Our Roadmap Towards Regeneration

A co-evolving and living
implementation guide | Phase 1

June 2024

Untamed
escapes™

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In the spirit of reconciliation, Untamed Escapes acknowledges the Traditional Custodians of Country throughout Australia and their connections to land, sea and community.

We honour Elders past and present whose knowledge and wisdom have ensured the continuation of cultural, spiritual and educational practices of caring for Country.

We'd also like to acknowledge Mother Nature's diverse and beautiful ecosystems and are grateful for moments in nature that awaken our senses.

Acknowledgement of Country

Untamed escapes™

Background

Untamed Escapes has been taking a beyond sustainability approach with the attitude of giving back since Hassie started the business in 2004. Now, we are aiming to go even further, using a regenerative approach to all our business operations and management procedures in order to use the tourism business as a force for good and to address the challenges of the current global crises.

This living and co-evolving implementation guide will be based around the 5 Capitals (Natural, Cultural, Intellectual, Material, and Wellbeing) by Regeneration Projects© and include actionable steps under each category to start and continue our journey towards implementing net positive impacts on communities and the environment.

It will guide our business in first identifying, measuring, developing and implementing regenerative initiatives throughout all our business departments.

This Roadmap will act as a journey with opportunities for everyone (nature, communities, suppliers) in the visited destinations and provide a greater net positive impact on these stakeholders. It identifies issues that tour operators like us face regarding going beyond sustainability, then provides feasible and creative solutions that are based on our business ecosystem. It may be used as a spark for other tour operators and tourism businesses to start their own journey by first truly learning what a regenerative approach in tourism development means and then looking at how these principles can be applied to their own business.

The framework below is based on Untamed Escapes' business ecosystem and can freely be adapted to suit other businesses' ecosystems. It may not be considered a template to be fully copied. Rather, it may be used as guidance for tour operators to investigate how a regenerative approach and activities may be used within their own business ecosystem. In regeneration, life and nature are at the centre of the business decisions and how a positive impact can be contributed to the local ecosystem and communities to thrive and flourish. As not every ecosystem is exactly the same, similar to nature, a one-size-fits-all-solution framework is not the purpose of this regenerative implementation roadmap.

This short version serves as an overview of our intended next steps in phase 1 (the next 12 months) of our journey. The full version will be used internally and will serve as a detailed guide for us and our stakeholders and is available upon request. All activities and action steps in this short version will be further elaborated in the detailed version, including the respective resources and links.

Towards the conclusion of this document, we outline practical recommendations that you and your business can adopt to embark on your own regenerative approach to tourism operations.

Why regenerative?

Gradually, an increasing number of tourism businesses are embracing a regenerative approach to their operations. But what exactly does this mean? Unlike sustainable tourism, regenerative tourism necessitates a fundamental shift in mindset for each and every one of us. It transcends the concept of sustainability and focuses on creating a net positive impact for both communities and the environment. It perceives every destination and entity to be involved as integral parts of a living system. To put it simply, "regeneration is about fostering the ideal conditions for life to prosper and thrive" (Anna Pollock).

Regenerative tourism values Indigenous perspectives and blends them with western scientific knowledge. It recognises the interdependence of humans and nature, acknowledging our role as part of the ecological worldview, which Indigenous communities around the world have embraced for millennia.

As a tour operator, it is essential to incorporate this mindset into the core values of the business, ensuring that it gives back more than it takes and ultimately delivers a net benefit to all stakeholders, including nature. Various measures are implemented to ensure the sustainable maintenance and regeneration of the natural and human resources that constitute a destination. Through these efforts, local economies, cultures, and the surrounding environment, with its rich biodiversity, can be revitalised. The ultimate goal is to create transformative, memorable, and authentic experiences for guests while simultaneously fostering the flourishing and thriving of the communities and destinations they visit. Consequently, the guests themselves are also positively transformed by their experiences, leaving a lasting impact.

