Affairs & Collective Action:** Responsible engagement in public policy and ethical tax practices.

All certification assessments will be verified by independent, B Lab-approved third-party assurance providers. This move is designed to ensure impartiality and strengthen the rigor of the certification in line with new international standards and the EU's ECGT directive, which becomes enforceable on 27 September 2026.

Certification is no longer a 'one-and-done' achievement. Companies must demonstrate continuous improvement over a 5-year cycle meeting the following criteria:

- **Phased Approach:** Companies must meet 'Year 0' requirements for initial certification, followed by higher, mandatory improvement milestones at years 3 and 5.
- **Surveillance Audits:** Regular monitoring of compliance will occur during the five-year cycle.

- **Recertification:** All recertifications from 2026 onwards will be under the new standards, regardless of company size.

As B Corps and leaders of this emerging economy, as a community we believe:

- We must be the change we seek in this world.
- All business ought to be conducted as if people and place matter.
- Through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

To do this requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

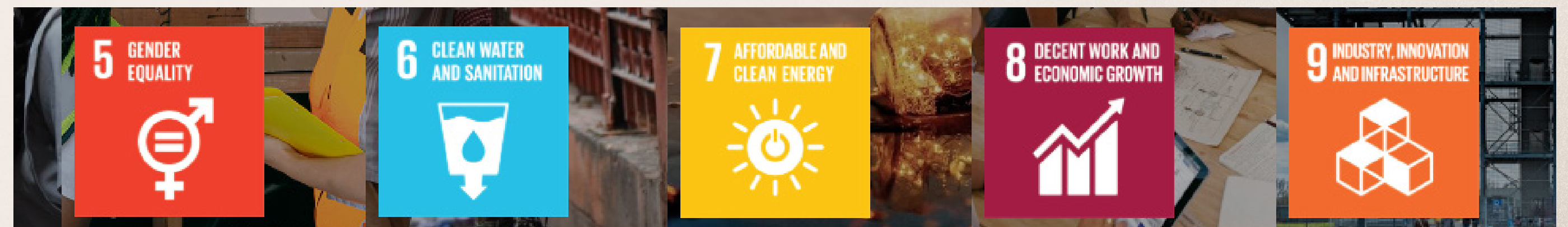
[Click here to find out more about JORO's current B Corp score; read our Impact Reports from 2021, 2022, 2023 & 2024 respectively.](#)



- 94.8 - Overall B Impact Score
- 80 - Qualifies for B Corp Certification
- 50.9 - Median Score for Ordinary Businesses

# Our Sustainable Development Goal (SDG) Alignment

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognise that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.



# Our Sustainable Development Goal (SDG) Alignment

In 2024, we identified with 6 of the 17 goals. In 2025, we identified with 12 of the 17 goals:

- 3 - Good Health & Well-Being: Ensuring healthy lives and promoting well-being for all at all ages.
- 4 - Quality Education: Ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all.
- 5 - Gender Equality: Achieving gender equality and empowering all women and girls.
- 8 - Decent Work & Economic Growth: Promoting sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- 10 - Reduce Inequalities: Reducing inequality within and among countries.
- 11 - Sustainable Cities & Communities: Making cities and human settlements inclusive, safe, resilient and sustainable.
- 12 - Responsible Consumption & Production: Ensuring sustainable consumption and production patterns.
- 13 - Climate Action: Taking urgent action to combat climate change and its impacts.
- 14 - Life Below Water: Conserving and sustainably using the oceans, seas and marine resources for sustainable development.
- 15 - Life on Land: Protecting, restoring and promoting sustainable use of terrestrial ecosystems, sustainably managing forests, combating desertification, halting and reversing land degradation, and halting biodiversity loss.
- 16 - Peace, Justice & Strong Institutions: Promoting peaceful and inclusive societies for sustainable development, providing access to justice for all and building effective accountable and inclusive institutions at all levels.
- 17 - Partnerships for the Goals: Strengthening the means of implementing and revitalising

the Global Partnership for Sustainable Development.

## What can JORO do more of?

- More regular team volunteering, for example with the Felix Project, London's largest food redistribution charity, founded in 2016 to fight hunger and food waste, helping us to align with the SDG goal 2: Zero Hunger.
- Make a donation from the JORO Conscious Contribution fund in areas where there is reduced clean water and sanitation, to support attaining SDG goal 6: Clean Water & Sanitation.
- Continue supporting our carbon offsetting partner, Pinwheel, to support projects such as SolarAid to support SDG goal 7: Affordable & Clean Energy.

By taking these next steps in 2026, JORO would be achieving 15/17 SDG goals set by the United Nations.

# Driving Change

At JORO, 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 and as a company, that we can have a big impact when we come together. However, we're also aware that it can feel overwhelming knowing where to start.

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, or to make more mindful purchases, one of the best ways to keep companies on track and motivated is to be part of a community of like-minded people and businesses. The Conscious Travel Foundation is an 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 to drive action.



# The Conscious Travel Foundation

JORO is a founding member and one of the main sponsors of The Conscious Travel Foundation, a non-profit, global membership community for sustainably-minded travel businesses. Made up of over 135 members from 35 countries across 10 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 2025, The Conscious Travel Foundation donated £36,000 to charitable grassroots projects linked to tourism through their four Community Impact Fund grants. Members also donated a further £24,900 through their Member Directed Giving scheme, supporting a

further 40 projects globally.

Additionally, participating members donated a further £47,285.84 to best-in-class carbon removal and biodiversity projects through our Climate Portfolio with Pinwheel.

Raising funds to support grassroots projects around the world is a core tenet of the Foundation, with membership fees and events funding our grants that support carefully chosen projects linked to tourism.

