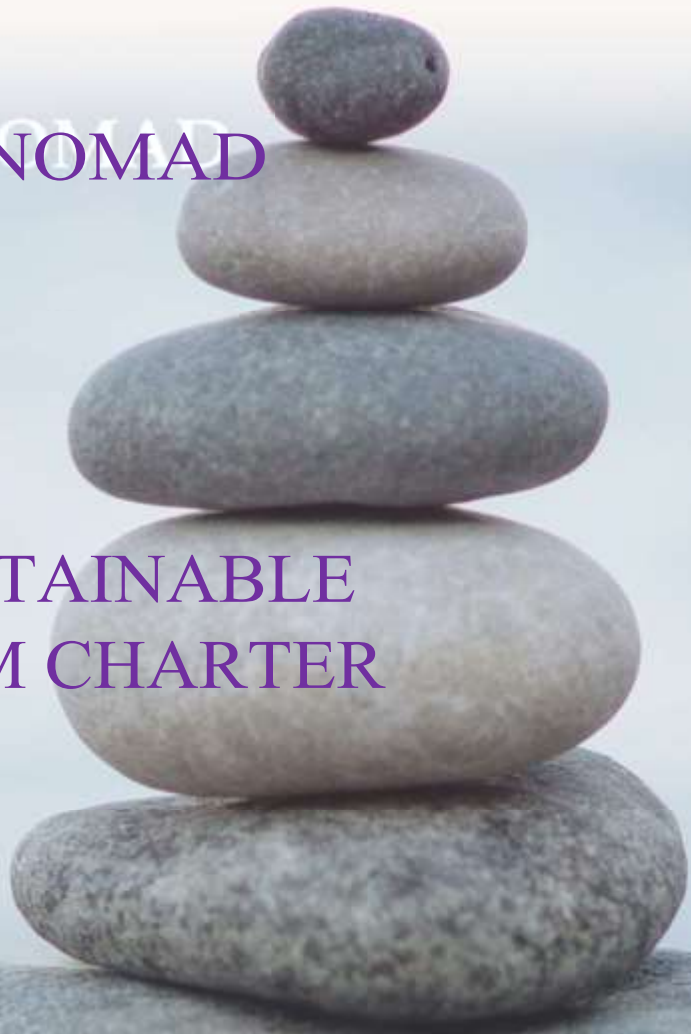




ECONOMAD

THE SUSTAINABLE
TOURISM CHARTER



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Letter from the director

In 2006, we created our very first trips. Our identity was then defined by OUR PHILOSOPHY explained right below.

My team and I wish to invite you to discover our country, Kyrgyzstan, the country of the Celestial Mountains, which will offer you a nomadic hospitality in the heart of a magnificent and unspoilt nature.

Our goal is to benefit from the pristine and enchanted nature of Kyrgyzstan without polluting it, to present it to our guests while creating a contact with the local population. At the same time, our activity brings financial support to that local population as well as awareness on the negative effects of pollution due to many plastic waste, which is becoming a real environmental issue in Central Asia.

Our principles rely on saving natural resources which are running out and saving the endangered biodiversity. With your participation, we can raise awareness on ecological problems among our children!!!

The new environmental and climatic stakes we are currently facing invite us to act in an even more responsible way.

Reducing our carbon footprint and preserving our environment while offering high-quality trips leads us to reinforce our actions towards the new national and international expectations.

Committed to satisfying our clients, we carry on offering sustainable tourism respecting the laws. Preserving our natural resources and cultural highlights brings out our diversified patrimony while fully associating the local population and the tourists in the process of economic development. This process falls within a preservation program for these natural resources in the present and the future.

To that end, we dispose of a well-motivated team and partners, aware of sustainable tourism.

Through our trips, we carry on sharing our commitments hoping for a significant consciousness-raising on the climatic and environmental stakes associated with tourism.

Our actions presents a dual purpose: one being a successful trip for the tourist and the other being the contribution to an economic development while limiting negative aspects related to tourism.

We thank and invite all of our guests and partners for being active participants.

Nuraly Turganbaev

The World Tourism Organization (WTO) defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

OUR VALUES

SAFETY OF THE TRIP

We consider and show great respect towards human beings and animals. We are concerned about their comfort and well-being. We make our best effort to ensure their safety.

AUTHENTICITY OF THE TRIP

We love our clients and we wish to meet their expectations. We are constantly exploring new avenues to make our trips even more unique, unforgettable and authentic.

