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Tuesday 2 March 2021



Travel companies using their businesses as a force for good

Conscious consumers are on the lookout for signposts to help them make more responsible spending decisions. Being B Corporation certified means that a company has gone through a rigorous assessment to earn that distinction on its website or products. What's the big deal about this badge? The accreditation means that a business considers the impact of its decisions on workers, customers, suppliers, community and the environment – a helpful indicator, it gives a score out of 200 possible points. Any business actively aiming to minimise harm to the environment and maximise human welfare every step of the way is naturally more appealing to those striving to live a more [sustainable](#) lifestyle.

‘As the travel industry, and all businesses, seek to recover from the effects of the pandemic, the sector is evolving to offer more sustainable ways of exploring the world – and B Corps can play a crucial part in accelerating this trend,’ says Chris Turner, executive director of [B Lab UK](#), which certifies B Corp businesses. ‘Increasingly, travel ventures are taking important and necessary steps to mitigate their impact on the environment. For B Corps, creating a positive impact means going beyond protecting our planet to empower workers, serve communities and legally embed these principles at the heart of the business.’ B Corporations are not just trying to sell us stuff – their north star is tackling social or environmental issues through what they do.

It doesn't mean enterprises that don't have this stamp aren't doing things the right way – [Fogo Island Inn](#), Soneva Resorts and members of the Long Run are shining examples of hotels without B Corp certification but with best-in-class ethics – but it does demonstrate serious commitment.

B CORPORATION HOLIDAY HEROES

Only a few travel companies have qualified as B Corps since the first few dozen accreditations went live in 2007, but many more are in the process of applying. To qualify, a minimum of 80 points must be scored on the B Impact Score Assessment.

BODHI SURF + YOGA

Score 121.5

Responsible practices have been woven into every aspect of this lodge in [Costa Rica](#) since it opened in 2010. Keen to have this validated by a third party, it's the only surf camp or [yoga retreat](#) with the B Corp seal of approval – and it's keen for others to catch up. Bodhi's Service and Surf programme in the Ballena Marine National Park shares knowledge and resources with community members, especially the young, in exchange for community service and beach clean-ups.

bodhisurfyoga.com

IT MUST BE NOW

Score 97

This [Switzerland](#)-based host of the NOW Track and Book tool aims to help travellers check into EarthCheck-certified [hotels](#), resorts and lodges while offsetting these escapes.

Co-founder Alexa Poortier recognises a crisis of trust in our world and the need for much more accountability and transparency. She works hard to promote the significance of observing the United Nations' Sustainable Development Goals and stresses the need for more businesses to reach net zero.

itmustbenow.com

SAWDAY'S

Score 96.2

The first accommodation platform in the [UK](#) to achieve B Corp accreditation, Bristol-based Sawday's group (which includes glamping directory [Canopy & Stars](#)), was founded on principles of social and environmental responsibility. The company is structured in such a way that it's been majority employee-owned since 2018, with a quarter owned by a charitable trust. It aims to plant a million trees by 2025 as part of a drive towards being a carbon-neutral office, plus it ranks high for staff wellbeing and happiness and for making an impressive contribution to local communities. sawdays.co.uk

INTERNATIONAL VOLUNTEER HQ

Score 93.7

The first global volunteer travel specialist to become B Corp certified, this [New Zealand](#)-based organisation offers projects in more than 50 destinations, focusing on delivering impact for local communities, [wildlife](#) and the environment. It manages and governs the business in a way that has seen it increase its B Impact Score in each audit undertaken since 2015. [volunteerhq.org](#)

JORO

Score 87.6

A small bespoke, high-end travel designer set up in 2017, specialising in personalised itineraries. Joro tries to make travelling more sustainable for its clients by communicating the carbon footprint implications of every step, prioritising electric vehicles for transfers, direct flights and the right accommodation choices. It has also founded the [Conscious Travel Foundation](#) to support conservation and community projects and to drive change. [joroexperiences.com](#)

AMAZONAS EXPLORER

Score 86.4

‘The concept of putting people and planet before profit is the future of how we should all be doing business,’ says Paul Cripps, managing director of this Peruvian travel company. ‘It is not easy to become a B Corp but so worthwhile. Every year we strive to get better, especially as you need to recertify every three years with a higher score – it’s not a one-off certification, but an evolving one.’ Having arranged [Machu Picchu](#)-pegged itineraries for three decades, Amazonas aims to work only with like-minded hotels and suppliers, and it’s taking all its tours carbon neutral by offsetting into a carbon sink in Manú National Park in southern [Peru](#). [amazonas-explorer.com](#)

INTREPID

Score 82.7

The world’s largest [adventure travel](#) company, which has its headquarters in [Australia](#), was the first global travel firm to achieve B Corp status. James Thornton, its CEO, recognises that although there are hundreds of certification schemes in travel, few take a holistic view of impact in the way that B Corp does. ‘It took us three years to become certified, a painstaking process that has fundamentally changed the way we do business,’ he says. ‘But having that certification means that people who travel with us trust that we’re fully committed to benefitting people and the planet.’ [intrepidtravel.com](#)

FRONTIERS NORTH

Score 81.5

Socially responsible sub-Arctic explorations in [Canada](#)'s North, where the cast of characters includes polar bears and beluga whales, with a backdrop of the [Northern Lights](#).

frontiersnorth.com

PURA AVENTURA

Score 81.2

[Spain](#), [Portugal](#) and Latin America await via this [Brighton](#)-based travel operator. It also measures the carbon footprint of your entire foray, which is offset through reforestation in the poorest part of [Nicaragua](#). pura-aventura.com

PACK MORE B CORP

Brands reducing the natural and social impact of their products or services

[Patagonia](#) is the poster brand for transparency in fashion supply chains, having been working to produce its garments with integrity since 1973. This Californian purveyor of outdoor apparel donates one per cent of sales to environmental charities.

[Yala Jewellery](#) sells contemporary African designs crafted in [Kenya](#).

[Pala Eyewear's](#) stylish sunglasses raise funds to support long-term solutions in [Africa](#), including eye tests, eye care and specs, helping people to access education or employment. Founder John Pritchard features on our [Green List](#).

[Veja's](#) sustainable sneakers have always been a lesson in ethical supply chains and labour practices. The company has just launched a lighter, new-gen running shoe: Condor 2 walks its talk in a new way, thanks to its innovative use of plant-based and recycled materials.

[Ethique's](#) solid beauty and haircare bars help sidestep plastic waste.

[KeepCup](#) has stepped things up with its Thermal range for hot and cold beverages, sparing us the need for disposable drink containers on the go.

[Davines](#) is dedicated to supplying sustainable hair and skin products, and this month the Italian family-run company launches Heart of Glass, shampoo and conditioning treatments for blondes.