

JORO

# Positive Impact Report 2023



Proudly a B Corp  
since January 2021





# Contents

<b>Section 01: Introduction</b>	<b>03</b>
Word From the Founders	04
B Corp Certification	05
Our Sustainable Development Goal Alignment	06
Year in Numbers	07
What we did in 2023	08
The Conscious Travel Foundation	09
How We Leave A Positive Impact	11
<b>Impact area 01: Governance</b>	<b>12</b>
<b>Impact area 02: Workers</b>	<b>15</b>
<b>Impact area 03: Community</b>	<b>18</b>
Carbon Offsetting For Social Impact	20
Driving Change	21
<b>Impact area 04: Environment</b>	<b>22</b>
Carbon Offsetting	24
Carbon Portfolio	25
<b>Impact area 05: Customers</b>	<b>26</b>
Client Impact Reports	28
<b>Section 02: Looking ahead</b>	<b>29</b>
Why Joro?	30
Final Remarks	31

**A note on data:**

In this report, we look back at our progress in 2023 and all data is for January to December 2023, unless stated otherwise.



# Section 01

Word From the Founders	04
B Corp Certification	05
Our Sustainable Development Goal Alignment	06
Year in Numbers	07
What we did in 2023	08
The Conscious Travel Foundation	09
How We Leave A Positive Impact	11

# Introduction



## Word From the Founders

Welcome to our third impact report. We had a busy year in 2023, with the travel sector continuing to grow and rebounding strongly from the pandemic years. At Joro, we have seen strong growth across many metrics, and most importantly, we're really happy to see that our wider business impact is also growing, which we are proud to highlight in this report.

We're delighted to be recertified as a B Corp - with an increase in our score, underlining our business progress over the past three years.

For us, having a good business is more than just the bottom line - we are looking to ensure that our travels across the globe leave a positive legacy.



Henry Comyn, Duncan Over & Justin Packshaw  
Co-Founders





# B Corp Certification

In 2021 Joro became a Certified B Corp – verified as having met the highest standards of social and environmental performance, transparency and accountability. This certification requires an in-depth examination of our processes and sustainability efforts and it’s measured using universal metrics to ensure scoring is fair and comparable.

The median score for businesses who complete the B Impact Assessment is 50.9, and to be awarded B Corp status, you must obtain a score of 80+ and make a commitment “to positively impact all stakeholders – workers, communities, customers, and our planet”. That’s why you’ll see that our impact report isn’t just about carbon offsetting – it’s also about advocacy, supporting communities, and having real impact on the ground in the destinations we love.

There’s a lengthy process to obtain the initial certification, but there are also ongoing checks to keep us accountable and ensure our actions match up with our promises. We’re required to submit details of our carbon offsetting and removal projects and create an impact report each year to keep us accountable.

Every three years, we’re required to go through recertification. Through this process we show how we have improved as a company since we were originally certified, and share our goals and ambitions for the next stages of our journey.

2023 marked our first recertification year, requiring us to reevaluate our goals against our actions and re-submit our impact assessment. We had the exciting news in December that our recertification was successful and our B Corp score had increased by 7.2 points to 94.8. We are delighted to still be a part of an inspiring and ever-growing community of brands that have successfully certified as B Corp.

[Click here](#) to find out more about our current B Corp score; [click to read our impact reports from 2021 and 2022](#).





# Our Sustainable Development Goal (SDG) Alignment

As part of the B Corp framework we work with the SDG Action Manager to best align our business to support the SDG's. As a consequence, we have identified links with 6 of the 17 goals.



**SDG 4:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



**SDG 5:** Achieve gender equality and empower all women and girls.



**SDG 8:** Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



**SDG 10:** Reduce inequality within and among countries.



**SDG 13:** Take urgent action to combat climate change and its impacts.



**SDG 16:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective accountable and inclusive institutions at all levels.



# 2023 in numbers

# 2

new female team members – supporting our continual team growth and commitment to gender equality and female empowerment.

# 66

## Joro trips completed across the world

# 836 tons

of carbon removed from trips that took place in 2023. We met our carbon commitment using high-quality carbon credits that were retired straight away.

# £10,000

our annual sponsorship of The Conscious Travel Foundation – enabling greater advocacy for change within our industry.

# 3

Joro away days at Wilderness Reserve, Suffolk. Alongside company-wide discussions on processes, plans and growth – including our upcoming brand refresh and new website – the team enjoyed wild swimming, archery, treasure hunts and more.

# 33

members of Travel by B Corp Group, a collaboration between B Corp certified independent travel businesses, helping UK consumers find a responsible travel company. Joro is a founding member.

# 6

B Corp accredited suppliers, both in the UK and abroad. For example, our friends at Sonder & Tell and the Travel Trade Consultancy. It's great to see this continually growing year on year.

# 16.5%

decrease in average carbon footprint per customer per night – excluding self-booked flights (543 to 453kg CO<sub>2</sub>e)

# £60,000

raised at an auction to support the ongoing work of The Conscious Travel Foundation and the projects it funds.

