



JWP

JOURNEYS WITH PURPOSE

Certified



Corporation

IMPACT REPORT

2024

ABOUT US

Our mission is to empower global change, by restoring our relationship with the natural world. Through real-world experiences we aim to convey, connect and mobilise the advancement of nature restoration and local community livelihoods on a global scale.

On a journey with us, you will be immersed in the wildest corners of the world. We believe people are an essential ingredient to a defining journey, and we endeavour to connect our guests to the local specialists, whether they be wildlife biologists or community leaders.

A journey with purpose is an opportunity to create lasting positive impact with the people and the places you travel to.



OUR MISSION

Empower positive global *change*, by restoring our relationship with the natural world



A LETTER FROM OUR FOUNDER

Duncan Grossart

I am immensely proud of the past year at JWP. A lot has changed since our last Impact Report, but our mission remains the same - to provide access to groundbreaking conservation travel experiences, led by global environmental experts.

In 2023, we connected dozens of guests with some of the most ambitious conservation projects across six continents. In June, our Flagship Journey to Carpathia saw a group of travellers venture into the great forest wilderness of Romania and engage with one of Europe's most inspiring conservation initiatives. The success of our journeys has enabled us to donate \$41,225 to environmental charities, including our project partners, and expand our team. This year we have doubled our full-time workforce.

We have spent the last year honing our future vision for JWP. This culminated in launching our 2030 Impact Strategy in January. This aims to articulate the north star for our journey ahead to our team and stakeholders. With a clearer view of the path in front of us, we are feeling energised for the coming year. Alongside striving for B Corp recertification, we have at least seven Flagship journeys planned across four continents, numerous Bespoke trips and a burgeoning schedule of impact events.



While there is much to celebrate moving into 2024, there is still a lot of work to be done. As I write this letter, I am met with the alarming news that global warming has exceeded 1.5C across an entire year for the first time. Entering this new year, we are acutely aware of the large contribution the tourism industry makes to global emissions.

At the forefront of everything we do at JWP is an ambition for our partners and guests to positively impact landscape-scale biodiversity abundance, climate change mitigation and local community prosperity. We will continue to strive to catalyse sustainability within our industry and harness the power of the collective to work towards a world where all life thrives.

OUR IMPACT STRATEGY

2030

In January 2024, we presented our 2030 vision to the team and key stakeholders. This marked a significant moment in our impact journey. It defined our ambitious goal to become the world's leading impact brand for immersive learning experiences. Our aim is to discover, engage with and catalyse the most exciting and successful conservation initiatives of our time.

We strive for our strength to lie in our world-class community, knowledge, network and partnerships and independence. We will continue to partner and collaborate with the world's pre-eminent land and marine conservation organisations, shared-values brands and local community groups.



