

# SATOYAMA EXPERIENCE

## Sustainable Excursion Policy

Satoyama Experience is committed to promoting sustainable activities. This policy forms part of our Sustainable Policy.

Promotion of sustainable tourism by local activity providers like us is very important since such efforts will have a significant impact on the entire tourism industry.

When developing and proposing activities, we will offer the most sustainable package within the budget of our guests. When organising activities, we will act in accordance with our policies, consider sustainability in all aspects of our operations, and prioritise visiting places and facilities with sustainable practices. We will also work with travel agents who promote sustainable tourism and encourage them to suggest our services to guests seeking such travel.

### Sustainable Excursion Principles

Our activities are developed and offered to guests according to the following core principles:

#### **1. The right product for the right price**

We offer a hygienic and safe service which guests can enjoy in comfort, and which meets their expectations. We also ensure that activities are organised according to the most sustainable options within the budget of the guest(s).

#### **2. Fair business**

We operate in accordance with fair business practices, respecting the law and human rights, and promoting economic and social equality, as well as environmental and animal protection.

#### **3. Maximising positive impacts on the local environment and society**

We will give top priority to sustainable activities. We will minimise our negative impact on the local environment and society. We will do our utmost to contribute to the sustainability of the local area. For example, we actively organise opportunities for interaction between residents and participants in our activities, in order to promote understanding and sharing of local cultural values. Organising volunteer programmes to conserve the local *satoyama* environment is another of the approaches we have taken.

### General Considerations for Sustainable Activities in Development and Management

#### **1. Reducing single-use plastics**



Our activities aim to minimise the use of plastic, and we ask guests to bring their own bottles when taking part in activities. A water dispenser is available at reception and is open to all users of the facilities. We do not encourage the use of plastic bottles. We also sell aluminium bottles which are not disposable.

## **2. Waste management**

All customer communication, including registration and questionnaires, is handled online to eliminate paper waste. Organic waste from our activities is turned into fertiliser and reused in local agriculture. Plastics are separated and recycled.

## **3. Energy efficiency**

Our primary services are activities carried out on foot or by bicycle, involving no fossil fuel, electric energy consumption or CO2 emissions. We encourage our guests to travel to and from the tour sites by public transportation.

We have a set of internal sustainability rules which all our staff follow. The facilities are equipped with energy-efficient light bulbs, appliances and equipment. We ensure that lights and electrical appliances are switched off when not in use.

We purchase our electricity from Hachidori Denryoku. This electricity company provides 100% renewable energy with zero CO2 emissions by purchasing non-fossil certificates (FIT) for all electricity supplied.

## **4. Procurement locally**

We prioritise buying Fairtrade products and local food grown sustainably, and offer these to our customers. The shops visited during activities introduce customers to locally produced products. When visiting restaurants during activities, we support local restaurants which mainly use locally produced ingredients and serve local traditional dishes.

## **5. Biodiversity considerations**

Our activities are designed to have as little negative impact as possible on local biodiversity. For example, our website and guides provide relevant information about endangered species; during tours we are careful to use official roads and marked trails; and at tea breaks we always supply biodegradable teabags and avoid single use cups.

## **6. A genuine and engaging experience**

We aim to incorporate local art, architecture, history, and other cultural heritage elements into our tours. We are committed to creating activities for our clients which allow them to experience and feel the actual value of our cultural heritage.



## **7. Contribution to the community**

We respect the life and culture of the local community. We are committed to working with the local community to ensure that its culture and lifestyle is well maintained. Our staff actively interact with the local community daily, while during activities we try to create opportunities for interaction between local people and guests, encouraging the sharing of community values.

We have contributed to local communities whenever possible by respecting their intellectual property rights, actively participating in and sponsoring local events, and by making donations to local cultural initiatives through crowdfunding.