# 2

recipients of the TCTF Grant.

# £5,000

additional grant was set aside for philanthropic consultancy, allowing the Foundation to create a robust strategy and framework for their annual grantmaking. In addition, they published an industry-wide white paper exploring the landscape of philanthropy in tourism.



# What we did in 2023





# The Conscious Travel Foundation



THE CONSCIOUS  
TRAVEL FOUNDATION  
FOUNDING MEMBER

Joro is a founding member and the main sponsor of The Conscious Travel Foundation, a non-profit, global membership community for sustainably-minded travel businesses.

## About

Made up of 70 members from 21 countries across 7 travel industry sectors, The Foundation provides educational content and contacts that empower members to make changes in their businesses and destinations, donating profits to high-impact, grass-roots charity projects around the globe.

With an expert panel of mentors, TCTF's learning programme includes access to a calendar of panel discussions, workshops and clinics, as well as providing an online resource library, video archive and toolkit.

In 2023 approximately 50% of membership fees were donated to charitable organisations around the world, totalling close to £40,000 GBP.

As a grantmaking organisation, 50% of TCTF membership fees are donated directly to carefully chosen projects linked to tourism through their Philanthropy Programme.

## Philanthropy

In 2023, TCTF consulted with Caliopy Glaros from Philanthropy without Borders to develop their strategy and framework for their grantmaking, resulting in a change in the way they support their philanthropic projects.

Following the consultation process, TCTF have moved from giving one-off donations, to donating two three-year grants annually. Research was subsequently published in the form of a white paper, available to the wider travel industry. This lengthy research was funded by Joro.



# The Conscious Travel Foundation contd.

## Community Impact Fund

TCTF's Community Impact Fund comprises fifty percent of the membership fees from agent, marketing and consultant members, alongside funds raised by events and donations. Driven by TCTF's Member Directed Giving programme and nominations from their community, TCTF selects two beneficiaries per award cycle to receive a comprehensive award spanning three years. The two grantees will receive:

- A grant of £10,000 in the first year, £8,000 in the second year, and £6,000 in the final year, comprising a total of £24,000 over the course of three years.
- 3 years of complimentary membership to The Conscious Travel Foundation, including membership benefits and vital networking support.
- Optional invitation to join the Philanthropy Committee for 2024/25 to help inform future grant making.

Over 20 global grassroots initiatives were put forward by TCTF members, highlighting the power of community in identifying and nominating deserving projects that are making a real difference in promoting responsible travel and community well-being. The two projects that will be receiving the grants for this award cycle are Phaplu Mountain Bike Club and TransStories Brasilia.

Phaplu Mountain Bike Club is based in Solukhumbu, Nepal with project lead Ang Tshering, Founder of Beyul Experiences. Their mission is to develop new economic opportunities through tourism for the youth of the Nepalese Himalayas. They are working towards building a new mountain biking industry in the region, with long-lasting economic and social benefits for this remote rural community. The Community Impact Fund will be invested in building a new centre, and providing training for Phaplu's mountain biking professionals.

TransStories Brasilia is run by Jayni Gudkaa, Founder of Unseen Tours. They address gender equality and social inclusion for the Trans community in Brasilia, through offering alternative opportunities to marginalised women to gain meaningful employment in the travel sector by delivering guided walking tours – giving them a platform to share their stories and experiences with the world. The Community Impact Fund will be used to fund the first phase of the project.

In raising funds, connecting people and driving change across the industry, we are incredibly proud of the work we've been able to achieve alongside TCTF.

## Events

TCTF organised a philanthropic fundraiser at The Conduit, London in November 2023. Joro supported by organising auction lots, inviting attendees and supported the event on the night. £60,000 was raised to support the ongoing work of The Conscious Travel Foundation and the projects it funds. The event photos can be viewed [here](#).

## Climate Fund

It was decided in 2023 that TCTF would set up a Climate Fund through carbon offsetting partner, [Pinwheel](#). The climate fund will be open to all members of TCTF, allowing members to opt in to a shared portfolio or create their own. Joro will be part of a pilot group along with a small group of other members to spearhead this new avenue for carbon contributions. TCTF will receive 5% of the revenue spent with Pinwheel on project funding which will further help funding for the Foundation. The offsets from 2023 will happen in 2024 through partners Pinwheel.





# How We Leave A Positive Impact

Joro's core ethos is to create remarkable experiences that leave a positive legacy.

## Trip Design

### What do Joro do?

- Create extraordinary experiences that help people find better ways of discovering the world.
- Work closely with our suppliers to leave a positive legacy supporting projects on the ground.
- Partner with ecollective to calculate accurate carbon measurements for every journey.
- Produce a unique impact report for every client journey.

### What can Joro do more of?

- Collaborate more with our suppliers on the ground to identify projects our clients can support in destinations they are travelling to.
- Continue to reduce the carbon footprint emissions of our itineraries.
- Audit our suppliers using our supplier impact survey, to ensure they match our ethos and standards and understand the impact Joro can have on their organisation and community.