There's no denying that the tourism industry is being profoundly affected by global environmental and societal challenges like climate change,

biodiversity loss, conflicts, and social unrest. Ironically, tourism itself contributes to some of these challenges. Therefore, embracing a regenerative approach is not just an option but the best solution for a visitor economy that goes beyond mitigating negative impacts and strives to create net positive outcomes for the environment, society, culture, and the economy.

Unlike sustainable tourism, which aims to minimise harm while maintaining the status quo, a regenerative approach to tourism adopts a more comprehensive and holistic perspective. It is an aspirational goal, a journey, and a commitment to creating the necessary conditions for tourism to coexist harmoniously with the ability of nature and communities to sustain and renew themselves continuously. Regeneration places life at the core of every action and decision, emphasising the connection between people and nature and the importance of learning from Indigenous wisdom, knowledge, and practices.

Overview

Regenerative Implementation Roadmap

Untamed escapes

GOAL: Offering and operating transformative experiences that regenerate the places and communities we visit.

Thriving systems	Environment and Ecosystems	Wellbeing for All	Culture and Inclusion	Climate Action and Resources	Fostering Knowledge Sharing
Pillars	• PILLAR 1: Implement a regenerative approach to all business sections • PILLAR 2: Restore the local ecosystems and reduce carbon emissions • PILLAR 3: Create a net positive impact in communities • PILLAR 4: Inspiration and thought-leadership: Inspire stakeholders to learn about regeneration and take action themselves • PILLAR 5: Achieve B Corp Certification through B-impact Assessment and contribution towards the Sustainable Development Goals (SDGs)				
Objectives	• Creating net positive impacts in natural environments where we operate through conservation projects and waste removal processes	• All stakeholders (careholders) such as staff, communities, visitors, partners and fauna happiness and wellbeing	• Cultural respective business operation and management • Adjust tours to cater for everyone and all abilities • Foster Indigenous storytelling and knowledge systems • Community engagement	• Climate action through carbon reduction, sequestration and signatories • Decarbonising our business with Emissions Reduction Collective (ERC) • Significant reduction of our use of resources	• Fostering regenerative literacy amongst all stakeholders • Staff development
Initiatives	• Conservation projects • Creation of a travel pledge • Wildlife conservation and citizen science partnerships • Rubbish collection / recycling and minimising waste on every tour	• Working from home policy • Regular team building • Customer happiness and transformation surveys • Supplier satisfaction • Staff satisfaction	• Acknowledgment of Country • Include Aboriginal experiences in all products • Accessibility audit • Mentoring through First Nations Mentoring Program (FNMP) • Exchange with community groups	• Waste reduction • Signing up with signatories Tourism Declares and Glasgow Declaration • Measuring emissions – waste, water and energy • Offset options for customers on website	• Staff education and training • Guides input and exchange • Responsible guiding • Educating clients about carbon emissions and influence them about sustainable lifestyle choices

For me, running a business in a responsible way is the right thing to do. Just as much as picking up rubbish when you walk along the beach or down the street. We need to come together as an industry to influence positive change and share knowledge. This will be a challenge, but it is one Untamed Escapes is keen to champion.

