



## VERDE PINO: RESPONSIBLE TOURISM MANIFESTO

The preconceived idea that a **responsible tourist** is someone who avoids traveling by plane in order to reduce the carbon footprint, who travels backpacking, who opts for a low cost trip, and who wants to delve into the roots of the new visiting culture; it's an idea that makes responsible tourism seem like a big bore and a difficult goal to achieve.

➤ **Sustainable tourism should be one that makes adequate use of environmental resources, respects the socio-cultural authenticity of communities and ensures that economic activities are viable in the long term.**

In this sense, Verde Pino joins the many entities that take as their own the sustainability of all tourist activity, committing to work daily and encourage its customers and partners, for an authentic RESPONSIBLE TOURISM.

### **1. KNOW THE DESTINATION WELL. BECOME AWARE OF THE RISKS OF TRAVELING AND TAKE THE NECESSARY PRECAUTIONS**

Destination planning should always include the correct identification of possible risks, taking the necessary precautions and care, and anticipating the best way to resolve them.

### **2. BOOST THE LOCAL DEVELOPMENT OF THE DESTINATION, CONSUMING LOCAL PRODUCTS AND SERVICES**

The best way to contribute to the sustainability of the destination we are visiting is by promoting local economic activity, buying indigenous sustainable products and services. These acts support local entrepreneurship and enhance the favoring of more vulnerable groups of the population.

### **3. LEARNING WITH THE RECEPTION COMMUNITY AND SHARING IDEAS, RESPECTING LOCAL VALUES AND TRADITIONS**

Organizers and tourists should make a special effort to acquire basic information about the destination to be visited; they must know social norms and avoid behavior that may be disrespectful or offensive to the receiving community; they should be encouraged to share ideas and cultures, always respecting social and religious diversity, tradition, values and local culture.

### **4. CONTRIBUTE TO THE PRESERVATION, PROTECTION AND REGENERATION OF ECOSYSTEMS**

If the destination of a trip is, at all levels, a place of excellence, the visitor should do everything possible to keep it that way, contributing, if possible, to making it even better.

If the destination of the trip is a place with needs of various levels, the visitor would do well to try to find ways to collaborate with the host community by sharing ideas and experiences, or other types of contribution towards some improvement, and contributing to the maintenance and cleaning spaces, saving existing resources and encouraging other tourists to do so.

## **5. RESPECT DIVERSITY AND NOT PROMOTE OR PARTICIPATE IN DISCRIMINATORY ACTIONS**

Respect for the visited person is the way we consider the other as a whole and how we respect and ensure respect for their person, their race, their culture and life choices.

It is up to each one not to discriminate against anyone on the basis of any of the two personal and human characteristics.

## **6. CONSUME RESPONSIBLY AND PARTICIPATE IN THE SUSTAINABLE MANAGEMENT OF RESOURCES**

We believe that responsible consumption is one in which each one takes for himself only what he effectively needs, with respect for others and their needs, for nature and for the preservation of the environment.

At Verde Pino, we always try to choose products, services and experiences that guarantee the efficient use of resources and that prioritize recyclable and/or reusable resources, and we encourage our teams to adopt good practices in the responsible use of water and electricity, with signs alluding to savings at various points of consumption.

## **7. FAVORING THE SUSTAINABILITY OF THE DESTINATION'S HERITAGE AND INFRASTRUCTURES**

The cultural heritage we enjoy and the infrastructures we use on a daily basis belong to everyone. Respect for heritage and infrastructure presupposes that everyone chooses the least polluting means of transport, respecting rules of use and circulation, and taking due care of the spaces.

## **8. CHOOSE PRODUCTS, SERVICES OR EXPERIENCES THAT ENHANCE THE SUSTAINABILITY OF DESTINATIONS** (through R+D+I actions: Research + Development + Innovation)

It is important to make good choices, also in terms of experiences, products and services, opting for those that incorporate new technologies and innovative methods and that contribute to the sustainability of the destination, through good communication, information and saving resources.

## **9. PROMOTE DECENT AND FAIR WORKING CONDITIONS THAT RESPECT THE RIGHTS OF WORKERS**

The concern with dignified working conditions should lead everyone to find out if the products and services consumed are produced in dignified and fair working conditions, if the companies favor the integration of the local population or those at risk of social exclusion, and that avoid child and sexual exploitation, mistreatment of animals; and whether all companies involved in the production of these products and services treat all their employees and the local community with dignity and respect.

**Convinced that each one of us can always do A LITTLE MORE, ...A LITTLE BETTER, we urge all our customers and business partners to fulfill these purposes and to share them with their environment, so that we can go even further!**

**And, since knowledge is the first step towards real change, we invite our customers, employees and partners to measure their ecological footprint and offset their carbon footprint:**

**Measuring ecological footprint:** <https://www.carbonfootprint.com/calculator.aspx>

**Offset carbon footprint:** <https://www.climatetrade.com/pt/inicial>