

MAKE TRAVEL MATTER® EXPERIENCES

# QUALIFYING CRITERIA



TREADRIGHT  
FOUNDATION  
TreadRight.org



## WHAT IS A MAKE TRAVEL MATTER® EXPERIENCE?

A MAKE TRAVEL MATTER® Experience is an included or optional experience that has a positive impact on the people and communities we visit, with a clear social or environmental mission at the core of their operations. By providing these experiences to our guests, we are contributing to 11 of the 17 United Nations Global Goals, identified through our sustainability strategy, *How We Tread Right*. MAKE TRAVEL MATTER® Experiences go beyond travelers making monetary donations to charities or non-profits in exchange for entry to an experience.

## WHAT ARE THE GLOBAL GOALS?

The Global Goals were developed by the United Nations in 2015 to create a better future for people and our planet by 2030. They are quickly becoming the language of sustainability for governments and businesses. There are 17 Global Goals, each focusing on an area of development with clear targets and indicators. The Travel Corporation is focusing on advancing the Global Goals where we feel we can make the most impact. Therefore, we are focusing our MAKE TRAVEL MATTER® Experiences on advancing the 11 Global Goals that our current sustainability strategy is focused on. To learn which of the 11 Global Goals we are currently focusing on, see our [How We Tread Right sustainability strategy](#).

## WHY NOW?

In September 2020, TTC launched a new 5-year sustainability strategy titled *How We Tread Right (HWTR)* for its [family of brands](#). In an effort to address the issues outlined in our strategy, and those we felt were of importance to our business and to the planet, we embraced the [United Nations Sustainable Development Goals](#), widely accepted as the blueprint for sustainability both for businesses and governments. This process inspired us to build a tool that would allow our family of brands to carefully select experiences that benefit the community, and to do so with confidence that their impacts are real.

## HOW DO WE IDENTIFY MAKE TRAVEL MATTER® EXPERIENCES?

MAKE TRAVEL MATTER® Experiences are identified by our brand teams globally. They utilise our proprietary E-Assessment to qualify potential experiences. In addition, our E-Assessment enables our teams to identify which Global Goal the MAKE TRAVEL MATTER® Experience aligns with. The experience must meet the criteria of at least 1 Global Goal in order to be qualified. One experience can advance up to 2 Global Goals.

# HOW DO MTM EXPERIENCES ADVANCE THE GLOBAL GOALS?

Our TTC brands will identify which Global Goal(s) the MTM Experience advances. Use the legend below to help you understand what each Global Goal means:



The experience contributes ending poverty in all its forms, everywhere



The experience contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all



The experience is helping to achieve gender equality and empowering all women and girls



The experience is helping to ensure availability and sustainable management of water and/or sanitation for all



The experience is contributing to affordable, reliable, sustainable and modern energy for all



The experience actively encourages participation and enhances representation of diverse communities (LGBTQ+, Indigenous Peoples, refugees, low-income people, seniors, etc.)



The experience educates our guests on the sustainability and resiliency of community, and contributes to making the destination inclusive, resilient and sustainable for generations to come



The experience promotes and educates our guests on sustainable consumption and production



The experience educates our guests on the climate crisis and takes action to address its impacts



The experience contributes to the conservation and sustainable use of our oceans, seas and marine ecosystems



The experience educates our guests on the importance of natural ecosystems OR wildlife conservation and contributes to their restoration or repopulation

# CRITERIA

MAKE TRAVEL MATTER® Experiences go beyond travelers making monetary donations to charities or non-profits in exchange for entry to an experience. Using our proprietary MTM E-Assessment, travel experiences will be assessed against a set of rigorous criteria, selected from the [Global Indicator Framework for the Global Goals](#), in order to identify the ways in which they advance the 11 Global Goals that we prioritize. These criteria also account for the educational component of the experience that is vital in helping travelers become aware of their global citizenship. The criteria for meeting each Global Goal are listed below. To be an MAKE TRAVELMATTER® Experience, the experience must meet a unique set of criteria for each Global Goal.



## GLOBAL GOAL 1. NO POVERTY

The experience contributes to ending poverty in all its forms, everywhere.

**Minimum Criteria** At least two criteria must be met:

- ◆ The organization ensures fair, affordable access to goods and services for people living in poverty
- ◆ The organization directly employs marginalized persons
- ◆ The organization increases economic activity in areas of high poverty, directly benefiting those in need
- ◆ The organization supports community-owned enterprises (ie. co-ops)



## GLOBAL GOAL 4. QUALITY EDUCATION

The experience contributes to ensuring inclusive and equitable quality education, and/or promotes lifelong learning opportunities for all.

**Minimum Criteria** At least one criterion must be met:

- ◆ The organization provides/contributes to people accessing education through scholarships or (pre or post secondary)
- ◆ The organization provides on-site childcare
- ◆ The organization provides mentorship and training opportunities (coaching, training at-risk youth)
- ◆ The organization promotes reading and education and actively supports local school and youth to learn about the cultural heritage of their region

5 GENDER  
EQUALITY



## GLOBAL GOAL 5. GENDER EQUALITY

The experience is helping to achieve gender equality and empowering all women and girls.

**Minimum Criteria** At least two criteria must be met:

- ◆ At least 51% of the owners are women
- ◆ The organization actively empowers women and girls through community investment (micro-lending, life-skills training, education, etc.)
- ◆ The organization provides secure employment for vulnerable women (victims of trafficking, violence or exploitation)
- ◆ The experience educates guests about identifying and assisting human trafficking and violence against women
- ◆ The organization provides on-site childcare and flexible work hours for caregivers
- ◆ The organization or experience provides personal hygiene kits for women and girls (free or at cost)
- ◆ The organization provides access to sexual and reproductive health services

6 CLEAN WATER  
AND SANITATION



## GLOBAL GOAL 6. CLEAN WATER AND SANITATION

The experience is helping to ensure availability and sustainable management of water and/or sanitation for all.