Craig Haslam "Hassie" CEO

01. Environment and Ecosystems

Identification of our Environment and Ecosystems

NATURAL CAPITAL
Main natural assets we visit

RELATED ISSUES
Issues effecting our natural assets

ALIGNMENT
Strategic frameworks and plans to guide us

PARTNERS
People and organisations with aligned values

- Natural environments in South Australia, Western Australia and the Northern Territory – ocean, beach, desert, coastline, bushland, rivers, water systems
- Fauna, such as whales, seals, koalas and other native animals
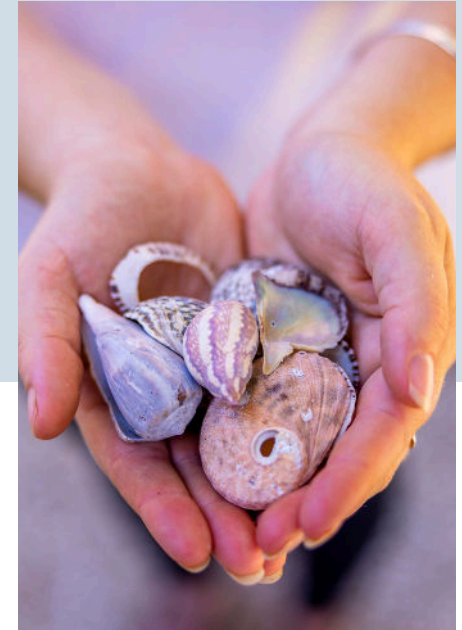- Flora

- Climate change
- Extreme weather events such as bushfire, floods and storms
- Biodiversity loss
- Over tourism, exceeding carrying capacity
- Pollution (waste, noise, air)

- Treehugger Travel - Giving Back Program
- UN Decade of Restoration
- WTTC Nature based tourism framework

Phase 1

Environment & Eco-systems Pillar

01 Goal

Give back to nature more than we take and contribute to healing natural environments where we operate through conservation and waste removal projects

02 Initiatives

- Conservation projects
- Sign up with signatories Tourism Declares and Glasgow Declaration
- Wildlife conservation and citizen science partnerships
- Rubbish collection / recycling and minimising waste on every tour

03 Measurements

- Number/increase of conservation partners and collaboration
- Achievement of steps as listed in with the signatories
- Wildlife habitat restored in sqm
- Participation in citizen science projects and research outcome achieved after 12 months
- Kilograms of rubbish collected
- Kilograms of rubbish reduced through bulk shopping
- Data provided to Sea Shepherd Marine Debris Campaign

Living business system	Actions	Progress
Management	• Foster leadership and inspiration • Set up of an Untamed Escapes Foundation	
Office	• Offsetting office and staff work from home emissions • Encourage all staff to switch to Ecosia.org as search engine	
Product development	• Increase of conservation partners and collaboration • Achievement of steps as listed in with the signatories • Wildlife habitat restored in sqm • Citizen Science projects sign up and research outcome achieved after 12 months • Kgs of rubbish collected • Kgs of rubbish reduced through bulk shopping • Data provided to Sea Shepherd Marine Debris Campaign	
Sales/Reservations	• Include informative environmental impacts statistics/graphs in travel documents to inspire offset and action	
Marketing	• Social media educational/awareness posts on all environmental days • Regen Friday social media post, clean up beach, staff engagement to collect rubbish on walks • Inform about signatories such as Tourism Declares + Glasgow Declaration • Guidance and tips for sustainable lifestyles (outside travel) • Regen section in monthly subscriber eDM	✓
Operations	• Weeding and other conservation activities as per partner collaborations on each tour in the destinations • Equip guides and guests with rubbish bags, collection tongs and gloves. Collect any rubbish seen on tours • Adhere to Wildlife Policy when encountering wildlife on tours	

Living business department	Actions	Progress
Suppliers	• Supplier environmental assessment throughout the whole value chain (analyse their environmental policies for their service/product, such as where they get their energy from, washing detergents, waste policies, etc.) • Accommodation partners environmental assessment • Food partners environmental assessment • Palm oil free products • Responsible sourcing	
Partnerships/Signatories	• 1% for the Planet • Carbon Positive Australia Restoration Projects • Sign up with signatories • UN Decade of Ecosystems Restoration • Support, donate and volunteer for environmental organizations in SA, WA and NT (to be decided, see Trello Overview) • Starting Bcorp assessment journey	
Community/First Nations	• Partner with Friends of Parnkalla Trail to do regular beach clean ups • Find similar local environmental organisations in all our destinations	✔
Guests	• Offset link for guests on our website in partnership with Carbon Positive Australia (API) • Encouraging the use of reefsafe sunscreen, BYO bags, Tupperware (or include spare ones in trailer for food leftovers)	
Other		