Support the 30x30 global conservation initiative



\$30 million in donations and impact investments since 2019



30,000 committed Impact Community changemakers and activists



30 million acres of land and sea restored

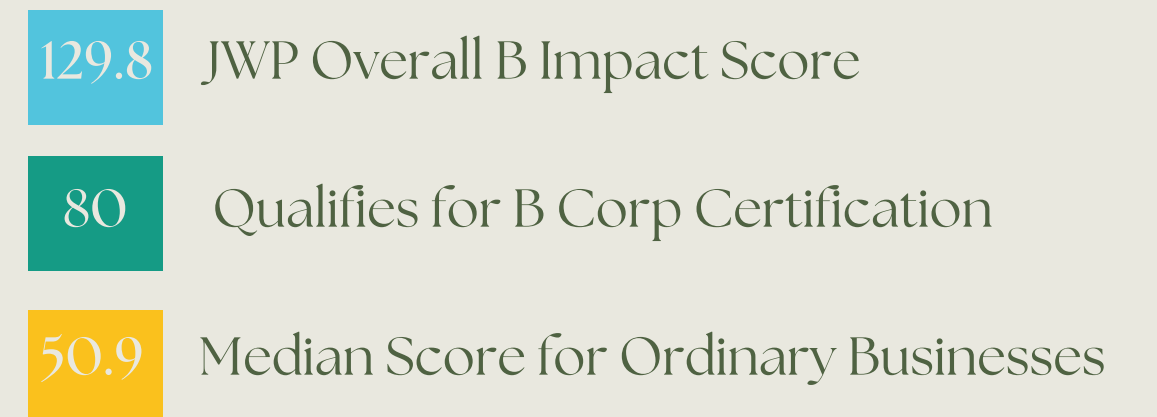
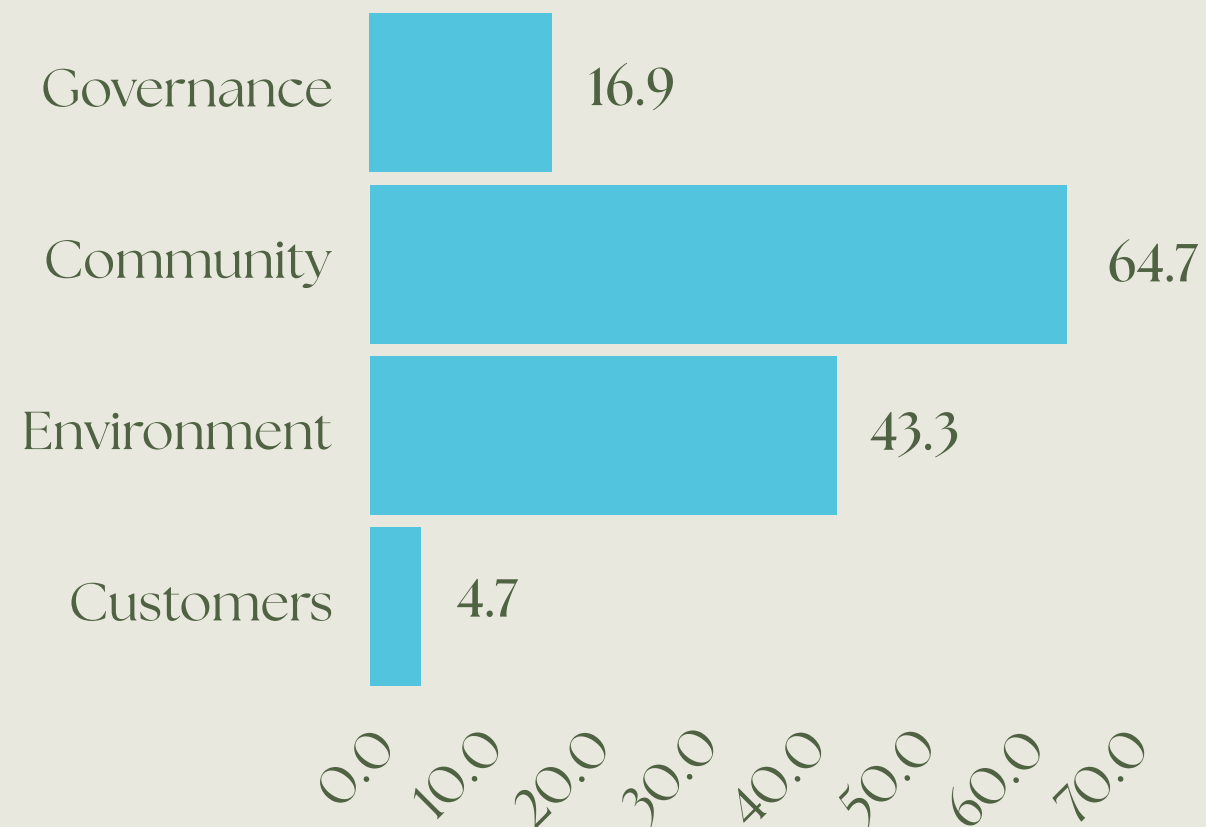


\$30 million in sales - our commercial success drives mission success

OUR B CORP JOURNEY

In 2022 we were certified as a B Corp. We chose to become a B Corp so we could actively build credibility and trust among all key stakeholders and ensure we hold ourselves accountable for how the company operates. By aligning ourselves with B Corp, we ultimately wish to use business as a force for good. The same year we were also awarded “Best for the World: Environment”. In 2024 we will submit an updated B Impact Assessment ahead of our Recertification Date in February 2025.

SCORE BREAKDOWN





IMPACT AREAS

01. Governance

02. Workers

03. Customers

04. Environment

05. Community

01.

GOVERNANCE

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

Our 2023 highlight

We shared our 2030 impact strategy with employees and key stakeholders

01.

WHAT WE SAID WE WOULD DO

Share our mission, values and ethics with all our employees and key stakeholders and pursue our mission with transparency

Each new employee will create journeys for our guests that have a positive impact on them and the planet

Create a knowledge board of sources for our team 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

Send out a weekly employee email featuring a roundup of social and environmental news from around the planet

WHAT WE DID

Created a 2030 Impact Strategy articulating our mission, values and ethics for the future. We shared this with all our employees and key stakeholders

All new employees have been involved in the creation of journeys with a positive impact for our guests and the world

Created a knowledge board of sources for our team

Sent out a weekly employee email featuring a roundup of social and environmental news from around the planet

Recruited five external Impact Ambassadors to grow our community of stakeholders who share our mission



01.



OUR GOALS FOR THIS YEAR

Create a visually engaging deck for our 2030 Impact Strategy and share this with all stakeholders and the public

Hold bi-annual meetings with our Impact Ambassadors and all employees to engage them in our mission and provide updates on our social and environmental impact

Produce quarterly sales and donation reports and circulate these to all employees to increase transparency and quantify our progress against our annual financial and impact goals

02.

WORKERS

Workers evaluates a company's contributions to its employees' financial security, health and safety, wellness, career development, and engagement and satisfaction. In addition, this section recognises business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Our 2023 highlight

We grew our full-time work force by 100%

02.

