

## SUSTAINABLE TOURISM

# ASSESSMENT REPORT

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**SELF-ASSESSMENT DATE**

January 2025

**REPORT DATE**

February 2025



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Jonview is proud to present our Sustainability Report, showcasing our commitment to responsible tourism and environmental stewardship. As a leading provider of travel experiences in Canada, we recognize the importance of preserving the natural beauty and cultural richness of the destinations we operate in. This report outlines our efforts to minimize our environmental impact, support local communities, and promote sustainable practices throughout our operations. We believe that sustainable tourism is not just an option, but a necessity for the long-term well-being of our planet and the communities we serve.



# Progress Update

0-99 Bronze  
100-199 Silver  
200-299 Gold  
300-330 Platinum

Total Points

223

MANAGEMENT		78/105
A.	Sustainability Management System	28/30
B.	Compliance	30/30
C.	Employee Engagement	10/30
D.	Guest Engagement	1/1
E.	Marketing and Communication	4/7
F.	Building and Infrastructure	3/3
G.	Destination Management	2/4
SOCIAL & ECONOMIC IMPACTS		57/105
H.	Community Support and Infrastructure Projects	8/10
I.	Local Employment and Labour Rights	29/35
J.	Ethical, Fair Trade, and Local Products	17/30
K.	Accessibility	0/15
L.	Social and Economic Monitoring	3/15
NATURAL & CULTURAL INTERACTIONS		24/30
M.	Cultural Heritage	24/30
ENVIRONMENTAL IMPACTS		64/90
N.	Energy Conservation	10/10
O.	Water Conservation	4/5
P.	Solid Waste	29/30
Q.	Minimizing Pollution	21/45

TOTAL

223/330

## MANAGEMENT

### A. Sustainability Management System

#### 1. In what ways is sustainability integrated into Jonview operations?

A vision, mission or commitment statement pertaining to sustainability	3/3
A sustainability action plan	3/3
Measurable sustainability goals	2/3
Alignment with UN Sustainable Development Goals, Science Based Reduction Targets, and/or another sustainability framework or index	3/3
Sustainability performance tracking or key performance indicators (KPIs) for your sustainability goals	2/3
TOTAL	13/15

#### 2. What are the key actions of Jonview's sustainability plan?

Environmental actions	3/3
Social actions	3/3
Cultural actions	3/3
Economic actions	3/3
Health, safety and risk actions	3/3
TOTAL	15/15

## MANAGEMENT

### B. Compliance

#### 3. Is Jonview aware of and following all relevant laws and rules?

Local, national, and international laws and regulations such as health, safety, labour, accessibility and environmental aspects	3/3
Tourism on sites with cultural and heritage importance	3/3
Laws related to local habitats, ecosystems, and threatened/protected species	3/3
Laws and regulations related to wildlife and animal welfare, including acquisitions, breeding and captivity laws and standards for housing, care, and handling of wild and domesticated animals	3/3
Laws and regulations related to wildlife harvesting, consumption, display, sales and trading	3/3
TOTAL	15/15

#### 4. What health, safety, and risk factors does Jonview track/implement?

First Aid Training for staff	3/3
Establish Health & Safety Committee	3/3
Incidents of employee injury and/or illness	3/3
Regular workplace inspections	3/3
Emergency response planning	3/3
TOTAL	15/15

## MANAGEMENT

### C. Employee Engagement

#### 5. How are Jonview employees involved in sustainability efforts?

We have a sustainability team (or similar group) that meets regularly to specifically review and update our sustainability goals and/or actions	2/3
We regularly review and internally communicate our sustainability goals/actions/progress at staff meetings	2/3
We have an employee feedback system for our sustainability efforts	3/3
We include our sustainability practices in new employee onboarding/orientation	3/3
We offer employee reward programs or compensation incentives	0/3
TOTAL	10/15

#### 6. What sustainability topics are covered in employee training or engagement?

Environmental	0/3
Social and/or Community	0/3
Culture and/or Heritage	0/3
Diversity and Human Rights	0/3
Health and Safety Management	0/3
TOTAL	0/15

Yes = 1

No = 0

## MANAGEMENT

### D. Guest Engagement

7. Does Jonview collect client / customer feedback and act on it to improve?

Yes	1
No	

### E. Marketing and Communication

8. Does Jonview's marketing materials describe its sustainability efforts?

Yes	1
No	

9. How does Jonview promote its involvement in a Sustainable Tourism program?

Onsite	1
Website	0
Email/newsletters	0
Social media channels (Facebook, Instagram, Twitter, etc.)	1
Letterhead	0
Tariffs	1



