

The Baboo Manifesto

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About Baboo

Baboo connects travelers with a global community of local In-destination Experts who know their destination inside out to create a flawless, personalized itinerary. We make trip planning stress-free, exciting, and social, all while combating climate change by offsetting 110% of the trip's carbon footprint and bringing real benefits for local communities.

About the Manifesto

The Baboo Manifesto demonstrates how both Baboo and the Local In-destination Experts pledge to follow the terms and conditions of the Manifesto, as well as a commitment to make travel Ethical, Sustainable, and a Force for Good.

Entities involved

Baboo

- Baboo, its members, employees, and officers

Destination Management Company (DMC) or Tour Operator

- Referred to here in the contract as Partner/s
- Referred publicly as Local Experts and Local In-destination Experts
- Including its employees, agents, and independent contractors

Traveler

- The Baboo Client. Any Client that is provided to the Partner, through the Baboo platform.

Local Supplier

- Local Suppliers are those who provide services at the destination such as guides, chauffeurs, activities, lodging, and other types of service providers.

Destination & Communities

- Single countries, regions of the World (i.e.: the Amazon), or a collection of countries (i.e.: Scandinavia) are all considered a Destination.
- Communities are locations where our Travelers interact with the local people, including villages, towns, cities, and regions within a country.

The Manifesto

Our love for Mother Earth and its people require our participation to help the overall environmental health of the planet and people in need. We aim to protect biodiversity, benefit local communities and help combat climate change actively.

Being a Baboo Partner does not only imply that a travel firm is fully functioning, licensed, and insured. Our collaboration must be bolstered by our shared dedication to providing fair pricing, exceptional service and an unwavering commitment to going above and beyond for our Travelers. We will provide an uncompromised product of the highest quality.

Along with creating once-in-a-lifetime experiences and providing exceptional service, Baboo and its Partners will commit to a better future.

The influence of tourism on the environment is immense; travelers directly influence CO2 emissions, deforestation, animal welfare, reef destruction and soil erosion. It's a harsh truth, but we're here to make a positive impact on the world. Let us work together to resist over tourism, to battle socioeconomic inequity and to safeguard culture and the environment.

Baboo embarked on an ambitious climate path to recover 110% of each traveler's journey emissions – a small step to benefiting the environment. In addition, we will donate 20% of our profits to NGOs (non-profit organizations). Based on feedback from our partners and clients, we will allocate those funds to initiatives that directly benefit the people and communities we interact with.

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1. Partners Minimum Standards

Baboo Partners have the responsibility to build travel packages with a strong ethical and ecological base:

1. **Morality**

Customers, rivals, and employees should all be treated respectfully. True, truthful, and fair-priced travel plans and services must be offered. No false or misleading information should be included in itineraries.

2. **Exceptional Quality and Value**

Unlike anything the Traveler has ever encountered, the Partner's services will be exceptional. They will be treated with the utmost care and respect. Creating an itinerary that satisfies the needs of the Traveler while also fairly valuing the time spent on it by the Partner; and distributing the money spent to local transportation, accommodation, and activity providers is the Partner's mission.

3. **Visit and Experience New Locations and Cultures**

The Local In-destination Expert will provide access to previously unknown and under-the-radar attractions. In order to make the trip truly one-of-a-kind and unforgettable, the package will contain amazing activities and experiences.

4. **Booking and Traveling Safely**

The Baboo platform has been designed to allow Travelers to make secure payments online and to ensure that all security protocols are met. Travelers' safety and security will be taken into account at every step of their trip by our Partners. The Partner will also offer 24/7 on-travel assistance.

5. **The Preservation of the Natural World and Cultural Heritage**

The Partner will take action to safeguard the local environment and indigenous culture. Baboo tours will adhere to stringent rules in order to preserve and even enhance the natural environment. Along with these activities and experiences, the Partners will support the communities in which they operate, ethically invest monies into Local Suppliers, and speak out against unethical tourism and cultural exploitation.

