



## **Aquila's Sustainability Policy**

Aquila recognizes its pivotal role in shaping responsible tourism and is deeply committed to sustainable practices. As stewards of Saint John and the Bay of Fundy, we prioritize minimizing environmental impact while contributing to the long-term economic, social, and ecological health of our region. Our dedication to sustainability ensures that visitors can experience the beauty of our home for generations to come.

### **Scope**

This policy applies to all Aquila operations, employees, suppliers, and business partners. It extends to all aspects of our services, including excursions, transportation, tour operations, international training, and community engagement. Our commitment to sustainability is reflected in our partnerships, environmental efforts, training clients, and interactions with guests, ensuring responsible tourism practices are upheld at every level.

### **Definition of Sustainability**

At Aquila, sustainability is the responsible management of our environmental, social, and economic impact to ensure that tourism remains a positive force for current and future generations. It encompasses ecological preservation, cultural authenticity, social equity, and economic resilience—all of which are essential to safeguarding the Bay of Fundy's unique environment and communities.

***Our sustainability policy is built around seven key themes:***

#### **1. Sustainability Management & Legal Compliance**

We uphold sustainability through diligent management and compliance with all relevant legislation, regulations, and industry best practices. Aquila is actively pursuing a designation with the Global Sustainable Tourism Council.

#### **2. Social Responsibility & Human Rights**

We maintain a clear and well-communicated social policy that prioritizes ethical business practices, diversity, inclusivity, and the respect of human rights across our operations.

#### **3. Environmental Conservation & Community Engagement**

We actively reduce waste and energy consumption by implementing sustainable practices such as using green energy, reducing printed materials, and enforcing a comprehensive recycling policy. Our commitment extends to fostering strong relationships within our local community. To further reduce our environmental impact, Aquila will host all Aquila Team resources on a website database,

minimizing paper waste each cruise season. These confidential files will be regularly updated and accessible to all Aquila team members via our official website. They can be found here:

<https://cruiseexcellence.com/aquila-team-resources/>

#### **4. Sustainable Partnerships**

Aquila strives to involve as many local businesses and partners in our operations to support our local economy. We collaborate with our partners to promote sustainable development, ensuring that every entity within our business adheres to responsible tourism principles. We aim to help others improve their sustainable practices and to make sustainable development concrete to each and every partner within our business.

#### **5. Eco-Conscious Transport**

We strive to minimize emissions by selecting fuel-efficient transportation and encouraging eco-friendly travel solutions that reduce pollution while maintaining high standards of service where possible. We aim that our vehicles used on tours do not cause more than average pollution.

#### **6. Responsible Excursions & Tours**

We prioritize animal welfare, community authenticity, and environmental conservation by ensuring that our tours leave only a minimal footprint. We adamantly oppose practices that harm wildlife, degrade ecosystems, or disrupt local communities. We safeguard the natural environment of the Bay of Fundy by encouraging every guest to follow **leave no trace** principles (collecting only memories, leaving only footprints)

#### **7. Local Employment & Fair Work Practices**

We support our local economy by employing Saint John and Bay of Fundy residents, ensuring a safe, fair, and inclusive work environment that respects and uplifts local communities. Aquila is in compliance with all New Brunswick Employment Standards (Labour Laws).

### **Training & Awareness**

All team members and business partners will undergo sustainability training to understand Aquila's commitment to environmental responsibility and ethical business practices. This training covers:

- Sustainable tourism principles
- Best practices for waste reduction and conservation
- Community engagement and cultural sensitivity
- Ethical wildlife interaction and responsible tourism behavior

Resources, guidelines, and sustainability updates will be readily available through our Tour Guide Resources platform to ensure continuous education and improvement.

### **Enforcement & Compliance**

To maintain our sustainability standards, Aquila enforces this policy through the following measures:

- **Regular audits** to assess environmental impact and adherence to sustainability goals
- **Ongoing evaluations** of employee and partner compliance with sustainable practices
- **Clear accountability** with corrective actions including retraining or policy amendments

Employees and partners are encouraged to report any non-compliance issues to management, ensuring that our sustainability goals remain a priority in every aspect of our operations. Together, we are committed to creating an enriching travel experience while safeguarding the environment, supporting local communities, and preserving the Bay of Fundy for future generations.

If you have any questions or need clarification, please reach out to Aquila's Human Resources Manager below.

Thank you for contributing to a positive and professional atmosphere at Aquila.

**Sam MacVey**

Human Resources Manager

[sam@aquilatours.com](mailto:sam@aquilatours.com)

506-647-1890