

Leadership Letter

Journeys With Purpose is a gateway to the world's most ambitious conservation projects. Our mission is to empower global change by bringing the beauty and value of wild nature to the forefront.

We strongly believe that, by being immersed in the natural world and experiencing vibrant ecosystems where all things thrive, we become motivated to protect it.

This past year has been a busy one and I am incredibly proud of what we have achieved in such a short amount of time. We launched JWP's Seven Worlds, One Planet, a global curriculum designed around the recovery and conservation of our natural world's vibrant landscapes, biodiversity, wildlife, and livelihoods in each of the seven continents. We sent a group of 14 guests to the Argentine wetlands to engage first hand with the Rewilding Argentina team, many of whom have continued to support the conservation project, not only through further donations but also by providing a voice on various media platforms, spotlighting the incredible work that has been, and continues to be, carried out.

With the nation reaching a historic deal to protect nature during COP15, which JWP has championed since its inception in 2019, we have reached a pivotal moment in history for businesses to either take stock, help create a positive impact on the planet and become part of the solution, or become a part of the problem. With a further three flagship journeys being launched this year, we pledge to connect groups of like minded individuals who aim to engage and collaborate in actively advancing opportunities for the people, places and projects that they visit. We will continue to evaluate and evolve the company's mission, and our goal for 2023 is to increase our volunteer service per capita from 0% to .1-.9% of time.

Duncan Grossart, Founder of Journeys With Purpose.



Our Journey to Certification

Why we became a B Corp:

We chose to become a B Corp so that we could actively build credibility and trust amongst all key stakeholders in the company and ensure that we hold ourselves accountable for how the company operates. By being 100% transparent on our operations and purpose we can guarantee that the company remains a mission led business using travel as our medium and that we uphold the highest standards for environmental performance. By aligning ourselves with B Corp, we ultimately wish to use business as a force for good.

How doing so aligns with our culture:

If we are going to inspire others to protect the last wild spaces on earth and actively champion environmental causes, we first need to build a solid platform of trust. We need to lead by example and that starts with how we look after the company's stakeholders. We are committed to paying fair wages, promoting equality and diversity, and ensuring that an equal amount of decision making positions in the company are held by women. By ensuring our employees are treated fairly and appropriately remunerated, we can be safe in the knowledge that they offer the absolute best service to our clients. In turn, our clients will then go on to become ambassadors for JWP and amplifiers for the projects they visit, thereby catalysing the celebration and advancement of nature conservation and restoration projects around the world.

How it has impacted our business:

B Corp positively impacts our business, clearly highlighting not only our strengths as a company but also our weaknesses and where we need to improve to better our performance in the coming years. With clear, goal-orientated guidelines we can realise the targets we place on the company as it grows organically, whilst also remaining true to our founding principles. Establishing ourselves as a B Corp has meant that our clients feel assured that their investment is purposeful and has a positive impact on the people, places and projects they visit. By being a B Corp, and holding ourselves to those values and ethics, we can prove that our service is beneficial to others, not detrimental.



Our mission is to empower global change, by bringing the beauty and value of wild nature to the forefront. Our journeys act as a catalyst for changemakers in the world's last wild places and the people who fight to preserve them. Each guest is invited to engage with the rewilding areas, and join the conversation with the world's leading conservation pioneers. We strongly believe that by being immersed in the natural world and experiencing vibrant ecosystems where all things thrive, we become motivated to protect it.

'No one will protect what they don't care about; And no one will care about what they have never experienced.'

Sir David Attenborough





B Corp Certification

Our B Corp Score: 129.8

Score breakdown:

Governance - 16.9

Community - 64.7

Environment - 43.3

Customers - 4.7

2023 B Corp aim:

In 2023, JWP will aim for a B Corp impact score of above 135.

Identified opportunities for improvement:

- 1. To send 100% of the team on volunteering days supporting environmental projects that have real impact.
- 2. Join the 'travel agency' working group as a think tank of B Corp travel members, so we may learn from a supportive community of businesses and share best practices.
- 3. Support other B Corp companies in their endeavours through engagement and promotion.
- 4. Create a written policy to educate our staff in good environmental stewardship when working from a remote home office i.e environmentally preferred vendors for office supplies and recycling practices.

Yearly Progress: Environment

"The Environmental Impact Area evaluates your company's overall environmental stewardship, including how the company manages general environmental impacts as well as specific topics like climate, water use and sustainability, and impacts on land and life."