## Community Impact Fund

The Foundation's award-winning Community Impact Fund philanthropy programme is funded by membership fees, alongside funds raised by events and donations. Driven by the Foundation's Member Directed Giving programme and nominations from their community, the Foundation's philanthropy committee selects two beneficiaries per award cycle to receive a comprehensive award spanning three years. Grantees receive:

A grant of £10,000 in the first year, £8,000 in the second year, and £6,000 in the final year, comprising a total of £24,000 over the course of three years.

3 years of complimentary membership to The Conscious Travel Foundation, including membership benefits and networking support.

Optional invitation to join the Philanthropy Committee for 2024/25 to help inform future grant making.

Over 20 global grassroots initiatives were put forward by Foundation members, highlighting the power of community in identifying and nominating deserving projects that are making a real difference in promoting responsible travel and community well-being. The two projects that received the grants for the most recent award cycle are Project Hiu, Indonesia and Oceans Alive, Kenya.



THE CONSCIOUS  
TRAVEL FOUNDATION  
FOUNDING MEMBER

# The Conscious Travel Foundation

## Project 1: Project Hiu, Indonesia

Project Hiu is a marine conservation organisation based in Lombok, Indonesia, that works to protect sharks by tackling the root cause of shark fishing: livelihoods. Instead of criminalising fishermen, they create sustainable alternatives by employing former shark fishermen in eco-tourism, research, and conservation work, including shark tagging and monitoring. Alongside this, Project Hiu invests in local communities through education, clean water, and infrastructure projects, aiming to reduce reliance on shark fishing while improving quality of life and delivering long-term protection for sharks and rays.

## Project 2: Oceans Alive, Kenya

Oceans Alive Trust is a Kenyan marine conservation organisation based on the coast in Kuruwitu, Kilifi County that works with local communities to protect and restore the ocean and improve coastal livelihoods. They use community-led management approaches to safeguard biodiversity, strengthen sustainable fisheries, and expand co-managed marine areas, including coral reef restoration and collaborative fisheries stewardship. Their work

includes planting and nurturing thousands of corals to revive degraded reefs, training community members in reef monitoring and restoration, supporting sustainable practices and education programs, and empowering local stakeholders - particularly small-scale fishers - to manage marine resources for long-term ecological and socio-economic benefits. The organisation also partners with groups such as Beach Management Units and international collaborators to scale their model and build resilience for both people and ecosystems along the Kenyan coast.

The Foundation is also offering complimentary merit membership to Greenline Africa - a project which narrowly missed out on a grant. Continued connection to the Foundation community will offer valuable learning and networking support as their work develops.

Alongside the new beneficiaries below, the Foundation continues to support Adaptive Aotearoa, New Zealand, and Fundación Green Apple, Colombia in their second year of funding; and Phaplu Mountain Bike Club, Nepal, and TransStories Brasilia, Brazil, in their third year of funding and membership.



# The Conscious Travel Foundation



## Fundraising Events

The Foundation organised a philanthropic fundraiser at The Lanesborough Hotel, London in November 2025. JORO supported by organising auction lots, inviting attendees, and selling raffle tickets on the night. £120,000 was raised to support the ongoing work of the Foundation and the projects it funds.

# Carbon Offsetting in 2025

To reach Net Zero, a company needs to measure, reduce and remove their emissions. JORO has removed 961 tonnes of CO<sub>2</sub>e from the atmosphere to compensate for our emissions in 2025 via our climate partner Pinwheel (this does not include flights booked by clients themselves). We review the way we offset each year to ensure that we're keeping up with the latest science.

JORO works with ecollective to accurately measure all internal and external emissions across scopes 1, 2 and 3. You can read more about how ecollective do this here. Although technically JORO only needs to offset scopes 1 and 2 to officially be a carbon neutral business, we also offset scope 3, with the support of our partner, Pinwheel.

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, which we did from 2022 - 2023 (16.5% decrease). From 2023 - 2024 this number further decreased by 29% which is positive (396kg to 275kg CO<sub>2</sub>e). These figures however do not include flights booked by clients themselves. From 2024 - 2025 this figure was 341kg, a 24% increase.

## Scopes 1 and 2

Due to the nature of our business model, in 2025 we did not 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. In January 2024 we obtained a new office space. After measuring these emissions with ecollective, we are happy that these figures are low (0) carbon because we use a renewable energy tariff. Since we don't use gas heating, our two main sources of our ongoing office building emissions are as low as can be. However, of course things within our office still have a carbon footprint such as any waste, any office equipment we buy, and our water (this is very minimal in carbon terms), these details come into Scope 3. In March 2026, we are moving offices again, so will need to recalculate emissions for future reports.

At JORO, we believe travel should create connection, not compromise the future of the places we love. We support the global ambition to limit warming to 1.5°C

in line with the Paris Agreement. As a travel company, we recognise that the majority of our emissions sit in Scope 3 and are currently difficult to abate with today's technologies. We are committed to taking meaningful action within our sphere of influence - reducing our operational emissions, working with suppliers to accelerate lower-carbon travel options, and helping customers make informed choices.

We will continue to align our strategy with the best available science while being transparent about the challenges and systemic changes required across the travel sector.

In 2025, we updated JORO's Climate Action Plan outlining how we will reduce our emissions, invest in regeneration, and embed climate responsibility into our governance, operations, and partnerships from 2026 onward. You can read JORO's Climate Action Plan [here](#).