FLEXIBILITY

We create and propose our trips depending on our client's expectations. We adapt ourselves to unexpected situations and always find a suitable solution. We enrich our trips with our expertise.

ECOLOGY AND CLEANLINESS

Our environment contributes to our well-being. We are proud to be active players advocating noble values and attitudes in terms of respect of our Planet.

FINANCIAL SUPPORT

We believe that every human-being should not be excluded from the benefits of an economic system. We consider that every human-being should live in dignity. By giving a place to our people and giving them the status of partners, we support and contribute to the economic development of the local population.

OUR COMMITMENTS AS A RESPONSIBLE COMPANY

2.1 RESPECTING THE LAWS

For each of our trip, each of our dealing with our partners¹, EcoNomad makes sure to strictly respect the constitution of the Kyrgyz Republic and its laws.

Our agency EcoNomad complies with section 35.2 of the third part of the Kyrgyz Constitution which gives the obligation to all Kyrgyz citizens to behave themselves respectfully towards the environment, the natural resources and the historical monuments.

2.2 RESPECTING PEOPLE

Kyrgyzstan has ratified many treaties² concerning the protection of the rights of people.

In the performance of its professional activity, our agency EcoNomad sees and contributes to the respect of people. We condemn all forms of illegal labour and child exploitation.

- Forced labour

According to the International Labour Organization, forced labour is defined as « all work or service which is exacted from any person under the threat of a penalty and for which the person as not offered himself or herself voluntarily».

- ✓ EcoNomad makes sure that in all its partnerships, employees are not working under duress but always by personal choice.
- ✓ EcoNomad leads its own interviews when recruiting guides; we make sure of their true motivations.

- Concealed labour

Concealed labour consists in not declaring employees officially to the authorities.

- ✓ EcoNomad verifies that the companies with whom we work are properly registered, pay their taxes and have an insurance.
 - ✓ EcoNomad makes sure that in all of its partnerships, employees are in possession of a working contract, get a proper salary and are declared to the authorities; that they work under good conditions.
- In case of non-compliance, EcoNomad explains the problem to the concerned employee ;
The employer is also informed of the obligations to be enforced

¹ Companies or individuals

² Kyrgyzstan is a member of the UNO, the OSCE (Organization for Security and Cooperation in Europe), CIS (Commonwealth of Independent States)

OUR COMMITMENTS AS A RESPONSIBLE COMPANY

- Child labour

According to the kyrgyz law, « it is prohibited to accept or involve a child into any kind of work that could endanger him/her, be an obstacle to his education or harm his/her health, physical development, mental, spiritual, moral and social.(...) »

- ✓ EcoNomad makes sure that no child is exploited for economic purposes and receive any payment.
- ✓ In the event of irregularities, EcoNomad informs the parents of their obligations of respecting children's rights and labour rights, and inform the child of its own rights.

- Child protection

EcoNomad is extremely vigilant concerning children's exploitation for paedophiliac purposes or concerning any kind of other form of harmful exploitation.

- ✓ EcoNomad informs its partners of the necessity to report these acts and practices, and takes reprehensible measures to the competent authorities.

2.3 RESPECTING DATA

- PROTECTION OF PERSONAL DATA

Personal data are composed of information that characterizes a person. (Surname, patronym, name, gender, phone number, e-mail address, country of residence, food allergies, sexual orientation, etc³...).

The protection of personal data aims to protect all of this information.

- ✓ EcoNomad keeps a digital version of all the personal data of its clients for professional purposes.
- ✓ EcoNomad ensures the cybersecurity of personal data by setting up access codes, passwords for its files and limited access to only two people.
- ✓ EcoNomad does not cede its clients and partners files for commercial or financial purposes.
- ✓ EcoNomad communicates its data only when necessary when dealing with its providers (guesthouses, horses location, meal preparation ...)

- PROTECTION OF THE IMAGE

The image's rights falls under the respect of privacy

- ✓ EcoNomad seeks consent before sharing their clients' images on any medium.

³ Open-ended list.

OUR COMMITMENTS AS A RESPONSIBLE COMPANY

2.4 RELASHIONSHIP WITH OUR PARTNERS

We encourage all our partners to actively participate in the process of sustainable tourism.