02. Wellbeing For All

Identification of our Wellbeing for All

WELLBEING CAPITAL
Main wellbeing practices

- Staff happiness and wellbeing
- Customer happiness and wellbeing
- Communities happiness and wellbeing
- Staff recognition
- Incentive programs

RELATED ISSUES
Issues and threats to our stakeholders wellbeing

- Staff work / life balance not reaching expectations
- Not feeling valued, recognised and appreciated
- Eco-anxiety
- Job security
- Overworked, burnout, depression

ALIGNMENT
Strategic frameworks and plans to guide us

- World Happiness Index
- Social Progress Index
- Earth Changers and 9 Domains of Gross National Happiness
- New Zealand Living Standards Framework
- Wellbeing Economy Alliance
- World Health Organisation Mental Health at work

PARTNERS
People and organisations with aligned values

R U OK?
A conversation could change a life.

Phase 1

Wellbeing For All Pillar:

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01 Goal

Create the conditions for our stakeholder's happiness and wellbeing to flourish.

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02 Initiatives

- Working from home policy
- Regular team building
- Customer happiness and transformation surveys
- Employee engagement survey
- Supplier satisfaction
- Guides Wellbeing Program

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03 Measurements

- Gross National Happiness Index
- Staff survey
- Supplier survey
- Guest survey
- Community survey

Living business System	Actions	Progress
Management	• Foster leadership and inspiration (book tip "Let my people go surfing" by Yvon Chouinard) • Team member check-ins on a monthly / fortnightly basis (coffee catch ups) • Encourage physical wellbeing with workout incentives • Encourage mental wellbeing with nutrition incentives (e.g. organic vegetable boxes as birthday presents) • Create and distribute the surveys for staff, guests etc.	
Office	• Establish a working from home policy • Regular team building with everyone (Virtual Friday catch up each month) and once a year team gathering for team meeting (business workshops + team building activity such as Aboriginal heritage walk, tree planting, dinner, kayaking) • Monday Mindfulness team motivation phrases/email • Inclusion of paid volunteer hours in staff contracts • Pay fair prices • Guide happiness and progress feedback, appreciation and ask for active suggestions for improvement	
Product Development	• Mindfulness and wellbeing in every tour Wayapa Wuurrk Initiative	
Sales/Reservations	• Pre-departure information about wellbeing on tour • Include Wayapa Podcast to be listened to by guests when on tour or prior to departure	
Marketing	• Wellbeing articles in blog posts and on social media • Share research of benefits of nature on mental health	

Implementation steps – WELLBEING FOR ALL

Living business department	Actions	Progress
Operations	• Guides to do a grounding at the start of every day. For example, thankfulness and connection to nature (Mindfulness)	
Suppliers	• Supplier satisfaction of collaboration • Conduct research / survey for co-designing tourism experiences in different destinations with local DMOs	
Partnerships/Signatories	• World Happiness Index	
Community/First Nations	• Conduct research / survey for co-designing tourism experiences in different destinations with local First Nations associations • Support localisation groups and community groups	
Guests	• Customer Happiness and Transformation Survey • Follow up and share their transformation journey after participation of our tours • Loyalty rewards and refer a friend bonus	
Other		

