



THE CONSCIOUS
TRAVEL FOUNDATION

IMPACT REPORT 2022

2022 IN NUMBERS

<p>01 In-person event at The Conduit, London</p>	<p>08 1-to-1 member carbon clinics with ecollective</p>	<p>19 local charity projects supported by DMC, hotel and lodge members of The Conscious Travel Foundation</p>		<p>555 members of The Conscious Travel Foundation</p>
<p>04 online Meet the Members networking sessions</p>	<p>21,000 GBP donated via our Main Annual Charitable Fund</p>	<p>12 founding Ambassadors in our pilot Ambassadors Programme</p>	<p>4 'Better Together' panel session at PURE Life Experiences</p>	
<p>05 expert-led online panel discussions</p>	<p>17,000 GBP donated to local grassroots projects</p>	<p>08 industry experts and thought leaders in our mentorship team</p>		<p>22 countries represented by our membership community</p>

FOREWORD

We're proud to be sharing our 2022 Impact Report with our members and friends. The continued support we've received from our peers and mentors has contributed to the doubling of membership over the last year, and we're excited to share our progress with you over the last 12 months.

Our three pillars continue to provide a consistent clear vision that guide our operations; we connect good people, we educate through workshops and thought-leadership, and we donate to grass-roots organisations. Last year we were proud to have collectively donated £38,000 GBP to charitable causes around the world, chosen by our members.

For The Conscious Travel Foundation, 2022 was a year of *radical collaboration*, as we increased our partnerships with like-minded organisations, whilst building on the support of our mentors on a journey to become a more inclusive and diverse community. From partnering with E,D&I trailblazer and mentor Chris King to provide free membership to 12 Ambassadors from diverse backgrounds, to sharing the stage with industry peers at PURE Life Experiences, we made strides in growing our network and the collaborative spirit that's required to find solutions and drive change. We still have some way to go when it comes to inclusivity and representation, but we're proud of our progress so far.

We'd like to extend our thanks to the industry experts we've partnered with for their tremendous support, which has shaped and inspired our member learning programme. A special thanks to Charlie Cotton, Portia Hart, Juliet Kinsman, Chris King and Nina Karnikowski. Their expertise in areas such as conservation, sustainability, carbon, accessible travel, ED&I and more has been instrumental in shaping the content of our learning programme and providing our members with valuable insights and knowledge.

We know that collaboration and knowledge sharing is required to shift our industry towards positive-impact, inclusive travel as status-quo and we look forward to continuing on this mission alongside our members, ambassadors and leading industry minds.

Olivia Maudie

OUR PILLARS

1

CONNECTING GOOD PEOPLE

Our members share a common goal - prioritising purpose alongside profit so that travel leaves a net-positive impact on cultures, communities, wildlife and habitats around the world.

2

LEARNING TOGETHER

Through our programme of thought leadership, mentorship and collaboration with industry experts, we aim to create a positive shift in industry practice and promote meaningful, sustainable travel.

3

FUNDRAISING

The Conscious Travel Foundation is a registered Community Interest Company (CIC). All profits are donated to carefully chosen grass-roots charity projects around the world, nominated by our members.

MEMBER · THE CONSCIOUS TRAVEL FOUNDATION



CONNECTING GOOD PEOPLE

"We were lucky to join The Conscious Travel Foundation from its inception. Enigma was already in the process of obtaining its B-corp certification and, despite having always considered both local communities and the environment as one with us, and respect for them a key part of our ethos, TCTF has provided an enlightening space for further dialogue, inspiration, learning and exchange of ideas amongst peers. This has proved invaluable to further stimulate different (and better) ways of doing what we do, new initiatives and a higher consciousness towards collectives which had not previously been on our radar. It has also connected us with a precious network of like-minded professionals in all fields of the travel supply chain that we can reach out to for a better understanding, support, and inspiration to, altogether, achieve greater goals, and to continue to make travel a genuine force for good."

SILVIA RICO, ENIGMA, DMC, PERU



CONNECTING GOOD PEOPLE

Our active community of **like-minded global travel businesses** are at varying stages on their positive impact journey. At the end of 2022, our membership numbered **55** travel businesses hailing from **22** countries around the world.

We welcome members from across **all sectors of the industry**, from hotels, lodges and DMCs, to agents, operators, PR and marketing businesses and journalists.



OUR MENTORS

Our mentorship team are true experts in their field, on topics ranging from carbon, conservation, ED & I, accessibility and more. We call on their extensive knowledge, expertise and advice in developing our programme and supporting our members. Here are just some of our mentorship team...



