



Sustainable Development Policy

A commitment to a sustainable future

2026





Our. Vision

Sustainable development is an integral part of our identity. It is neither a passing trend nor an obligation, but a natural extension of the values that inspired the creation and guided the evolution of our company.

Founded on strong values — family, loyalty, a sense of hard work, ecology, honesty and the pursuit of peace — our company has navigated several major crises without ever losing sight of them. These values have always been consistently upheld by management and remain at the heart of our decisions today.

It is on these solid foundations that we continue to grow.

It is also in this spirit that we have chosen to structure, formalise and certify our sustainable development approach, in order to give it greater coherence, credibility and lasting commitment.



Pillar 1 – Management Commitment and Responsible Governance

Company management is fully committed to the sustainable development approach. Within the company, we have a Sustainable Development Coordinator who leads our efforts.

Sustainable development is integrated into the company's strategic vision. The sustainability approach is designed for the long term, with a commitment to continuous improvement. The structuring and certification of our commitment aim to ensure the credibility, transparency and durability of our actions.

Convinced that sustainable performance is above all built on people, the company invests in the human capital already present within the organisation, through:

- the promotion of decent employment, respecting fundamental labour rights;
- remuneration aligned with skills, experience and responsibilities;
- the implementation of performance bonuses recognising commitment and quality of work;
- the establishment of a training plan based on the needs expressed by the team;
- professional travel opportunities, fostering skill development, field understanding and awareness of local realities.



Pillar 2 – The Team: Agents of Transformation

Awareness and alignment

- To share a common vision and embed good practices, we have organised several collective workshops, including the Climate and Waste Fresco and the Initium workshop. This workshop allows each team member to reconnect with their values, the causes that matter to them, the meaning of their work, and the world they wish to help build.

Skills development

- The entire team has completed a foundational training on sustainability as applied to Tour Operators. A sustainability challenge was also launched for the Travel Designers, to fully integrate the principles of sustainable tourism into itinerary design and to develop experiences with a positive impact on local communities, the destination, people and the environment.

Sense of responsibility

- Each pair of colleagues is responsible for specific action areas (resource management, eco-responsible purchasing, waste management), fostering ownership of the issues, accountability and collective intelligence.



Pillar 3 – Sustainability as a Daily Practice

Sustainable development is concretely reflected in our internal practices.

Reducing our Environmental impact

Among other actions:

- Significant reduction in paper printing.
- Exclusive use of FSC certified paper.
- Optimisation of paper use and office resources.
- Installation of sorting bins in the office and recycling with committed partners.
- Complete inventory of our purchases in order to identify:
 - What is genuinely needed,
 - What can be eliminated,
 - What can be replaced by more sustainable alternatives available in Madagascar.
- Installation of a water fountain to eliminate individual plastic bottles.
- Optimisation of water and electricity consumption.

Wellbeing and Human Relations

- Implementation of an anti-negativity charter within the office, promoting:
 - Mutual listening,
 - Respect of everyone's voice,
 - Non-judgement,
 - And a healthy, respectful and caring work environment.



Pilar 4 – Extending our Commitment to our partners

Assessment and support

An action plan has been put in place to :

- gauge the level of commitment of our partners through a sustainability questionnaire distributed on a large scale,
- identify the actions and best practices already being implemented,
- understand their needs and constraints,
- identify possible areas for improvement.

The partners involved in this initial phase are :

- hotels,
- excursion providers,
- accompanying guides,
- local guides,
- tourist drivers.

Building Unity and Progressing Together

A common commitment charter has been developed to unite our partners around shared principles.

Aware that the sustainability approach is still in an early adoption phase in Madagascar, we have chosen a progressive approach: :

- Starting with simple, accessible actions,
- Guiding step by step towards more advanced practices.



Pilar 5 – Drivers trained in responsible driving

Transport plays a key role in the environmental and human impact of travel. Aware of this challenge, we pay particular attention to how journeys are undertaken..

Our partner drivers are :

- trained in eco-driving to reduce fuel consumption, CO₂ emissions and vehicle wear;
- trained in smooth, safe driving that respects people and the regions they travel through.

They are also signatories of a commitment charter, by which they pledge to :

- adopt responsible behaviours on the road and during stops;
- respect the natural environment and local communities;
- embody the company's values when engaging with travellers.

