

Sustainability policy of Rif Planète

Purpose

At Rif Planète sustainability is key to our mission. We aim to minimize environmental impact while maximizing the positive social and economic benefits of tourism. Our goal is to empower local communities, protect cultural heritage, and preserve natural resources for future generations. This policy reflects our ongoing commitment to responsible travel and continuous improvement in all aspects of our business.

Our mission

Our mission is to help people explore Morocco through our unique perspective and to provide you with an unforgettable experience in this amazing country. The specialists at Rif Planète will advise on itinerary and accompany every step of the way. We offer a tailor-made programme, from north to south, designed to suit tastes, combining culture, nature, history and discovery. We pay particular attention to empowering local communities by partnering with companies that value fair working conditions and ensure equal opportunities for both women and men. With Rif Planète, travelers will experience the trip to Morocco they've always dreamed of!

Scope

This sustainability policy applies to all operations within Rif Planète, including our travel products, services, partnerships, and employee practices. It encompasses our commitment to sustainable tourism, environmental management, and social responsibility, from the planning stage of each trip to its execution.

Sustainability management & legal compliance

Sustainability commitment

Rif Planète leadership is wholly committed to the company's sustainability performance and endorses the company's sustainability mission statement and policy.

We will use the Travelife platform to report on our sustainability progress and to monitor and evaluate progress. We are committed to publicly communicating our sustainability performance by means of the Travelife report every two years.

Sustainability management & legal compliance

Rif Planete commits to continuous improvement of sustainability practices, including the ongoing monitoring and evaluation of our sustainability policy, with dedicated personnel and resources to achieve our sustainability goals.

Rif Planete follows all local, regional, national, and international regulations as they relate to human resources, human rights, children's rights, land rights, environmental management, wildlife, and land use. We follow a strict Code of Ethics, including a zero-tolerance policy for corruption, bribery, forced labor, sexual harassment and discrimination.

Internal management: social policy & human right

Rif Planète is committed to fair, inclusive, and responsible human resource management, in line with legal requirements, Travelife standards, and CSR best practices.

Our HR policy aims to standardize recruitment and staff management processes, ensure equal opportunities and non-discrimination, support continuous training and skills development, and document HR practices transparently.

Rif Planète provides an inclusive and safe working environment that respects diversity, gender equality, and the rights of all employees. Fair working conditions are guaranteed, including legal contracts, compliant wages, social benefits, and respect for labor rights. Accessibility and reasonable accommodations are promoted, including for people with reduced mobility.

Recruitment is based solely on skills, experience, and alignment with Rif Planète's values. Job offers are published through accessible channels, interviews are structured and objective, and all qualified candidates are encouraged to apply without discrimination.

All new employees benefit from a structured onboarding process and training on responsible tourism, sustainability, and safety. Rif Planète supports continuous professional development through regular training, notably in sustainable tourism and responsible travel management.

Employee performance and well-being are monitored through regular evaluations, clear HR indicators, and open communication. Transparency is ensured by making HR policies accessible to staff and by informing partners of Rif Planète's expectations regarding ethical recruitment and sustainability.

Internal management: environment

Rif Planète has a formal purchasing policy designed to ensure that all acquisitions are environmentally responsible, socially ethical, and economically transparent. The policy applies to all materials purchased, including office supplies, electronics, appliances, and consumables such as water, paper, or cleaning products. Its objectives are to reduce environmental impact, prioritize durable and energy-efficient products, support local suppliers, and ensure ethical sourcing.

Before making any purchase, Rif Planète evaluates the actual need, favors quality and sustainability over the lowest price, limits disposable or single-use products, and selects suppliers who adhere to ethical, social, and environmental standards. Environmental criteria guide the choice of energy-efficient, repairable, eco-labeled, or recyclable products, while consumables are preferably natural, organic, or low-impact. Local sourcing is prioritized to reduce transport emissions, support small businesses, and work with suppliers who respect labor rights and fair working conditions.

Social and ethical standards are strictly applied, excluding suppliers involved in forced labor, child labor, or discriminatory practices, and favoring companies engaged in corporate social responsibility or sustainability initiatives. Waste management and end-of-life practices focus on repair, reuse, recycling, and reducing packaging. All purchasing decisions are made with these environmental, social, and economic considerations in mind, and responsibility lies with staff in charge of procurement. Practices are regularly reviewed and improved based on feedback, market developments, and Travelife requirements, ensuring continual alignment with sustainability and ethical standards.

At Rif Planète, we are committed to reducing our carbon footprint and minimizing travel-related emissions. We aim to achieve this by:

- Reducing the need for travel wherever possible, focusing on remote work and digital solutions.
- Encouraging remote work and offering flexible options to minimize travel. When travel is necessary, we prioritize eco-friendly modes of transportation, such as public transport.

- Implementing energy-efficient practices across our office, such as using energy-efficient equipment and appliances, and ensuring proper maintenance for any vehicle fleet.

Rif Planete's offices are located in an urban area and we fully comply with all local land use laws. We respect and consider the cultural and natural resources in our business operations, ensuring that our activities align with sustainable practices

At Rif Planete, we are committed to sourcing products and services in a responsible manner, aiming to minimize any adverse effects on society, culture, and the environment. We expect the same level of commitment to sustainability from our suppliers.