PENNY RAFFERTY
Head of Sustainability
Tourism Australia



CHRIS KING
LGBTQIA+ Trailblazer,
Influencer, Activist



JULIET KINSMAN
Journalist, Author,
Sustainability Consultant



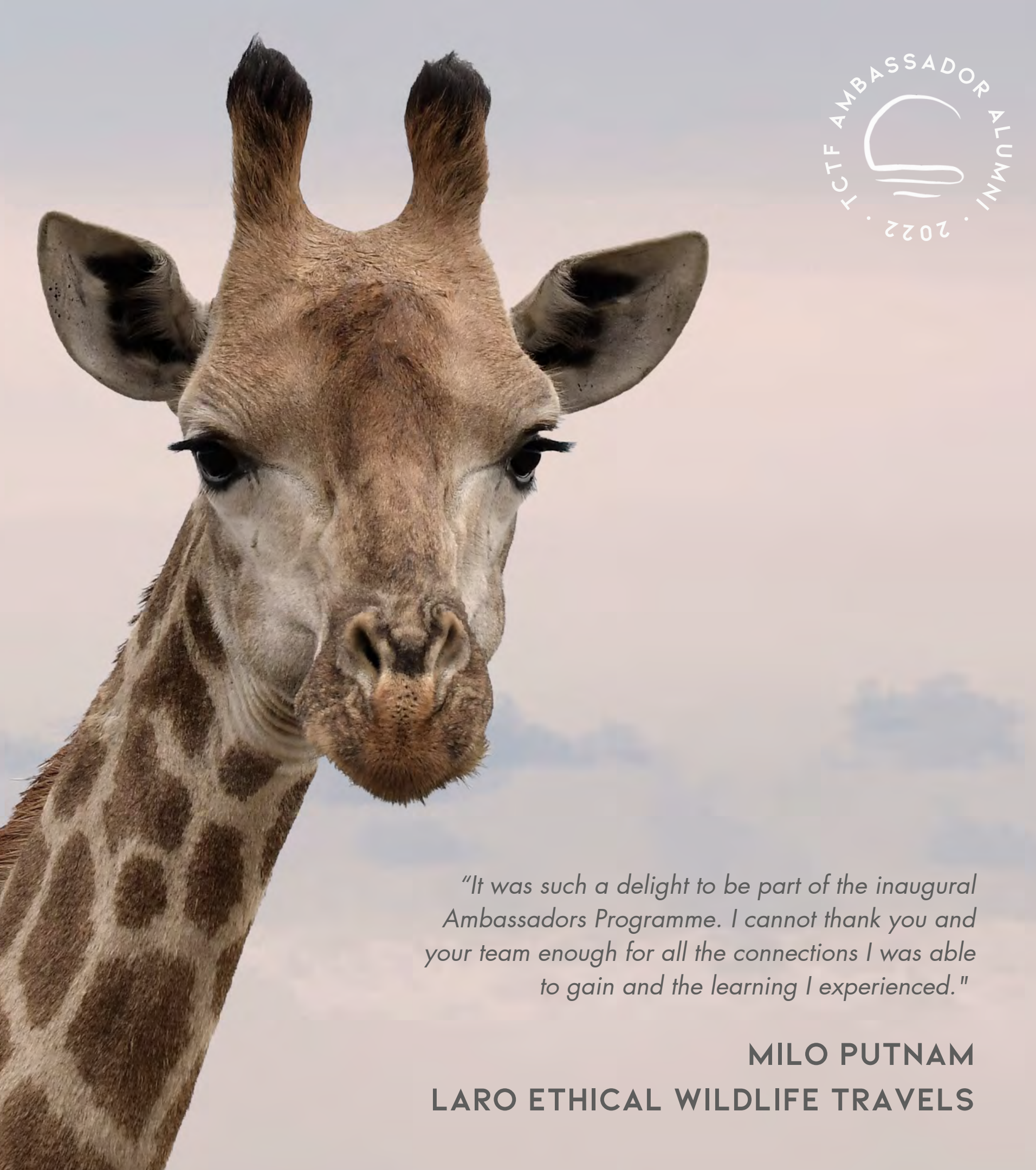
NINA KARNIKOWSKI
Writer, Journalist,
Sustainability Advocate



PORTIA HART
Hotelier
Philanthropist



SOPHIE MORGAN
TV Presenter, Writer,
Accessibility Campaigner



AMBASSADORS PROGRAMME

In 2021, we placed emphasis on a **holistic approach** to positive-impact travel, with E,D & I at its heart. In early 2022, in partnership with **Lightning Travel Recruitment**, we launched our pilot Ambassadors Programme. Our aim was to welcome a cohort of diverse voices who were shining a light on important causes - from sustainability, LGBTQ+ issues and BAME representation, to women in leadership in the travel industry.

Following an application and interview process, we welcomed **12 founding Ambassadors** into our community, offering a year's **complimentary membership**. In turn, we invited them to share their experience, knowledge and expertise with our members, **expanding horizons** and **forging connections** - driving positive change in the industry. Ambassadors also received a complimentary personal branding workshop from Lightning.

Having analysed our pilot Ambassadors Programme, we realised our greatest areas of mutual success and where our platform was most beneficial, was for Ambassadors spearheading **start-up businesses**. The most engaged Ambassadors will continue to remain part of our network, either becoming mentors or members at a reduced fee for one further year.

We have been so encouraged by the connections made amongst our Ambassadors and members and are currently developing our strategy and partnerships to welcome a **new cohort** of Ambassadors later in 2023.

"It was such a delight to be part of the inaugural Ambassadors Programme. I cannot thank you and your team enough for all the connections I was able to gain and the learning I experienced."

