



Proudly a B Corp  
since January 2021

# Positive Impact Report 2024

JORO



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**A note on data:**  
In this report, we look back at our progress in 2024 and all data is for January to December 2024, unless stated otherwise.



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# Introduction



# Word From the Founders

2024 was a milestone year for Joro - from doubling the size of our team to delivering some of our most creative and ambitious projects yet.

Beyond our own growth, we've also been thrilled to support the continued rise of The Conscious Travel Foundation, a cause close to our hearts since day one. As proud founding sponsors, it's been inspiring to see the community expand to over 100 members globally, all committed to driving positive impact in travel.

One of our highlights was the fantastic fundraising auction evening event at The

Lanesborough Hotel, which raised more than £80,000 for the foundation - and you can read more about the projects that the foundation is supporting on page 9.

We're proud to share what we've accomplished this year, and we hope you enjoy exploring the highlights in this report.

Henry Comyn, Duncan Over & Justin Packshaw  
Co-Founders

Henry Comyn — Duncan Over — Justin Packshaw





# 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 re-evaluate our goals against our actions and re-submit our impact assessment. Our recertification was successful and our B Corp score 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](#), [2022](#) & [2023](#).



- 94.8 - Overall B Impact Score
- 80 - Qualifies for B Corp Certification
- 50.9 - Median Score for Ordinary Businesses

# 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.



2024 year in numbers

2

Joro away days at 42 Acres, in Somerset. Alongside company-wide discussions on processes, partnership updates, plans and growth – including our developing brand strategy – the team enjoyed wild swimming, vegetarian food, yoga, saunas, firepit dinners and more.

1

Insights Discovery Workshop completed, 1 character map generated for all employees in the Joro team; 13 personal Insights Discovery Profile reports generated to aid self understanding and navigating interactions with others in the team more effectively.

1

new Joro baby and the first female taking enhanced Maternity Leave.

£80,000

Raised at an auction to support the ongoing work of TCTF and the projects it funds. These funds will enable them to continue their education and advocacy work, and support more grassroots projects around the world through our philanthropy programme, starting with two more in early 2025.

29%

decrease in average carbon footprint per customer per night – excluding self-booked flights (396kg to 280kg CO2e).

2

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

£10,000

Our annual sponsorship of The Conscious Travel Foundation (TCTF) – enabling greater advocacy for change within our industry. 31 new members in the last year.

2

ongoing beneficiaries of TCTF Grant - Phaplu Mountain Bike Club and TransStories Brasilia, going into their second year of funding and membership.

12

familiarisation trips to build knowledge on journey locations and nurture relationships with key partners and stakeholders.

70

Joro trips completed across the world.

2

new beneficiaries of TCTF Grant - Adaptive Aotearoa, New Zealand & Fundación Green Apple, Colombia.

39

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.

1

PURE 'Change-Makers' award won - in partnership with The Conscious Travel Foundation. Awarded for their philanthropic strategy, framework and industry white-paper that drives their community-driven philanthropy programme.

761 tonnes

tonnes of carbon scheduled for removal from trips that took place in 2024. We met our carbon commitment using high-quality carbon credits that were retired straight away.

1

Summer Party on the Isle of Wight - including lunch at The Hut.

3

summer interns who gained vital experience in the travel industry.

4

colleagues became carbon literate with ecollective.

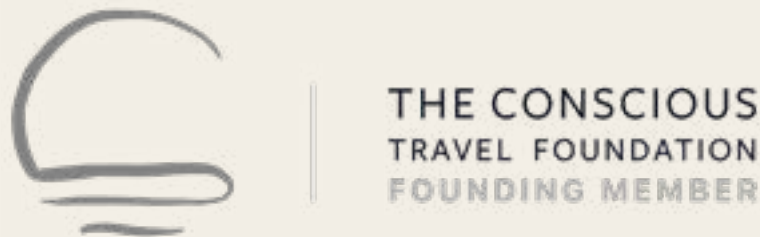


# What we did in 2024





# The Conscious Travel Foundation



## About

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. Made up of over 100 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 2024, TCTF donated just over £40,000 to charitable projects around the world through their Community Impact Fund and Member Directed Giving scheme.

Raising funds to support grassroots projects around the world is a core tenet of TCTF, with membership fees and events funding our grants that support carefully chosen projects linked to tourism.

## 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 new projects that will be receiving the grants for this award cycle are Adaptive Aotearoa and Fundación Green Apple.

Alongside the two new beneficiaries, TCTF will continue to support Phaplu Mountain Bike Club and TransStories Brasilia with their second year of funding and membership.

