



ASEV

RESPONSIBLE TRAVEL
CORPORATE SOCIAL
RESPONSIBILITY
POLICY

ABOUT US

CORPORATE SOCIAL RESPONSIBILITY POLICY

Established in 1990, **ASEV Travel is a Destination Management Company** operating exclusively for the B2B market across South East Asia, providing personalized travel experiences and MICE events. We are a **leader in our field of boutique travel products**, providing classic itineraries as well as bespoke programs to our clients.

Headquartered in Ho Chi Minh City, Vietnam, with a secondary hub in Paris, we have our own operations and sales offices in Vietnam, Cambodia, Thailand, Myanmar and Laos as well as sales and marketing representatives, in Europe and the Americas.

“ *Our drive for constant innovation and quality, is driven by our experienced, passionate and well traveled team. This has earned us a variety of accolades and awards, from national tourism authorities and global travel media, further affirming our position in the marketplace.* ”



THE ASEV TRAVEL SUSTAINABILITY MISSION

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ASEV Travel understands **the need to balance sustainable tourism practices** alongside social, cultural and ethnic differences.

Our mission works towards a 3 tier approach with a focus on;

- **Socio-economic development**
- **Environmental sustainability**
- **Cultural sensitivity**

We aim to **contribute to a sustainable society and to sustainable tourism** by;

- Committing that our travel experiences are in-line with sustainable standards
- Empowering our partners with sustainability practice recommendations
- Engaging with our suppliers to ensure we continue to provide high levels of care and attention, in-line with our CSR policies and Travelife centered values.
- Maintain a constant commitment to review our policies and practices, to ensure they are in-line with our 3 tier approach.



ANIMAL WELFARE COMMITMENT

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ASEV Travel believes in having **meaningful interactions with animals across the destinations** in which we operate, in a regulated and sustainable manner. This prevents abuse and improves the livelihoods for any involved animal. We conduct **strict audits and inspections on all animal related programs** within our product portfolio throughout each year.

ASEV Travel does not operate activities where animal welfare, cruelty or inhumane abuse is possible, probable or likely. We are working towards **developing company wide Travelife CSR Ambassadors** in each of our regional offices, and continue to work closely with local and international animal welfare specialists, and our teams on the ground who have vast experience in CSR. Our Country Managers are available to discuss local practices and programs in their countries with our partners and agents on request.

ASEV TRAVEL ANIMAL WELFARE AUDIT POLICY

- Audits are monitored at leadership level, ensuring our experienced international and local teams actively engage with one another to maintain high standards
- We only offer animal related programs, where they meet our quality and audit checks
- We work with local partners to encourage and maintain high levels of integrity and education, on sustainability.



TRAVELIFE ELEPHANT STANDARD

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ASEV Travel believes in having a **robust system for the regulation and improvement of standards in elephant and animal welfare**. Working alongside sustainability providers such as Travelife, we are helping to set the standard across Asia Pacific, ensuring the highest levels of care for elephants in captivity.

Through an auditing process, elephant camps are assessed based on comprehensive criteria that encourage camps to comply with strict guidelines, for the care and wellbeing of Asian elephants.

TRAVELIFE ELEPHANT STANDARD IS A UNIQUE INITIATIVE THAT;

- Encourages elephant camps to improve their conditions, with economic incentives rather than forcing them to comply through boycotts of camps and elephant related product.
- Provides travellers with responsible options for elephant encounter, through encouraging camps to offer alternatives to cruel treatment such as shows and unnatural elephant activities such as elephant riding, thus allowing a more holistic and meaningful experience with these great creatures.
- Helps to protect wild elephant numbers by close monitoring of elephant origins and the tracking of individual elephants through registration by owners.
- Encourages cooperation throughout the travel industry to create real change and improvement in animal welfare.
- ASEV Travel is proud to be working towards Travelife accreditation and actively engages with its regional representatives in supporting activities, inspections, audits and monitoring of elephant camps we work with.



SOCIAL ENTERPRISE: SUPPORTING LOCAL COMMUNITIES & BUSINESSES

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ASEV Travel believes in order to grow as a socially aware organization, we need to **support local initiatives and projects on the ground**. These small enterprises are often lifelines to survival in communities where tourism maybe the only source of income.

We are in the development stage of this area, **working on the ground to identify and partner** with social enterprises which contribute to sustainable local development.

SUPPORTING LOCAL ENTERPRISE IS IMPORTANT BECAUSE;

- Working with local businesses directly supports communities within the destination in which we work, in improving their socio-economic positioning. This provides incentives for businesses to maintain high standards and service levels.
- Through sustainable business models and community engagement, we are able to work with local business in the provision of skills training and education, leading to gainful employment within the local communities we work in. By supporting local social enterprises, we directly support these practices.
- ASEV Travel always aims to hire locally where possible. The effort is meant to offer sustainable employment and professional development by partnering with local tour guides, porters, drivers, chefs, artists, historians etc.
- Introducing travelers to social enterprise community projects we support during their trip to ensure any handicrafts or locally made goods they may wish to purchase are both ethically sourced, effectively priced and contribute to the continued sustainability of jobs in the region.