MILO PUTNAM
LARO ETHICAL WILDLIFE TRAVELS

SPOTLIGHT ON: OUR AMBASSADORS

SUKEERTI RAIKWAR

SOULFUL SAFARIS, INDIA

Having just launched her agency, **Soulful Safaris**, Sukeerti engaged with our community through her passion for **cultural preservation**, and knowledge of **philanthropy**. A mutual exchange of knowledge and connections developed, from sharing knowledge on philanthropic projects, to co-hosting a conversation alongside mentor Portia Hart around the importance of cultural preservation. Sukeerti told us that being part of the community had given her **business credibility** and **connections** to succeed when launching, in addition she said:

"It has been so amazing being an ambassador. I'm truly grateful for all the learnings I have had with the foundation. TCTF is very inclusive and provides support with taking measurable actions in our sustainability journeys. I had never thought of operating tours through the lens of DEI which I learnt in one of the sessions of TCTF".





SPOTLIGHT ON: OUR AMBASSADORS

HARIKA PARMAR

VOGO TOURS, UK

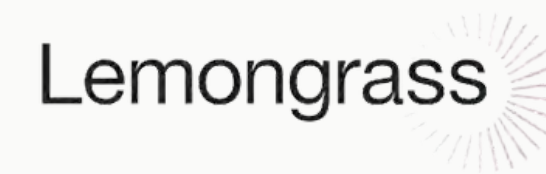
At **VOGO Tours**, Harika has created a unique travel company that combines unique journeys with **vegetarian and vegan food** at their forefront, enabling eco-conscious travellers to explore the world without compromising on their ethics. A visionary female **entrepreneur**, Harika's innovative approach to travel has been recognized by the National **Start Up Awards** as a rising star. With her unwavering commitment to sustainability and her entrepreneurial spirit, Harika is a true inspiration to the travel industry, and we look forward to seeing the continued impact of VOGO Tours under her leadership.

"VOGO Tours empowers vegans and vegetarians to travel ethically, challenging the status quo of the travel industry. As an ambassador to The Conscious Travel Foundation, VOGO Tours has amplified its message through conversations with like-minded members who share the same passion for ethical travel. The Foundation's strong network of industry leaders has helped VOGO Tours to spread our mission through events, forums, and strategic partnerships. Together, the Foundation and its members are a combined force for good, furthering the good of sustainable travel and our success to date has been a testament to our alliance with The Conscious Travel Foundation."

RADICAL COLLABORATION

Collaboration across the travel value chain is critical in driving positive change towards the UNSDGs. Significant progress requires the collective effort of all stakeholders working together towards a common goal. It is through collaboration that we can create a more sustainable future for travel, one that benefits the environment, local communities, and the industry as a whole.

Here are just some of our other key partners and supporters with whom we regularly collaborate and work...



OUR BCORP MEMBERS

Our B Corp certified members are always happy to share their experience with fellow members, with 11 members currently going through the B Corp assessment, or currently certified.



JORO

Co-founder Henry Comyn's company, Joro Experiences were one of the UK's first B Corp travel companies. They also co-founded Travel By B Corp, a collection of B Corp certified travel companies aimed at helping consumers make positive choices.

OTHER CERTIFIED MEMBERS INCLUDE:

The Coconut Traveler, Reclaim Yourself, Blue Apple, Enigma

Lemongrass

As part of their ongoing B Corp journey, Lemongrass Marketing are supporting The Conscious Travel Foundation with their time and expertise, from hosting sustainable marketing clinics to assisting with the Foundation's own marketing strategy.

MEMBERS CURRENTLY GOING THROUGH CERTIFICATION:

Senderos Partners, Galavanta, EXP Journeys, Nine Concierge, Tiger Mountain Lodge

MEMBER SPOTLIGHT

POSITIVE PARTNERSHIPS

MIRJAM PETERNEK-MCCARTNEY

LEMONGRASS MARKETING, UK

"We decided to collaborate with The Conscious Travel Foundation after looking at lots of different potential partners. We want to be a positive force in making travel more sustainable and have always admired what TCTF does. As part of our journey to become B Corp we are giving back 5% of our time to TCTF – it's a really inclusive, open and honest collaboration and we both get a lot out of our relationship. TCTF and their members benefit from our expertise in travel PR, content marketing and audience insights. We in turn get access to a wide range of viewpoints and interesting people, are continuously learning about a wide variety of sustainability topics and as a result have changed some of our own working practices. We all feel a shared responsibility and as a result those diverse perspectives lead to richer and more innovative solutions for all."



GOAL

Growing our membership community by 30% in 2023

Deepening our relationship with aligned industry organisations such as The Long Run, BCorp, and Women In Travel CIC

Continuing to foster a strong sense of community amongst our members

PLAN

Networking at events and tradeshows such as PURE, WTM, IWTTF, speaking and presenting to interested parties

Co-hosting online panel discussions, joining forces at tradeshows and events, and supporting other like-minded networks

Hosting regular online member networking sessions, creating opportunities to connect in person at industry events and hosting an in-person TCTF charity auction in London





LEARNING TOGETHER

LEARNING TOGETHER

The Conscious Travel Foundation provides **educational content** and **contacts** that empower our members to make changes in their businesses and destinations. From expert-led panel discussions and small-group round tables, to one-to-one consultations, our sessions are designed to **inspire, educate** and help to **turn intent into action**.

With topics ranging from getting certified, through to evaluating your supply chain and accessible, **inclusive travel**, The Conscious Travel Foundation takes a holistic approach to changing our industry for the better.