## Beyond Trip Design

### What is Joro's wider impact?

- Raising awareness with our clients and the wider travel industry on the positive and negative impacts of travel, highlighting how travel should – and can – be done.
- Our work enables us to support The Conscious Travel Foundation – supporting and inspiring other travel businesses on their impact journey.
- We offset all our scope 3 emissions – those of our suppliers outside of our control (see section 17 for more information).

### How can we grow that impact?

- Speak at industry events and tradeshows, using our platform to raise awareness of the power of positive impactful travel as well as the challenges facing the wider travel industry, and the responsibility we all have to play.
- Encourage more travel businesses to join The Conscious Travel Foundation and B Corp to drive change within the industry.



Impact area 01:

Governance



# Governance score

# 19.5

Governance evaluates a company's overall mission and engagement around its social and environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure.

## What we said we'd do

- Increase our overall B Corp score by 10 points as we recertify this year.
- Offer training for all employees with an E,D & I consultant. We have set specific and measurable diversity improvement goals.
- Understand the levels of diversity within our supply chain, to allow us to make improvements, for example ensuring we work with women-owned businesses and indigenous-owned businesses.
- Explore how we can adjust our accounting practices to allow us to incorporate natural capital into our accounts. The hope is that these adjusted accounts will demonstrate the environmental and social value we create as a business. To us, good business is about so much more than our bottom line, it's about recognising the impact of our decisions on our team, customers, suppliers, community and the environment.

## What we did

- Our score increased by 7.2 points.
- This is still underway as we continue to research the best possible fit for our team. We need to engage with external E, D & I support to help guide us through this process.
- This is a lengthy process to obtain key data from suppliers. We are developing a supplier survey to assimilate this data.
- We have been looking into this but have not made any changes to accounting practices.

## What we're working on

- Retain B Corp certification based on the new standards that are being introduced in 2024/2025, by engaging the team on a range of internal projects.
- Aim for a B Corp score over 100 when we recertify in 2026.
- Become London Living Wage certified.



## From our peers:

“ I have loved working with Joro to measure their carbon footprint. They don't shy away from either the challenges of the task ahead or the nitty gritty of the calculations involved. The aim of this process is to be more efficient with carbon, so to gain the same amazing experiences, whilst emitting fewer and fewer kg of carbon dioxide equivalent each time. Joro have taken time to understand where the key parts of their footprint come from and how best to support their staff and customers in reducing it.

I am very impressed by the fact that Joro encourages their staff to fill out carbon itineraries for each individual trip, so all are aware of the high carbon parts of trips and can gently encourage customers to take lower carbon options where appropriate. I am excited to see how they can use this expertise to work to lower both their own footprint and to encourage others across the industry to do the same.”

