

# Walkers Tours Sustainability

2021/2022

## About us ...

- We are in the business of creating unforgettable experiences for our global clients during their much-awaited holidays.
- Our sustainability mission: With care for our people and environment at the heart of our operation, we are committed to develop the community in our journey towards nurturing a sustainable future, whilst providing a superior experience.
- Walkers Tours Limited – 53+ years of experience
- We are subsidiaries of JKH group
- Being the subsidiaries of JKH which is a participant of the United Nations Global Compact (UNGC) we ensure that our business activities are aligned to UNGC's ten principles on human rights, labour, environment and anti-corruption as well as the Sustainable Development Goals (SDGs).

## Alignment with Sustainable Development Goals and our impact



# Our Sustainability Journey

- We were the first DMC to obtain Carbon Neutral Status for our vehicle fleet in 2012 and ever since then we have offset **22,463** tons of CO<sub>2</sub>.
- TourCert Certified since 2014.  
TourCert, the non-profit organization, awards the CSR label to tourism enterprises. As such Walkers Tours is the only company to receive the TourCert check status in Sri Lanka.  
Walkers Tours was commended as the best performing TourCert company for two consecutive years.
- Integrated Quality and Environmental Management Systems compliant with ISO 9001: 2015 and ISO 14001: 2015 International Standards, since 2010



**TourCert Check**  
committed to responsible tourism

Our key projects and  
the link to  
Sustainable  
Development Goals



# 1. Development of English & related soft skills of Chauffeur guides & Jeep drivers

**1** NO  
POVERTY



**4** QUALITY  
EDUCATION



- *We collaborate with John Keells Foundation to inaugurate **SKIP (Skill Into Progress)** via Gateway Language Centre.*

- 101 Beneficiaries

12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



13 CLIMATE  
ACTION



plasticcycle

A John Keells Group Initiative



2. Plastic pollution reduction projects / initiatives.

We have partnered 'Plasticcycle' and sponsored 48 bins placed in the southern express way, which recycles the plastic waste in the country.

<https://www.youtube.com/watch?v=WwFh6FsDOrM> )

- Total collected weight : 428.8 Kg (Apr 2021 – Mar 2022)
- Equivalent number of PET : 12,864 bottles

- Replacing plastic water bottles with reusable water bottles.

- Over 200 reusable bottles provided for clients

- Nearly 2000 plastic bottles saved



3. Walkers Tours was an official volunteer partner of the Nurdle Free Lanka campaign.

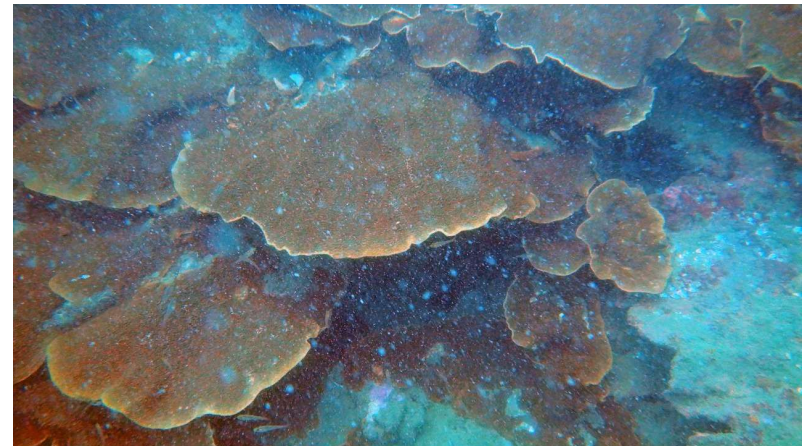
- **Overall Project outcome**

- 12 volunteer mobilizations
- Over 1122 kg of nurdles
- Over 60 million plastic pellets
- Over 1000 volunteers
- The longest volunteer campaign and the largest in Sri Lanka (July – November 2021)
- Other plastic and glass waste disposed responsibly – handed over to the recycling partners



## 4. Coral Restoration

- The program was a request from 2SF as a restoration establishment in Mullattivu and a biodiversity enhancement project.
- A diverse 6 members team of together with 2SF unit surveyed the seabed for possible coral establishment with a program to create an in-situ coral habitat at a depth of 20ft (6m). Several coral species and many marine invertebrates together with reef fish were identified during the program.
- This project is a joint affiliation of 2SF, EarthLanka, Rockland Rum and Walkers Tours.





