

SUSTAINABILITY POLICY

Colombia Memories S.A.S.

Bogotá, Colombia

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1. AGENCY PRESENTATION

Colombia Memories SAS (DMC) was founded in October 2021 as a spin-off from its sister company, Natura Travel SAS. For strategic and commercial reasons, Natura Travel transferred its entire operational structure, tour itineraries, and accumulated expertise to Colombia Memories, allowing the company to build on a solid foundation from its inception.

The combination of the financial expertise of Freddy Celis and the commercial and operational experience of Daniel Schuster brings together complementary strengths that support the company's sustainable growth.

Currently, Colombia Memories works with a team of 20 employees, collaborates with 5 international tour operators, and partners with more than 700 Colombian suppliers. Our main markets include France, Germany, Italy, and Spain.

We design and operate sustainable tourism experiences across multiple regions of Colombia, including Cundinamarca, Boyacá, Caldas, Quindío, Antioquia, Risaralda, Bolívar, Atlántico, Amazonas, Magdalena, Huila, Valle del Cauca, Cauca, Santander, among others.

2. MISSION

Our mission is to design and deliver unique and memorable tourism experiences while minimizing our environmental footprint and actively contributing to environmental protection. We are committed to promoting responsible water use, reducing energy consumption, and ensuring proper waste management through the actions of both our staff and our guests.

We work continuously to reduce our carbon footprint and to integrate sustainable practices across all our operations. This commitment is carried out in close collaboration with the communities that support our tours, under fair, equitable, and inclusive working conditions.



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In addition, we seek to raise awareness among our clients about the importance of environmental sustainability and encourage responsible behavior during their travels. Our goal is to ensure that tourism activities generate a positive, gradual, and non-invasive impact on the destinations they visit and on the country as a whole.

3. GENERAL MANAGEMENT SYSTEMS

Colombia Memories implements a monitoring and control system designed to identify, evaluate, and promote tourism activities that generate positive social, cultural, and environmental impacts in Colombian destinations and host communities.

This system allows the company to assess its operations and supply chain in a structured manner, ensuring continuous improvement and alignment with its sustainability objectives.

3.1. Monitoring and Follow-up

Colombia Memories will develop and maintain a documented procedure to define objectives, activities, and corrective actions related to sustainability performance.

This procedure enables the systematic monitoring of suppliers and partners, ensuring that their operations generate positive environmental and social impacts. It also allows the company to collect reliable data, assess performance over time, and identify and exclude practices associated with greenwashing

3.2. Supplier Management

Supplier management is the responsibility of the Logistics Department, which applies sustainability criteria when selecting, evaluating, and maintaining relationships with suppliers.

Colombia Memories prioritizes partnerships with suppliers whose business practices demonstrate measurable positive social, cultural, and environmental impacts in the destinations where they operate.



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3.3. Responsibility

At Colombia Memories, social, environmental, and corporate responsibility is a shared commitment across the organization and applies to all employees, regardless of their role or hierarchical position.

We recognize corporate social responsibility as a core value and a defining standard of our organizational culture, guiding decision-making at all levels of the company.

4. ENVIRONMENTAL REQUIREMENTS

4.1. Natural Heritage

In compliance with applicable legislation, Colombia Memories requires all tourism service and product providers to commit to the conservation and protection of natural heritage in the areas where they operate.

Our partners must ensure that their activities generate positive impacts on local flora and fauna and contribute to the responsible use and preservation of Colombia's natural resources.

4.2. Efficient Water Use

Colombia Memories promotes the responsible and efficient use of water, recognizing it as a vital and limited resource, in line with the European principle "Without water, there is no life."

To achieve this, we implement the following actions:

- Provide training to our employees on responsible water use in daily operations.
- Inform and raise awareness among our guests about water-saving practices during their visit.
- Work closely with suppliers to encourage and maximize efficient water use throughout the supply chain



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4.3. Efficient Energy Use

Colombia Memories is committed to reducing energy consumption and improving energy efficiency across its operations through the following measures:

- Preventive maintenance of equipment to ensure optimal and efficient performance.
- Ensuring that electronic equipment is unplugged and power sources are switched off at the end of the workday when not in use.
- Training employees on best practices for efficient and responsible energy use.

4.4. Waste Management

Colombia Memories promotes comprehensive waste management practices among its employees, encouraging waste reduction, reuse, separation, recycling, and proper final disposal.

In addition, the company prioritizes working with suppliers whose sustainability policies include effective waste management systems and responsible disposal practices.

4.5. Advertising Materials

As part of its environmental commitment, Colombia Memories strives to ensure that 100% of its printed materials are made from recycled or responsibly sourced paper, and actively encourages the reduction of printed materials whenever possible

5. SOCIOCULTURAL REQUIREMENTS

5.1. Cultural Heritage

Colombia Memories, in collaboration with its suppliers, designs and offers tourism products and services that highlight and respect Colombia's cultural diversity and heritage.