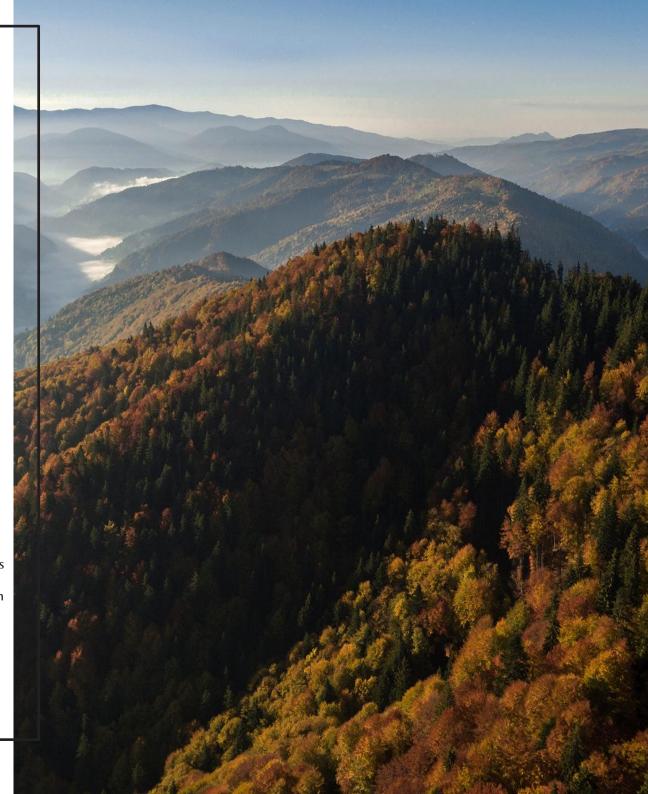
What we said we'd do:

- Identify key conservation and rewilding projects across the seven continents that are having the largest environmental impact and host journeys to those wild places.
- We wanted to establish ourselves as the highest scoring B Corp travel company with sustainability at its core.

What we did:

JWP hosted their first journey to the Iberá wetlands of Argentina with a total donation of \$44,000 going directly to Foundation Rewilding Argentina. The FRA works across four regions in Argentina, implementing strategies and remediation that benefit the flora and fauna, the cultural values, and the people in the regions where they work. The Iberá wetlands, where our journey took place, sequests 264 million metric tonnes of carbon and protects important wildlife populations.

- We will continue to monitor and ensure that the projects we champion meet ethical and environmental standards.
- We recognise that despite being a mission led business, as our medium is travel, we do contribute to negative impact on the planet. Therefore, we will explore calculating the carbon emission of our flagship group journeys and their offsetting with a pledge to plant the equivalent quantity of trees or carbon sequestering plants at one of the projects we support. We do this with the aim of helping to address and restore the wild spaces we support.
- With 3 more flagship journeys organised for 2023, we wish to increase the donations going towards environmental causes to over \$50,000 in 2023.



Yearly Progress: Governance

"The Governance Impact area evaluates your company's overall mission, ethics, accountability and transparency through topics such as integration of social and environmental goals in employee's performance evaluation, impact reporting and transparency, stakeholders engagement and more."

What we said we'd do:

JWP's mission is to empower global change by bringing the beauty and value of wild nature to the forefront, and we strongly believe that by being immersed in the natural world, we become motivated to protect it. Our aim in our first year of being B Corp registered was to share our mission, values and ethics with all our employees and key stakeholders so that we were accountable for upholding this vision, and to pursue our mission with transparency. The goals of each new employee continues to include the creation of journeys that are impactful for our guests and positive for the planet.

What we did:

- We educated each team member in the best practices of running the company according to B Corp standards, as well as higher environmental practices such as using the search engine, Ecosia, which plants a tree after a certain amount of searches, instead of automatically using Google.
- We implemented a quarterly strategy away-day, where all company employees come together to reevaluate the company's mission, progress, successes and learnings. By doing so, every team member is given a platform to voice opinions, share ideas, and feel part of the effort to combat the climate crisis through connection with the natural world. We move forward into the following quarter with clearly set objectives and as a united front.

- To create a knowledge board of sources that each team member can access to further their understanding of the conservation projects we support, the environmental crisis we are facing, and the best practices in which to amplify our company's mission.
- To send out a weekly employee email featuring a roundup of social and environmental news from around the planet.



Yearly Progress: Workers

"The workers' impact area evaluates your company's contribution to its employees' financial, physical, professional and social wellbeing through topics such as payment of a living wage, benefits, employee health and safety, professional development opportunities and more."

What we said we'd do:

- To grow a strong team of company stakeholders who shared the same mission, values and ethics, and to educate them in the best practices of running the company according to B Corp standards.
- Implement weekly and monthly meetings where each team member can share their successes and ideas, voice opinions, and feel like an integral part of the company. We want to ensure that every voice in the company is heard and that we work as a united front.

What we did:

- Established female leadership roles, where JWP employed Venetia Martin as Partnerships Director and Katya Payne as Operations Manager. Now, over 75% of the company is female.
- Invited all team members to talks, screenings, and hosted events where they developed professionally and improved their knowledge of conservation efforts across the globe, as well as travel industry practices.
- Whilst each team member is given a salary above the living wage based on their experience, the company directors have also established a team bonus structure based on the company's quarterly performance.