# Pinwheel Portfolio

Since 2023, JORO has been working with offsetting partner Pinwheel as part of The Conscious Travel Foundation's Climate Fund. Within JORO's Pinwheel portfolio we have an interactive voting element, allowing stakeholders to choose carbon removal projects of interest. This way, we are able to engage with our stakeholders on how to support best-in-class solutions that remove carbon and restore nature.

Beyond carbon removal, JORO evaluates 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.

It was decided in 2023 that The Conscious Travel Foundation would set up a Climate Fund through carbon offsetting partner, Pinwheel. The climate fund is open to all members of the Foundation, allowing members to opt-in to a shared portfolio or to create their own. The Foundation receives 5% of the revenue spent with Pinwheel on project funding, which will further support funding for the Foundation. The offsets from 2025 will happen in 2026 through Pinwheel's partners.

In January 2026, Pinwheel was nominated for The 2026 Earthshot Prize, one of the world's most prestigious environmental awards. The

nomination reflects accelerating demand from businesses seeking credible, board-approved climate strategies - beyond-value-chain mitigation programmes - that deliver commercial value beyond traditional carbon offsetting.

Across Pinwheel-supported portfolios, 37% of carbon funding is directed to durable and nature-based removals, compared with a market average of just under 25%. Almost two-thirds (64%) of total funding is allocated to removals or the destruction or avoidance of powerful super-pollutants, while 20% supports biodiversity and ecosystem-led projects-demonstrating a clear shift from volume-based offsetting to high-integrity climate action.

Pinwheel's nomination highlights a growing shift among enterprises away from compensation-led carbon programmes and towards science-led climate and nature action that delivers measurable environmental and business value. Pinwheel applies behavioural science to unlock commercial and brand value from climate investments, helping companies build credible business cases for action.

**JORO**

Powered by **pinwheel**

**Our global climate impact**

We are supporting climate and ecological projects around the world

**THE CONSCIOUS TRAVEL FOUNDATION CLIMATE FUND**

<p><b>Greenhouse Gas Destruction</b></p> <p>Collection and destruction of refrigerants and potent non-CO2 greenhouse gases (GHGs)</p> <p>🌐 Thailand</p>	<p><b>Enhanced Rock Weathering-Canada</b></p> <p>A nature-based carbon removal technology that permanently locks away CO<sub>2</sub></p> <p>🌐 Ontario, Canada</p>	<p><b>Water purification with Solar</b></p> <p>Distributing solar water distillation devices providing access to safe drinking water</p> <p>🌐 Madhya Pradesh, India</p>	<p><b>Rainwater harvesting-bunds</b></p> <p>Restoring desertified, dry land using techniques including rainwater harvesting</p> <p>🌐 Kenya</p>
<p><b>Aperam BioEnergia Biochar</b></p> <p>Biochar project in Brazil, removing carbon and benefitting the soil and communities</p> <p>🌐 Brazil</p>	<p><b>Seagrass and mangrove restoration</b></p> <p>Planting and protecting seagrass meadows and mangrove propagules to sequester carbon</p> <p>🌐 Puerto Rico, USA</p>	<p><b>Woodland and hedgerow creation</b></p> <p>Woodland and hedgerow is being restored to benefit wildlife</p> <p>🌐 Ceredigion, Wales</p>	<p><b>Solar energy Africa</b></p> <p>Distributing solar lights throughout Africa for people living without electricity</p> <p>🌐 Zambia</p>

# Projects that JORO Supports *(continued)*

Through Pinwheel, we have deployed a beyond value chain mitigation (BVCM) portfolio aligned to the latest Science Based Target Initiative (SBTi) BVCM guidance, which includes the offset 961 tonnes of CO2 using carbon credits that can be retired straight away, alongside contributions to other vital carbon projects. To see JORO's full impact, please click here. These include:

## 1) CFC/HFC removal with Tradewater.

The destruction of CFCs and HFCs happens quickly and permanently stops those gases being released into the atmosphere. This is recommended as one of the very leading approaches by Project Drawdown and Giving Green, who have analysed in detail the most impactful and robust climate solutions organisations should fund.