03. Culture and Inclusion

Identification of our Culture and Inclusion

CULTURE CAPITAL
Our business culture

- First Nations in areas we operate in and are passing through: SA, WA, NT. See AIATSIS map.
- Different Nations throughout Australia
- Culturally diverse staff, guides and suppliers
- Diverse stakeholders: different customers, communities, language groups, team members, associations and partnerships
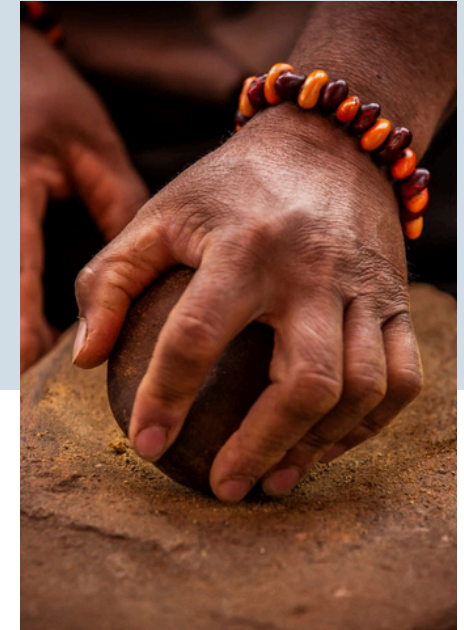
RELATED ISSUES
Issues effecting our business culture

- Operate responsibly in culturally sensitive areas
- Staff training on sensitive topics
- Inclusive tourism
- Accessible tourism

ALIGNMENT
Strategic frameworks and plans to guide us

- South Australian Tourism Commission Aboriginal Tourism Action Plan
- Western Australia Tourism Commission Aboriginal Tourism Action Plan
- TICSA Quality Tourism Framework (Accessible Tourism)

PARTNERS
People and organisations with aligned values

- SATOC

WAITOC
Western Australian Indigenous Tourism Operators Council

First Nations Tourism Mentoring Program

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Phase 1

Culture & Inclusion Pillar

01 Goal

Be a cultural respective business, fostering Indigenous storytelling and knowledge systems and inclusive practices.

02 Initiatives

- Acknowledgment of Country
- Include Aboriginal experiences in all products
- Accessibility audit
- Mentoring Aboriginal businesses
- Reaching out to community groups.
- Conduct an accessibility audit and implement changes where possible to make tours more inclusive for everyone and all abilities
- Constant exchange with community groups.

03 Measurements

- Aboriginal experiences in all tours
- Number of Aboriginal businesses we are mentoring
- Percentage of people with disability in our visitor numbers
- Number of amendments made to products
- Communities involved in our product development

Living business system	Actions	Progress
Management	• Foster leadership and inspiration • First Nations Tourism Program Business Mentorship continuation • Conduct accessibility audit	
Product development	• Acknowledgment of Country in product descriptions • Include Aboriginal experiences into all products • Dual naming in product descriptions • Accessibility • Diversity, Equity & Inclusion (D, E & I) product development • Domestic/local market: option for locals-only tours, dog friendly, contact with local communities	
Marketing	• Dual naming in product descriptions • Reconciliation Week participation • No celebration of Australia day, educate international travellers about significance of this day (Invasion Day)	
Operations	• Guides to acknowledge Country throughout the tour • Draw map on bus • Education about Traditional Owners, tell history about local First Nations while on tour • Invite guests to share their own cultural background whilst on tour, mutual learning and exchange	✓ ✓ ✓

| Living business department	Actions	Progress
Suppliers	• Locally owned businesses • Support Indigenous owned businesses	✓ ✓
Partnerships/Signatories	• Reconciliation Australia • Increase partnerships with First Nations associations (Seedmob, Climate youth group)	
Community/First Nations	• Survey and active collaboration with Traditional Owners in destinations we take our guests • Provide bus and driver for local community events for marginalised people • Co-creating and collaboration with local community organisations, such as D, E & I groups	✓
Guests	• Sign up form to include any required disability assistance • Cultural education links included in pre-departure pack	✓
Other		