Over the past year, Phaplu Mountain Bike Club expanded trails, hosted national events, and empowered rural youth through sport and tourism. TransStories continues to amplify trans voices through tourism, despite growing global challenges. Both projects show how travel can drive inclusion, opportunity, and change. Read more updates from Phaplu [here](#) and TransStories [here](#).



# The Conscious Travel Foundation

## Project 1: Adaptive Aotearoa, New Zealand

Led by the Makingtrax Foundation, the Adaptive Aotearoa project is set to revolutionise adaptive cycling in New Zealand’s South Island. Spearheaded by Jezza Williams, a trailblazer in inclusive tourism and adaptive adventure, this project is a direct response to his vision of making adventure truly accessible to all. The Community Impact Fund will facilitate the purchase of two Bowhead Rogue adaptive e-assist mountain bikes, paving the way for inclusive cycling tours. As part of the project, Makingtrax will be developing partnerships with tour operators and local businesses, refining itineraries and ensuring safe, adaptive experiences — laying the foundation for a long-term shift towards inclusive adventure tourism across the region.

## Project 2: Fundación Green Apple, Colombia

Fundación Green Apple is transforming waste into opportunity. Set to become Cartagena’s primary glass recycling centre, Fundación Green Apple will be processing over 100 tons of glass monthly from the city’s tourism sector. The project will also be launching

artisanal glass training, carbon-neutral brick production, and laying the foundation for Colombia’s first zero-waste island. Over the next two years, the project will create at least five jobs and train 100+ hospitality businesses in sustainable waste management. Glass sand will be commercialised, with 10% donated for environmental initiatives such as reef and mangrove restoration.

We are incredibly proud of this achievement, as in 2021 Joro donated \$750 to Green Apple to allow them to buy an oven to enable the upcycling of glass. Back then Green Apple was Cartagena’s first glass recycling centre and it remains a safe place for local artisans to work, develop their practice, and sell their products. The money we invested also enabled them to further support their efforts and the work of local artists, thus kickstarting this social enterprise’s success. We are excited to see where the grant funding will allow them to go next!

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.





# The Conscious Travel Foundation

## Events

TCTF organised a philanthropic fundraiser at The Lanesborough Hotel, London in November 2024. Joro supported by organising auction lots, inviting attendees, and supported the event on the night by selling raffle tickets. £80,000 was raised to support the ongoing work of TCTF and the projects it funds.

## Climate Fund

It was decided in 2023 that TCTF would set up a Climate Fund through carbon offsetting partner, Pinwheel. The climate fund is open to all members of TCTF, allowing members to opt in to a shared portfolio or to create their own. Joro was part of a pilot group (along with a small group of other members) to spearhead this new avenue for carbon contributions. TCTF receives 5% of the revenue spent with Pinwheel on project funding which will further help funding for the Foundation. The offsets from 2024 will happen in 2025 through Pinwheel’s partners.





# 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 (for the methodology, see [here](#)).
- Produce a unique impact report for every client journey.

### What can Joro do more of?

- When we are in the planning stage of an itinerary with a DMC, we will ask them to recommend a grassroots community project that they are aware of which has made a positive local impact - and which we feel will be of interest to our client to visit - and include a donation of support alongside a visit.
- Continue to reduce the carbon footprint emissions of the team’s business travel by: ensuring the trip is business critical and has to take place in-person; booking hotels that use renewable energy or who have committed to Net Zero and on FAM trips ensuring hotels that do good for the local community.
- Aim to audit (at a minimum) half of the suppliers we work with in 2025 through a Supplier Impact & Sustainability Survey. This aims to ensure suppliers match our ethos and standards, and so that Joro

better understands their commitment to sustainability and community impact. In the same audit, we would aim to gather hotel-specific emissions data allowing Joro to consider favouring hotels with lower carbon footprints when booking a trip.

- Explore a voluntary percentage donation to the TCTF for every trip booked with Joro.
- Further reduce the carbon emissions of our itineraries by asking suppliers to propose carbon kinder alternatives e.g. hybrid or electric vehicles for transfers or electric jet skis for high carbon activities.



# How We Leave A Positive Impact



## BEYOND TRIP DESIGN

### What is Joro’s wider impact?

- Raising awareness with our clients and the wider travel industry of the positive and negative impacts of travel, highlighting how travel should – and can – be done.
- Our work enables us to support TCTF – 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 tradeshow, 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 TCTF and B Corp to drive change within the industry.
- Investigate reaching out to other industries where there is a high travel impact, such as in the art world using the platform at high visibility art world events e.g. international art fairs, to present TCTF and encourage those who organise and participate to consider how they can transform required travel into travel that is low impact and positive.



# Impact Area 01:

# Governance



# Governance Score

*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

- 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 2027.
- Become London Living Wage certified.