"A core value of our membership with The Conscious Travel Foundation lies in the connection with like-minded colleagues in the industry, learning from them and the resources that are provided through the organisation itself. Membership exposes us to consistent dialogue on themes that otherwise we'd struggle to engage with and understand."

PETER FISHER, FISHER PRIVATE TRAVEL, UK



OPEN HOUSE AT PURE

MARRAKESH

SEPTEMBER 2022

We shared the stage at **PURE's Open House** with Caiman, The Long Run, Holly Tuppen, Lisa Grainger, Weeva and TCTF members Senderos and Joro Experiences, co-hosting a panel discussion entitled, '**Better Together**'.

This collaborative discussion highlighted the importance of every link in the travel value chain when it comes to taking action and **driving positive change**. We partnered with The Long Run and Weeva to create a **Sustainable Pureists QR code** for attendees to connect with our communities, and like-minded Pureists via WhatsApp, which has remained active for news sharing and industry updates relating to sustainability.

We are returning to PURE Life Experiences in 2023.



"It still surprises me that some industry peers still see luxury travel and positive impact travel as two separate entities. Being able to challenge these misconceptions in a friendly and respectful way, and hopefully change minds, even just a handful of times made our presence at PURE all the more worthwhile. If our session inspired more Pureists to have conversations about sustainability and the efforts of those in their travel supply chain during meetings at Palais de Congres, then we're on the right track."

MAUDIE TOMLINSON, HEAD OF OPERATIONS



GOAL

Grow our peer-to-peer community learning and create a sharing culture to aid businesses transformation

Continue learning and educating our members on accessible, inclusive travel

Help our members take actionable steps towards carbon reduction and offsetting

Provide thought-leadership on some big picture and trending topics in our industry

PLAN

6 small-group sessions with Portia Hart (plus guests) on topics from micro-funding to preservation of cultural heritage. 3 workshops and clinics on sustainable marketing by members, Lemongrass Marketing

TCTF to become Inclu verified and promote IncluCare certification training. To attend PURE with mentor Sophie Morgan, hosting a panel on accessible travel

5 free Carbon Clinics with ecollective, helping us turn intent into action. Host webinars with cutting-edge platforms such as Weeva, who can help our members measure progress

4 expert-led panel discussions on topics ranging from indigenous tourism and supply chains, to sustainable travel technology, ED&I and sustainable storytelling.



WHAT'S NEXT



PHILANTHROPY

PHILANTHROPY

Fundraising is one of the key pillars of The Conscious Travel Foundation. In 2022, we donated 38,000 GBP to **grass-roots** charities around the world.

Given our global demographic, we want to facilitate an **equitable** spread of donations and ensure our members have a **meaningful connection** to the causes they are supporting. Therefore, our charitable fund is divided into two categories:

MAIN FUND

The charitable portion of the membership fees from agent and marketing members goes straight into our asset-locked charitable fund. Members nominate and vote for the recipient/recipients.

LOCAL CAUSES

Our hotel and DMC members donate the charitable portion of their membership fees to a local charity project of their choice in their country of origin, in the name of The Conscious Travel Foundation.



“The charitable arm of The Conscious Travel Foundation is a key part of the membership as it allows all the members who make a living from the travel industry to give back to those who are doing such vital work on the ground. It allows us to have a larger impact than we would on our own and means we as members are part of something bigger than ourselves. The charitable donations allow us to make an immediate and genuine difference and show travel can be a force for good.”

JUSTIN HUXTER, CARTOLOGY TRAVEL, UK



MAIN FUND 2022

THE SOL Y LUNA FOUNDATION PERU

Joining forces and pooling funds to support **grassroots charity projects** in the countries in which our members operate is a core tenet of The Conscious Travel Foundation. In 2022, we raised **£21,000** through membership fees from our **agent, sales and marketing members** and received some truly inspiring submissions for potential beneficiaries, which we put to the vote by our members.

Asociacion Sol y Luna was the unanimous choice with 55% of the vote for the main fund, enabling us to donate **£16,304** to their ongoing operational costs, during a period of political turmoil and low visitor numbers in Peru.

The support from The Conscious Travel Foundation members will allow Sol y Luna to cover the outstanding portion of their **annual operational expenses**, which includes staff, psychological support, medical treatment and therapies, food, clothes, school supplies, internet and electricity, and celebrations such as birthdays to support the **childrens' emotional development**. Sol y Luna are sharing regular reports with our members on the impact of our donation.