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It is the company's policy to promote cultural exchange through authentic experiences while avoiding activities that could generate negative social or cultural impacts on local communities or traditions.

5.2. Prevention of Sexual Exploitation and Trafficking of Minors

Colombia Memories has a zero-tolerance policy toward any form of sexual exploitation, pornography, violence, or sex tourism, particularly when involving children and adolescents.

The company is fully committed to the prevention and protection of minors in accordance with Colombian legislation, including Law 1336 of 2001, Law 679 of 2001, and all related or complementary regulations other complementary or supplementary regulations

Colombia Memories informs its clients and partners that the sexual exploitation and abuse of minors in Colombia is punishable under criminal and administrative law. The company has a code of ethics that establishes clear obligations for its suppliers and partners regarding the prevention of sexual exploitation of minors, as well as the duty to report any suspected or confirmed cases to the competent authorities

5.3. Hiring and Job Creation

As part of its commitment to responsible tourism and local development, Colombia Memories:

- Employs individuals and legal entities under fair, and transparent conditions, in line with market standards and applicable legislation.
- Prioritizes the hiring of local staff in the destinations where it operates, contributing to local employment and economic development.
- Promotes the inclusion of local experiences, services, and products in its tourism programs, encouraging the purchase and consumption of goods and services provided by local communities.
- Rejects any form of discrimination based on race, gender, or social condition, as well as any form of child labor or exploitation of vulnerable populations.



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5.4. Local Community Training

Colombia Memories supports and promotes training programs and capacity-building initiatives aimed at local communities in the destinations it offers.

These initiatives seek to strengthen local skills, highlight cultural identity, and enable visitors to experience the cultural heritage of each destination in a respectful and meaningful way, while fostering mutual understanding between visitors and host communities.

5.5. Indirect Benefits

Colombia Memories encourages and participates in initiatives organized by local communities and supports the promotion and commercialization of local handicrafts and products that are representative of each destination's cultural identity. Colombia Memories promotes and participates in activities organized by local communities in the destinations it offers, and supports the marketing of handicrafts and products characteristic of these destinations.

6. SUSTAINABLE ACCOMMODATIONS

Colombia Memories is committed to promoting sustainable accommodation options as a key component of responsible tourism. Accommodation plays a central role in the sustainability performance of our tours and supply chain, and therefore represents a priority area for action.

It is our policy to recommend the most sustainable accommodation options available within our clients' budget range. When Colombia Memories is responsible for selecting accommodations, preference is given to establishments that demonstrate sustainable practices throughout their operations.

6.1. Principles of Sustainable Accommodation

When evaluating and selecting accommodation partners, Colombia Memories considers the following principles:



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- **The Right Comfort at the Right Price:** The establishment must meet appropriate standards of hygiene, safety, and comfort, and provide a level of service consistent with our clients' expectations. We recognize that sustainable accommodation practices exist across all price categories; therefore, our objective is to identify the most sustainable option available within each budget range.
- **Fair Business:** The establishment must operate in compliance with applicable laws and regulations and demonstrate transparency, respect for human rights, fair working conditions, social and economic equity, and responsible environmental and animal welfare practices.
- **Minimizes environmental and social impact:** The establishment actively implements measures to reduce its environmental footprint and negative social impacts, prioritizing responsible resource management, waste reduction, and positive engagement with the local community.

7. SUSTAINABLE TRANSPORTATION SERVICE

Colombia Memories recognizes transportation as a significant contributor to the environmental footprint of tourism and is therefore committed to promoting more sustainable transportation choices whenever possible.

To this end, the company commits to the following principles:

- Selecting the most sustainable transportation options available, taking into account price, comfort, safety, and operational feasibility when organizing travel to and within destinations.
- Prioritizing more sustainable alternatives for transfers and excursions at the destination, whenever feasible, while balancing environmental considerations with client comfort and practical requirements.
- Encouraging the integration and promotion of sustainable tourism products and packages based on recognized sustainability methodologies, which may include sustainable transportation, accommodation, and activities.



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- Working with transportation providers that comply with applicable legal requirements and demonstrate responsible practices related to vehicle maintenance, fuel efficiency, emissions reduction, and driver working conditions.

8. EXCURSIONS AND ACTIVITIES

Colombia Memories is committed to promoting sustainable excursions and activities as a core element of responsible tourism. The sustainability performance of excursion and activity providers is essential, as it allows the company to extend its sustainability standards throughout a key component of its tours and supply chain.

When selecting excursions and activities for clients, Colombia Memories

prioritizes the most sustainable options available within the client's budget range. The following criteria are considered when evaluating and selecting excursion providers:

- **Respect for Human Resources and Children's Rights**

Excursion providers must ensure fair working conditions for their staff and fully respect and protect children's rights. Any form of child labor, exploitation, or abuse is strictly rejected.

- **Environmental Responsibility**

Providers are encouraged to minimize the use of single-use plastics, separate waste for recycling and composting whenever possible, and apply energy-efficient practices, such as the use of low-consumption equipment. They must also take measures to reduce negative impacts on local and global biodiversity.