## What we did

- B Corp’s new standards have only just been released, so we will carefully review these and plan ahead for recertification.
- We continue to work towards our recertifcation in 2027.
- This is complete - all our full time employees are paid over the London living wage bracket.

## What we’re working on

- Retain B Corp certification based on the new standards that are being introduced in 2025, by engaging the team on a range of internal projects.
- Aim for a B Corp score over 100 when we recertify towards the end of 2027.

19.5/21



# From our Peers:

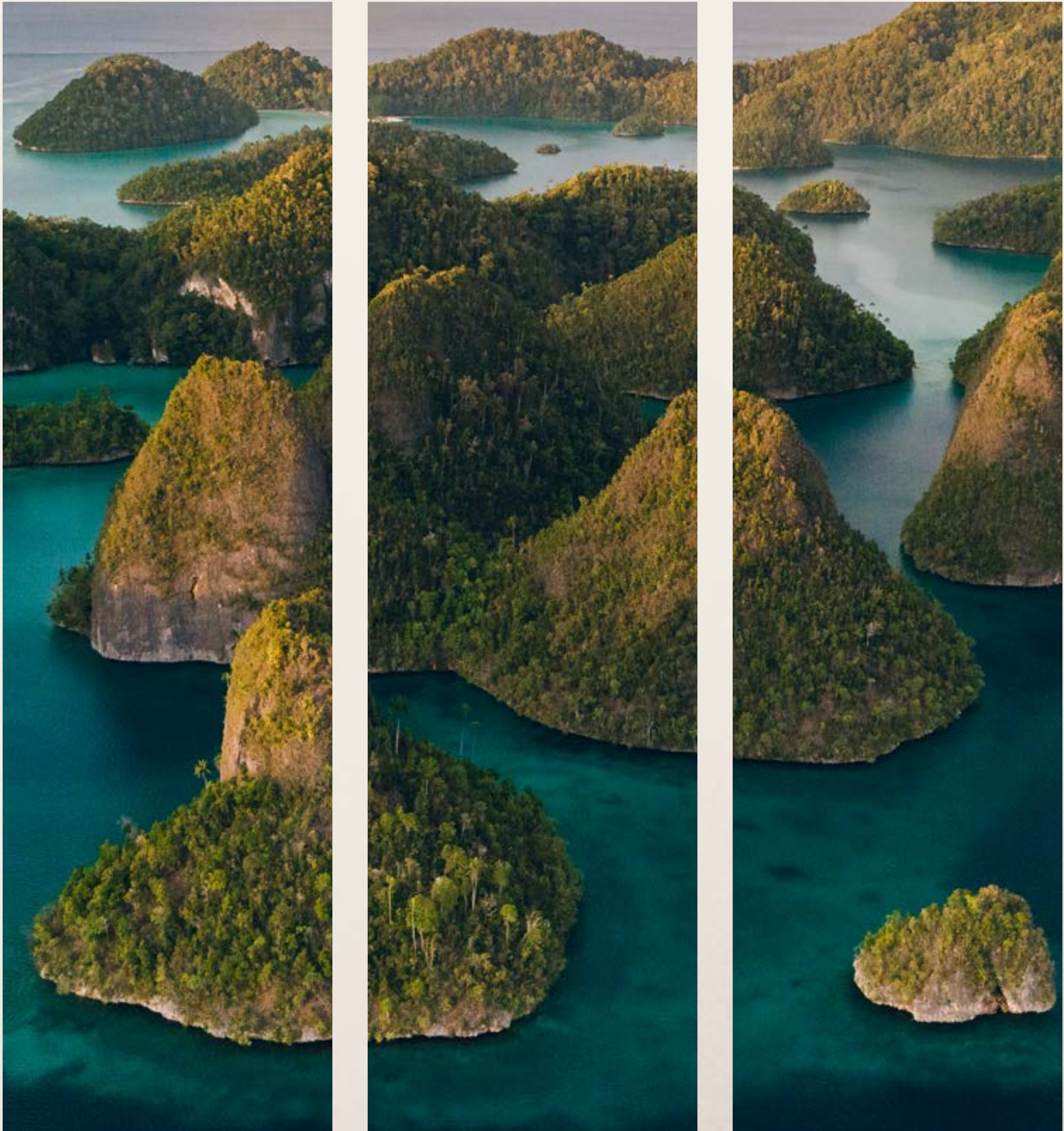
*“Working with Joro to measure their carbon footprint has been great. It's wonderful to see a successful business taking the time and energy to really understand the impact they have on the climate, and to proactively work with us to lessen that impact in the most effective way possible. Their aim is to continue delivering amazing experiences for their customers, but to do so in the most carbon-efficient way possible. To meet this aim, Joro are measuring all their trips in detail. This gives us great insights into where the emissions come from and lets me accurately quantify the impact of any changes they make.*