We prioritize working with partners who share our values and dedication to sustainability. This includes those who have a written sustainability statement embedded in their business policy, or a clear sustainability approach in place.

We strongly prefer collaborating with suppliers who are locally owned or managed, using local and seasonal products and services. We aim for these suppliers to positively impact the local community by offering equitable employment opportunities and maintaining fair working conditions.

Where possible, we select partners who hold internationally recognized sustainability certifications, such as GSTC-accredited ones or other notable standards like B Corp or ISO.

Rif Planete provides incentives to partners who actively pursue sustainable operations and practices.

We expect all our suppliers to adhere to our Code of Ethics, which includes the following core principles:

- Full compliance with local, national, and international regulations
- Respecting fundamental human rights, including labor, children's, and women's rights
- Promoting fair employment practices and working conditions
- Adherence to anti-corruption, anti-bribery, anti-extortion, and anti-discrimination policies
- Protecting children from exploitation through tourism
- Committing to environmental conservation and responsible use of natural resources
- Acting in the best interests of local communities
- Safeguarding the integrity and interests of Rif Planete

In line with our zero-tolerance policy, Rif Planete will immediately sever any relationships with suppliers who violate our policies, especially in cases involving bribery, corruption, discrimination, or violations of human rights.

We also strive to raise awareness among our suppliers on adopting strong social and environmental practices.

At Rif Planete, we actively collaborate with our suppliers to help improve their sustainability efforts. We encourage continuous learning on sustainability topics and provide support in this learning journey whenever possible.

We maintain an open and transparent line of communication with our suppliers and partners, welcoming feedback on sustainability or any other concerns they might have.

Rif Planete prioritizes partner agencies that align with the company's ethical values.

We focus on working as much as possible with small, locally-owned or family-run businesses to support the local economy and foster sustainable community development.

Throughout the entire process of designing and operating our travel packages, we expect our partner agencies to act in the best interests of local communities, the environment, and our guests.

Rif Planete is committed to supporting its suppliers in ensuring fair compensation and working conditions for their employees, including providing increased per diem rates for services such as drivers.

Rif Planete collaborates with transport providers that align with the company's ethical principles.

When selecting transportation for guests and business-related travel, Rif Planete is committed to choosing the most sustainable and environmentally-friendly options available. We take into account factors such as distance, cost, route, comfort, and environmental impact when making travel arrangements.

Rif Planete has implemented guidelines to reduce greenhouse gas emissions from transport and prioritize eco-friendly options, including the following actions:

- Encouraging the use of public transportation (trains and buses) in destinations whenever possible
- Choosing appropriately sized vehicles for the number of travelers

Rif Planète works with accommodations that align with the company's ethical principles. While we consider a variety of accommodation options, we prioritize those with strong sustainability practices and a positive social and environmental impact.

In the selection process, Rif Planète evaluates accommodations based on their sustainability management and efforts to reduce their footprint. We favor accommodations that respect local land use, protect the environment, and highlight local architecture, customs, and traditions in a respectful manner.

Whenever possible, Rif Planète prefers to work with locally operated establishments, such as Moroccan-owned riads and hotels, to support the local economy and culture.

- RIF Planète prefers locally operated riads/hotels. Example: Riad Caravasar (Moroccan company) rather than Golden Camp (Spanish owned)

We do not offer products or services from accommodations, excursions, or other tourism suppliers that harm or violate human rights, wildlife, flora, or other natural resources, including water sources

Activities & Excursions

Rif Planète has a formal policy guiding all activities and excursions to ensure they are respectful, responsible, and sustainable. This policy establishes clear standards for environmental protection, safety, accessibility, and fair collaboration with local communities and service providers. It promotes authentic experiences that honor Moroccan cultural heritage while encouraging participants to engage thoughtfully with local history, ecosystems, and traditions. By adhering to this policy, Rif Planète ensures that every activity offered is enriching, ethical, and aligned with our long-term commitment to sustainable and socially responsible tourism.

At Rif Planète, we collaborate with freelance local guides, carefully selected based on their experience and shared values regarding sustainability. We ensure that these guides are paid fair wages and work under safe conditions.

We understand that guides play a crucial role as intermediaries between our clients and the socio-cultural and environmental context of the destination. Therefore, we choose guides who possess in-depth knowledge of local

sustainability issues and can adapt their approach to encourage appropriate behavior towards local customs and the environment.

Our guides make sure not to take clients to dangerous situations, such as risky locations, or places where they might be endangered. The goal is to offer authentic and responsible tours, avoiding overcrowded tourist traps like souks or bazaars, and instead providing more meaningful and respectful experiences.

Through our network of dedicated and knowledgeable guides, we ensure that our clients enjoy an authentic and responsible travel experience while supporting local communities.

At Rif Planète, we focus on destinations within Morocco that have made sustainability a key component of community and destination development.

We strive to send our visitors to secondary or lesser-known areas of Morocco, aiming to avoid overtourism and support the local economy in regions that may not traditionally see as many tourists.