MAIN FUND 2022

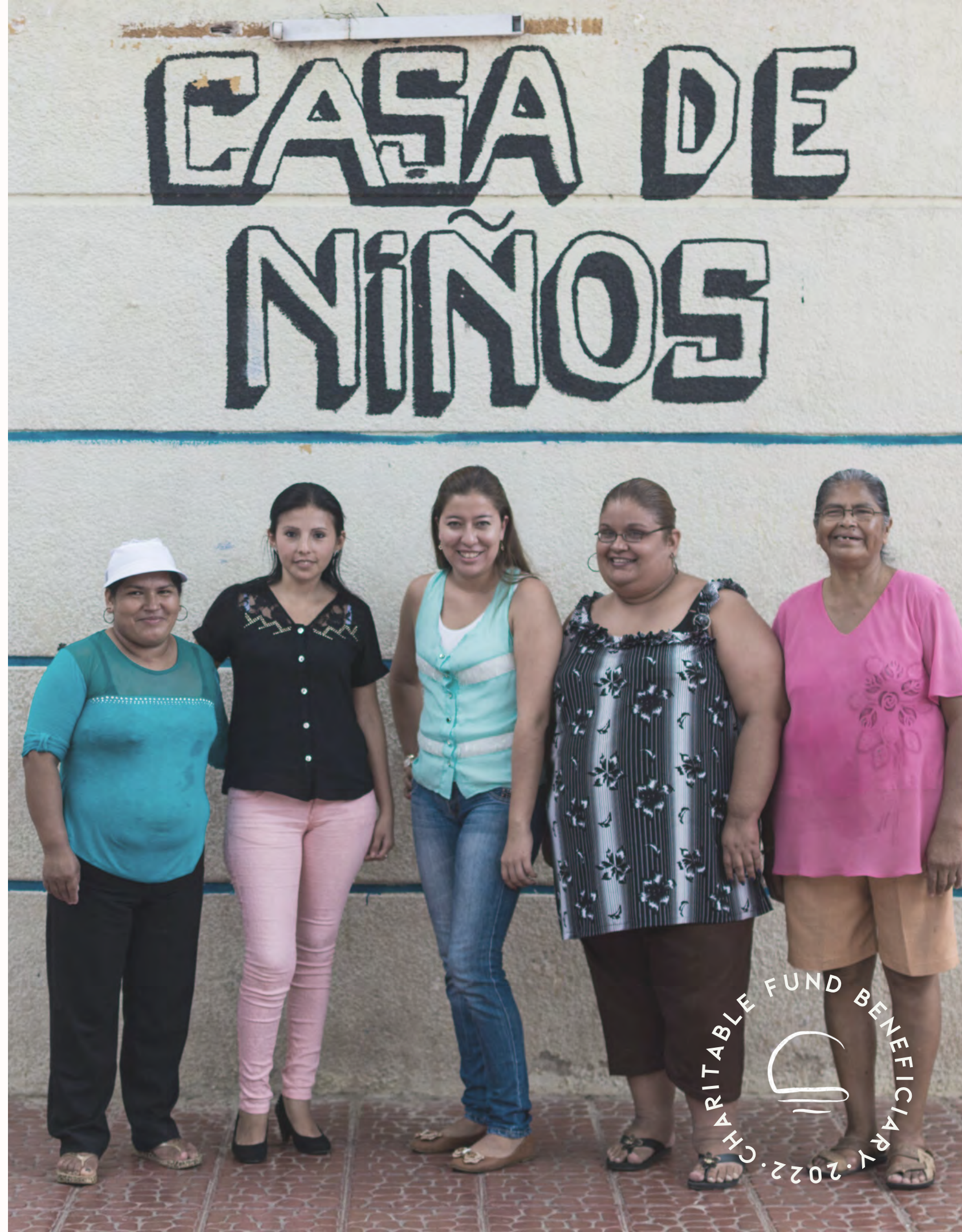
FRIENDS OF ALALAY

BOLIVIA

Nominated by members Senderos, **Friends of Alalay** exists to help street-connected children in Santa Cruz, Bolivia. Working with over 1,000 children annually, **The Alalay Foundation** provides support, health care, education, social work, vocational training and most importantly, something they've often never had – a home and a family.

Establishing appropriate and **sustainable income-generating projects** has always been an integral part of the Friends of Alalay charity business model and we are delighted to be able to support one such project this year. The Conscious Travel Foundation will be funding the refurbishment of their recently-vacated Girls' Welcome House, enabling them to let the city-centre property at a commercial rent and receive a **reliable and steady income** to support more children in Santa Cruz.

With a new welcome house at the Aldea (a centre about 40 minute's bus journey outside town), the children are distanced from many of the obvious attractions of living nearer to the city centre, and the consequent temptations to return to the streets. We are excited to **track the progress** of the renovation and will be updating our members throughout the year as the project gets underway.



LOCAL CAUSES 2022



SPOTLIGHT ON: LOCAL CAUSES

AUSTRALIAN WILDLIFE CONSERVANCY

SUPPORTED BY: BY AMANDA



"The organisation I have chosen to support in the name of The Conscious Travel Foundation is one which has long been on my radar, having personally visited some of their sanctuaries and engaged with their work through impactful conversations and events.

Australian Wildlife Conservancy's mission is the effective conservation of all Australian animal species and the habitats in which they live, with the aim of turning back the tide of extinctions of Australia's native species. Over the past three decades, they have grown from a small non-profit organisation to become a global leader in the field of conservation.

Across the country, AWC has been restoring populations of threatened species, monitoring biodiversity indicators and threats, and conducting world-class research to guide effective management.

They are tackling inappropriate fire regimes, feral animals and weeds, and as a result we are seeing substantially improved landscapes and a reduction in the impact of dry season wildfire.

I admire the way they operate; focusing on science to make conservation a business, and how effective they are at it. I am hopeful that in years to come they will welcome more high-end travellers, keen to experience Australia's unique flora and fauna and learn about our conservation challenges. People who will travel off-the-beaten-track, spend time with scientists, perhaps step outside their personal comfort zone and reap all the rewards that such travel offers. This is something I keep working towards in a small way."