*Having taken questions and input from multiple members of the team, including their trip designers, it's obvious that the whole organisation is on board with carbon reduction. Ultimately, we need everyone in the travel industry to do what Joro is doing - taking ownership, measuring their impact, and aiming to reduce this year on year.”*

**Daniel Holmes**  
Carbon Consultant, ecollective

*“Joro is at the leading edge of best practice in the way it funds climate projects, as one of the earliest adopters of the Science Based Target Initiative’s Beyond Value Chain Mitigation model. It is vital that we both apply the emergency emissions break but also sequester carbon and lock it away for hundreds or thousands of years. Joro’s careful choice of projects, including funding the destruction of the fastest acting and most dangerous greenhouse gases in CFCs and HFCs, alongside essential nature-based solutions and durable carbon removal through enhanced rock weathering and deployment of biochar, represents a powerful response to this dual challenge. We are delighted to be working with such a thoughtful and forward-thinking partner.”*

**Rob Cheesewright**  
Chief Impact Officer, Pinwheel





# Impact Area 02:

# Workers





# Workers Score

*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.*

32.4/39

## What we said we’d do

- Working to improve our extended away days and continued culture development.

## What we did

- The team and their families set off on a high speed RIB ride to the Isle of Wight in July. Disembarking, we swam and played beach games on Cowell Beach, followed by lunch at The Hut. The highlight of the day was meeting and getting to know everyone’s partner and family.

In October, the team stayed at 42 Acres in Somerset for two nights. Along with company discussions, training and updates, the team enjoyed yoga classes, running, walks, vegetarian food, cold water swimming, firepit dinners and saunas.

The Joro team spent a festive morning at Brown’s Hotel in December participating in a Learning Cog Insights Discovery course, an internationally recognised psychometric tool aiming to improve team insight and communication. Based on Jungian theory, the course supports recognition that each person has a different style of communicating, working method, set of needs, and expectations. Using a four colour model, it helps colleagues remember individual working preferences and communication requirements. The aim is to improve team communication, company cohesiveness and business growth as needs are understood, and communications tailored and improved.

Our Christmas party included a team darts championship in Christmas outfits, lunch at Maine, and evening drinks.

## What we’re working on

- Introducing sabbatical leave (one month) after five years of service.
- Using, reviewing and reflecting on our personal Insights Discovery reports when it comes to internal communications amongst the team.
- Defining and clarifying our flexible working policy for new hires.
- Consider if external HR support is required as the company grows.
- Take more of an active role in BCorp month.
- Open up more Internship roles for people trying to get into the travel industry.
- Equipment budget to improve home office environments (on request).
- An annual Learning & Development stipend to upskill, learn a new language, or sign up to a mindfulness app like Headspace or CALM.
- A referral bonus for an employee who recommends someone for an advertised role at Joro (after the new hire has been in position for 6 months).



# Workers Score (continued I)

32.4/39

### What we said we'd do

- 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.
- 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.

### What we did

- We have made positive changes around this goal over the past year, implementing the HR holiday tool Timetastic. Employees manage their own holiday requests and see how much leave is remaining, cutting out lost admin time and streamlining the holiday booking process.
- We have completed this and are supporting this accreditation.
- Our annual staff survey was conducted in September ensuring we could approach and action points raised at our team away days in October.
- We have signed up and more training will take place in 2025.
- A member of the team completed The Mindful Manager course and is to become an accredited Mental Health First Aider in 2025.
- Our legal team will include this in our company handbook in 2025.
- Achieved an increase in 2024 with a colleague completing 6 hours of music-related volunteering at their child's school, and another who volunteered 6 hours at their child's school's Christmas Fair. We recognise we need to incentivise this in 2025 to increase take up by the team.

### What we're working on

- Establish a standard set of qualifications every member of the team must aim to complete within the first 2 years of their start date: medical first aid training, a risk management course, carbon literacy training, and a mental health first aider course.
- A monthly healthy lunch provided in the office for the team.
- We continue to improve and reflect upon our extended away days and continue to develop company culture.



# Workers Score *(continued II)*

32.4/39

**What we said we'd do**

- 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.

**What we did**

- We have trialled this with a member of the team in 2024 and are set to make a decision to extend this policy to all members of the team in 2025.
- We are thinking about an acceptable matrix to action this in 2025.
- After discussion with our Financial Controller, we decided it will be more effective to organise a company-wide insight into pensions, investments, tax and savings in 2025.