## 5. Accessible tourism

- Accessible tourism – 1<sup>st</sup> DMC to promote Sri Lanka as an accessible country, 1<sup>st</sup> accessible wheelchair vehicle creation
- The latest addition to the portfolio is the all-terrain wheelchair which allows determined travelers to explore hiking and beach experiences overcoming rough terrains.
- Ayu brand – focusing medical, wellness and accessible tourism.





## 6.Cinnamon Rainforest restoration Project.

- First Tree planning session of the Cinnamon Rainforest Restoration Project of John Keells Foundation (CSR arm of John Keells Holdings) was successfully completed on the 21st of May 2022 at Kalawana, an area close to one of the country's UNESCO world heritage sites, Sinharaja rain forest. 10 passionate staff of Walkers Tours together with 30 more volunteers from our mother company, John Keells Holdings volunteered at this initial event of transporting the saplings to the ridge of the plot and planting saplings at designated places under the supervision of the field experts. Walkers Tours, as a part of the sustainability collaborations, has pledged to maintain a land of 5 acres until March 2024 and is planning to get the international clients engaged in the project.



## 7. Walkers Tours promotes local crafts experience through Selyn

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- Selyn is the only World Fair trade certified brand in Sri Lanka and also Vegan and PETA approved. It is also well known worldwide as they export to several European countries including Germany, France, Denmark, etc. Selyn already works with UK fashion schools to create impact through design.
- From humble beginnings in a village in Kurunegala to nurturing over 1000 artisans across Sri Lanka, Selyn has been empowering women of rural communities for 30 long years. Today, their ethical lifestyle brand is Sri Lanka's only Fair Trade handloom company and operates as one of the country's largest social enterprises



# GOOD HEALTH & WELL-BEING



Staff mindfulness session  
with Dr Anuradha  
Baminiwatta



Gong meditation session  
for staff



CG training program on  
COVID-19 new normal



Annual Health safety  
inspections of the  
suppliers



Eye clinic for Chauffeur  
Guides



# GENDER EQUALITY

- Diverse and inclusive workforce where all employees are given equal opportunity and are free from all forms of harassment and discrimination.

Total number of employees





# ONE JKH and Diversity, Equity and Inclusion Initiative

- During the year under review, we continued to enhance our commitment towards Diversity, Equity and Inclusion (DE&I) under the brand 'ONE JKH', with many initiatives rolled-out with the aim of increasing women participation in our workforce, providing career opportunities to persons with disabilities and being inclusive of the LGBTIQ+ community.

In September 2020, the Group launched our Diversity and Inclusion brand!



'ONE JKH' represents our Group's approach towards valuing diversity in our workforce and that Life at JKH is inclusive. Irrespective of our race, religion, gender identity, sexual orientation, age and ability, at JKH, we are ONE.

**Gender Parity** | **Differently Abled** | **LGBTIQ**



# DECENT WORK AND ECONOMIC GROWTH

Open communication	Strict safety policies and training	Work arrangement protocol	Work policy
Staff engaging events	Internal awareness	Capacity building	Staff volunteerism
Minimum Age Requirement .	Forced and Compulsory Labour - JKH ensures that all employees are educated on key aspects of forced and compulsory labour.	Policy against Sexual Harassment	Anti-corruption
	Supplier compliance	DE & I work policy	





## RESPONSIBLE CONSUMPTION AND PRODUCTION /CLIMATE ACTION

- Paperless in all operational tasks
- Infrastructure adaptation
- Energy savings - Bulbs
- 70% hybrid car fleet
- E-waste recycling
- Paper recycling
- Plasticcycle
- Nurdle Free Lanka
- Offsetting carbon footprint
- ECO friendly gifts for clients
- First Friday of every month – Zero waste day
- ECO Friendly welcome pack



## PEACE, JUSTICE AND STRONG INSTITUTIONS

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- JKH policy on anti-corruption
- JKH strives to maintain a culture of honesty and opposition to fraud and corruption.,
- Training – code of conduct
- Value chain – transparency & fair practices
- Reporting channels

## 16 PEACE, JUSTICE AND STRONG INSTITUTIONS



# Partnerships

## John Keells Foundation

1% annual contribution towards JKH foundation's CSR projects based on 6 pillars: Environment, Art & culture, Disaster relief, Education, Livelihood development, Health