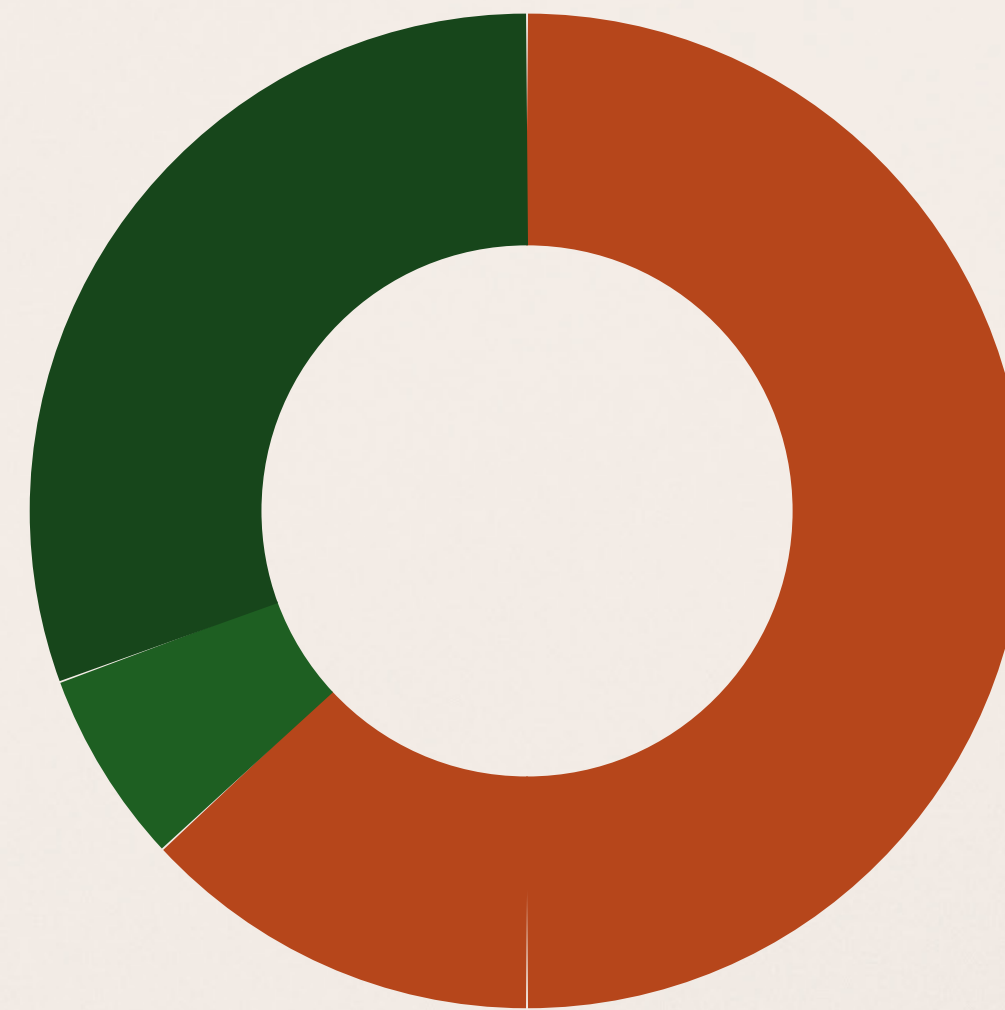
## 2) Significant investment into novel carbon removals – via enhanced rock weathering by Undo and Biomass Sequestration (delivered by InterEarth). Whilst these deliver carbon credits in future years, the key benefit is supporting the launch and scaling of the carbon removals sector. Both projects sequester carbon for



# Projects that JORO Supports *(continued)*

1000+ years and are being deployed today, so are among the highest potential projects for scaling removals, a sector(s) needed if we are to avoid the worst impacts of climate change. Long term sequestration projects have benefits over purely nature-based solutions, such as tree planting or soil-based projects, which provide shorter-term sequestration that is at higher risk of reversal.

**3) Creating a budget pool for JORO clients to vote for on our Pinwheel platform, using projects with clear carbon co-benefits - see here to see our voting page.** Projects include seagrass restoration (Puerto Rico), bund digging (re-greening in sub-Saharan Africa) and woodland and hedgerow creation (UK). In September 2025, we added SolarAid to invest in solar energy in Sub-Saharan Africa where nearly 600 million people still lack access to electricity forcing them to turn to dangerous sources of light or cut their days short. SolarAid is an international development charity founded in 2006, working to deliver clean, safe, and affordable solar lights to remote communities in off-grid regions across sub-Saharan Africa, reaching the places no one else goes to and with a mission to combat poverty and climate change. Their ultimate goal is to eradicate the kerosene lamp from Africa by 2030.



Funding by carbon category

37% of carbon project funding is for carbon removal

Market average <15%

■ Avoidance ■ Durable removals ■ Nature based removals

Carbon Direct: voluntary carbon market insight (October 25,2023). \*Accelerating carbon dioxide removal (publishes May 31, 2024)

# Client Impact Reports

We measure as accurately as possible the carbon footprint of every element of our clients' journeys - from the moment they leave home to the moment they return. In 2025, we produced a unique trip-specific impact report for every client's journey which they received at their first destination.

Moving on from a singular reference to the carbon total and its offsetting through community, environmental and conservation projects, we expanded the reports to include details of local businesses supported and the sustainability choices made in the printwork and gifting. To this end, we renamed them a 'Sustainability Card'.

Example of a client Sustainability Card in 2025 shown on the right.

## Impact Topics

We have used the 'Impact Topics' identified by B Corp as our framework for guiding our commitment to continuous improvement and recording our impact. Over the course of the year, our Green Team checks in on what we said we would do, and guides and records the team's steps in the delivery of those aims. Comparing the aims and outcomes at the end of each year in this Impact Report is our way of remaining accountable for JORO's sustainability objectives. The Impact Topics on the following pages are in-line with the B Corp framework in 2025.

Welcome to the Galápagos Islands! We hope that you are excited about your journey through the 'enchanted isles' and we hope you will find these little gifts useful on your adventure.

As you know, JORO works hard to ensure our gifting is meaningful, sustainably sourced and makes as little impact on the planet as possible. For example, the rash vests are from OCEAN R who have transformed ocean and recycled plastic into these lightweight rash guards with built-in SPF protection. Plus, everything that has been printed for this trip has been done so on recycled paper.

We have calculated that this journey in the Galápagos will generate about 30 tonnes of carbon, so we have made investments on your behalf through our carbon offsetting partner, Pinwheel, supporting 3 different green energy initiatives. Please scan the QR code (on the reverse) for more information and note if you have a preference to support one project in particular, otherwise we will invest in all three on your behalf so that your trip is net carbon neutral.

Thank you.

The JORO team



JORO

# Governance Score

*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.*

## What we said we'd do

- Retain B Corp certification based on the new standards that are being introduced in 2024/2025, by engaging the team on a range of internal projects.
- Aim for a B Corp score over 100 when we recertify in 2027.

## What we did

- We engaged the team on a range of projects and continue to work on fulfilling the new standards with an external consultant.
- We are working on this with an external consultant. The B Corp system of scoring will change in 2026 so this number is no longer relevant.

