

Environmental Sustainability Action Plan 2025 - 2027

As part of our commitment to sustainability and responsible tourism, AFAQ Tourism Oman DMC has developed a comprehensive sustainability action plan. The plan includes specific targets, detailed actions, measures for monitoring progress, assigned responsibilities, and a clear time planning. Our action plan is aligned with the principles of sustainable development and aims to continuously improve our environmental and social performance.

Summary Table

	GOAL	KEY COMPONENTS
1.	Reduce energy consumption by 20% within the next three months.	Environmental Impact Reduction
2.	Divert 50% of waste from landfills through recycling and composting efforts.	Waste Management
3.	Support at least three local community projects annually.	Community Engagement
4.	Implement wellness programs aimed at enhancing employee health and satisfaction.	Employee Well-being
5.	Develop at least two eco-friendly tour packages promoting environmental conservation.	Tourism Activities
6.	Minimize and substitute the use of harmful substances, including pesticides, paints and cleaning materials, by harmless products and processes.	Reducing Pollution
7.	Reduction in water consumption per person by 10%-30% and Implementation of Rainwater harvesting within the next two months.	Water Conservation

	GOAL	KEY COMPONENTS
8.	Reduction in paper usage by 90% and Implement environmentally sustainable supplies	Paperless Office
9.	Reduction in business travel by 20% and thereby reduction in the carbon or greenhouse gas (GHG) emissions.	Business Travel Emission
10.	100% Support to Sustainable suppliers and products. Promote the use of eco-friendly materials and goods to reduce the environmental impact.	Sustainable Purchasing
11.	Increased Staff Environmental trainings and awareness raising programs by 20%-30%	Staff Environmental Training and Information
12.	Communicate the performance and results for positive change in the industry through the promotion of environmental sustainability in construction.	Reporting and Communication

Detailed Action Plan

1. Environmental Impact Reduction						
Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.10 To 3.18 (Energy)	Reduce energy consumption by 20% within the next three months.	<ul style="list-style-type: none"> Keeping office and other facilities to a pre-determined temperature during regular office hours. Usage of Energy Efficient Bulbs such as LED & CFL Bulbs. Turning off or unplug devices and lights when not in use. Utilization of Natural Light. Installation of Motion Sensors or timers. 	<ul style="list-style-type: none"> Track monthly energy usage. Monitor utility bills for progress assessment. Conduct Energy Audits. Enable the power management settings. Regular maintenance and upgradation of old equipment. 	Operation Manager in collaboration with facility team.	01/06	01/08

2. Waste Management

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.22 To 3.28 (Waste Management)	Divert 50% of waste from landfills through recycling and composting efforts.	<ul style="list-style-type: none"> Minimizing packaging, reducing single-use items, and encouraging reusable alternatives wherever possible. Establishing a comprehensive recycling program to segregate recyclable materials such as paper, plastics, glass, and metal from general waste. Composting of organic waste generated from our operations. 	<ul style="list-style-type: none"> Regularly measure and record waste generation data. Track recycling rates over time. Conducting regular waste audits to identify the types and amount of waste. Prioritizing the suppliers of sustainable packaging and environmentally friendly products. 	Sustainability Coordinator with support from the Facilities team.	01/08	01/10

3. Community Engagement

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
9.3 To 9.4 (Local Projects and Initiatives)	Support at least three local community projects annually.	<ul style="list-style-type: none"> Identify potential community initiatives such as beach cleanups, Community Garden and Blood drive. Improving the relationship between accommodations and local producers. Contribute financially or through volunteer hours. Working with a sustainable distribution of locally-made souvenirs, dates and looban (local food). 	<ul style="list-style-type: none"> Document participation in community projects, including verification of legal acquisition. Collect feedback from communities on impact. The promotion of souvenirs aligned with international treaties such as CITES and the IUCN 'Red List'. 	Community Engagement Coordinator and Marketing Manager.	01/10	01/12

4. Employee Well-being

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
2.12 (Health and Safety)	Implement wellness programs aimed at enhancing employee health and satisfaction.	<ul style="list-style-type: none"> Offer fitness classes, mental health workshops, and flexible work arrangements. Regular health and safety drills are conducted for all staff members. 	<ul style="list-style-type: none"> Conduct surveys on employee satisfaction. Track participation rates in wellness programs. Providing instructions, arrangements and advice to staff as to organization of business operations and steps to be taken to minimize the risk of infection, during pandemic situation. 	The HR Manager with the support from the Marketing Manager.	01/12	01/03

5. Tourism Activities

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
7.1 To 7.5 (Activities)	Develop at least two eco-friendly tour packages promoting environmental conservation.	<ul style="list-style-type: none"> Collaborate with suppliers offering sustainable services such as eco-lodges, ethical wildlife experiences and carbon offset initiatives. Choosing excursions that contribute directly to the preservation of natural habitats or endangered species. Excursions involving visits to indigenous communities or cultural heritage sites. 	<ul style="list-style-type: none"> Collect feedback from customers on their experience with eco-friendly tours. Monitor supplier adherence to sustainable standards. Maintaining our sustainability code of conduct and Guidelines particularly, for the sensitive excursions or activities. 	Sustainability team with the support of Tour Operators, Guides and Management as whole.	01/03	01/05

6. Reducing Pollution

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.29 To 3.30 (Reducing Pollution)	Minimize and substitute the use of harmful substances, including pesticides, paints and cleaning materials, by harmless products and processes.	<ul style="list-style-type: none"> Utilize appropriate wastewater treatment systems to effectively treat both grey water and other types of wastewater generated from its operations. Reuse of Treated wastewater within the facility for non-potable purposes such as irrigation or cleaning, or safely discharged into municipal sewage systems or natural water bodies without causing adverse effects 	<ul style="list-style-type: none"> Regular monitoring and testing of treated wastewater should be conducted to ensure that it meets national legislation standards for discharge or reuse. Track recycling rates over time. Organize neighborhood cleanups. 	Sustainability Coordinator with support from the Facilities team.	01/05	01/06