**Minimum Criteria** At least one criterion must be met:

- ◆ The organization directly improves access to safe and affordable drinking water
- ◆ The organization directly improves access to sanitation and improved hygiene
- ◆ The organization is working to improve water-use efficiency and reduce freshwater use. E.g. low-flow fixtures, rain-capture, drought-resistant landscaping or behavioural best practices

7 AFFORDABLE AND CLEAN ENERGY



## GLOBAL GOAL 7. AFFORDABLE AND CLEAN ENERGY

The experience is contributing to affordable, reliable, sustainable and modern energy for all.

**Minimum Criteria** The first and at least one other criteria must be met:

- ◆ The organization is powered by renewable energy (does not include people powered activities e.g. walking, cycling, etc.)
- ◆ The experience contributes to affordable, reliable, sustainable and modern energy for all
- ◆ The experience showcases how prioritizing a shift to renewable energy leads to sustainable and resilient communities

10 REDUCED INEQUALITIES



## GLOBAL GOAL 10. REDUCED INEQUALITIES

The experience actively encourages participation and enhances representation of diverse communities (LGBTQ+, Indigenous Peoples, refugees, low-income people, seniors, etc.)

**Minimum Criteria** At least one criterion must be met:

- ◆ The organization actively recruits and employs people from diverse populations (LGBTQ, Indigenous Peoples, refugees, low-income people, seniors, etc.)
- ◆ The organization provides services to support or empower diverse communities that they would not normally have access to

11 SUSTAINABLE CITIES AND COMMUNITIES



## GLOBAL GOAL 11. SUSTAINABLE CITIES AND COMMUNITIES

The experience educates our guests on the sustainability and resiliency of community, and contributes to making the destination inclusive, resilient and sustainable for generations to come.

**Minimum Criteria** The first criterion and at least one other criterion must be met:

- ◆ The experience has an educational component for guests to learn about how the organization contributes to the sustainability & resiliency of their community
- ◆ The organization provides safe, affordable housing for its staff
- ◆ The organization is owned or operated by local Indigenous people and incorporate Indigenous culture/ education into the experience

- ◆ The organization works to preserve/teach local or Indigenous language or culture
- ◆ The experience safeguards traditional practices that are significant to a community (E.g. dance, weaving etc.)
- ◆ The organization directly improves the accessibility/safety of green space or protected lands



## GLOBAL GOAL 12. RESPONSIBLE CONSUMPTION AND PRODUCTION

The experience promotes sustainable food experiences, small scale farmer interactions or responsible consumption.

**Minimum Criteria** The first criterion and at least two other criterion must be met:

- ◆ The experience has an educational component for guests to learn about the importance of sustainable/responsible consumption
- ◆ The organization has implemented strategies to reduce their food waste.
- ◆ The organization uses/promotes sustainable agricultural practices E.g. Permaculture, biodynamic farming
- ◆ The organization showcases circular economy principles and/or upcycling (using waste as a resource) in their experience
- ◆ The organization sources the majority of their goods locally (within ~50 miles/ 80km). E.g. Locally grown food, locally made art, etc.
- ◆ The organization prioritizes low-carbon proteins/plant-rich diets
- ◆ The organization prioritizes vegan meal options
- ◆ The organization publishes a sustainability report
- ◆ The organization sources the majority of their cocoa, coffee, tea, or other products with sustainability practices in mind. Their products certify to internationally accepted standards: either **Fairtrade** or **Rainforest Alliance** (previously UTZ-certified).



## GLOBAL GOAL 13. CLIMATE ACTION

The experience educates our guests on the climate crisis and takes action to address its impacts.

**Minimum Criteria** The first criterion and at least one other criterion must be met:

- ◆ The experience educates guests about the climate crisis and what can be done to minimize impact
- ◆ The organization gets at least 50% of their energy from renewable sources
- ◆ The organization is carbon neutral
- ◆ The organization has emissions reduction targets set and have a plan to meet them
- ◆ The organization measures and publishes their carbon footprint



## GLOBAL GOAL 14. LIFE BELOW WATER

The experience contributes to the conservation and sustainable use of our oceans, seas and marine ecosystems.

### Minimum Criteria

At least two of the criteria must be met:

- ◆ The organization actively prevents/reduces marine pollution
- ◆ The organization does not provide any single use plastic items during the experience
- ◆ The organization has a plan to minimize plastic in their operations
- ◆ The organization educates guests on the marine environment and best practices for a low-impact experience
- ◆ The organization protects endangered marine species and/or removes invasive species
- ◆ The organization works to supply data to scientists working on conservation
- ◆ The organization directly protects, sustainably manages, or rehabilitates marine and coastal ecosystems



## GLOBAL GOAL 15. LIFE ON LAND

The experience educates our guests on the importance of natural ecosystems or wildlife conservation, and contributes to their restoration or repopulation.

### Minimum Criteria

The first criterion and at least one other criterion must be met:

- ◆ The organization educates the guests on improving, protecting or conserving ecosystems or animal populations
- ◆ The organization supports reforestation/tree-planting initiatives
- ◆ The organization uses/promotes sustainable agricultural practices. E.g. Permaculture, biodynamic farming, etc.
- ◆ The organization participates in habitat restoration
- ◆ The organization actively participates in anti-poaching initiatives
- ◆ The organization works towards the conservation of threatened or at-risk species