## What we're working on

- Successfully recertifying in December 2026.
- Implement and apply a new set of procedures and policies that meet the certification standards both internally and externally.

# 19.5/21

## From our Peers:

*“In a world of hot air and empty promises, JORO are refreshingly professional, detail-oriented, and absolutely committed to delivering the highest possible service. They are also a pleasure to work with.”*

**Jean-Michel Jefferson, Director**  
Ahipara, New Zealand

*“JORO stands out in a challenging industry by actively seeking solutions that benefit both people and the planet. Through carefully considered partnerships, their commitment goes far beyond surface-level sustainability. A progressive mindset is woven into the company’s culture, continually exploring how they, and their clients, can deepen and improve their impact.”*

**John Pritchard, Sustainability Consultant**  
Illume Consulting

*“In an industry of complex logistics and last-minute changes, your team is a breath of fresh air. Our team truly enjoys working with you, you are easily some of the friendliest partners we have the pleasure of working with.”*

**Son Dang, Managing Director**  
Footprint, Vietnam



# Workers Score

*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.*

# 32.4/39

## What we said we'd do

- Introducing sabbatical leave after 5 years of service (1 month of unpaid leave).
- Using, reviewing and reflecting on our personal Insights Discovery reports when it comes to internal communications amongst the team.
- Defining and clarifying our flexible working policy for new hires.
- Consider if external HR support is required as the company grows.
- Take more of an active role in BCorp month.
- Open up more Internship roles for people trying to get into the travel industry.
- An annual Learning & Development stipend to upskill, learn a new language, or sign up to a mindfulness app like Headspace or CALM.

## What we did

- Introduced & now written in our employee handbook, coming into effect from 2026.
- Outstanding team members have now completed their own Insights Discovery report. We still need to think about how to continuously develop and reflect on our communication styles in our day-to-day work.
- This is completed, now in our handbook.
- At the end of 2025, we hired external HR Consultants Coops & Co to support our growth.
- This didn't happen last year due to a lack of time and resources, and we are committed to improving this in 2026.
- We had 2 interns in the summer of 2025 for 3 and 6 weeks respectively.
- This is now in place and available to all employees once they have passed probation.

## What we're working on

- We are looking to once again increase our team volunteering by 10% ensuring time given translates into measurable community benefit.
- We will review and update our Endometriosis, Equality, Diversity & Inclusion, Neurodiversity, and Mental Health policies to ensure inclusive language, clear commitments, and accessible processes. This includes stronger guidance on reasonable adjustments, manager toolkits and signposting, confidential support routes, staff training, and regular feedback loops so policies are lived, respectful, and effective.
- Regular quarterly team updates.
- Introducing the JORO Employee Share Scheme.
- Introducing meeting etiquette guidelines and communication guidelines.
- Training 2 members of the team to be Mental Health First Aiders.

## Workers Score *(continued)*

*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.*

# 32.4/39

### What we said we'd do

- A referral bonus for an employee who recommends someone for an advertised role at JORO (after the new hire and has been in position for 6 months.)
- Establish a standard set of qualifications every member of the team must aim to complete within the first 2 years of their start date: medical first aid training, a risk management course, carbon literacy training, and a mental health first aid course.
- A monthly healthy lunch provided in the office for the team.
- We continue to improve and reflect upon our extended away days and continue to develop company culture.
- Implementing post-trip hosting awards and initiatives to encourage peer-to-peer recognition. We are thinking about an acceptable matrix to action this in 2025.

### What we did

- This is in place, and outlined in our employee handbook
- Sadly, the first aid training was postponed to 2026 due to events beyond our control.
- This has successfully been implemented and is a lovely way to bring the team together once a month.
- Yes we created 2 internal peer-to-peer support groups - launched December 2025 (The Change & Parenting Hacks)
- We are working alongside Coops & Co to work out the best method of implementing this in 2026/7.