		<p>on the local population.</p> <ul style="list-style-type: none"> Plant grass, trees and shrubs in bare areas. 				
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7. Water Conservation

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.19 To 3.21 (Water)	Reduction in water consumption per person by 10%-30% and Implementation of Rainwater harvesting within the next two months.	<ul style="list-style-type: none"> The use of low-flow toilets, dual flush, faucets, and showerheads to reduce the amount of water used for flushing and washing. Regular monitoring and prompt repair of leaks in plumbing systems to prevent 	<ul style="list-style-type: none"> Implementing systems for recycling greywater (wastewater from sinks, showers, etc.) for non-potable uses such as landscape irrigation or toilet flushing to contribute to significant reductions in overall water consumption. 	Sustainability Coordinator with support from the Facilities team.	01/06	01/08

		<p>wastage of water.</p> <ul style="list-style-type: none"> Implementing drought-resistant plants and efficient irrigation methods like drip irrigation or rainwater harvesting to significantly reduce outdoor water usage. 	<ul style="list-style-type: none"> Educating employees or residents about the importance of water conservation and providing tips on how to reduce personal usage. 			
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8. Paperless Office

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.7 To 3.9 (Paper: Promotional Materials)	Reduction in paper usage by 90% and Implement environmentally sustainable supplies	<ul style="list-style-type: none"> Choosing print supplies that are manufactured using post-consumer recycled (PCR) materials Remove things like shrink wrap or bubble wrap 	<ul style="list-style-type: none"> Choose BPA-free and phenol-free print supplies. Choose linerless labels and PET liners labels. Opting for Digital Printing instead of traditional 	Operation and Accounting Manager	01/08	01/10

		(Packaging Reduction). <ul style="list-style-type: none"> Choose materials that are made from potato starch and bio-based synthetics, paper-based RFID inlays and labels. Opting for Double-sided printing that helps to reduce paper usage. 	printing presses to reduce your carbon footprint and contribute to a more sustainable future. <ul style="list-style-type: none"> Opting for environmentally friendly materials, such as vegetable-based inks, instead of petroleum-based inks. 			
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9. Business Travel Emission

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.31 To 3.35 (Mobility)	Reduction in business travel by 20% and thereby reduction in the carbon or greenhouse	<ul style="list-style-type: none"> Considering alternative modes of transportation for shorter-distance trips or to combine multiple meetings into 	<ul style="list-style-type: none"> Usage of more sustainable modes of transport such as biking, or local carpooling. Flexible work arrangements 	Operation Manager with the support from the Marketing Manager.	01/10	01/12

	gas (GHG) emissions.	<p>one trip to reduce overall travel.</p> <ul style="list-style-type: none"> Invest in carbon offset programs that support projects aimed at reducing GHG emissions elsewhere. Calculating the total emissions generated from staff-related travel. 	<p>to reduce the need for daily commuting.</p> <ul style="list-style-type: none"> When air travel is necessary, prioritizing direct flights over connecting flights to minimize emissions. Financially supporting initiatives such as reforestation projects or renewable energy installations that effectively counterbalance the emissions produced by business travel. 			
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10. Sustainable Purchasing

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.2 To 3.6 (Procurement)	100% Support to Sustainable suppliers and products. Promote the use of eco-friendly materials and goods to reduce the environmental impact.	<ul style="list-style-type: none"> Actively seeking out locally produced food and beverages from suppliers who adhere to fair trade principles. Sourcing items with low carbon footprints that are eco-labelled or FSC labelled, to ensure that the products align with our commitment to sustainability. Usage of recycled paper, followed by FSC-certified paper, and then paper from a sustainable factory. 	<ul style="list-style-type: none"> Buy only locally produced fair-trade coffee and tea for our employees and clients. More dependency upon the household product/recipes when it comes to washing utensils by using lemon juice, salt and vinegar. Buy local handmade soaps and tissues and recycled garbage carrying bags. 	Operation Manager and Sustainability Coordinator with support from the Facilities team.	01/12	01/02

11. Staff Environmental Training and Information

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
3.36 (Sustainability Training and Awareness raising)	Increased Staff Environmental trainings and awareness raising programs by 20%-30%	<ul style="list-style-type: none"> Providing staff members with periodic guidance, training, and information about environmental practice for promoting awareness and understanding of their roles and responsibilities in sustainability efforts. Providing the practical training on Energy conservation conducted by the government. 	<ul style="list-style-type: none"> Ensure that field staff are also included in the Sustainability initiatives to provide comprehensive training across all levels the organization. Reviewing the introductory content of such trainings, webinars and then forwarding the notification of the same through Emails and manual accouchemen ts as well. 	Operation Manager and Sustainability Coordinator with support from the Facilities team.	01/02	01/04

12. Reporting & Communication

Travelife Criterion Number	Target	Actions	Measures	Responsible	Date to Begin DD/MM	Target End Date DD/MM
1.15-1.16 (External Reporting and Communication)	Communicate the performance and results for positive change in the industry through the promotion of environmental sustainability in construction.	<ul style="list-style-type: none"> Provide regular updates on sustainability efforts via company newsletters, website publications and social media channels. Communicate achievements challenges and future plans transparently. 	<ul style="list-style-type: none"> Monitor engagement levels on communication platforms. Evaluate feedback received from stakeholders as well. 	Sustainability Team with Senior Management	01/04	01/07