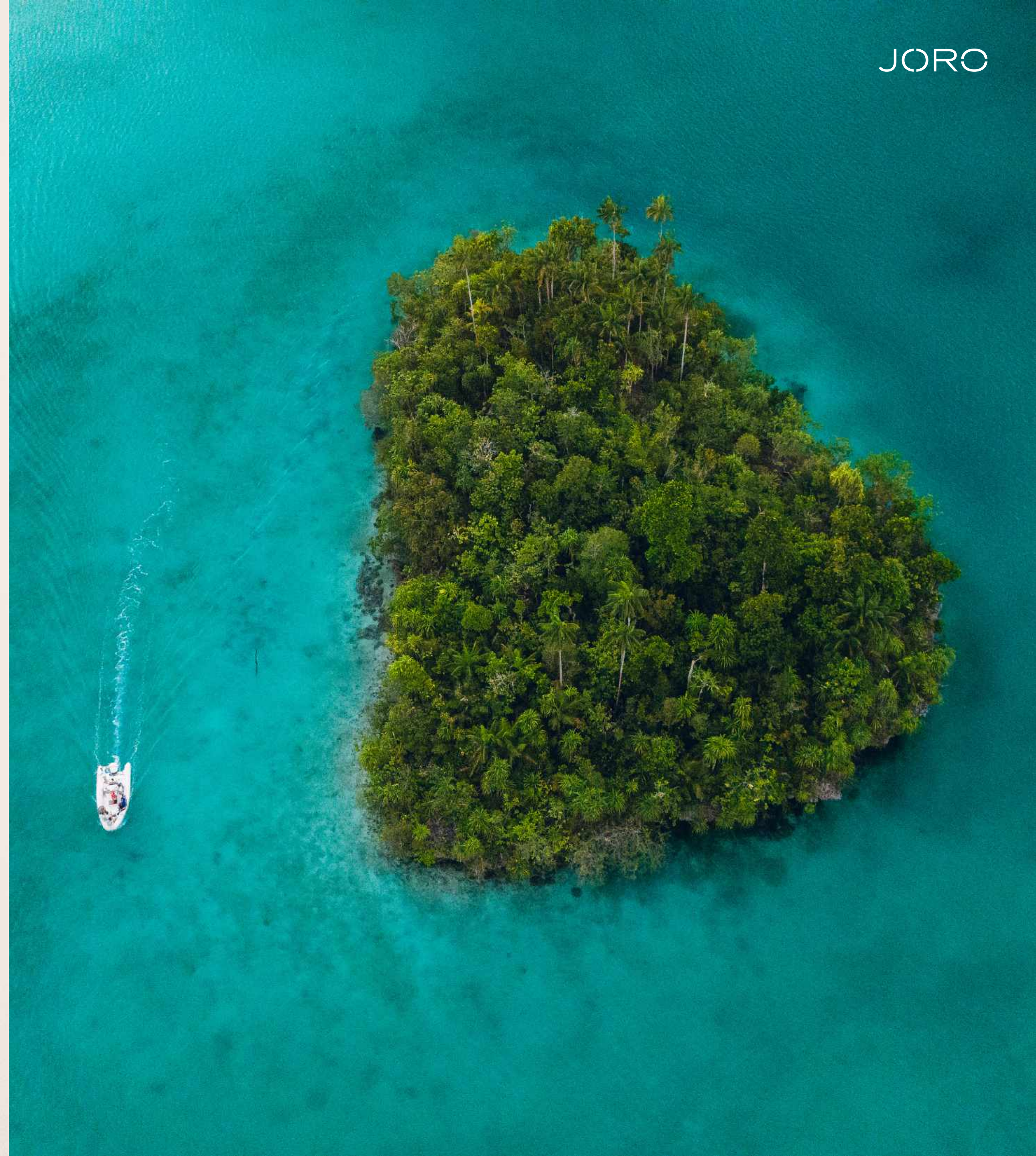
**Helen Buttrick**

Carbon Consultant, ecollective

“ We are thrilled to be working with Joro, through our partnership with The Conscious Travel Foundation, to fund some extraordinary ecological projects that remove carbon from the atmosphere, protect biodiversity and restore the natural world. The work Joro is funding – from CFC destruction and innovative rock weathering carbon capture, to seagrass restoration and hedgerow creation – shows the power of corporate action to repair our planet. Via the Pinwheel platform, Joro's clients will be able to directly influence this work and experience the difference their funds are making.”

**Gavin Sheppard**

CEO, Pinwheel





# Impact area 02:

# Workers

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# Workers score

# 32.4

This section focuses on the company being a good place to work. It covers financial security, health and safety, wellness, career development, and engagement and satisfaction.

## What we said we'd do

- Increasing the internal training given to staff as our team grows.
- Improving diversity within the team, working with Lightning Recruitment as we expand, utilising a 'blind' interview process to eliminate bias.
- Improving our company policies regarding parental leave.

## What we did

- We have held multiple training sessions on various aspects of the business including full team training on systems, protocol and emergency procedures.
- We are still looking to improve this process as the company grows and we continue to monitor and develop our current systems.
- No additional recruitment consultancy was required in 2023. However, as soon as we require external resources to help grow our team, this is the approach we will be taking.
- Our parental leave policies for employees have been updated and improved. Maternity leave is now full pay for 26 weeks. Shared parental leave and full pay up to 26 weeks. Company paternity leave is two extra weeks in addition to statutory paternity leave - paid at the full rate of the normal basic salary.

## What we're working on

- Continue to create a culture where great work can happen, introducing new HR tools, systems and processes and continuously improving internal staff training and onboarding processes.
- Working to improve our extended away days and continued culture development.
- Aim to become London Living Wage accredited.
- Continually doing staff consultation surveys to assess employee wellbeing and anonymous check-ins.
- Sign the Menopause Workplace Pledge.
- Research into becoming an accredited Mindful Employer and look to implement mental health first aid training for managers.
- Look to improve our handbook further specifically around policies for IVF treatment, pregnancy loss and equal terms for adoptive parents.
- Increase the number of staff taking their annual volunteer days, with 8 paid hours offered to each employee for community or volunteer activities.
- Trial a 4 week 'work from anywhere' policy.
- Implementing post-trip hosting awards and initiatives to encourage peer-to-peer recognition.
- Research employee financial training through partners such as Bippit and assess if this is financially viable.





## From our team:

“ Having only joined the Joro team recently, it has been without a doubt one of the most positive career moves I have ever made. Being able to say I now work for a travel company that has a close knit team with the same desire for adventure, exploration and conservation is not only rewarding but an overall great feeling.”

**Alizé King-Harman**  
Travel Coordinator

“ From ensuring the wellbeing of each team member, to curating bespoke experiences for each client's individual needs, to protecting the environment and getting involved with local communities and charity projects worldwide - Joro Experiences takes utmost care and pays close attention to each detail in every aspect, no matter how tiny or seemingly insignificant, which makes me very proud to say I work for Joro.”