# From our Team

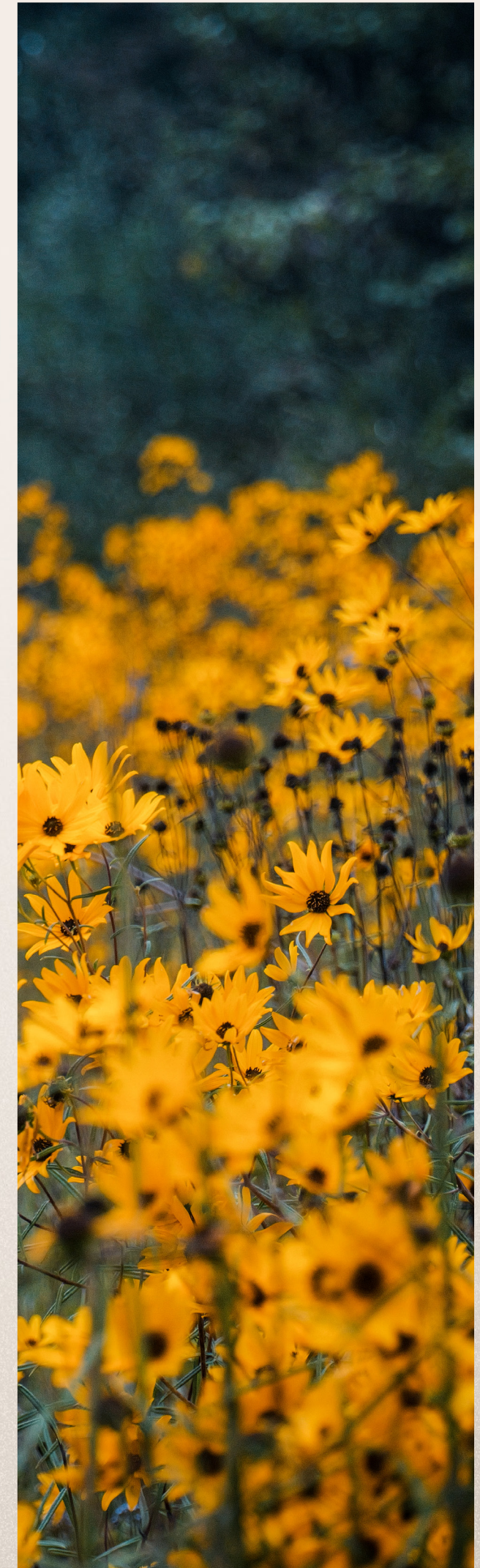
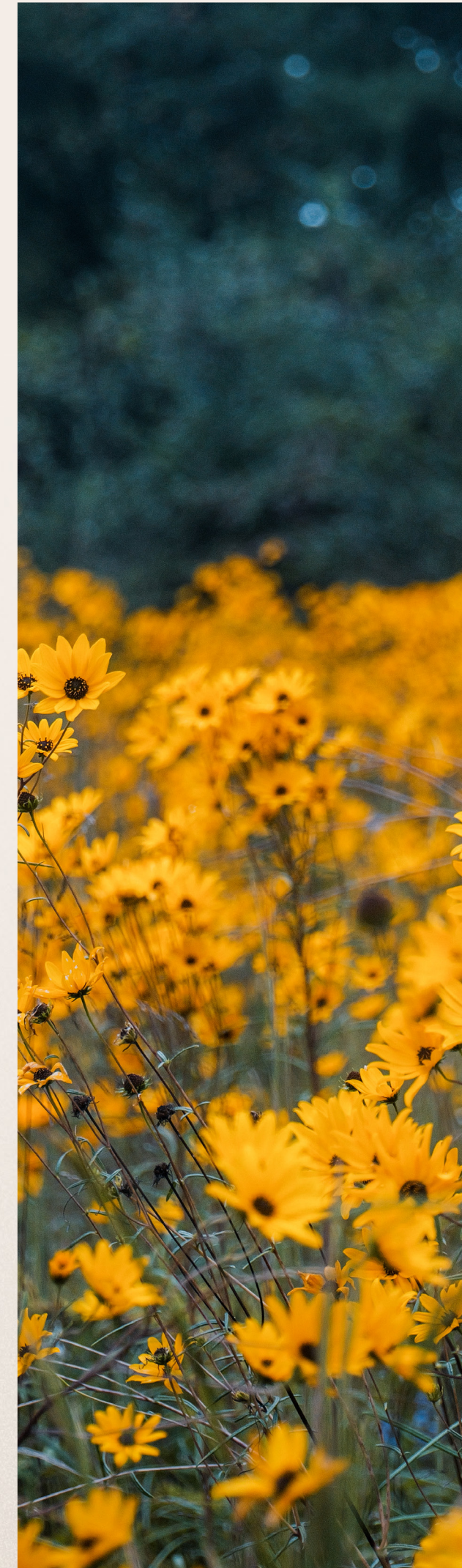
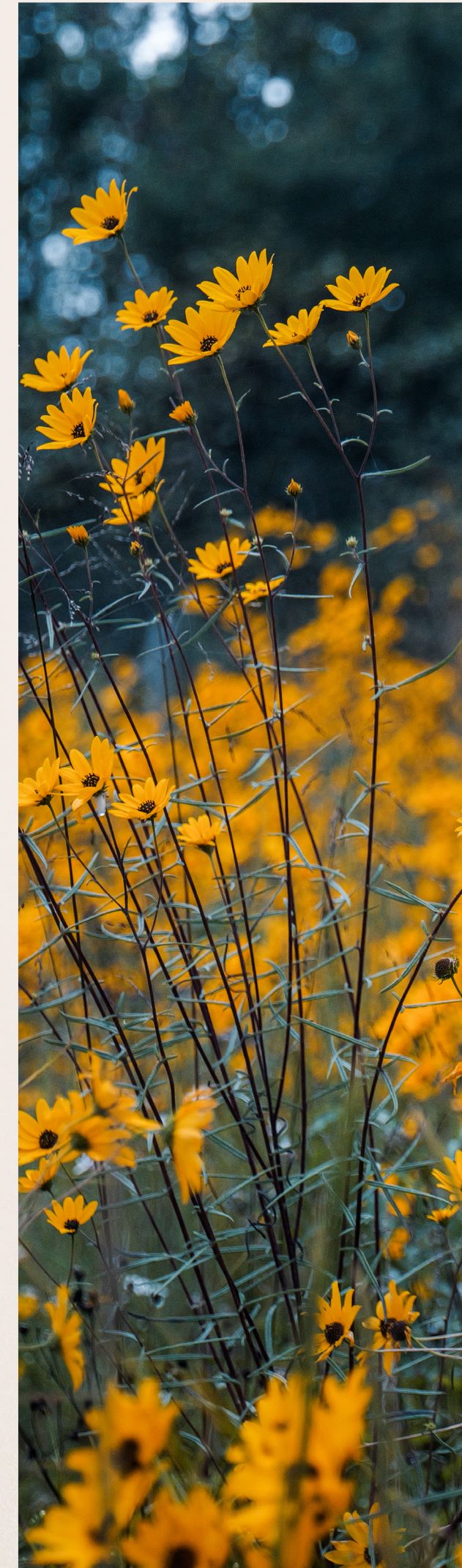
*“The culture at JORO is highly inclusive, with everyone eager to learn from one another and apply that knowledge to creating truly unforgettable experiences.”*