In this regard, our drivers are true ambassadors of our sustainable development approach, actively contributing to the quality of the client experience, the safety of travel and the reduction of our environmental impact.



Pilar 6 – Travellers at the Heart of a World to Discover and Protect

For us, sustainable tourism should never be perceived as a constraint for the traveller. It is above all about offering an authentic, immersive and memorable experience, where discovery and respect for the planet go hand in hand.

- In advance, we design trips that already minimise their negative impact through:
 - Our internal choices,
 - Our committed partners,
 - The responsible design of our itineraries.
- Raising awareness among travellers is then done in a fluid and natural way :
 - Most responsible actions are already carried out spontaneously,
 - Our role is to reinforce, explain and contextualise.
- We share with them the cultural, human and natural specificities of Madagascar, in order to promote :
 - respect,
 - understanding,
 - lasting positive impact.



Pilar 7 – Respectful Exploration of Madagascar's Exceptional Natural Heritage

Madagascar possesses an exceptional natural heritage, unique in the world and fragile. Its preservation is at the heart of our responsibility as a Tour Operator.

Through our commitment to Travelife, we now have access to codes of conduct governing activities offered to travellers, in order to ensure :

- respect for animal life and integrity,
- preservation of flora and ecosystems,
- responsible practices at natural sites visited.

We are fully committed to a "Leave No Trace" approach, ensuring that the experiences our clients have do not alter natural environments or local balances, and actively contribute to their long-term preservation.

We are progressively integrating reforestation activities into our clients' trips, in collaboration with partners capable of monitoring the growth of the trees planted.



Pilar 8 – Products and Services in Continuous Improvement.

We see our commitment to sustainability as a lever for the continuous improvement of the quality of the trips we offer our clients.

In this logic, the Travelife certification process is not an end in itself, but a structuring framework that helps us analyse, improve and make all our practices more reliable. It enables us to strengthen our internal processes, ensure the genuine quality of the products we design and guarantee the consistency, transparency and accuracy of our communications.

Our products and services are therefore subject to regular re-evaluation in order to:

- improve the client experience,
- strengthen the authenticity and relevance of itineraries,
- progressively integrate ever more responsible practices,
- meet the evolving expectations of travellers while respecting local realities.

This continuous improvement approach allows us to sustainably raise the quality of our trips, while remaining fully aligned with our values and commitments.



Pilar 9 – Child Protection and Support for Education

Child protection has been part of our long-standing commitments, in a sector where children can be particularly vulnerable.

Since 2016, we have been signatories of The Code for the Protection of Children from Sexual Exploitation in the Tourism Sector. This commitment guides our practices, our vigilance and our responsibility towards our partners and travellers.

Furthermore, we support a local association working to strengthen the education of children in the village of Tsararay Fieferana, by contributing to:

- improving their access to education,
- their personal development,
- the implementation of fun and educational extracurricular activities.



Pillar 10 – A Visionary Long-Term Partnership for the Sustainable Development of Madagascar

We have chosen to partner with ADES Project since 2018, an organisation recognised for its environmental and social impact in Madagascar.

Contribution mechanism

For each client who travels with us for a minimum of one week, a contribution of €3 is donated to ADES. This contribution enables :

- the production and sale of energy-efficient stoves and cookers at reduced prices,
- the reduction of wood and charcoal consumption,
- the preservation of Malagasy forests,
- the reduction of CO₂ emissions and the greenhouse effect.

Concrete impact

- ADES has 8 production centres in Madagascar.
- Over 30,000 stoves are produced and sold each year.
- Thousands of trees have already been planted.
- The organisation actively raises awareness among local populations about renewable energy and environmental issues.

In 2023, a major milestone was reached with the 500,000th ADES stove installed in a Malagasy household, directly contributing to the protection of forests and the climate. This achievement was made possible thanks to the steadfast support of committed partners, of which we are proud to be one. .

Sustainable development is for us a path of progress, made up of daily decisions, adjustments, trials and continuous improvements.
We do not claim to be perfect, but we commit to doing better, step by step..



With our teams, our partners and our travellers, we choose to move forward responsibly, taking into account the realities on the ground in Madagascar, to offer quality trips while reducing our negative impact and strengthening our positive impact..

**Travel better,
together,
sustainably.**



Let's move forward
together



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