

Environmental Sustainability Action Plan 2024 - 2030

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 two years.	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.	Communicate the case for positive change in the industry through the promotion of environmental sustainability in construction.	Reporting & Communication

Detailed Action Plan

1. Environmental Impact Reduction			
Target	Actions	Measures	Responsibility
Reduce energy consumption by 20% within the next two years.	<ul style="list-style-type: none"> ▪ Implement energy-efficient practices in office operations. ▪ Conduct energy audits. ▪ Switch to renewable energy sources where feasible. 	<ul style="list-style-type: none"> ▪ Track monthly energy usage. ▪ Monitor utility bills for progress assessment. 	Assigned to the Operations Manager in collaboration with the Facilities team.

2. Waste Management			
Target	Actions	Measures	Responsibility
Divert 50% of waste from landfills through recycling and composting efforts.	<ul style="list-style-type: none"> ▪ Introduce waste separation bins in office premises. ▪ Promote waste reduction practices among staff members. 	<ul style="list-style-type: none"> ▪ Regularly measure and record waste generation data. ▪ Track recycling rates over time. 	Assigned to the Sustainability Coordinator with support from the Facilities team.

3. Community Engagement			
Target	Actions	Measures	Responsibility
Support at least three local community projects annually.	<ul style="list-style-type: none"> ▪ Identify potential community initiatives such as beach cleanups. ▪ Promote local artisans through tour experiences. ▪ Contribute financially or through volunteer hours. 	<ul style="list-style-type: none"> ▪ Document participation in community projects. ▪ Collect feedback from communities on impact. 	Assigned to the Community Engagement Coordinator and Marketing Manager.

4. Employee Well-being			
Target	Actions	Measures	Responsibility
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. 	<ul style="list-style-type: none"> ▪ Conduct surveys on employee satisfaction. ▪ Track participation rates in wellness programs 	Assigned to the HR Manager with the support from the Marketing Manager.

5. Tourism Activities			
Target	Actions	Measures	Responsibility
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. 	<ul style="list-style-type: none"> Collect feedback from customers on their experience with eco-friendly tours. Monitor supplier adherence to sustainable standards. 	Assigned to the Sustainability team with the support of Tour Operators, Guides and Management as whole.

6. Reporting & Communication			
Target	Actions	Measures	Responsibility
Communicate the case 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 	Assigned to the Sustainability Team and Senior Management.