# From our team:

*“Being part of the Joro team is an absolute pleasure. The company is run with genuine warmth and support to its employees where all are willing to contribute and help each other, going the extra mile when needed. Seeing the care, attention and creativity put into each itinerary is remarkable, and this is reflected in the loyalty from clients. The future of Joro will be exciting and I'm looking forward to helping the company achieve its goals.”*

**Janet Field**  
Financial Controller

*“Joining the team at Joro felt like coming home - it's a place that challenges me creatively and reminds me why I fell in love with this industry. The benefits are thoughtfully designed, and they are quick to act when something is needed, ensuring the same level of care for the team that we extend to our clients. Everyone's dedication shines through in the extraordinary experiences and assets we create. I'm excited for the next chapter of Joro Experiences and the incredible opportunities we will bring to life together.”*

**Elise Ciappara**  
Travel Designer

*“Joining a team that thrives on crafting extraordinary experiences across the globe has amplified the creative potential of Joro's brand, and it's reflected in the excellent results. The open and supportive culture fuels bold ideas that push every creative project to the highest level. I'm thrilled to be part of Joro's bright and promising future.”*

**Andy Gray-Smith**  
Head of Creative



# Impact Area 03:

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# Community





# Community Score

*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.*

16.6/30

### What we said we'd do

- 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.

### What we did

- We plan to action this in 2025 and are currently identifying what we would like to do as a team in the summer.
- We have regularly attended Travel by B Corp meetings in 2024 and are one of the collaborative voices exploring what changes we can make within the industry to reduce carbon emissions generated by trips and to ensure trips are more mindful and sustainable.
- We are pleased to have actioned this in 2024.

### What we're working on

- A partnership with Swarovski so that for every pair of binoculars that are purchased through Joro by one of our clients, a 25% donation is made to TCTF.
- Invitation to support climate science research in partnership with Expedition Science with researchers being sponsored to travel with a client to their chosen destination on a research-gathering field trip.
- A partnership with Burgess Yachts who are a partner of the Blue Marine Foundation focused on marine conservation, specifically the protection of Mediterranean seagrass (Posidonia Oceanica), and funding conservation projects in yachting destinations to create a more sustainable superyacht industry.
- Continue to be in step with the Travel by B Corp community e.g. the community commitment to not promote elephant back riding in itineraries.
- When engagement with members of a local community is included in an itinerary, we will ensure invitations to host are sensitively extended and that when money changes hands, it goes directly to those who are hosting.



# 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.

Since 2023 we have been trialling offsetting partner Pinwheel as part of TCTF’s Climate Fund. Joro, alongside other members, have tested this partnership and it’s now live across the TCTF. Within our Pinwheel portfolio we have an interactive voting element, allowing clients to choose carbon removal projects of interest. This way, we are able to engage with our clients on how to support best-in-class solutions that remove carbon and restore nature.

JORO

## Our global climate impact

We are supporting climate and ecological projects around the world





# Driving Change

At Joro, 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 and businesses. TCTF is an 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 to drive action.

*“Community drives everything we do at The Conscious Travel Foundation, from our learning programme to our philanthropy. With Joro’s support, we reached some meaningful community milestones in 2024. Sponsored by Joro Experiences, and working with the incredible Caliopy Glaros, our grant-making programme is centred around trust based philanthropy, with an approach that is collaborative and community-driven. We were delighted to win the PURE life experiences 2024 ‘Change Makers’ Award, alongside Joro Experiences, for our philanthropy strategy, framework and industry white-paper, designed to inspire members and the wider travel-industry to develop meaningful charitable partnerships that uplift communities and protect nature around the world.”*