**Sarah Ryan**  
Travel Coordinator



# Impact area 03:

Carbon Offsetting for Social Impact	20
Driving Change	21

# Community



# Community score

# 16.6

This section evaluates how we have engaged with the communities we work with, use as suppliers, and hire and source from. The assessment takes into account diversity, equity and inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

## What we said we'd do

- Track purchases from companies that are majority-owned by women or individuals from underrepresented populations, through auditing our suppliers.
- Develop our civic engagement policies, such as encouraging local clean-ups, individual volunteerism, community engagement efforts and organisation involvement.
- Match employee giving for volunteer fundraising efforts.
- Use a B Corp bank to provide the majority of our company's banking services.
- Create a traveller-donor scheme and establish partnerships with charities we have vetted to ensure their positive impact in each region.

## What we did

- We are in the process of auditing our suppliers using our impact form, gathering data and assessing it against our ethos and values. This is an ongoing project.
- We need to be more proactive at linking up with fellow B Corp companies to engage in community volunteering efforts. Now we have a set office, we want to look to identify volunteering projects nearby that the team can be involved in.
- This is in our handbook and employees know we will do this, but we need to be reminding our employees that they should be taking this up, which links to our goal for next year.
- The challenge is that one of the UK's B Corp banks is not open to new business, and we do not meet the minimum investment requirements for the other. We are working with the B Corp community to find a viable solution for our banking needs.
- We funded TCTF's consultancy with Caliope Glaros producing a white paper reviewing different models of philanthropic giving in tourism Utilising the research from this white paper, and working with TCTF, we will continue to explore the potential for a traveller-donor scheme in 2024.

## What we're working on

- Being part of the B Corp action month and increasing employee engagement with B Corp to champion and celebrate the month.
- Engaging with the Travel by B Corp group by joining in with their discussions and collaborating with like-minded businesses about how we can act as a group to highlight the benefits of travelling with a B Corp company.
- Work with TCTF's pilot group to launch their new climate fund in partnership with Pinwheel. Once established, TCTF will receive 5% of Joro's annual carbon spend as part of the scheme. Increasing partnerships with other B Corp companies.



# Carbon Offsetting for Social Impact

Beyond carbon removal, we evaluate the social and environmental benefits that carbon removal projects generate, such as improving jobs and welfare. However, they can also cause social harms, such as loss of livelihood or noise pollution. Both must be considered. For the past two years, we had used Klimate as our offsetting partner.

However, as part of our ongoing work with TCTF, we decided in 2023 to change our offsetting partner to [Pinwheel](#) as part of TCTF's new Climate Fund. Joro, alongside other members, are acting as beta testers to trial Pinwheel and their interactive voting element, allowing clients to choose carbon removal projects of interest. This way, we are able to engage with our clients on how best to support best-in-class solutions that remove carbon and restore nature.





# Driving Change

At Joro Experiences, we're extremely passionate about sustainability and strongly believe that travel can - and should - be a force for good.

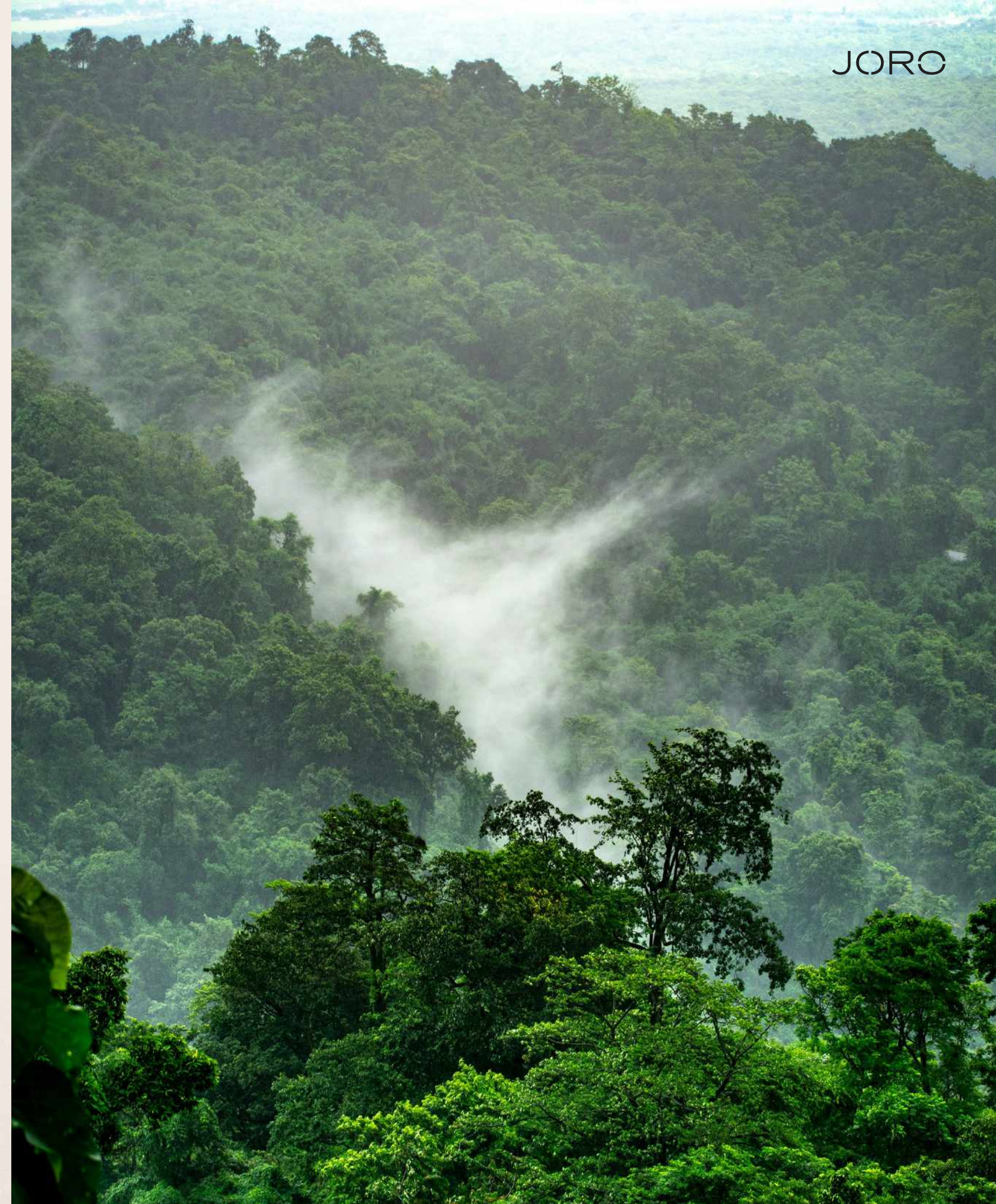
We know that if we all start making small changes individually, we can have a big impact when we come together. However, we're also aware that it can feel overwhelming knowing where to start.