ENVIRONMENTAL RESPONSIBILITY

CORPORATE SOCIAL RESPONSIBILITY POLICY



CARBON FOOTPRINT

ASEV Travel acknowledges that tourism can bring adverse effects to destination by its very nature. Protecting the environment in which we work and provide experiences in, is a key part of **our commitment to environmental sustainability**. In order to reduce our environmental impact on destination in which we work, we have implemented initiatives and work alongside partners to **proactively play our part in reducing our environmental footprint**.

We **educate our suppliers and employees on sustainability practices**, and are working with local organizations whose objective is to reduce the environmental effect tourism can play on local communities.

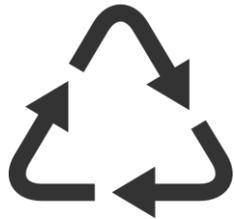


ENVIRONMENTAL RESPONSIBILITY

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We are continually working towards initiatives that contribute towards **the maintenance of the local environment, historical / heritage sites and the integrity of our business.** Some of these initiatives include;

- Engaging in active participation with Travelife, to ensure our CSR programs and practices are sustainable and inline with the travel community as a whole.
- Working with suppliers and local communities and other travel partners in developing ways we can operate tours in the most environmentally friendly sensitive manner.
- Working with our suppliers and local communities in plastic and glass collection and community clear up initiatives.
- Working with local communities in the development of CSR related activities, that enable clients to have a more meaningful experience.



PLASTIC WASTE REDUCTION

ASEV Travel believes in **reducing plastic waste** across the regions that we work. The amount of single use plastic consumption, is one of the biggest environmental dilemmas in Asia Pacific today, due to waste disposal limitations. We are in **the process of developing a plastic reduction program** both in our offices and the programs we operate, to curb the effects of single use plastics.

CULTURAL SENSITIVITY

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At the pillar of the destinations we work in, are the local communities and unique cultures that exist across the region. **Maintaining the integrity of these local cultures and trust within communities** is imperative in not only preserving the region and each countries heritage, it also paves the way forward to educate and share unique aspects of these cultures.



IN OUR EFFORTS TO REMAIN CULTURALLY SENSITIVE WE;

- Do not promote tourism programs that may exploit animals or communities
- Carefully monitor group activities and their potential impact on destination, particularly on islands or in indigenous communities.
- Work with organization that have close links to community leaders, indigenous leaders and environmental organizations with the objective of preserving and being sensitive to the needs and beliefs of cultures, traditions and peoples in the region.
- Work to support local community programs and projects that work towards maintaining culture, history and heritage such as UNESCO.

SUSTAINABILITY: IT STARTS WITH US

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ASEV Travel firmly believes **our people are the key to delivering change**. This change not only then happens in the office, but also has a trickling effect throughout our families, friends and partners. Together we aim to achieve a **positive sustainable footprint** throughout our businesses and those who work within it.



WHAT WE DO IN OUR OFFICE & OUR PEOPLE

- Encourage a no print policy in our offices.
- Encourage offices to reduce their energy output through turning off printers, computers lights and other electronics when not in use.
- Our staff and suppliers commit to reducing their carbon footprint by using local transport options where possible or only our local suppliers and hotels we work closely with, who have a sustainable hotel policy on business and educational trips.
- We encourage our drivers to use air-con efficiently in vehicles during tours

THE FUTURE

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Our people, processes, products and partners are the future to ensuring we engage with local communities and deliver continued development, in the area of sustainability. **We are constantly reviewing and implementing initiatives across the CSR spectrum.**

FUTURE PROJECTS AND INITIATIVES INCLUDE;

- Continued engagement with partners such as Travelife, to ensure we stay abreast of sustainability standards, practices and actively contribute to these as a tourism provider to share best practice.
- Work with local communities in destination, to remain at the forefront of socio-economic development, environmental sustainability and the embracing of local cultures.
- Implementation of CSR related experiences for our clients across the countries we operate , as a way of working with local communities, and give back to as well as contribute to sustainable tourism projects we support.

“

We aim to be a leader in the field of corporate social responsibility and believe together, we can make your clients trip to Asia with us, a sustainable and enjoyable one that leaves lasting memories and a positive footprint on the country as well as the communities we work with.

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ASEV TRAVEL LAOS REWARDED- TRAVELIFE PARTNER -

Travelife, which has been established with the support of the European Commission, is the leading international sustainability certification for the travel sector. It covers all aspects of the tourism supply chain from environmental issues, biodiversity and human rights to labour relations

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Travelife 
PARTNER
Committed to sustainability

**THE TRAVELIFE PARTNER AWARD IS A RECOGNITION OF ASEV LAOS' COMMITMENT
TOWARDS SOCIAL AND ENVIRONMENTAL SUSTAINABILITY.**

ASEV Laos complies, based on a verified self-assessment to more than 100 criteria related to sustainability management, office operations, working with suppliers and customer communication. Travelife follows a three-stage approach:

- (1) Travelife Engaged (become an official member),
- (2) Travelife Partner (award),
- (3) Travelife Certified (certification).

We are working towards further improvements aiming to eventually reach the third party audited Travelife Certified stage and span this accreditation to all our destinations across South East Asia.

[Access online to our CSR Policy](#)



CONTACT US

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We are continuously working to improve our responsibility policy as this is an ever evolving part of the travel industry. To discuss further our CSR related programs or policy, please do not hesitate to contact us;



ASEV TRAVEL
www.asev-travel.com