**Edward Hansell**  
Travel Co-ordinator

*“At JORO, our purpose is driven by our brand values and with that comes a powerful and unique proposition - Enrichment.*

*Enrichment encompasses not simply the vision and dreams of our clients as they experience their journeys in numerous ways all over the globe, but it reflects our responsibilities to ensure we protect this fragile world to our best of our ability. Not only are we protecting the environment and respecting the many different cultures we visit, but we invest tangible value wherever we go.”*

**Piers Bracher**  
Brand Director



# Community Score

*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.*

# 16.6/30

## What we said we'd do

- A partnership with Swarovski so that for every pair of binoculars that are purchased through JORO by one of our clients, a 25% donation is made to the Foundation.
- A partnership with Burgess Yachts who are a partner of the Blue Marine Foundation focused on marine conservation, specifically the protection of Mediterranean seagrass (*Posidonia Oceanica*), and funding conservation projects in yachting destinations to create a more sustainable superyacht industry.
- Continue to be in step with the Travel by B Corp community e.g. the community commitment to not promote elephant back riding in itineraries.
- Invitation to support climate science research in partnership with Expedition Science with researchers being sponsored to travel with a client to their chosen destination on a research-gathering field trip.

## What we did

- This partnership is now in place and ready to be actioned.
- 2 team members attended a Blue Marine 'Out of the Blue' 15th anniversary event in 2025 alongside their participation in the Blue Earth Summit in London. The team linked the Blue Marine Foundation to Burgess brokers around JORO partner trips.  
  
1 team member attended the Superyacht Charities Ball 2025, which raised over £80,000 to support maritime-focused philanthropic causes.
- We have decided to focus on supporting one project with great effect, in this case The Conscious Travel Foundation. Our work with Travel by B Corp is decreasing.
- Whilst we have promoted this opportunity in a number of trip proposals, we are reviewing this in 2026 to offer other more informal science and conservation research opportunities by connecting our clients with researchers and experts in their field during a trip, which proved a more successful model in 2025.

## What we're working on

- Donation from JORO's Conscious Contribution made from each trip to a community-led project.
- Booking an insight engagement on trips longer than 5 days with a specialist, researcher, or scientist with a donation given for their time to a charity or research project of their choice.
- Sharing our new sustainable practices protocols with suppliers when we confirm a trip.
- For every pair of Swarovski binoculars gifted to clients we will add on a 25% donation to The Conscious Travel Foundation.
- Exploring the opportunity to support Yachts for Science, a non-profit initiative launched in 2019 by Nekton, BOAT, EYOS, and the Ocean Family Foundation connecting marine scientists with private yachts (over 24m) to facilitate ocean research. It solves the lack of access to remote, understudied areas by using yachts' downtime for critical marine conservation and biodiversity projects.

# Community Score *(continued)*

*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.*

## What we said we'd do

- Where engagement and participatory activities are included in an itinerary, we will ensure that invitations to host are sensitively extended to individuals, families and communities and that where money changes hands, it goes directly to those who are hosting.

## What we did

- This is in place and in 2025 we had a client family group meet and play games with the children and families of a community in Vietnam with a donation made to the community through our supplier-on-the-ground.

16.6/30

# Environment Score

*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.*

# 22.2/37

## What we said we'd do

- Setting a travel carbon budget for each member of the team, and trialling the introduction of a slow travel perks scheme.
- Company-sponsored volunteer days, particularly for an environmental project.
- The team will be asked to switch to Train Hugger to book train fares in 2025 - for every ticket booked, Train Hugger plants a tree.
- We have committed to restructure the team's FAM trips in 2025 and 2026 so that invitations to travel are used as fact-finding recess where we recognise there are gaps in our collective knowledge or in advance of a live trip.

## What we did

- Due to expansion of the team in 2025 and the commitment to become more familiar with destinations to be visited by clients on recces, our Travel Designers did a lot of travel in 2025. Setting a carbon budget didn't work as the carbon generated by those travelling far exceeded the team carbon budget per head, even when balanced out by those team members who did not travel for business. However, we successfully launched the Slow Perks Travel scheme, which has been taken up by team members.
- 3 members of the team spent a morning litter picking in Somerset in June 2025. A member of the team and her family spent a week collecting plastic waste off a beach in the Peloponnese in October 2025. 1 member of the team regularly goes litter picking in the countryside around Bristol and Bath. 1 member of the team collects rubbish in the hedgerow on her weekly run.
- The team has been notified of this and team members are now using this app for all their railway bookings.
- The take-up of offered FAM trips has become a consideration of necessity where they relate directly to an upcoming project or where there is a knowledge gap, rather than taken up as a travel industry perk.

## What we're working on

- An external consultant is working with JORO to put in place systems and structures, as well as independent auditing, in support of JORO's B Corp recertification in 2026/7.
- Streamline and reduce gifting to where they serve a purpose (whilst still being luxurious and surprising).
- When gifting, we opt for natural materials, non-plastic and source local wherever is possible.
- Launching our JORO app, which will reduce our printwork to items that enhance an experience and where it serves a purpose.
- Encouraging the increase of low carbon activities such as kayaking, canoeing, walking, etc. built into highlight activities.
- Keep encouraging the Travel team to:
  - Take carbon reduction measures;
  - Keep asking DMCs for electric alternatives;
  - Ask DMCs about community-led sustainability or positive tourism projects within the locations guests are visiting that we can support by incorporating into a visit;
  - Make small changes in their personal and professional lives.

## Environment Score *(continued)*

*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.*

### What we said we'd do

- Establishing a Sustainability Team to action carbon reduction strategies outlined for 2025, including educating the team; the team will be held accountable for delivery of the carbon reduction strategies identified in 2024, and give company wide updates at annual away days.