- INFORMATION WORK

- ✓ EcoNomad informs all its partners of its commitments in all stages of sustainable tourism.
- ✓ EcoNomad informs its partners on the right behaviour.
- ✓ EcoNomad leads information and awareness campaigns on the various types of pollution.
- ✓ EcoNomad also informs its partners on behaviours to be avoided.

- Lasting economic relationship

EcoNomad sustains its responsible and lasting relationships with its partners working towards sustainable tourism.

EcoNomad encourages and fully takes part in developing the local economy.

OUR COMMITMENTS AS A RESPONSIBLE EMPLOYER

3.1 REDUCING THE ENVIRONMENTAL FOOTPRINT

The exercise of our activity involves using electronic devices, laptops, mobile phones, light bulbs, batteries...

In our office, we behave in order to reduce our ecological footprint.

- ✓ We avoid purchasing, using and printing paper.
- ✓ We do not use disposable plastic bags anymore.
- ✓ We directly route the substances considered harmful to the treatment plant in Bishkek⁵.
- ✓ Our vehicles comply with the rules of the ecological inspection⁶.
- ✓ We only use low-energy light bulbs⁴.
- ✓ We use environmentally-friendly vehicles.

3.2 RESPECTING THE WORKING CONDITIONS

- Working hours

EcoNomad proposes trips respecting animal and human rights under the labour law. We make sure that the working hours of our partners are also respected.

- ✓ The journeys by car do not exceed three hours.
- ✓ The horses only walk distances that are not harmful for their health⁷.

- TRAINING

EcoNomad makes sure that all of its partners receive an appropriate training for their profession.

- ✓ A specific training for firefighting is provided in our hotels and guesthouses.
- ✓ Our guides, equestrian guides and grooms also receive an appropriate training.

⁴ LED light bulbs.

⁵ The company operates under the authority of the National Agency for the Protection of the Environment and Forests. The waste is treated by pyrolysis.

⁶ State organism.

⁷ Our horseback rides do not exceed 35 to 40km a day in the flatlands. In the mountains, the rides last between 5 to 6 hours a day.

OUR COMMITMENTS AS A RESPONSIBLE EMPLOYER □

• SECURITY

Security is the key to our profession. We put all of our efforts together to prevent any incident.

- We make sure that all guesthouses⁸ :
 - ✓ Are equipped with a fire extinguishers
 - ✓ The plugs are not defective
 - ✓ The emergency exits are correctly indicated.
 - ✓ There is a first aid kit
- The safety of our clients and employees is our priority.
 - ✓ All of our guides are qualified and trained for first aid gestures.
 - ✓ During horse riding, we make sure that the riders are all well equipped
 - ✓ We adapt the horse depending of the skills of the rider.
 - ✓ We make sure the horses are correctly shod.
 - ✓ We check the horses' veterinarian passports
 - ✓ For the shows involving birds of prey, we explain how to behave and dress properly and we forbid using drones.

3.3 CORRUPTION

Corruption can be defined as offering a benefit in kind or financially⁹, receiving a benefit in kind or financially to avoid some obligations¹⁰ or to obtain a right.

Integrity is a respectful behaviour that relies on a moral value. By adhering to this virtuous behaviour, the various actors, individuals and companies will sustain a viable economic circuit from which everyone will benefit from the economic effect.

• ATTITUDES TO RESPECT

The sustainable tourism policy of EcoNomad subscribes to the commitment of not encouraging corruption in any way, and fully encourages respectful behaviours.

- EcoNomad makes sure that its employees are irreproachable.
- EcoNomad informs its partners on the best behaviours:
 - ✓ Respecting tax liabilities.
 - ✓ Not taking any advantage or right by giving a bribe.

⁸ Open-ended list.

⁹ Bribes can be gifts as well as money.

¹⁰ Taxes liabilities (income tax returns, licence fees etc).

OUR COMMITMENTS AS A RESPONSIBLE EMPLOYER

- ✓ Not getting involved into any act of corruption.
- ✓ Fighting against corruption by informing others.
- ✓ Not harming EcoNomad's reputation.

- PROHIBITED BEHAVIOURS

EcoNomad informs all its partners about prohibited behaviours:

- ✓ It is prohibited to accept any money not directly linked to the service provided.
- ✓ It is prohibited to accept any gift of disproportionate value.
- ✓ It is prohibited to behave in order to obtain a benefit.