04. Climate Action and Resources

Identification of our Climate Action and Resources

RESOURCE CAPITAL
Energy, water and waste

- Fossil fuel for combustion motors in our vehicles
- Waste creation for food preparation on our tours
- Waste creation for general tour operations (vehicle maintenance, office management etc)
- Water usage – office, depots, on tour
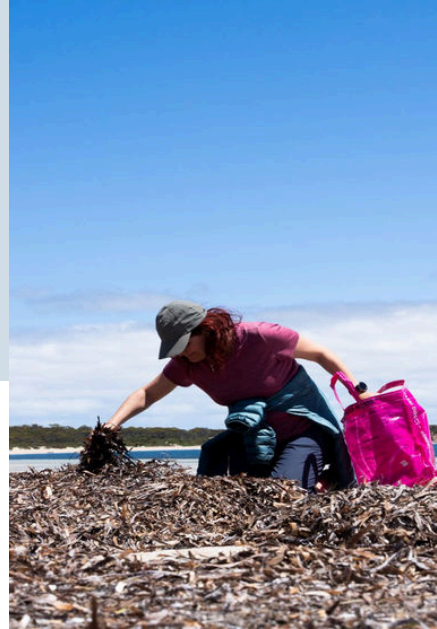
RELATED ISSUES
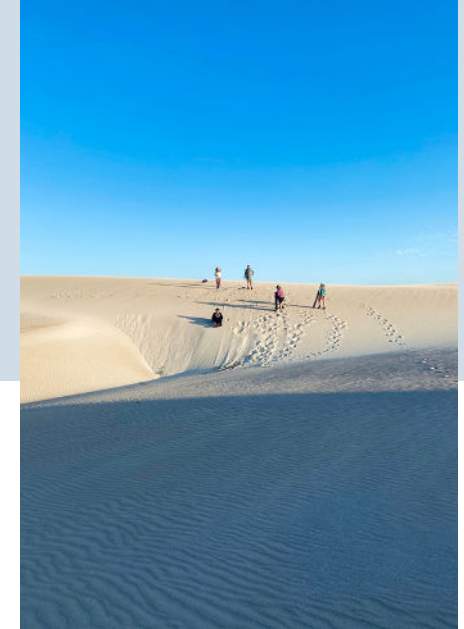Issues effecting our resources and climate action

- CO2 emissions
- Plastic and waste pollution
- Resource depletion
- Climate change: severe weather events causing disruption in tour operations (floods, winds, fires, etc)
- Recognise carbon as a "cost" when developing new products and growing market

ALIGNMENT
Strategic frameworks and plans to guide us

- Science Based Target Initiative
- B CORP
- 17 Sustainable Development Goals for Tourism
- Global Tourism Plastics Initiative

PARTNERS
People and organisations with aligned values

Carbon Positive Australia

TOURISM DECLARES CLIMATE EMERGENCY

UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030

SEA SHEPHERD MARINE DEBRIS CAMPAIGN

Global Tourism Plastics Initiative

ERC Australia® Emissions Reduction Collective

Phase 1

Climate Action & Resources Pillar:

01 **Goal**

Reduce our carbon emissions through measuring and implementing steps for mitigation and improving our procurement policies to reduce waste and resource consumption.

02 **Initiatives**

- Waste reduction processes on tour, in offices and depots
- Signing up with signatories Tourism Declares and the Glasgow Declaration
- Plastic avoidance where possible, reduction if not
- Measuring emissions, waste, water and energy
- Offset options for customers on website
- Reduction of our waste and water management
- Climate action through carbon reduction, sequestration and signatories partnerships
- Continuing development of our climate action plan with ERC
- Improvement on purchasing policies

03 **Measurements**

- CO2 emissions per operated tour
- CO2 emissions for staff travel
- CO2 emissions offset by clients
- Water, waste and energy saved through different initiatives and measured on the online platform

Living business system	Actions	Progress
Management	• Foster leadership and inspiration • Decarbonising our business and measuring our emissions with Emissions Reduction Collective • Switch to responsible banking and super annuation • Sign up signatories (See Partnerships)	
Office	• Material reduction (print material) • Responsible sourcing for marketing material and merchandise (yoga mats, brochures, t-shirts, cups, etc.) • Emissions reduction through responsible website hosting • Renewable energy for electricity in depots and offices, check for green electricity suppliers, inspire staff to do too • Water reduction in depots • Measurement of energy emissions, water usage, and waste disposal through ERC Australia • Measuring staff travel	
Product development	• Start identifying and providing low and net-zero emissions tourism options • New farm station to offset internally and introduce regeneration projects on own property (Kangaroo Island), include voluntary work for guests on it	
Sales/Reservations	• Paperless travel documentation • Encouragement of zero plastic and waste travel to guests • Provide information in pre-departure pack (e.g. BYO keepcups, bags, Tupperware)	