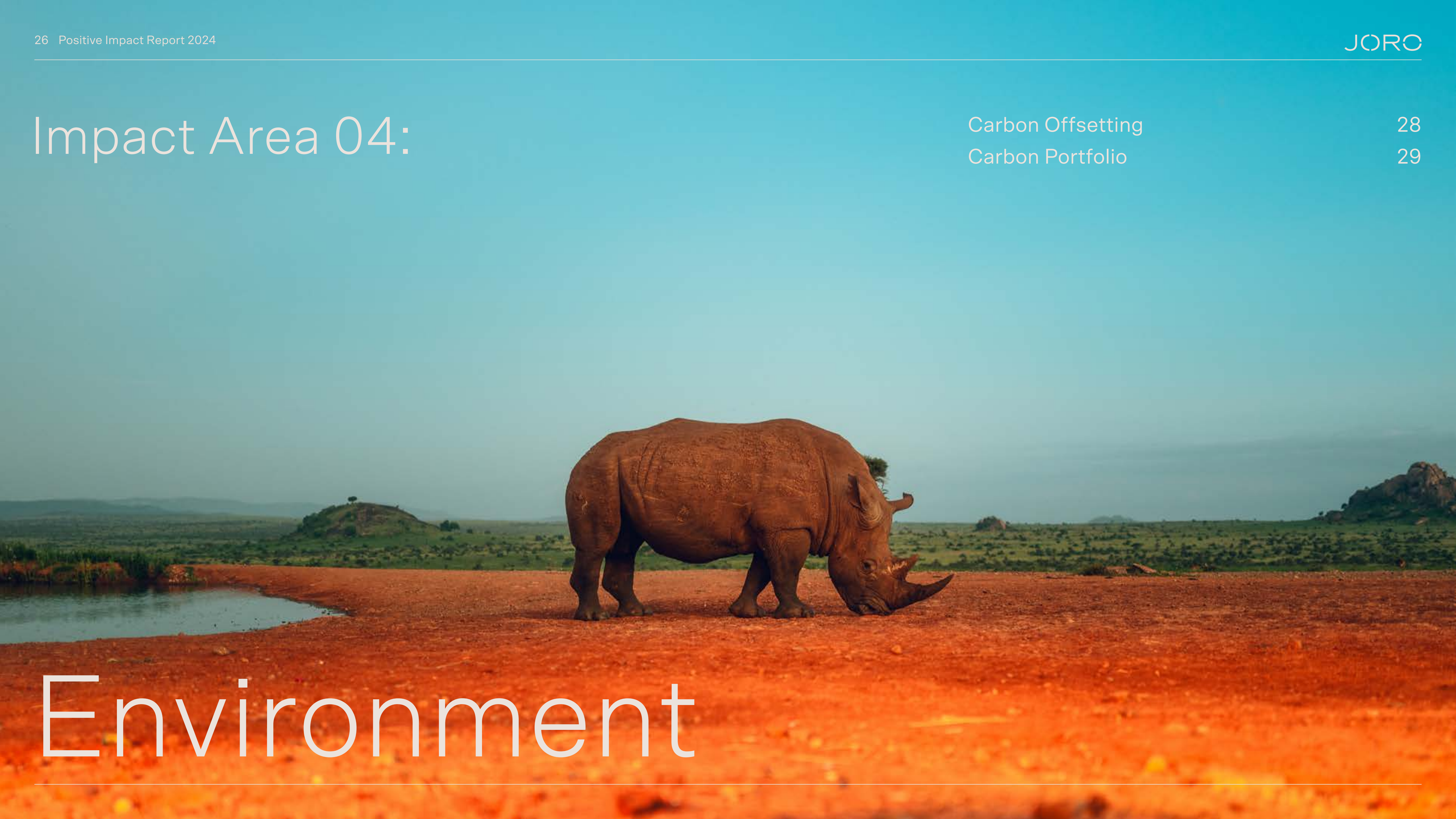
**Olivia Cryer & Maudie Tomlinson**  
Directors, TCTF





# Impact Area 04:

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# Environment



# Environment Score

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.

22.2/37

## What we said we’d do

- Aim to measure the carbon emissions generated by our office with ecolective 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 ecolective 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 set amount of days per week, reducing the carbon footprint of their home office or shopping second hand first, and so on.

## What we did

- We worked with ecolective to help measure the carbon generated by our office. Thankfully, our office carbon footprint is low because we’re on a renewable tariff and we don’t use gas heating.
- We will action this in 2025 with a company shift in approach to our FAM trips, by setting a travel carbon budget for each member of the team, and trial the introduction of a slow travel perks scheme.
- We learnt more about Science Based Targets Initiative (SBTi) from ecolective in 2024 and are considering signing up to the SBTi as a SME. We will decide if this is the right approach in 2025.
- Three of our team have completed this in 2024, and we aim for all the team to complete Carbon Literacy Training in 2025.
- Once all the team have completed Carbon Literacy Training, the Sustainability Team will invite them to commit to a professional and personal carbon reduction goal for 2025. For example, asking if there is a more sustainable or carbon kind option when in the planning stage of a trip.

## What we’re working on

- Setting a travel carbon budget for each member of the team, and trialling the introduction of a slow travel perks scheme.
- Company-sponsored volunteer days, particularly for an environmental project.
- The team will be asked to switch to Train Hugger to book train fares in 2025 - for every ticket booked, Train Hugger plants a tree.
- Establishing a Sustainability Team to action carbon reduction strategies outlined for 2025, including educating the team; the team will be held accountable for delivery of the carbon reduction strategies identified in 2024, and give company wide updates at annual away days.
- We have committed to restructure the team’s FAM trips in 2025 and 2026 so that invitations to travel are used as fact-finding recces where we recognise there are gaps in our collective knowledge or in advance of a live trip.



# Carbon Offsetting

To reach Net Zero, a company needs to measure, reduce and remove their emissions. We have removed 761 tonnes of CO2e 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, 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. You can read more about

how they do this [here](#). 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). From 2023 - 2024 this number further decreased by 29% which is positive (396kg to 280kg CO2e). These figures however do not include flights booked by clients themselves.