OUR ACTIONS AS A REPRESENTATIVE OF SUSTAINABLE TOURISM

- As representatives of sustainable tourism, we conceive our trips in order to respect the specificities of our environment. We fully associate our guests and our local partners in the process of sustainable tourism.

We conceive authentic stays by combining the discovery of our culture, our History, our various heritages and an immersion in our traditional kyrgyz way of life among nomad people.

The conception of our tours takes into account the presence of endemic species, biodiversity and protected areas.

To limit our carbon footprint, we prefer small groups and promote environmentally friendly tours by offering horseback riding or mountain biking.
Thus, our hiking trails do not disturb fragile ecosystems.

In order to fight against pollution our travels are shorter and we use clean vehicles.

Our tours allow our guests to discover the treasures of our gastronomy¹¹, our cultural heritage, some of which being classified by the UNESCO¹², or to discover regional folklores and our ancestral traditions.

The exchanges born of the meeting of our hosts and the local population are made in the mutual respect of our cultures and contribute to make of our differences a richness.

We integrate all of our circuits into a sustainable tourism chain that fights against the pollution caused by our activity.
We have created a sustainable food chain that promotes short circuit, avoids waste and allows recycling.

Our supplies come from organic farming and come directly from our local producers.
The portions are adapted to the food intolerances of our guests, the unconsumed food is given to the animals and the biodegradable waste is used as a fertilizer.

We use reusable cutlery and we no longer use plastic for packaging.

¹¹ The kyrgyz gastronomy is composed of culinary traditions coming from more than 80 different ethnicities.

¹² The Epic of Manas, the Burana Tower among others are classified by the UNESCO as intangible cultural heritage.

OUR ACTIONS AS A REPRESENTATIVE OF SUSTAINABLE TOURISM

We prefer using gourds as well as Micropur pastilles instead of plastic bottles. If during our hikes we find plastic bottles, we give them to nomads who will know how to give them a second life¹³.

The choice of accommodation meets environmental standards.

We choose hotel partners who will respect sustainable tourism.

Regarding homestay, we prefer accommodation labelled by travelife.

- As representative of Sustainable Tourism, we offer our guests a different vision of travel, focusing on human encounters, immersion in a way of life that was unknown to them before. We raise awareness among our guests about the benefits of virtuous behaviour and consuming from local production.

We consider our guests to be active partners in their travel.

We assist them and fully involve them in the development of their project. We listen to their expectations and needs, and we pay close attention to their recommendations.

The sustainable travel of EcoNomad is an opportunity for the guests to build a relationship based on the discovery and enrichment of human relations born of cultural differences between them and the local population.

Our guests are, as much as we are, eager to leave a positive impression of their stay.

Through their commitment, and their responsible consumption, they help to maintain an environmental balance and improve the quality of life of local people.

- As representative of Sustainable Tourism, we adopt a form of tourism aiming to involve the local population while giving them the conditions to create an economic dynamism in the process of sustainable tourism.

One of our ambitions is to contribute to a better quality of life for our partners, regarding finances as well as education.

We are very committed to training the local population regarding to sustainable tourism¹⁴. Our main programs focus on the right actions to take in order to preserve the environment and those that should be prohibited.

¹³ They use them to store milk, to define fields or to protect their seeds.

¹⁴ Respecting the laws, safety rules, environment etc.

OUR ACTIONS AS A REPRESENTATIVE OF SUSTAINABLE TOURISM

The recognition of the deterioration of nature encourages us to diversify and multiply our pedagogical interventions.

We offer theme days with nomads for children and their parents.

Through our tourism activity, we create jobs, mainly among guides and drivers and 100% of our partners are local.

We employ qualified guides to highlight our heritage even better¹⁵.

We promote partnerships with all structures supporting the principles of sustainable tourism.

We offer the possibility for the local population to set up cultural events allowing them to spread their know-how¹⁶ and to enrich the stay of our guests.

We also develop homestays and therefore, we allow the local population to promote regional particularities by preparing meals from organic farming.

We seek the contribution of local authorities in order to promote the smooth running of the trip. When the opportunity comes, and at the request of our guests, we organize meetings with the representatives of municipalities, visits of schools, universities followed by discussions.

EcoNomad redistributes some of its benefits to the local population.

¹⁵ Guides who graduated from the Foreign Languages Faculty of the Tourism Academy of Manas University or holding certificates delivered by travel agencies.

¹⁶ Traditional music, kyrgyz songs, felt, yurts and carpet making...