BY
Amanda



SPOTLIGHT ON: LOCAL CAUSES

VOLUNTEERS TO ASSIST CHILDREN WITH DISABILITIES

SUPPORTED BY: TEARDROP HOTELS

"Teardrop Hotels are proud sponsors of the new 'Volunteers to Assist Children with Disabilities' (VACD) Centre opening shortly in the hill country town of Welimada; a charity enriching the lives of children from the poorest communities of Sri Lanka.

Through newly implemented infrastructure and resources, the Centre will provide a dedicated educational programme for children with disabilities, supporting their development through vocational and life skills, as well as fostering creative growth through music and dance. Their goal is to empower the children to live independent and productive lives, whilst building strong and engaged communities who embrace children with disabilities and encourage a life of fulfillment and inclusion. Whilst the new Centre at Welimada remains under construction, our donations have been able to support the operational running costs of the existing VACD Centre in Bandarawela.

As we continue to grow, and particularly now that we have three established hotels in the tea hills, we felt it was the right time to commit more funds, time, and energy into helping children with disabilities to enjoy a better education and brighter future. We are thrilled that VACD are keen to expedite their Welimada centre and are looking forward to the launch in a few months."
- Henry Fitch, CEO, Teardrop Hotels



GOAL

Creation of robust framework and criteria for our philanthropic giving

Streamline and tighten up the process for our grant making

Increase our main annual fund by 20%

PLAN

Work with Philanthropy Without Borders, in consultation with a working group members and mentors, to create and roll out a long-term strategy

Implement our strategy and framework, using resources that include surveys, application process, scoring rubric, voting surveys, evaluation templates and feedback process

Host a fundraising auction to raise funds for The Conscious Travel Foundation and the charity projects we support





MEET OUR MEMBERS

MEET OUR MEMBERS

We are proud to welcome members from across the travel industry, at all stages of their sustainability journey. Our **close-knit community** continues to drive the evolution of the foundation, sharing successes, struggles, innovations and ideas with the aim of **influencing positive change** in tourism.

Membership to The Conscious Travel Foundation is reviewed annually to ensure that our members continue to take strides towards being more **sustainable, purpose-driven businesses**. During this process, our members share their achievements and goals for the year ahead.

Here we shine a light on just some of our members and their contributions to both the foundation and the wider travel industry.



MEET OUR MEMBERS



PURPOSE AND
PROFIT

TOM MCLOUGHLIN

SEO TRAVEL, UK

"Doing business differently has become core to how we think and approach things at SEO Travel. 2 years ago, we made the decision to give 100% of the profit we make away to two educational charities, one at home in Yorkshire and one that serves the wider world.

We wanted to make an impact with our work beyond the marketing we do for clients and this felt like a new way to do that. We're learning along the way as we work closely with our charity partners and others making waves in this sector.

Being a part of The Conscious Travel Foundation has been another step in that direction and has been a massive help in informing what we do.

As well as the impact we make on the education front, we continue to explore how our business and those of our clients impact the environment we all operate in. We hope to build that into our model too so we have a sustainable approach that we can share with all our partners which can lead to lasting, scalable change."

CHANGING
MINDS

MEET OUR MEMBERS

SERGIO TAVERAS

BONVIDÓ, DOMINICAN REPUBLIC

"Being part of The Conscious Travel Foundation is an important milestone for us and has transformed our business in the Dominican Republic. We're changing the way the Dominican Republic is seen by working with local suppliers and communities, showcasing the authentic Dominican Republic and ensuring money goes back into communities, not just all-inclusive resorts. Through the foundation and its members, we've learned the importance of conscious travel and integrated it into our entire planning of activities, marketing and transportation. We promote it to our guests and encourage them to be mindful of their impact on the environment and local communities. We've also learnt how to filter the right local organizations to partner with and to donate a portion of our proceeds, supporting education and training for local individuals. This empowers them to become "local heroes" and champions of conscious travel. Working with Vanessa from Intego, we've developed various strategies to increase our positive impact. Together, we've implemented initiatives supporting conservation projects for humpback whales, manatees, corals, and mangroves in the Dominican Republic".





INSIDE THE FOUNDATION

MEMBERSHIP FEES

The Conscious Travel Foundation is a registered **Community Interest Company (CIC)**, also known as a 'social enterprise'. As a **non-profit organisation**, we have an asset lock in place, ensuring that all profits from membership fees and any additional fundraising are directed to our **charitable fund**.

The cost of annual membership for 2023 is **£1200**. This fee is equally split between taking part in our programme, and our charitable fund.

For our **travel designer and sales and marketing members**, fees are paid in full to The Conscious Travel Foundation. We then allocate 50% (£600) into our **asset-locked charitable fund**, for donation to our chosen beneficiary at the end of each year.

For **DMCs, hotels and lodges**, 50% (£600) is payable to The Conscious Travel Foundation. The remaining £600 is then **donated directly** to a charitable project of their choice, in the name of The Conscious Travel Foundation, during their year of membership.

We require **proof of payment** and details of all charitable projects, so that we can track our **global philanthropic impact**.