Yes = 1

No = 0

## MANAGEMENT

### F. Building and Infrastructure

**10. Is the workplace accessible according to provincial guidelines and codes?**

Yes	1
No	

**11. Has Jonview considered to ensure its location and activities respect the natural environment?**

Yes	1
No	

**12. Were sustainable practices considered when choosing an office building and its location?**

Yes	1
No	

Yes = 1

No = 0

## MANAGEMENT

### G. Destination Management

**13. Does Jonview participate in planning meetings with tourism organizations?**

Yes	1
No	

**14. Does Jonview work with local communities or business groups on sustainable tourism?**

Yes	
No	0

**15. Does Jonview participate in any groups focused on sustainability?**

Yes	
No	0

**16. Does Jonview work with Indigenous tourism associations?**

Yes	1
No	

TOTAL	10/15
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Yes = 1

No = 0

## SOCIAL & ECONOMIC IMPACTS

### H. Community Support and Infrastructure Projects

#### 17. Does Jonview contribute to community projects?

Volunteering	1
Monetary or in-kind donations	1
Donation of used or unused goods	1
Partnerships with community organizations	1
Education and Training	0
Health and Sanitation	1
Environmental projects (i.e. addressing the impacts of climate change)	1

#### 18. Does Jonview encourage guests to support local businesses and charities?

Yes	
No	0

#### 19. Does Jonview make sure its activities don't negatively impact local livelihoods?

Yes	1
No	

#### 20. Does Jonview make sure its activities don't disrupt essential services for nearby communities?

Yes	1
No	

TOTAL	8/10
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### I. Local Employment and Labour Rights

#### 21. What training is offered to employees beyond basic onboarding?

Informational Technology	1
Personal Finance	1
Environmental	0
Diversity	0
Health & Safety	1
TOTAL	3/5



## SOCIAL & ECONOMIC IMPACTS

### I. Local Employment and Labour Rights

#### 22. How does Jonview promote diversity and inclusion in its hiring and workplace?

Created and enforced a policy on diversity, equity, inclusion, and equal opportunity for local residents, specific to hiring practices and in the workplace	3/3
Written policy/statement that is displayed on website and/or job postings	2/3
Provide equal opportunity for management positions and internal promotions for all staff (including local residents) without discrimination by gender, race, religion, diverse abilities, etc.	3/3
Offer training for staff on best practice in diversity, equity and inclusion	0/3
Social Media Awareness	3/3
TOTAL	11/15

#### 23. What aspects of fair employment practices does Jonview follow?

Prevention of commercial, sexual, or any form of exploitation and harassment	3/3
Prevention of child labour and sex tourism	3/3
Identified groups at risk of discrimination (i.e. children, adolescents, women, minorities and other vulnerable groups)	3/3
A safe and secure environment for employees and guests	3/3
Diversity/Non-discrimination	3/3
TOTAL	15/15

## SOCIAL & ECONOMIC IMPACTS

### J. Ethical, Fair Trade, and Local Products

#### 24. What sustainability factors does Jonview consider when buying goods and services?

Fair Trade products and services or similar certification	0/3
Organic products or similar certification	0/3
Prioritizing local purchasing, including locally grown goods and/or products	0/3
Environmentally certified capital goods and building materials, including equipment, appliances, etc.	3/3
Purchasing reusable, returnable, and recyclable goods	2/3
TOTAL	5/15

#### 25. In what ways does your entity support the development and sale of sustainable products and services that are reflective of your region's nature, history and culture?

Partnerships with local entrepreneurs	3/3
Selling or featuring sustainable products and services at your place of business that were developed and sold by local entrepreneurs	3/3
Promoting or referring local products and services through your business	3/3
Providing mentorship and/or practical business advice and feedback for local entrepreneurs	3/3
Actively do not promote unsustainable products/services	0/3
TOTAL	5/15

### K. Accessibility

#### 26. What aspects of your entity's marketing and communications for staff and guests meet accessibility requirements for those with diverse abilities (including physical, sensory, cognitive and other)? (i.e. materials are available in audio, visual, or other formats)

Education/interpretation provided on tours or at sites	0/3
Print materials (e.g. brochure, business cards)	0/3
Website (Level A of Web Content Accessibility Guidelines at minimum)	0/3
Employee training and safety manuals	0/3
Customer feedback system	0/3
TOTAL	0/15