## Scopes 1 and 2

Due to the nature of our business model, in 2024 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. After measuring these emissions with ecollective, we are happy that these figures are low (0) carbon because we use a renewable energy tariff. Since we don’t use gas heating, our two main sources of our ongoing office building emissions are as low as can be. However, of course things within our office still have a carbon footprint such as any waste, any office equipment we buy, and our water (this is very minimal in carbon terms), these details come into Scope 3.

## 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.



# 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 removal or avoidance of 761 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](#).

Projects funded:

- 1) Global Greenhouse Gas Destruction
- 2) Aperam BioEnergia Biochar - Brazil
- 3) UNDO Enhanced Rock Weathering - Canada
- 4) Seagrass Restoration (Puerto Rico), bund digging (sub-Saharan Africa) & woodland and hedgerow creation (Wales).





# Pinwheel Portfolio


**1** Global Greenhouse Gas Destruction with Tradewater: collection and destruction of refrigerants and potent non-CO2 greenhouse gases (GHGs).

Tradewater stands out as best-in-class, they are a highly credible organisation, working directly with projects to bring much needed immediate and permanent, high-quality carbon offset credits to market. There is no end-of-life solution for old refrigerants, with some of these gases being ozone-depleting substances (ODS) and having a global warming potential up to 10,200 times that of CO2. So Tradewater meet a very important and un-met need. 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. The locations of this project Tradewater were: Thailand, Costa Rica, Chile, USA, Saudi Arabia, Argentina, Kenya, Ghana, Dominican Republic, South Africa, The Gambia, Honduras and Guatemala.

**2** Aperam BioEnergia Biochar - Brazil: sustainable forest management and charcoal production.

Aperam BioEnergia is a Brazilian player of the forest and renewable energy sector, that runs a charcoal operation with emissions control in the northeast region of Minas Gerais, Brazil, and holds 156,000 ha of planted and native forest with important biodiversity and economical impact on local communities. The material is brought back to Aperam BioEnergia forests and applied to the soil, where it not only serves as a durable carbon removal from the atmosphere but also acts as an important natural component for soil characteristics, reconditioning and improvement. The project plants approximately 6,500 ha annually using sustainable water usage. They use state of the art technology used for high quality biochar/charcoal production, with afterburners technology (100% CH4 efficiency). The Biochar is applied to the forest to act as soil reconditioning and improvement. These credits were used to support the Family Farming project. Aperam BioEnergia gives biochar to local social development programs, an initiative that is bringing productivity increase in crops of local farmers, with a strong impact in social development. This is a significant investment into novel carbon removal methods.

**Joro's Impact Globe**




Joro with Woodland and hedgerow creation, Wales

Joro committed to supporting Woodland and hedgerow creation, Wales.

5 days ago


**Projects that Joro supports**



**Greenhouse Gas Destruction**

Collection and destruction of refrigerants and potent non-CO2 greenhouse gases (GHGs)


Thailand



**Enhanced Rock Weathering-Canada**

A nature-based carbon removal technology that permanently locks away CO2


Ontario, Canada



**Rainwater harvesting-bunds**

Restoring desertified, dry land using techniques including rainwater harvesting


Kenya, Africa



**Aperam BioEnergia Biochar**

Biochar project in Brazil, removing carbon and benefitting the soil and communities


Brazil



**Seagrass and mangrove restoration**

Planting and protecting seagrass meadows and mangrove propagules to sequester carbon

Puerto Rico, USA



**Woodland and hedgerow creation**

Woodland and hedgerow is being restored to benefit wildlife

Ceredigion, Wales



# Pinwheel Portfolio

## 3 UNDO Enhanced Rock Weathering in Canada: a nature-based carbon removal technology.

UNDO spreads crushed wollastonite rock on agricultural land, enhancing soil health while removing carbon dioxide from the atmosphere through enhanced rock weathering. Enhanced rock weathering is a highly scalable carbon removal technology that locks up CO2 for 100,000+ years. Rainwater contains CO2 from the atmosphere. When it rains the CO2 interacts with silicate rocks such as wollastonite, locking it up as a solid bicarbonate, where it’s stored. However, natural rock weathering takes hundreds of thousands of years and there really is no time to wait. UNDO enhances and accelerates this process by using crushed silicate rock, which has a greater surface area, and spreading it on agricultural land. This takes place close to the Canadian Wollastonite site in Kingston, Ontario, where there are hundreds of thousands of hectares of farmland suitable for operational deployment.

## 4 Seagrass Restoration (Puerto Rico), bund digging (sub-Saharan Africa) & woodland and hedgerow creation (Wales): projects chosen through our Pinwheel voting platform.