RESOURCES

The private Members Area on our website provides convenient access to resources that help our members on their positive impact journey. This password-protected area allows our members to download our Toolkit and our marketing assets, browse our resource library and access a video archive that houses all the past recorded sessions.

RESOURCE LIBRARY

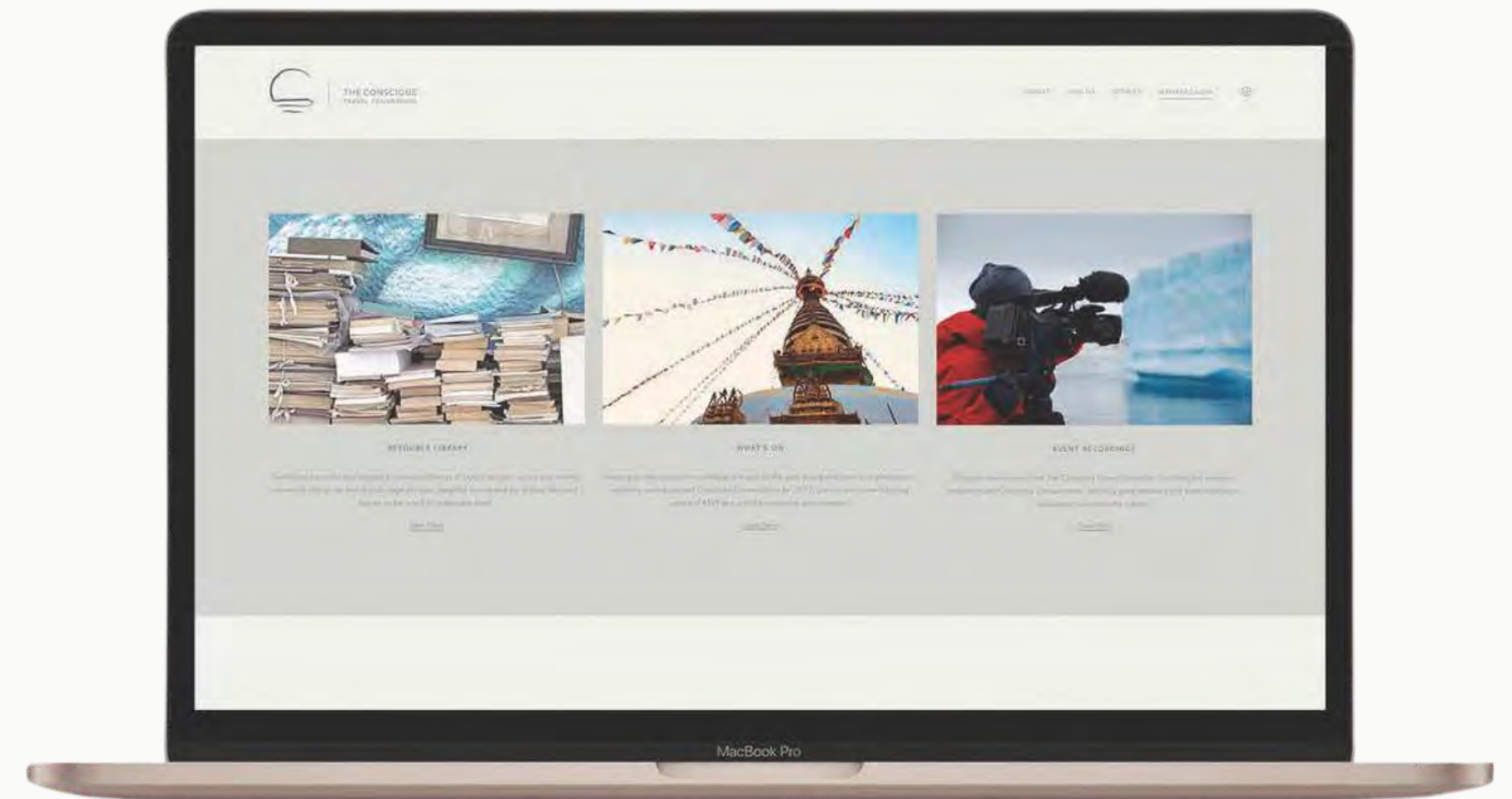
Home to our toolkit and a curated collection of books, articles, reports and reading materials, chosen for their broad range of topics, insightful content and useful data.

WHAT'S ON

A calendar of events and booking system for our seminars, workshops and panel discussions.

EVENT RECORDINGS

Original video content including seminars, workshops and Conscious Conversations, featuring guest speakers and sustainable travel luminaries from across the industry and access a video archive that houses all the past recorded sessions, booking system for our seminars, workshops and panel discussions.



“At The Camel Collection, we believe in promoting responsible and sustainable tourism, and joining The Conscious Travel Foundation was a natural fit for us. As travel advisors, we understand the impact that travel can have on the environment and local communities, and we wanted to take a proactive approach to minimising our footprint. Since joining the foundation, we have gained access to valuable resources and knowledge that have helped us implement sustainable practices and improve our operations. We have also had the opportunity to connect with other members of the community who share our values and passion for making a positive difference in the travel industry. Being part of The Conscious Travel Foundation has been an enriching experience for us, and we look forward to continuing to learn and grow alongside this inspiring community. .”