Living business department	Actions	Progress
Marketing	• Reporting transparency • Include <u>Glasgow Declaration</u> on website • Reduce numbers of print brochures to reduce resource use, those printed are on FSC certified/recycled paper using soy ink	
Operations	• Plastic avoidance, zero waste if possible, otherwise reduction • Include a reusable "Travel Goodie Bag" for guests containing reusable coffee cups and straws, ocean-friendly sunscreen, drinking bottles and local produce. These packs will be returned and cleaned after the tour and reused. Guests have the option to purchase these packs. • Separation recycling, landfill and organic waste • No single-use items • Palm-oil free products • Participation in circular economy projects • Driver training to reduce CO2 Emissions • Soft plastic recycling scheme (check councils) • Terracycle, Smartrecycle, etc. for any unsure waste • Rubbish collection on every tour • Proper waste separation and recycling options on tours: get foldable buckets	
Suppliers	• Influence and educate them about the need for emissions measurement • Share and invite suppliers to the ERC Emissions platform	

Living business department	Actions	Progress
Partnerships/Signatories	• Carbon Positive Australia • ERC Australia • <u>Tourism Declares and Glasgow Declaration</u> • Starting B Corp assessment journey • <u>Tangaroa Blue</u> or <u>Sea Shepherd Marine Debris Campaign</u>	
Community/First Nations	• Local NGOs support for climate action • <u>Seedmob</u> Indigenous youth climate group	
Guests	• Offset link for guests on our website in partnership with ERC Australia or Carbon Positive Australia • Encouraging the use of reefsafe sunscreen, BYO bags, Tupperware (or include spare ones in trailer for food leftovers)	
Other		

05. Fostering Knowledge Sharing

Identification of Fostering Knowledge Sharing

KNOWLEDGE CAPITAL
Our collective wisdom and knowledge

- Business owner
- Regenerative Tourism Specialist
- Using academic articles and frameworks to establish plan and implementation steps, as well as the Regen Roadmap Course
- Provide workshops for stakeholders to start their own journey
- Industry association partnerships and representation
- Community of practice with other tourism businesses that are on their journey towards regeneration with partnership through The TourismCoLab
- Guides' knowledge

RELATED ISSUES
Issues effecting our people

- Lack of time to recognise and exchange each others intellectual capitals
- Regenerative literacy missing throughout all staff and stakeholders
- Three relationships, not coming yet from a very intentional place (heart)
- Time and funding constraints

ALIGNMENT
Strategic frameworks and plans to guide us

- Academic journal articles and papers
- Courses (cultural awareness training, regenerative leadership, regenerative tourism)

PARTNERS
People and organisations with aligned values

Regeneration Projects

The Tourism CoLab

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Phase 1

Knowledge and Collective Wisdom Pillar: regenerative implementation goals

01 **Goal**

Fostering regenerative literacy, staff development and education, and offering guests transcendental experiences

02 **Initiatives**

- Staff education and training
- Guides input and exchange
- Responsible guiding
- Educating customers on carbon emissions and influencing them on sustainable lifestyle choices
- Consistent and regular staff development and education
- Stakeholder education
- Guest transformation and offering transcendental experiences
- Industry inspiration

03 **Measurements**

- Staff training completed for professional development
- Stakeholders reached out to us for workshop requirements
- Guests feedback on transformational experience and post-tour implementation of sustainable lifestyle choices
- First Nations and other tourism businesses mentored
- Social media reach on educational posts and comments received