We allocated a budget pool for Joro clients to vote on our Pinwheel platform which projects with clear carbon co-benefits they wanted us to invest in on their behalf. The results were, in order of the most votes: Seagrass restoration (48%), bund digging (44%) and woodland and hedgerow creation (8%). Click [here](#) to see our voting platform page.



CLOCKWISE FROM TOP LEFT: Bund Digging in Southern Kenya; re-greening over the years; a mangrove nursery in Puerto Rico; The UNDO team in front of a mound of crushed Wollastonite, Canada.



# Impact Area 05:

Client Impact Reports

# Customers



# Customers Score

*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.*

3.9/6

### What we said we’d do

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

### What we did

- This is still in progress and something we are exploring in 2025.

### What we’re working on

- Continue to work on the above - collaborating with industry peers etc.
- Continue to work with suppliers we trust who deliver at a standard of excellence on a par with our own, increasing those who are sustainability proactive.
- In the team and supplier Post-Trip Wash Up meetings, we will include a question to explore how we can reduce the carbon footprint of the next trip we design together.
- UK-based sculptor Charlie Smith travelled to Kenya in May 2024 to run a sculpting workshop for a client staying at Ol Jogi Wildlife Conservancy. On the back of this, Ol Jogi is funding a bursary for a Kenyan sculptor to travel to the UK to train with Charlie (and sculptor Eudald de Juana in Figueres in Spain), and to return to Kenya with the skills in place to run all future sculpting workshops for clients on the property. The bursary is live but unfortunately, the Kenyan artist has not been granted a visa to enter the UK yet, so we are hoping the visa will be granted for this to go ahead in 2025.
- A client family travelled to New Zealand in March 2024 visiting a school in an area that is recognised locally as being deprived. Whilst there, the family decided to sponsor the school pupils to go out on a nature day with them. We will work with DMCs to identify more transformative opportunities like these on client trips in 2025.



# Customers Score *(continued)*

3.9/6

**What we’re working on**

- We will explore putting a QR code at the bottom of the carbon certificates we give to our clients on each trip, so that they can read the full trip impact report and select a charitable project of their choice to offset the carbon generated by their travel.
- Standardise our post trip client feedback process to ensure we ask at the end of every trip how we can improve our services.



# 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 - a carbon certificate - for every clients' journey which they receive as the trip goes live.

Our reports detail the community, environmental and conservation projects that we have selected and which their journey with us has helped to support (as illustrated on the right).

## A Journey with Purpose

We have calculated that this journey will generate about 8 tonnes of carbon. We have made investments on your behalf supporting 3 different green energy initiatives: a seagrass and mangrove restoration in Puerto Rico, restoring desertified land by rainwater harvesting in East Africa, and woodland and hedgerow planting and creation in Wales.

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 and the projects it supports, such as the Phaplu Mountain Bike Club in Nepal who are

developing economic opportunities through tourism for the Nepalese Himalayan youth, and Transstories Brasilia which addresses gender equality and social inclusion for the Trans community by offering marginalised women meaningful employment as walking tour guides.

**Gingiri** safeguards the wildlife populations and wilderness areas under its care. It has created economic independence within the communities nearby and has implemented strategic partnerships with Funds and Trusts in this region. Your stay here helps to protect the unique ecosystem, to recover critically endangered species, ensure no further extinction, to benefit neighbouring communities, and contribute positively to the reduction of GHG emissions.

Thank you.





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# Looking ahead



# Why Joro?

## Experts in the unexpected

Our journey started with a vision: to take clients deeper, whether on a challenging solo trip, fortnight-long celebration or multi-year sabbatical.

Behind every experience is a team that understands the art of exploration. Bringing together years of expertise, our specialists deliver adventures on land and sea worldwide.

## A creative approach

We treat every experience we create as a unique challenge, using our skills and expertise developed over decades to bring your vision to life.

Curating adventures for every type of traveller, we run a limited number of experiences each year to give each one the attention it deserves.

## A conscious approach to travel

In every journey, there's an opportunity to do genuine good. To give back to the places we experience.

We connect our clients to pioneering conservation programmes and community projects. And leave a positive impact on the way: offsetting emissions, minimising disturbance to local ecosystems, and working with suppliers who share our ethos.



# Final Remarks

## What does the future look like for Joro?

*“As we look to the future we are excited about finding new ways to integrate positive impact into our journeys - be that via supporting local artists or enabling science on the ground.*

*We look forward to working with our partners, suppliers and The Conscious Travel Foundation to achieve more together in 2025.”*

**Henry Comyn, Duncan Over & Justin Packshaw**  
Co-Founders





Certified



Corporation

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