## SOCIAL & ECONOMIC IMPACTS

### L. Social and Economic Monitoring

**27. What social factors does Jonview measure for sustainability (e.g., community impact, guest satisfaction, employee well-being)?**

Community impacts (e.g. charitable giving, impact, and/or community satisfaction with your organization, etc.)	0/3
International impacts (e.g. charitable giving, impact, etc.)	0/3
Guest satisfaction (e.g. feedback, return rate, etc.)	0/3
Employee statistics (e.g. living wages, attrition rate, full time vs. seasonal)	3/3
Employee diversity (e.g. socioeconomic status, race or ethnicity, gender, age, diverse abilities, etc.)	0/3
TOTAL	3/15



## NATURAL & CULTURAL INTERACTIONS

### M. Cultural Heritage

#### 28. How does Jonview help protect and celebrate culture and heritage?

Compliance with international, national, and/or locally agreed good practice and guidance for the management and promotion of visits to culturally or historically sensitive areas, to enhance visitor experiences and minimize negative impacts	3/3
Working with local heritage societies or cultural conservation NGOs	0/3
Featuring authentic local indigenous arts and crafts and/or cuisine in some aspect(s) of business operations	2/3
Respecting the intellectual property rights of local indigenous communities	3/3
Connecting guests with local interpreters or experiences that can present the heritage and culture in an authentic and traditional manner	3/3
TOTAL	11/15

#### 29. How does Jonview help protect other local cultures, heritage, artifacts and nature/wildlife?

Incorporating local cultural heritage and traditions into guest experience, in consultation and partnership with local communities	3/3
Connecting guests with local interpreters or experiences that can present the heritage and culture in an authentic and traditional manner	3/3
Providing information about the local culture, history, and cultural events/festivals on website, brochures, etc.	2/3
Respecting the intellectual property rights of local communities	3/3
Minimize or avoid promoting activities that have potential to disturb or negatively impact ecosystems and landscapes	2/3
TOTAL	13/15

## ENVIRONMENTAL IMPACTS

### N. Energy Conservation

30. How much of the lighting is LED?

None	
1 - 20 %	
21 - 40 %	
41 - 60 %	
61 - 80 %	
81 - 100 %	✓
TOTAL	5/5

31. What percentage of your entity's lighting, heating and cooling is controlled by sensors or controls such as programmable thermostats, timers, or motion sensors?

None	
1 - 20 %	
21 - 40 %	
41 - 60 %	
61 - 80 %	
81 - 100 %	✓
TOTAL	5/5

### O. Water Conservation

32. What percentage the building's water-using equipment is low-flow?

None	
1 - 20 %	
21 - 40 %	
41 - 60 %	
61 - 80 %	✓
81 - 100 %	
TOTAL	4/5

## ENVIRONMENTAL IMPACTS

### P. Solid Waste

#### 33. How does Jonview reduce waste before it's created?

Purchasing products with returnable and reusable packaging	3/3
Eliminating or significantly reducing single use items	3/3
Reducing use of paper in marketing and operations	2/3
Purchasing eco friendly office stationery, business cards, note cards, etc.	3/3
Bulk buying (e.g. refillable dispensers, bulk products/supplies)	3/3
TOTAL	14/15

#### 34. How does Jonview reduce waste after it's created (e.g., recycling)?

Reusing and recycling waste paper and cardboard	3/3
Reusing and recycling plastics	3/3
Recycling tin and aluminum/glass	3/3
Returning or donating refundable beverage containers	3/3
Donating used materials like electronics to charities or submitting to e-waste programs	3/3
TOTAL	15/15



## ENVIRONMENTAL IMPACTS

### Q. Minimizing Pollution

#### 35. What eco-friendly transportation options does Jonview offer or promote?

Bicycle rentals/use	1/3
Group shuttle service, rideshare or carpooling program	1/3
Electric car charging stations	3/3
Public transportation	3/3
Active transport method (besides bicycle use)	0/3
TOTAL	8/15

#### 36. How does Jonview try to lower its carbon footprint?

Operational or behaviour changes that reduce demand for ground transportation, energy and fuel	0/3
Building, vehicle, or equipment retrofits	2/3
Waste reduction initiatives to divert waste from the landfill	2/3
Purchasing verified carbon credits or renewable energy credits	0/3
Engage employee buy-in on the importance of eco friendly practices	2/3
TOTAL	6/15

#### 37. What other types of pollution does Jonview try to reduce?

Light	2/3
Noise	2/3
Ozone depleting substances	0/3
Air contaminants	3/3
Soil/water contaminants	0/3
TOTAL	7/15