Each business is on its own journey, and it's one that keeps evolving, but each small step we take forward is a positive one. Whether the goal is to become carbon neutral or to reduce emissions year-on-year, one of the best ways to keep companies on track and motivated is to be part of a community of like-minded people. The Conscious Travel Foundation is that essential community that helps keep momentum; connects us with experts in the industry for support, resources and advice; and provides the space to share ideas and drive action.

**“The Conscious Travel Foundation has grown and evolved exponentially in 2023. Thanks to Joro’s ongoing support, we’ve been able to transform our grant-making into a robust and engaging community-driven process, resulting in a new strategy and framework for our philanthropy programme. Our longer-term three year grants and additional support by way of membership for our grantees ensures that our philanthropic impact is positive, equitable and enduring.**

**With a goal of giving two grants annually, we hope to be able to support six projects around the world at any one time, all with links to tourism. Joro’s support enables us to continually develop our strategy in line with feedback and learned experience, to ensure that we can continue to support inspiring communities and projects that are connected to our community.”**

**Maudie Tomlinson**  
Director, TCTF





# Impact area 04:

Carbon Offsetting

24

Carbon Portfolio

25

# Environment



# Environment score

## 22.2

Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land and biodiversity. This includes the direct impact of a company’s operations and its supply chain. This section also recognises companies that sell services that have a positive environmental impact.

### What we said we’d do

- Work with ecollective to decrease the average client carbon footprint by 5% per year.
- Audit all our suppliers and operators and only work with those who can demonstrate a shared ethos and are working for the good of the planet, not just their shareholders. We are developing a social and environmental impact questionnaire for our suppliers to use as a benchmarking tool. We aim to audit 25% of our existing suppliers, ensuring that any new suppliers complete the questionnaire as standard.
- Implement a policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices as outlined in our company handbook.
- Start monitoring and measuring energy usage in shared office environments.
- Increase the percentage of employees using low-impact renewable energy sources.
- We want to set our science-based targets. This is the most robust methodology for companies actively reducing their carbon footprint, and shows us precisely how much and how quickly we need to reduce our greenhouse gas emissions to prevent the worst effects of climate change.

### What we did

- Last year we had a 16.5% decrease in average carbon footprint per customer per night – excluding self-booked flights (543 to 453kg CO<sub>2</sub>e).
- This is a lengthy process and is still underway. In the meantime, we are encouraging our team members to use Conscious Questions, a new guide developed by TCTF that outlines the best practice questions to ask suppliers and the reasons to ask them, to help align our value chain with our values.
- Yes complete in our updated handbook - e-waste guide.
- This was difficult to do in a shared office space (WeWork). We are going to implement this in our new office which we moved into in January 2024 with the help of ecollective.
- Yes - we have a financial incentive to switch to a green energy source (£100 stipend per year).
- We are engaging with our partners to figure out the best way to start this process.