WHAT WE SAID WE WOULD DO

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

WHAT WE DID

Hired a new full-time Journey Planner, Marketing Executive and Operations Executive, doubling our full-time workforce

Created an Operations Manual and a Working Remotely Employee Handbook so each member of the team has clear guidelines on how the company operates

Assigned a head of team welfare to look after our people, culture, values and soul

Launched individual and team-wide quarterly OKRs to clearly articulate our goals and how we reach them

Launched a training programme to engage all employees in 6 hours of personal and team development activities per month



02.



OUR GOALS FOR THIS YEAR

Continue to expand our internal and external training programmes for new and existing employees as our team grows

Hold individual monthly check-in meetings between employees and the leadership team to track progress on quarterly OKRs and provide updated objectives each quarter

Increase the number of familiarisation trips for all employees to build knowledge on journey locations and nurture relationships with key partners and stakeholders

Introduce a new meaningful benefit into our HR policy focusing on the health and happiness of our team

03.

CUSTOMERS

Customers 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, this section recognises products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts and media products, serving underserved customers/clients and services that improve the social impact of other businesses or organisations.

Our 2023 highlight

We invested in and transitioned to a new, more user-friendly itinerary building system

03.

WHAT WE SAID WE WOULD DO

Continue to encourage our guests to think about the impact they have on the places they visit and to travel less but for longer

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

WHAT WE DID

Continued to encourage guests to think about the impact they have on the places they visit through engaging them with grassroots projects and local communities

Invested in 'Safari' as our itinerary building system to ensure a more user-friendly journey

Expanded our information on the charities and community projects guests can engage with and included this in their itineraries and as journey inspiration on our website

Hosted 3 webinars to inform and engage guests and our wider community in the projects and charities we partner with on our journeys



03.



OUR GOALS FOR THIS YEAR

Streamline our post-journey guest feedback channels to ensure we are always receiving customers' reviews and improving our services in line with their comments

Publish an annual report on our website quantifying our guests' donations and the positive impact these have had through the conservation projects they have supported

Put a dedicated company landline and meeting booking link on our website to improve communication channels with our customers

Launch a new more user-friendly and informative version of our website to improve the customer experience

04.

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, when applicable its supply chain and distribution channels. This section also recognises companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Our 2023 highlight

We donated \$41,225 to environmental charities and project partners

04.

WHAT WE SAID WE WOULD DO

We will continue to monitor and ensure that the projects we champion meet ethical and environmental standards

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

WHAT WE DID

Ensured that all of the new and existing projects we work with meet high ethical and environmental standards

Unfortunately, we did not manage to calculate the carbon emissions of our Flagship Journeys or offset them. But we contributed to the restoration of the wild spaces we support through guest donations and their interactions with the projects

Made \$41,225 in direct donations to environmental charities, including our project partners. This included almost \$30,000 to Foundation Conservation Carpathia from our Flagship Journey in June, and over \$6,400 to four other environmental organisations from our Bespoke Journeys



04.



OUR GOALS FOR THIS YEAR

Donate at least \$100,000 to conservation projects through guest impact pledges, investment and strategic partnerships

Identify and work with new projects while ensuring we are partnering with 'known heroes' and 'hidden heroes' who are making the greatest nature-positive impact and progress at the best scale possible

Explore and implement systems to incentivise low-carbon holiday travel for our employees, such as becoming a member of 'Climate Perks'

Develop a sustainable tourism guide to support our guests in minimising their social and environmental impact

05.

COMMUNITY

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from and sources from. Topics include diversity, equity and inclusion, economic impact, civic engagement, charitable giving and supply chain management. In addition, this section recognises business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development and formal charitable giving commitments.

Our 2023 highlight

We hosted three webinars showcasing some of the most ambitious conservation projects across the world

05.

WHAT WE SAID WE WOULD DO

We would like to raise donations of more than \$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 Travel by B Corp 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

WHAT WE DID

Donated \$36,270 to organisations creating positive social and environmental change in the local communities our clients visited

With our team located in different countries it was logistically challenging to organise volunteering days this year. We will endeavour to achieve this next year

Joined Travel By B Corp and participated in a panel talking about sustainability in the travel industry

Hosted three webinars highlighting the work of inspiring individuals, including three women, who are contributing to some of the most ambitious conservation initiatives globally

Our founder, Duncan, was interviewed on two podcasts about rewilding and conservation



05.



OUR GOALS FOR THIS YEAR

Assemble the first 1,000 members of our Impact Community of committed impact activists and change makers

Hold our first in-person Impact Event for our Impact Community to bring together people with an ambition to make a positive difference

Identify and collaborate with shared-values commercial partners and brands across the world to create positive and restorative impact

Send 100% of the team on volunteering days supporting community or environmental projects

JWP

JOURNEYS WITH PURPOSE

Thank you to our guests, project partners, growing Impact Community and our beautiful planet Earth