2. Code of Ethics

Baboo and its Partners aim to treat travelers with utmost respect, no matter what:

1. **Anti-Discrimination & Harassment Policy**

There will be no racial, ethnic, religious, or gender-based discrimination by Baboo or its Partners in any of its activities or operations. We are committed to creating a friendly and inclusive atmosphere for our customers, our employees, our Destination Communities, and the Local Suppliers we directly or indirectly interact with.

Throughout Baboo, we strive to provide an environment free of harassment. Legally protected qualities such as sexual orientation, color or ethnicity, age or religion shall not be accepted as reasons for harassment. Complaints of unlawful harassment will not influence a person's ability to join or maintain their position in our organization.

2. **Privacy Policy**

Partners must keep confidential any sensitive or private information they are given. Confidential information must not be divulged without permission. This includes any and all information regarding the Traveler or Baboo products or services, that is deemed confidential or private by the parties involved.

(for more information: [Privacy Policy](#))

3. Books & Records Integrity Policy

All business transactions must be reported honestly and correctly by all Partners. Baboo's ability to meet legal and regulatory duties is dependent on the accuracy of the information it receives.

4. Reports & Compliance Policy

Questions, counseling, reports of potential violations, and expressions of concern about Manifesto compliance are the responsibilities of every Partner. Unless it is proven that the Partner made the report with the knowledge that it was fraudulent, Baboo will not penalize, discriminate against, or retaliate against that Partner.

3. Local Suppliers

The travel supply chain comprises a number of Local Suppliers. These independent contractors are frequently misrepresented and underpaid. As a result, we require our Partners to select Local Suppliers based on their professionalism, ability to provide exceptional service, adherence to strict safety standards, and commitment to sustainability.

For this reason, we expect our Partners to actively seek out, train, and hire people of the local community, including those who are most vulnerable to poverty. In order to comply with Baboo's requirements, Partners shall value the services of these Local Suppliers at or above the national minimum wage.

4. Wildlife Animal Protection

We all hope to encounter wild animals while traveling. Although we love and admire wildlife, we rarely consider the practices that we might witness while visiting. Partners must ensure that the tours they operate strive to conserve, rather than exploit, the animals with whom they share their journey and the World.

Because of these reasons, Baboo has agreed to not sell or advertise the use of elephants or wild animals. Instead, we commit to providing animal conservation and welfare activities, as well as viewing animals in their natural habitat, and have pledged to this purpose with the World Animal Protection. Together we are moving the world to protect animals.

1. Basic Animal Welfare

Baboo supports the Five Pillars of Basic Animal Welfare, which are universally accepted animal rights that include the following freedoms:

- Freedom from Hunger & Thirst.
- Freedom From Discomfort.
- Freedom From Pain, Injury & Disease.
- Freedom to Express Normal Behavior.
- Freedom From Fear & Distress.

2. Working Animals

Horses, donkeys, and camels have gone through a selective breeding process over ten generations. They are used to working. Even so, we keep in mind some basic guidelines to ensure the animal's health and safety.

- The animal should be well-fed and in good health, with no sores or wounds on their body or neck from the harness or damage to their legs and feet.
- Handlers should treat the animal with respect and provide appropriate and sufficient food, water, and medical care.

- The size of the animal should be suitable for the weight of its rider/load.

3. Wildlife Viewing

Wild animals are best viewed in their natural habitat. Many of the most incredible travel experiences occur when we simply sit back and watch a scene unfold before our eyes. Those moments are magical. Interfering with an animal's natural habitat and behavior can cause them undue stress. Also, they might attack when under pressure. Keep your safety in mind at all times. Respecting the animals and staying at a safe distance is best.

4. Animal Products

A trip abroad provides a tempting opportunity to buy an ivory necklace or tiger-tooth necklace, but remember that wild animals lost their lives for these products to reach the market. The materials for these products are generally obtained illegally, putting animals at risk. Buying things for which animals have died is simply not cool. Not buying them gives a clear signal to the market. By doing so, you might save the lives of other animals.