## Employee volunteering



plasticcycle

A John Keells Group Initiative

## Accreditation/ certification

**TourCert Check**  
committed to responsible tourism



Travelife  
Engaged Status

## Constructive stakeholder dialog and participation

General Member

**BIODIVERSITY SRI LANKA**



- WNPS

# Sustainable Development Goals - Administration



Water, energy, waste management and paper consumption management



Gender equality and reduce inequality in workforce



Employee wellbeing



Employee and supplier training



Employee Volunteering

# Sustainable Development Goals - Operational



Reduce emission



Eco-system restoration and fauna conservation  
Equal distribution of park visitation



Sustainable supply chain



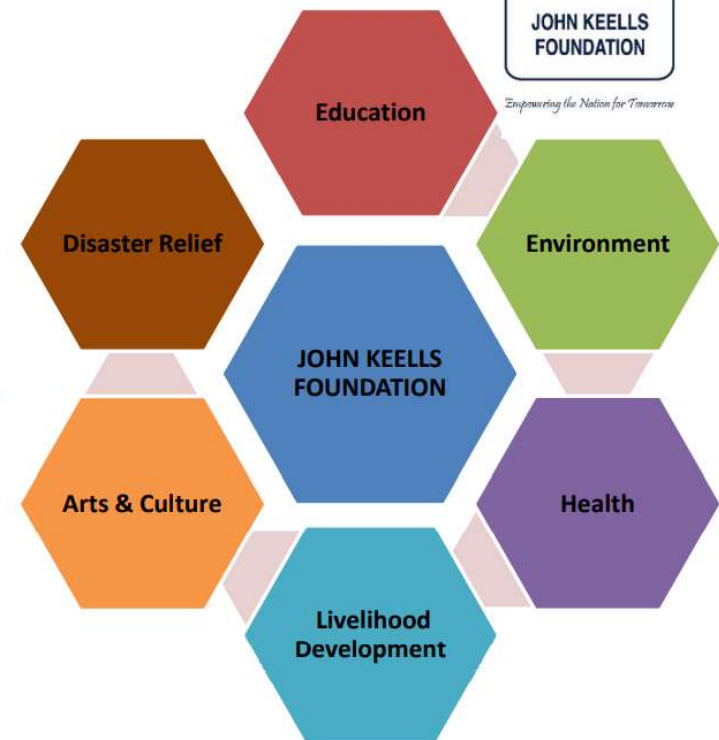
Customer communication, protection and legal compliance

# JOHN KEELLS FOUNDATION



*Empowering the Nation for Tomorrow*

- **John Keells Group's CSR Entity;** established in 2005
- **Vision** - *Empowering the Nation for Tomorrow*
- **6 Focus Areas** comprising long-term and sustainable projects
- **Funding** – 1% of John Keells Group's planned PAT
- **Local Reach** - Portfolio of over 20 projects island-wide
- **Global Focus** - Projects aligned to the Sustainable Development Goals (SDGs) and United Nations Global Compact (UNGC)
- Constructive stakeholder dialogue and **Partnerships**
- Employee engagement through active **volunteerism**





## Empowering Education & Skills Development



Essential Infrastructure



Career Guidance and Vocational Training

# BREAK THE SILENCE

International day for the elimination of violence against women 2021

Panelists



Manel Jayamanna

Executive Director of the National Commission on Women (NCW)



DIG Renuka Jayasundara

Director, Police Research & Development Division



Niroshika Wegiriya

Attorney-at-Law and Project Coordinator Women 31 Fund



Carmeline Jayasuriya

Assistant Vice President, John Keells Holdings Plc & Head of Operations, John Keells Foundation

TIME INTO TV 1 ON 24<sup>TH</sup> NOVEMBER

## WAVE – Public Campaign



## WAVE – Child Protection



# Empowering Community Health & Wellbeing



## WAVE – Police Training



## Substance Abuse Prevention Awareness





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**පුරා ශක්ති**  
 John Keells Praja Shakthi | ஜோன் கீல்ஸ் பிரஜா சக்தி

# Empowering Communities & Livelihoods



**Gender Empowerment & Entrepreneurship**

**Youth Employment & Capacity Building**

**Project Leopard**



**Elephant Research**



# Empowering Environmental Sustainability



**Cinnamon Rainforest Restoration**



**Beach Clean-up**