### What we’re working on

- Aim to measure the carbon emissions generated by our office with ecollective and work to reduce this.
- Investigate implementing carbon budgets for team members for work trips.
- Research science-based targets - bring a consultant in to support this.
- All Employees to undergo Carbon Literacy Training with ecollective so Joro can become a fully carbon literate organisation.
- Employees to set a yearly personal sustainable goal. For example, committing to cycling into the office for a set amount of days per week, reducing the carbon footprint of their home office or shopping second hand first, and so on.



# Carbon Offsetting

To reach Net Zero, a company needs to measure, reduce and remove their emissions.

We have removed 836 tons of CO<sub>2</sub> from the atmosphere to compensate for our emissions in 2023 via our climate partner [Pinwheel](#) (this does not include flights booked by clients themselves). We review the way we offset each year to ensure that we're keeping up with the latest science.

When we started Joro Experiences, we were estimating the amount of carbon emissions from a client's trip and then doubling it (just to be sure) before we offset it. We now work with [ecollective](#) to accurately measure all internal and external emissions across scopes 1, 2 and 3. Although technically we only need to offset scopes 1 and 2 to officially be a carbon neutral business, we also offset scope 3, with the support of our partner, [Pinwheel](#).

But carbon measurement is not just about offsetting, it's also about working towards our carbon reduction targets. Using the data gathered in 2021 as our baseline, we'll calculate the average carbon footprint per passenger per day and work on decreasing it by 5% year-on-year, which we did from 2022 - 2023 (16.5% decrease) This does not include flights booked by clients themselves.

## Scopes 1 and 2

Due to the nature of our business model, in 2023 we did not have any scope 1 or 2 emissions. These are our direct emissions as a company that we have total control over, typically emissions from company-owned cars or emissions from an office. In January 2024 we obtained a new office space so we will aim to measure the carbon footprint of this and to reduce this as much as possible to keep our scope 1 and 2 emissions low.

## Scope 3

These are the indirect emissions that we play a part in but cannot totally control. It includes the carbon footprint of our clients' trips. We can offset the carbon our clients' trips produce, lobby for better sustainability practices and choose hotels and suppliers with good environmental and social practices, but we cannot control these emissions ourselves.

As travellers, we should be mindful of our personal carbon footprint. But with 75% of travel industry emissions resulting from flying, the aviation industry – with its continued growth trajectory – should be held accountable for their environmental impact. With the number of flights increasing by an average 5% year on year, advancements in aviation fuels and technology are not keeping up with the rate of change required to reduce carbon emissions. This is why it is essential – as a responsible travel business – that we offset our emissions.

# 836 tons

We've removed 836 tons of CO<sub>2</sub> from the atmosphere to compensate for our emissions in 2023 via our climate partner [Pinwheel](#) (this does not include flights booked by clients themselves).





# Pinwheel Portfolio

Through our partners, [Pinwheel](#), we have deployed a beyond value chain mitigation (BVCM) portfolio aligned to the latest Science Based Target Initiative (SBTi) BVCM guidance, which includes the offset 836 tonnes of CO<sub>2</sub> using carbon credits that can be retired straight away, alongside contributions to other vital carbon projects. To see our full impact, please click [here](#). These include:

1. CFC/HFC removal with Tradewater. The destruction of CFCs and HFCs happens quickly and permanently stops those gases being released into the atmosphere. This is recommended as one of the very leading approaches by Project Drawdown and Giving Green, who have analysed in detail the most impactful and robust climate solutions organisations should fund.
2. Significant investment into novel carbon removals – via enhanced rock weathering by Undo and Biomass Sequestration (delivered by InterEarth). Whilst these deliver carbon credits in future years, the key benefit is supporting the launch and scaling of the carbon removals sector.

Both projects sequester carbon for 1000+ years and are being deployed today, so are among the highest potential projects for scaling removals, a sector(s) needed if we are to avoid the worst impacts of climate change. Long term sequestration projects have benefits over purely nature-based solutions, such as tree planting or soil-based projects, which provide shorter-term sequestration that is at higher risk of reversal.

3. Creating a budget pool for Joro clients to vote for on our Pinwheel platform, using projects with clear carbon co-benefits. For example, seagrass restoration (Puerto Rico), bund digging (which re-greens sub-Saharan Africa) and woodland and hedgerow creation (in the UK). [Click here](#) to see our voting platform page.

## Scroll down to vote for your favourite

We are funding vital climate and biodiversity projects. Your vote will influence the support each project receives.



### Seagrass and mangrove restoration

Planting and protecting seagrass meadows and mangrove propagules to sequester carbon

Choose this project



### Turtle hatchling protection

Protecting threatened or endangered sea turtles

Choose this project



### Plastic recovery & recycling

Supporting plastic collection and recycling projects across developing countries

Choose this project



### Vesta Coastal Carbon Capture

Vesta seeks to galvanise the global deployment of coastal carbon capture projects

Choose this project

## Our Projects

Our inspirational projects. Learn more about them, choose your favourite, and support them directly.



