



Sustainable Development Policy

Ziptrek Ecotours Mont-Tremblant

1. Background

Ziptrek Ecotours Mont-Tremblant has adopted this sustainable development policy in order to embed its environmental, social, and economic commitments in all of its activities. This policy aims to ensure that its daily practices contribute to eco-responsible tourism, the protection of biodiversity, the promotion of Indigenous knowledge, and the construction of a fair and resilient society in the face of climate and social issues.

Through this policy, Ziptrek affirms its desire to play an active role in ecological transition, reconciliation with Indigenous peoples, and the development of sustainable tourism that values and respects local territories, cultures, and communities

2. Definitions

Sustainable development: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs, integrating environmental, social, cultural, and economic dimensions.

Ecotourism: A form of responsible tourism in natural environments that promotes environmental conservation, respect for local cultures, and the well-being of local populations.

Reconciliation: An ongoing process of recognition, reparation, and collaboration aimed at restoring fair and respectful relations between Indigenous and non-Indigenous peoples.

Biodiversity: The diversity of life forms in a given environment, including genetic, species, and ecosystem diversity.

Intergenerational equity: The principle that present decisions should not compromise the resources or quality of life of future generations.

3. Field of application

This policy applies to:

- All operations, activities, and services offered by Ziptrek Ecotours Mont-Tremblant.
- All employees, suppliers, partners, and visitors.
- Internal and external communications, including marketing, training, and community relations.



4. Guiding principles

Ziptrek Mont-Tremblant is committed to respecting and promoting the following principles:

Prevention: Anticipate and reduce negative impacts on the environment and society.

Social and environmental responsibility: Integrate social and environmental issues into all decisions.

Protection and restoration of biodiversity: Actively contribute to the conservation of natural habitats and species.

Education and consciousness-raising: Promote access to information and understanding of issues related to sustainable development.

Reduction at source: Reduce resource consumption, waste production, and greenhouse gas emissions.

Participation and collaboration: Encourage the involvement of local communities, Indigenous peoples, and stakeholders.

Equity: Ensure inclusion, respect for human rights, and social justice.

Innovation: Encourage innovative solutions to enhance sustainability.

5. Strategic Guidelines

Ziptrek Mont-Tremblant is committed to:

5.1 Reducing its ecological footprint

Minimizing energy consumption and promoting the use of renewable energy.
Reducing, sorting, and recycling waste produced in all activities.
Encouraging employees and visitors to use sustainable and public transportation.

5.2 Promoting environmental and cultural education

Incorporating educational content related to ecology, biodiversity, and Indigenous knowledge into guided tours.
Developing innovative educational tools.
Collaborating with schools and educational organizations to share best practices.

5.3 Strengthening relationships with Indigenous communities

Promote the recognition and appreciation of local Indigenous cultures in activities.
Support authentic partnerships based on respect, reciprocity, and co-construction.
Participate in reconciliation initiatives and the promotion of First Nations rights.



5.4 Support for responsible and fair tourism

- Respect and preserve ecosystems and natural sites visited.
- Encourage responsible behavior among visitors through awareness-raising and regulation.
- Promote local and ethical purchasing in procurement.
- Ensure the well-being and safety of employees, visitors, and partners.

5.5 Staff engagement and training

- Raise awareness and train all staff on sustainability issues and practices.
- Recognize employee commitment through collective initiatives.
- Integrate sustainability criteria into recruitment, evaluation, and professional development processes.

6. Implementation and monitoring

To ensure the effectiveness of this policy, Ziptrek Mont-Tremblant is committed to:

- 6.1** Developing an annual sustainable development action plan that includes measurable objectives, deadlines, and performance indicators (e.g., reduction in emissions, volume of recycled waste, satisfaction of Indigenous partners).
- 6.2** Implement a system for monitoring, evaluating, and communicating results to stakeholders.
- 6.3** Regularly review the policy, incorporating feedback, scientific advances, and regulatory developments.
- 6.4** Encourage innovation through the adoption of new technologies and eco-responsible practices.

7. Roles and responsibilities

General Management:

- Ensure that the policy is integrated into the company's overall strategy.
- Allocate the necessary resources for implementation.

Sustainable Development Manager:

- Coordinate actions, monitor indicators and objectives.
- Organize staff training and visitor awareness programs.
- Facilitate collaboration with local and indigenous partners.

Operational Team:

- Apply sustainable practices in their daily activities.
- Participate in data collection and results monitoring.

Partners and suppliers:

- Adopt and comply with practices that are consistent with this policy.
- Actively collaborate in the implementation of joint sustainable projects.



Visitors:

Be informed and encouraged to adopt behaviors that respect the environment and cultures.

8. Communication and awareness

Ziptrek Mont-Tremblant is committed to:

Clearly informing its customers and partners about its commitments and actions in sustainable development.

Promoting its initiatives via its communication platforms (website, social media, promotional materials).

Organize awareness-raising events and activities open to the community.

9. Effective date and review

This policy will take effect on **June 15, 2025**. It will be reviewed systematically every two years, or more frequently if necessary, in order to adapt to changes in knowledge, practices, and stakeholder expectations.

Ziptrek Ecotours Mont-Tremblant is committed to making sustainable development a cross-cutting priority, actively contributing to a future that respects nature and the people who are its guardians.