- Grow the JWP team with the addition of a Journey Planner and an Operations Executive.
- Work on creating an Employee Handbook so each new member has clear guidelines on how the company operates.
- We would like to take part in B Corp month in March 2023, promoting B Corp and better business practices.



Yearly Progress: Customers

"The customers impact area evaluates the value that your company creates for your direct customers and the consumers of your products or services through topics such as ethical and positive marketing, warranty and quality assurance of products and services, data privacy, data security and more."

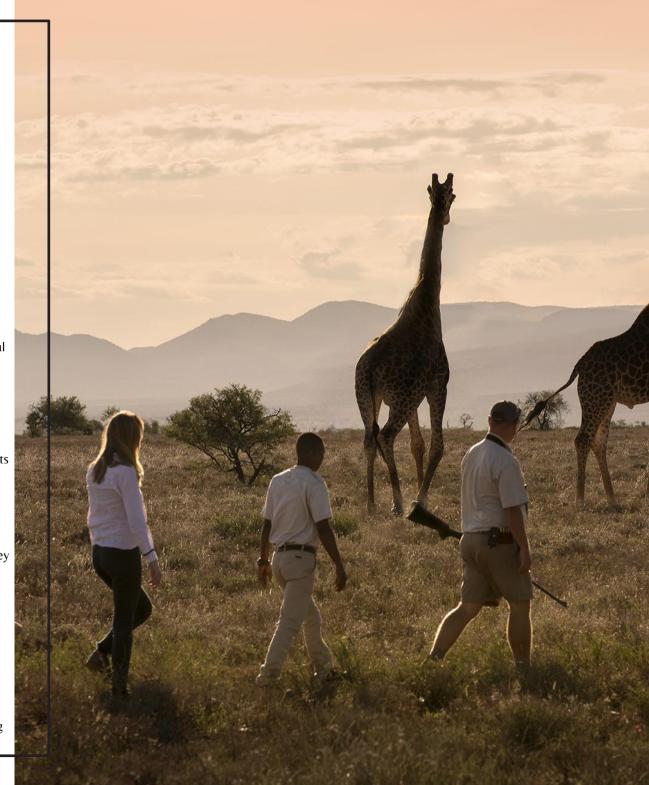
What we said we'd do:

- We aimed to encourage our guests to champion the projects they visited, and to act to accelerate and contribute to their success.
- We aimed to only take on clients committed to making a positive contribution to the people, places and projects they visited.

What we did:

- As well as establishing our flagship departures, we wanted guests who
 preferred to travel independently to also be able to experience an impactful
 and environmentally-conscious journey. We therefore created bespoke
 journeys which focus on actively engaging guests in community
 projects and rewilding efforts as opposed to just hosting them as
 observational participants.
- We sent out weekly newsletters educating and informing our clients, keeping them abreast of the conservation efforts we support.
 By doing so, we built our clients' trust in the sincerity of our partner projects and helped begin conversations around impactful travel.
- We set up a new CRM system to improve our data security, which also included a formal customer feedback form so we could continue to learn from our clients' experiences and improve our practices.
- We introduced face-to-face feedback calls with clients on their return, ensuring we continued our relationship with them after their journey so they continued to feel part of JWP's growing community of like-minded individuals.

- We will continue to encourage our guests to think about the impact they
 have on the places they visit and to travel less but for longer.
- We are looking to invest and improve our itinerary building system, upgrading to 'Safari' to ensure the client enjoys a smoother, more user-friendly journey. This will include more information on how guests can further support the charities and community projects they visit, both during their journey and on their return home.



Yearly Progress: Community

"The Community impact area evaluates your company's contribution to the economic and social well-being of the communities in which it operates, through topics such as diversity and inclusion, job creation, civic engagement and philanthropy, supply chain management, and more."

What we said we'd do:

- Always make a positive impact on the communities our clients visit during their journeys.
- Hold webinars promoting the work of women in leadership roles who are supporting their local communities with job creation, support of local schools, and by educating the local communities on eco-tourism and how it can help support future generations.

What we did:

- On our 1st established bespoke journey, we sent our clients to Guatemala
 where they helped install an ONIL stove and water filtration system in
 the local community, and visited Ninos de Guatemala, a home that supports
 children from low income families. A donation of \$1,398 was given to
 these two projects.
- We held two webinars highlighting the work of Kristine Tompkins of Tompkins Conservation and Barbara and Christoph Promberger of Conservation Carpathia. This was attended by just under 1,000 viewers from all over the world.

- We would like to raise donations of upwards of \$20,000 for the local communities our clients visit in 2023.
- Send 100% of the team on volunteering days supporting community or environmental projects
- Join travelbybcorp.co.uk community to share how the travel industry can put people and projects above profit.
- Hold two more webinars highlighting the work of three women who are instrumental to their local communities.





To learn more about our flagship or bespoke journeys, please get in touch at connect@journeyswithpurpose.org

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