Rif Planète does not support or promote destinations with questionable human rights practices and always prioritizes destinations that respect local communities, cultures, and the environment.

Rif Planète is committed to making a positive contribution to the local communities in Morocco by:

- Sourcing products and services locally and responsibly, while supporting traditional arts and cultural practices.
- Encouraging our guests to shop responsibly, educating them about the importance of avoiding illegal or prohibited souvenirs.
- Collaborating with local tourism stakeholders, including businesses, community groups, and local authorities, to promote sustainable tourism practices in Morocco.
- Advocating for and respecting all human rights, including children's rights, women's rights, labor rights, and land rights.

Environmental stewardship in destinations

- Rif Planete commits to environmental stewardship in the destinations in which we operate by:
 - Ensuring natural resources remain intact
 - Educating guests about the principles of responsible travel and responsible visitor behaviour

Customer communication and protection

Privacy

- Our customer protection is our priority. Therefore, we maintain a clear privacy policy to ensure
 - Legal compliance in all regards
 - Customers and their data are protected

- Customers know how their information is being used

Rif Planète is committed to honesty and transparency in all situations. We offer products and services that meet the promises made in our communications. We stand by both our explicit and implicit commitments. We are firmly against greenwashing and fully support our sustainability claims. Our marketing efforts aim to be inclusive and respectful, always considering cultural, religious, and ethnic sensitivities.

At Rif Planète, we ensure that our customers are informed about the social and environmental impact of their journey. We educate them on the sustainable choices they can make, with clear communication on:

- Certified accommodations
- Activities and excursions that positively impact local communities and support environmental protection
- Responsible shopping practices and the avoidance of illegal souvenirs

We also encourage travelers to support local artisans and eco-friendly initiatives, and we strive to offer additional resources to help them make informed decisions throughout their journey.

At Rif Planète, we are dedicated to ensuring that all customer experiences are positive and aligned with our sustainability values. We follow strict policies to guarantee health and safety, satisfaction, and the well-being of our customers. These policies address areas such as (but not limited to):

- Health and safety
- Emergency procedures
- Privacy
- Group sizes
- Greenhouse gas emissions and offsetting
- Sustainable transport options
- Responsible shopping practices
- Prevention of sexual exploitation, particularly of children in tourism
- Satisfaction and complaints

We maintain open lines of communication with our customers, encouraging feedback at any time and on any topic, with a particular focus on sustainability and continuous improvement.

Contact / Responsible person

All staff are responsible for the ownership and undertaking of this policy.

All staff are responsible for the promotion and implementation of this sustainability policy within their departments.

The implementation of this policy will be lead by the Sustainability Coordinator, Yasmine Ben Essalah, who can be reached at yasmine@rifplanete.com.

- **Sustainability:** Sustainability refers to practices and actions that meet present needs without compromising the ability of future generations to meet their own needs. It involves balancing environmental, social, and

economic factors to create systems that are resilient, equitable, and resource-efficient. In the context of business, sustainability often focuses on reducing negative impacts on the environment while promoting social well-being and economic growth.

- **Responsibility:** Responsibility in this context refers to the obligation to act in ways that consider the broader impacts of one's actions on society, the environment, and future generations. For a company, this means ensuring ethical business practices, such as fair labor conditions, respect for human rights, and minimizing harm to the environment. It also involves accountability for decisions made, both internal and external.
- **Environmental Impact:** Environmental impact refers to the effect that a company, individual, or action has on the natural environment. This includes the consumption of resources, emissions of pollutants (such as carbon dioxide or plastic waste), destruction of ecosystems, and contribution to climate change. Reducing environmental impact involves minimizing resource use and waste, and reducing or neutralizing harmful emissions.
- **Empowerment of Women:** Empowerment of women refers to the process of increasing the influence, agency, and opportunities available to women, allowing them to make decisions in their lives and participate fully in social, economic, and political spheres. It includes ensuring equal access to education, employment, and leadership roles, and promoting rights that protect women from discrimination and violence.
- **Local Community:** A local community refers to a group of people living in a specific geographic area who share common values, traditions, and interests. In the context of sustainable tourism, it refers to the residents of the area where a business operates, particularly those who are impacted by tourism practices. Supporting the local community means benefiting the people who live and work in that area, often through employment, fair trade, and cultural preservation.
- **Sustainable Practices:** Sustainable practices are methods of operation or behavior that contribute to long-term ecological balance, economic stability, and social equity. In business, this might include reducing waste, using renewable energy, sourcing materials responsibly, and supporting fair labor practices. Sustainable practices aim to minimize harm to the environment and society while promoting positive outcomes for future generations.
- **Local in Local Community:** In the context of “local community,” the term “local” refers to people, businesses, and activities that are situated within a defined geographic area, typically in proximity to the destination or operation. It emphasizes the involvement and support of people who are residents of that area, and whose lives and work are directly influenced by the tourism or business activities. In terms of sustainability, supporting local means prioritizing businesses and services that are owned or operated by residents of that community, which in turn promotes economic benefits and preserves local culture.

Effective date

This policy is effective from 27 January 2026.

Revision history

This policy will be revised in January 2026 and will be revised by February 2027