### What we did

- The Sustainability Team identified and has actively encouraged the team to instill a set of initiatives that every member of the team can use to reduce carbon and waste in the delivery of trips and in a personal capacity.

This 'educational take-away' has resulted in some members of the team regularly asking about hybrid vehicles for transfers and asking yacht captains for an accurate fuel consumption record. We now complete and account for the carbon generated by all empty leg journeys in the delivery of trips e.g. where a tender might return to a yacht after drop off and to collect clients on a shore excursion, and transfers to collect guests from an airport, as well as after drop off at an hotel or private property. We continue to use recycled or biodegradable paper wherever possible.

We have had some non-flight transfer successes for trips in Peru and Japan where luxury and high-speed train alternatives are available for guests to transfer by these 'slow travel' alternatives rather than to fly or drive.

For a client trip to South Africa, we ensured that everything purchased was from a South African company and was accompanied by a gift card highlighting each company's ethos, achievements and contribution to the community.

# 22.2/37

## 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.

Since 2023 we have been trialling offsetting partner [Pinwheel](#) as part of TCTF's Climate Fund. Joro, alongside other members, have tested this partnership and it's now live across the TCTF. Within our Pinwheel portfolio we have an interactive voting element, allowing clients to choose carbon removal projects of interest. This way, we are able to engage with our clients on how to support best-in-class solutions that remove carbon and restore nature.

JORO

# Our global climate impact

We are supporting climate and ecological projects around the world



THE CONSCIOUS  
TRAVEL FOUNDATION  
CLIMATE FUND

# Consumers Score

# 3.9/6

*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.*

## What we said we'd do

- Discuss with industry peers from the Travel By B Corp group how we can increase our customer score further. Continue to work on the above - collaborating with industry peers etc.
- Continue to work with suppliers we trust who deliver at a standard of excellence on a par with our own, increasing those who are sustainability proactive.
- In the team and supplier Post-Trip Wash Up meetings, we will include a question to explore how we can reduce the carbon footprint of the next trip we design together.
- UK-based sculptor Charlie Smith travelled to Kenya in May 2024 to run a sculpting workshop for a client staying at Ol Jogi Wildlife Conservancy. On the back of this, Ol Jogi is funding a bursary for a Kenyan sculptor to travel to the UK to train with Charlie (and sculptor Eudald de Juana in Figueres in Spain), and to return to Kenya with the skills in place to run all future sculpting workshops for clients on the property. The bursary is live but unfortunately, the Kenyan artist has not been granted a visa to enter the UK yet, so we are hoping the visa will be granted for this to go ahead in 2025.

## What we did

- In order to make the greatest impact we made the decision in 2025 to focus solely on our partnership and work with The Conscious Travel Foundation.
- We continue to do this as it is a crucial part of our business delivery, which is brought more clearly into focus on the rare occasions when a supplier on the ground lets us down.
- We have built this question into pre- and post-trip considerations with Travel Co-Ordinators and Travel Designers asking - as one of JORO's core values - how we can reduce the carbon footprint of the trips we are planning.
- Sadly, there is no update here and the situation remains the same.

## What we're working on

- Implementing a new client pre-trip questionnaire.
- Implementing a new client grievance procedure.
- Implementing a new client post-trip feedback system.
- Newsletters, social media and website improvements to keep clients better informed of JORO's activities.
- Increased tailored events for client engagement.

## Consumers Score *(continued)*

*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.*

### What we said we'd do

- A client family travelled to New Zealand in March 2024 visiting a school in an area that is recognised locally as being deprived. Whilst there, the family decided to sponsor the school pupils to go out on a nature day with them. We will work with DMCs to identify more transformative opportunities like these on client trips in 2025.

### What we did

- On a trip to British Columbia, our clients spent time with Ian McAllister, a Canadian wildlife conservationist and co-founder of Pacific Wild. For his time, JORO made a donation to Pacific Wild.

On a trip in southeast Alaska, a client group spent time with a hydrophone device listening to humpback whales with researcher Dr. Fred Sharpe. For his time, JORO made a donation to the Alaska Whale Foundation.

On a trip to Vietnam, a family visited a community school where they learned a traditional Vietnamese playground game and played football with local children. For their time, JORO made a donation to the community to purchase supplies for the children's sports team.

On a trip to the Galápagos Islands, our client sponsored YachtAid's Global 'Operation Swimway' conducting scientific research and conservation projects for the protection of ocean, pelagic marine species and marine life migration corridors. This research helps to accelerate the establishment of effective Marine Protected Areas (MPAs) and critical swimways which preserve marine life, oceans, and ocean floor for future generations.

# 3.9/6

## Consumers Score *(continued)*

*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.*

### What we said we'd do

- We will explore putting a QR code at the bottom of the carbon certificates we give to our clients on each trip, so that they can read the full report and select a charitable project of their choice to offset the carbon generated by their travel.
- Standardise our post trip client feedback process to ensure we ask at the end of every trip how we can improve our services.

### What we did

- We revised the sustainability card last year to include a QR code that offered clients the option to select which carbon offset programme they would most like their donation to go towards. 50% clients selected seagrass and mangrove restoration in Puerto Rico, 28% clients selected solar energy in sub-Saharan Africa, 22% selected regreening through rainwater harvesting in Kenya and Tanzania.
- We have drafted a post-trip feedback form for our Travel Design team to run through verbally with our clients. The feedback from our suppliers and clients will be stored in our CRM system.

# 3.9/6

# JORO

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Certified



Corporation