RORY HODDELL, THE CAMEL COLLECTION



IN THE PRESS

“Set up during the Covid-19 pandemic, in response to the devastating impact on the hospitality industry worldwide, TCTF is a collective of travel businesses which aim to educate the industry and customers about how to travel better, helping us to use our travels to support high-impact conservation and community projects.”

JULIET KINSMAN, THE GREEN EDIT





THE FUTURE

CHARITABLE FRAMEWORK

Since our inception, we have harnessed the philanthropic power of the travel industry, with 100% of our profits donated to charitable projects around the world. However, by the end of 2022, we began to realise the challenges and limitations of our current grantmaking process as our community had grown. We decided to engage the help of expert consultant Caliopy Glaros, founder of **Philanthropy Without Borders**, to review our structure and **create a robust framework for our charitable giving**.

Challenges with our fundraising program include difficulty in **identifying, vetting, and selecting** recipient organisations that represent the grassroots 'micro impact' that the Foundation seeks to fund. Although incredibly strong and valued relationships exist with current recipients, the Foundation seeks to **formalise and streamline** the program in a way that will help us:

- Narrow the scope of potential recipients
- Strategically vet and select recipients
- Evaluate the impact of projects so that they can be shared with members for increased accountability and transparency
- Provide a framework that members can tap into for their own philanthropic decisions and programs



CHARITABLE FRAMEWORK

In the first half of 2023, Caliopy will be working in consultation with a **select working group** of founders, members, and mentors, to create a **grantmaking strategy** that aligns with our collective principles and pillars.

The core outcomes will be:

- A values-aligned grantmaking strategy
- Clear direction in our grantmaking strategy that guides decision-making and investments
- Integration of the fund beneficiaries into the Foundation, so that grantees and members can both experience the full value of the program and can mutually share and exchange information in an equitable way

We aim to complete the project by the end of August 2023 and look forward to sharing our framework with our members and partners. The new framework will be utilised for our 2023 grants.



ACCESSIBLE TRAVEL



ONE IN SIX OF THE
WORLD'S POPULATION
IS DISABLED, WITH AN
ANNUAL DISPOSABLE
INCOME OF \$13
TRILLION.

We're on a mission to support our members and the wider industry in becoming effective ambassadors and curators of **inclusive travel**. Through our Ambassadors Programme, we worked with accessible travel expert and advocate, **Richard Thompson**. With his unwavering commitment to influence and facilitate change, Richard partnered with us to facilitate a phenomenal panel discussion, which included broadcaster, author, campaigner and award-winning advocate for disability rights, Sophie Morgan.

In response to the panel, Richard said *"Yesterday's session will, I predict, be seen as a watershed moment in the understanding and acceptance of accessibility and inclusion as a tangible, aspirational and essential requirement for the entire travel, hospitality and leisure supply chain."*

At the helm of Inclu, Richard and his team are on a mission to bring **equity to the care and the freedom of experience, for everyone**. In developing IncluCare, the world's first guest-inclusion verification for luxury hospitality and leisure training, they have been recognized in Condé Nast Traveler's first-ever Bright Ideas in Travel list.

ACCESSIBLE TRAVEL

At the end of 2022, we welcomed **Sophie Morgan** onboard as a mentor. Sophie is starting a brand-new monthly column for Condé Nast Traveller UK championing accessible travel, and we are pleased to support Sophie with industry contacts around the world.

Later this year, we're collaborating with Sophie to share the stage at **PURE Life Experiences** in Marrakech, to start an important conversation around accessible, inclusive travel at the industry's leading luxury tradeshow.

Working alongside Richard and Sophie, we look forward to continuing our **advocacy** for a truly inclusive travel industry.



GOALS

In 2022, in consultation with UK charity and non-profit consultants, **Lime Green**, we identified **key areas for development** in order to increase our membership, raise more funds and grow our impact. Until now, The Conscious Travel Foundation has been run by a small team on limited hours, but we recognise that we need **additional time and resources** dedicated to the Foundation in order to facilitate **meaningful growth**.

Subject to securing additional funding, here are some of our key goals for 2023 and beyond:

- Proactive member recruitment
- Increased outreach through marketing channels
- Develop additional tools and collateral
- Explore the development of an in-house carbon fund, with the help of external experts
- Increase our presence at industry events and trade shows
- Nurture our community with more in-person events



OUR ROADMAP

Grantmaking is a fundamental tenet of The Conscious Travel Foundation and, as a non-profit organisation, we are bound to **donate our profits to charity**. So in order to raise the funds needed to staff the foundation and facilitate growth, we have identified some key avenues to explore in 2023 and beyond.

AUCTION

We are hosting a **fundraising auction** in the autumn of 2023, bringing together our network of industry friends, peers and supporters to **raise funds** for The Conscious Travel Foundation and the charity projects we support.

SPONSORSHIP

Joro Experiences have been our key sponsor since 2022, donating £10,000 annually, filling our funding gap as a rapidly growing membership organisation with an increasing operational burden.

We are **seeking additional sponsors** to help facilitate our growth plans. Sponsoring The Conscious Travel Foundation offers more than simply donating funds to charity, with the **impact multiplied three-fold**; increasing our charitable fund and amplifying our support of grass-roots projects, facilitating education and powering positive change within the travel industry and beyond.

Please get in touch if you'd like to learn more.

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