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- **Support for Local Economies and Cultural Heritage**

Excursion providers are encouraged to prioritize the purchase and use of local products, including food and materials produced under fair trade and sustainability principles. They must respect and protect local art, architecture, and cultural heritage, acknowledge the intellectual property rights of local communities, and contribute positively to the communities in which they operate.

9. DESTINATIONS, TOURISM LEADERS, LOCAL REPRESENTATIVES, AND GUIDES.

As part of long-term cooperation with destinations, tourism leaders, local representatives, and guides, Colombia Memories works collaboratively to promote and strengthen sustainable tourism practices. The following terms and conditions form an integral part of our partnerships and contractual agreements:

- **Fair Business Practices and Legal Compliance**

Partners must operate transparently and in full compliance with national laws and applicable regulations.

- **Human Rights and Child Protection**

Partners must respect human rights and promote social and economic equity by ensuring fair working conditions and equal opportunities for their staff. They must strictly respect and safeguard children's rights and comply with the Child Protection Code against sexual exploitation of minors.

- **Respect for Local Communities and Essential Services**

Partners must ensure that their activities do not compromise access to or the integrity of essential services for neighboring communities, including land, food, water, energy, healthcare, and public spaces. They must respect and preserve elements of local art, architecture, and cultural heritage within their facilities and operations, and encourage the purchase and use of local products produced under fair trade and sustainability principles.



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- **Environmental Responsibility**

Partners are required to minimize their environmental impact by reducing plastic use, applying efficient water and energy management practices, and ensuring proper waste management. Whenever possible, they must take measures to limit negative impacts on local and global biodiversity.

- **Sustainable Destination Selection and Development**

When selecting new destinations, Colombia Memories considers not only market demand and commercial potential, but also sustainability criteria. Preference is given to suppliers and partners that demonstrate clear sustainability policies and practices.

- **Responsible Visitor Management and Overtourism Prevention**

Sustainability considerations are integrated into destination selection

and product development processes. Colombia Memories seeks to generate positive social and environmental benefits for host communities and recognizes the importance of managing visitor flows and respecting the carrying capacity of destinations. The company encourages the promotion of lesser-known destinations, with the consent of local communities, as a strategy to prevent overtourism and its negative impacts.

- **Accessibility and Basic Infrastructure**

When selecting destinations, Colombia Memories considers accessibility, including the availability of road infrastructure suitable for land transportation and the acceptance of commonly used payment methods.

1. 10. CLIENTS

Colombia Memories is committed to protecting client privacy and ensuring that personal data is handled responsibly and in compliance with applicable regulations.

The company adheres to relevant legal requirements and voluntary codes of

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conduct in its marketing and communication practices and avoids misleading information or overpromising. All promotional messages aim to be accurate, balanced, and transparent.

Colombia Memories provides clients with objective, comprehensive, and reliable information about destinations, including relevant sustainability aspects. When applicable, clients are informed about the environmental impact of different transportation options to reach the destination (when not included in the travel package), and sustainable alternatives are proposed whenever available.

The company actively promotes sustainable accommodations, excursions, packages, and/or transportation options, including certified products when applicable. These options are clearly identified through recognizable labels, logos, or messaging and are presented as preferred choices for responsible travel.

For sensitive excursions and activities, Colombia Memories provides clients with documented guidelines and/or codes of conduct designed to minimize negative impacts and enhance visitor experience. Whenever possible, these guidelines are developed in collaboration with relevant NGOs and affected local communities.

Colombia Memories systematically measures client satisfaction and uses the results to improve service quality and product development. Sustainability criteria are integrated into customer satisfaction assessments as a key component of overall service evaluation.

11. CODES OF CONDUCT

For sensitive excursions or activities, whether included in tour packages or offered through local partners, Colombia Memories ensures that providers receive and apply documented codes of conduct. These codes are designed to minimize negative impacts on destinations and communities while enhancing the overall visitor experience.

Whenever possible, these guidelines are developed in collaboration with relevant NGOs and with the consent and participation of the affected local communities.



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Based on the activities included in our tourism programs, the applicable codes of conduct cover, but are not limited to, the following areas:

- Marine wildlife viewing from boats
- Camping
- Souvenir shopping
- Spa and wellness services
- Tour guiding services
- Transportation services
- Visits to local communities
- Visits to traditional rural communities

All providers and visitors are required to comply with the sustainability terms and conditions set out in this policy. When necessary, providers agree to allow and support on-site inspections carried out by Colombia Memories or by a designated third party to verify compliance with these sustainability requirements

.12. CONTACT FOR SUSTAINABILITY AND CORPORATE SOCIAL RESPONSIBILITY MATTERS

Colombia Memories has established a formal communication channel to address inquiries, comments, and requests related to its Sustainability and Corporate Social Responsibility (CSR) policies and practices, in line with applicable national and international standards.

For all matters related to sustainability and CSR, please contact:

Laura Marcela Dueñas Acevedo

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