5. Elephant Riding

Baboo does not include any Elephant Riding activities in our programs and discourages tourists from participating in activities that use animals for entertainment. Elephant riding is popular in Southeast Asia, and it's on many travelers' bucket lists. Many tourists don't know that for tourists to ride an elephant; the animal first must be tamed. In that process, the elephants suffer greatly. You do not want Elephants to suffer, do you?

6. Wild Animals in Captivity

As free-living animals deserve to live in their natural habitat, wild animals used for entertainment have likely had a traumatic and harsh "breaking" process. Chaining, isolation, neglect, and an unhealthy diet are very common. Movies such as "The Cove" and "Blackfish" question and criticize the methods used to acquire and hold marine animals in entertainment parks.

7. Selfies & Walking with Big Cats

Tourist attractions may use wild animals and even big cats. You might be able to walk with them or even take selfies. But if you cannot verify the animals' welfare, you should steer away from these activities. These big young cats are usually separated from their mothers when they are barely born. Baby tigers and lions in petting zoos face many dangers and are often drugged to keep them submissive. It's just sad when you think about it.

5. Improving Ecosystem

We shall do more than just safeguard and preserve the environment; we will also work to improve it on land and in water. Educating yourself on safe practices in your Destination is your job as a Partner.

6. Cultural Exploitation

Anti-poverty activists are fighting cultural exploitation by asking that local people be characterized in unique and frequently anti-modern ways. Cultural contacts with groups that have control over their own image and narrative are encouraged instead.

7. United Nations Sustainable Development Goals

To Baboo, the United Nations' Sustainable Development Goals are an important part of their mission. For Baboo, its Partners, and its Travelers to truly make an effect, they must adhere to the United Nations SDGs:

1. Create low-cost tourism products and services to make travel more accessible to everyone.
2. Invest a portion of the money you get from tourists on environmentally friendly farming methods, and expand your engagement with academic and scientific organizations.
3. Ensure that 30 percent or more of the decision-making and governance roles in tourism-related enterprises are filled by women.
4. As part of your value chain, incorporate local community people, including those who are poor, into your workforce and training programs.
5. Reduce waste as much as possible and make sure that any trash that cannot be avoided is used to its full potential (e.g., organic waste as fuel or fertilizer).
6. It is essential to strengthen the global Partnership for Sustainable Development, as well as the many other multi-Stakeholder Partnerships that promote the attainment in poor nations of the Sustainable Development Goals.

8. United Nations Global Compact

Baboo agrees with the Ten Principles of the United Nations Global Compact and supports “know and show” as a way to demonstrate respect for these principles. Our support of internationally recognized Human Rights is consistent with our dedication to enriching our workplace, partnering with our supply chain, preserving the environment and supporting the communities where we operate.

1. Human Rights

Principle 1 – Baboo supports and respects the protection of international human rights;

Principle 2 – Baboo won't be complicit, but rather help prevent human rights abuses;

2. Labor

Principle 3 – Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4 – The elimination of all forms of forced and compulsory labor;

Principle 5 – The effective abolition of child labor;

Principle 6 – The elimination of discrimination in respect of employment and occupation;

3. Environment

Principle 7 – Businesses should support a precautionary approach to environmental challenges;

Principle 8 – Undertake initiatives to promote greater environmental responsibility;

Principle 9 – Encourage the development and diffusion of environmentally friendly technologies;

4. Anti-Corruption

Principle 10 – Work against corruption in all its forms, including extortion and bribery.

9. Annual Partners Audit

Every year, Baboo Partners are audited to ensure that their company licenses are in good standing and that their operations and ethical standards are in order. Maintaining the pledges made in this Manifesto and in the Partnership Agreement is one of our top priorities. In addition, the audit is designed to help Partners grow and uncover where resources are missing, and how Baboo may assist them in their own purpose. For this audit, all parties concerned work together toward a single aim of finding resolutions.

10. Policies Review

In the future, this Manifesto will be revised and updated as industry practices change. In order to ensure a brighter future, Baboo and its Partners will closely monitor these developments. Twice every year, the Directive Board is audited to review the Baboo Manifesto and its Policies.