Living business system	Actions	Progress
Management	• Foster leadership and inspiration • Support for staff training and development processes • Budget allocation for professional development and training sessions	
Office	• Staff education and training • Professional development opportunities for staff • Regen Department: share resources with staff such as movies, documentaries, books, podcast, articles internally on a regular basis (Friday Regen "Leafletter" or similar)	
Product development	• Citizen science projects • Storytelling elements in product development such as including visits to First Nations museums or local conservation projects, talks, and conservation leaders who can share their stories	
Sales/Reservations	• Tour description includes the added learning value • Pre-departure pack: include information (links, research, podcasts, book tips, etc.) about history, First Nations, conservation projects etc., for the areas visited	
Marketing	• Storytelling blog posts • Inspiration and education to guests and stakeholders (newsletter) on a regular basis • Educating customers on carbon emissions and influencing them on sustainable lifestyle choices	
Operations	• Guides input and exchange • Responsible guiding • Regular staff and guide training for regenerative tourism approaches • Explain reasons for waste, water and energy reductions implemented on tour (point out Polycrisis and what everyone can do at home to reduce their impact further). Regen Department to provide sources • Include native plants on the bus and explain their use and meaning for First Nations people	

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Living business department	Actions	Progress
Suppliers	• Supplier education and inspiration • Sharing of resources (for hospitality partners, accommodation partners, etc.) to assist them on their regeneration journey	
Partnerships/Signatories	• Collaboration with RTOs • Refer to education partners such as Regeneration Projects and The Tourism CoLab	
Community/First Nations	• Business mentoring • Partnerships with local businesses outside the tourism industry for "regen events" and community of practice set up in Port Lincoln to foster knowledge about taking a regenerative approach to (tourism) business	
Guests	• Set up a company and stakeholder own "Pledge"	
Other		

Starting your journey towards regeneration – our advice for you to get started based on our experience

1. UNLEARN AND RELEARN	• We started our journey by doing the Regen Road Map Course from <u>Regeneration Projects.</u> Understanding what regeneration means in the tourism context requires a very educational deep dive to obtain a true regenerative literacy. • Look at other educational platforms, such as the Introduction to <u>Regenerative Tourism by The Tourism CoLab</u>. • Research and share specific resources (reports, articles, blog posts, books, etc.) with all staff.
2. LOOK AT THE BUSINESS WITH DIFFERENT EYES	• With the available research and the learned information, we used the regenerative lens to (re-)evaluate our current business ecosystem to go beyond sustainability. • Creating a purpose that goes beyond profit to contribute to life to thrive and flourish in the business' destinations.
3. ALLOCATE FUNDS AND TIME	• While we employed a Regenerative Tourism Specialist, funds and time have to be allocated towards establishing mentioned regenerative actions.
4. DEEP DIVE INTO EVERY DEPARTMENT	• Sharing the gained knowledge with all staff and doing consistent staff trainings. • Having individual conversations with each staff member, talking about how a regenerative approach resonates with their specific department responsibilities.
5. COLLABORATE AND CO-CREATE	• Each staff member suggests thoughts and opinions on how the learned regenerative approach can be applied in their departments, using creativity and innovation. • Collaborate with all stakeholders and communities involved in current and future products, not forgetting nature as a stakeholder.
6. CREATE YOUR OWN MANIFESTO/ROADMAP	• Detailed manifesto that includes benchmarks, links, examples, suggestions, options.
7. START YOUR IMPLEMENTATION JOURNEY	• Using your manifesto and roadmap, start by implementing your co-created action step by step (remember, it's a journey).
8. CONSTANTLY ADJUST AND ADAPT	• Include regular reviews and catch-up with all staff and listen to feedback from suppliers. • Adjusting and re-evaluating those challenges that arise. • Encouraging the mindset shift through all communications, using transparent storytelling as a tool. • Don't be afraid to reach out to professionals who are and have been on their journey from around the world, joining a global community of practice, including us.

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