

# **Wild at Heart Environmental Policy**

We are committed to being as sustainable, ethical and as environmentally friendly as possible. Some of the ways we will achieve this are listed below.

## **Activities**

Wild at Heart activities have been designed to help people reconnect to nature, the planet and each other. This is one of the main ways we aim to make a positive contribution to the world. We want people to leave their Wild at Heart experience feeling happy, relaxed and inspired to live every day more lightly and joyfully on the planet.

## **Accommodation**

Wild at Heart only work with accommodation providers who share our commitment to protecting the environment and who have their own high standard of environmental practice.

## **Food**

We source as much of the food for our meals as possible from local farmers and producers. Where possible the foods we buy will be seasonal and organic. We will use a lot of our own home grown organic produce including vegetables, fruit and herbs. Any food waste will be composted and used to feed our vegetable garden. Any meals we have out will support small local businesses who have made a commitment to environmental sustainability.

## **Transport**

All Wild at Heart holidays are based in UK so there is no need to fly to far flung destinations for your holiday. We are committed to only ever running holidays in places that can be reached by train or coach. We will introduce incentives and discounts for customers choosing to use sustainable transport options such as train and coach. Our company minibus will run on bio diesel, produced locally from recycled cooking oil.

## **Local Community**

We are a small business with a small staff and we do not have our own accommodation facilities. As such we support local small businesses including accommodation and activity providers and food producers. We employ local people to do the catering and to run our activities. We are actively involved in local grassroots organisations, such as the Forres Transition Town Group, who are working towards making our community more sustainable ([www.transitiontowns.org](http://www.transitiontowns.org)). We will be running free workshops on sustainability and ethical living for local people involved in the transition town movement.

## **Conservation**

We work closely with wildlife conservation groups such as the Whale and Dolphin Conservation Society (WDCS), RSPB, Marine Conservation Society, Trees for Life and others to raise awareness of and support for their conservation campaigns. We will enable those customers that wish to, to get actively involved in conservation projects such as tree planting, beach cleans, letter writing etc. 10% of the ticket price from our 'Dolphin Days Out' will be donated to WDCS.

## **Office**

We have an office environmental policy which concentrates on the principles of 'reduce, re-use & re-cycle'. We buy energy efficient office equipment. We are careful to use minimum amounts of energy in our office and what energy we do use will come from a green energy supplier. We use internet based marketing as much as possible to reduce the need for printed materials. All the promotional materials we print are produced by Posthouse Printing in Findhorn, a prize winning environmentally friendly printer.

## **Company Philosophy**

'Positive Holidays & Diverse Experiences, Delivered with Passion & Expertise'

**Positivity** - we believe that "do no harm" is not enough. All our holidays and activities are developed to have a positive impact on the planet and on our guests.

**Diversity** - on one of our holidays or breaks you will take part in a wide range of environmentally friendly, creative and nature-based activities, not usually available together in one holiday or from one company.

**Passion** - every day we are awed and delighted by the beauty and wonder of this planet. We live in interesting times, rich in possibilities for building deeper connections to nature and each other and for developing a happier, more sustainable future. We are passionate about the wellbeing of the planet and our communities, we want to share this passion with you.

**Expertise** - this passion is grounded in the extensive knowledge, experience and expertise of our founder, Deborah Benham. Deborah has a PhD in ecotourism & animal behaviour, an M.Sc in marine conservation, is a certified tour guide and has several years experience working with a wildlife charity to develop sustainable, positive, nature-based tourism. She is also closely involved in grassroots initiatives to build more sustainable lifestyles and communities.