### Seagrass and mangrove restoration Puerto Rico

Seagrass is a wonder plant. It takes carbon from the atmosphere up to 35 times faster than tropical rainforests. Sadly, seagrass, which is found in shallow waters of coastal regions, has been declining globally at a rate of about 7% a year since 1990 – we must reverse this trend. Planting and protecting seagrass meadows is one of the most effective ways we can tackle climate change. Mangroves another critical "blue carbon" ecosystem, store up to five times as much carbon, in their biomass and soils, as tropical upland forests. Mangroves – estimated since the 1950's to have decreased globally by 50% due to land use changes – are critical to protect and restore with a diverse array of holistic benefits to coastal habitats; acting



# Impact area 05:

Client Impact Reports

28

# Customers



# Customers score

# 3.9

This section evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, it assesses how we serve underserved customers and clients, and the services that improve the social impact of other businesses or organisations.

## What we said we’d do

- Committing to the Data Protection guidelines set by the ICO (Information Commissioner's Office).
- Including a clause in our supplier contracts, regarding how our client data should be handled by our suppliers.

## What we did

- This is completed.
- This clause has now been implemented into our supplier agreements.

## What we’re working on

- Discuss with industry peers from the Travel By B Corp group how we can increase our customer score further.



# Client Impact Reports

We accurately measure the carbon footprint of every element of our clients' trips, from the moment they leave home to the moment they return. We also produce a unique impact report for every client.

Our reports detail the community, environmental and conservation projects that their travel has helped support.

Over the course of your journey, you are taking **6** scheduled flights, **3** private flights, driving over **460** miles and taking **2** boat taxis.

We have calculated that this journey will generate **10.58** tonnes of carbon. We have made investments on your behalf supporting **3** different green energy initiatives. These are the community forest carbon fund in Timor, a direct air capture project (ORCA) with Clime works, and the Carbonfuture Bio Char Fund. In total, these investments have offset **22** tones of carbon.

This means that we can certify that this trip is **Net Carbon Negative**.

In 2020 Joro founded The Conscious Travel Foundation, a global community, uniting members of the travel industry to reshape the impact of tourism on the world. By travelling with us you are directly contributing to the success of the foundation.

On this journey you will also be implicitly supporting;

- The Dona Aracy RPPN (Private Natural Heritage Reserves)
- Blue Fronted Parrot project
- The Santa Sofia project to create a vast private and protected reserve in the heart of Brazil's Pantanal
- The Long Run
- The Foundation of Paraty's Youth Orchestra
- The World Land Trust
- Oncafari
- A breeding farm for conservation species, supplying animals for rewilding projects across South America
- An environmental farm - producing carbon neutral beef and milk with enhanced health qualities

Thank you,  
Duncan & Henry



# Section 02

Why Joro?	30
Final remarks	31

# Looking ahead



# Why Joro?

Joro is a travel company that creates extraordinary experiences. We exist to help people find different ways of discovering the world.

## Extensive Experience

No group is too big or small for us – we plan logistically complex journeys for solo travellers, couples, families and friends.

Our team is experienced, between us we've explored the Poles, served in Afghanistan and sailed across the Atlantic. We're used to making things happen whatever the circumstances.

## A Creative Approach

We treat every trip as a unique challenge, so all of our itineraries are entirely bespoke.

We cater for every type of traveller, from adventurers to spiritualists to thrill seekers and culture enthusiasts.

## Passion For The Planet

We work with and connect our clients to a global community of specialists who truly care about their corners of the world.

We're deeply passionate about safeguarding our planet and believe that if we don't change how we travel now, then the destinations we love won't be open to tourism in the future.

1<sup>st</sup>

luxury travel company in the UK to be awarded a B Corp certification.

836 tons

tons of carbon removed in 2023.

8

global projects supported through donations and via our carbon removal, safeguarding the people, wildlife and cultures in the destinations we visit.



# Final remarks

## What does the future look like for Joro?

"After seven years of operation, we have honed in on partnerships that have a real and tangible impact on the environments and communities that we visit. Looking forward, I am most excited about our new partnership with Expedition Science, which will allow us to connect our most forward-thinking clients with scientists and experts conducting groundbreaking conservation projects within the regions our guests are visiting."

**Duncan**

Co-Founder & Head of Operations

"I'm really excited about how our impact via The Conscious Travel Foundation will continue to grow, alongside our growth at Joro. I feel that our greatest impact as a business is supporting the Foundation and the great projects we are supporting this year in Nepal and Brazil, via the Community Impact Fund."

**Henry**

Co-Founder & Managing Director

"As we continue to grow, I'm thrilled that sustainability is at the heart of our ethos and that is founded around our advocacy, supporting communities, and having a real impact on the ground in the destinations we love. Moving forward, we want to continue this momentum in creating a positive legacy for those communities that we work with, but also leave our clients with a greater understanding on how their travel can have a meaningful impact by working with us."

**Justin**

Chairman & Business Development Director





# JORO

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