



## **LucianStyle Sustainability results dated 11<sup>th</sup> September 2023:**

LucianStyle Development Corporation has been taking various steps towards sustainability ever since its inception in 2006. However, we are now working towards becoming a sustainable partner and hence, we would like to share our sustainability journey and experiences with our clients, which are as follows:

### **Awards and Recognition:**

LucianStyle is a frequent recipient of the TripAdvisor award for best reviewed tours on the island.

### **Memberships:**

LucianStyle is a member of the FCCA-Florida Caribbean Cruise Association, as Cruise lines are our suppliers. FCCA has Maritime Procurement Services as its Sustainability Partner, which continues to be recognized for its cutting edge leadership and commitment in implementing circular economy models in the maritime industry to combat climate change.

We are also a part of the Adventure Travel Trade Association (ATTA). Sustainability has always been core to the values of the Adventure Travel Trade Association (ATTA) and its members. Since their founding, they have advocated for sustainable destination development through research, events, and educational offerings, while supporting local champions around the world to advance sustainable development in tourism.

### **Sustainable Energy generation and consumption:**

The company installed solar panels in 2013 on our roof to support more sustainable power generation. A major part of our electricity consumption is utilized to charge our electric vehicles, namely, segways and scooters, which would ordinarily consume a large amount of power. The solar panels assist us with clean green energy for this purpose. They also ensure that we are constantly controlling our electricity usage.

Our segways and scooters are "energy saving devices" and they are manufactured in a way in which they do not consume much electricity whilst being charged. This is also because we switch them off while charging. Our machines (Segways and Big Wheel scooters) run on electricity and not on fuel. Hence, we do not use fossil fuel.

Minimizing electricity usage is a high priority for the company, not only to protect the environment, but it also reduces our utility costs. It is imperative that all lights are turned off when not in use, as well as all computers and A/C units shut down before we leave the office at the end of the day. We have signages reminding us to turn off all power switches when not in use, to avoid unnecessary use of electricity.

All our lights are either LED or fluorescent bulbs. We purchase and install them as and when required.

### **Water Management:**

We are all cognizant of the fact that no one should waste water - this is an island-wide campaign - WATER IS LIFE! see <https://wascosaintlucia.com>



We have a water dispenser installed in the office. We do not use any drinking water barrels. The drinking water that comes through the local pipes is filtered using our water dispenser. We use only reusable bottles and cups, and no disposable paper cups are provided any longer in our office. We also ask guests to bring their own bottles, which they can refill from our water dispenser. All staff bring their own reusable bottles and cups to fill with water. Hence, no paper cups waste is generated. In addition, this avoids purchase of bottled water and saves our planet from more plastic waste that is otherwise generated through packaged water.

Water is disposed of through the government sewage system.

#### **Waste Management:**

Most of the wastage produced by the company is biodegradable. The waste is collected by the contracted government service called WASCO, who treat the waste according to government regulations. All waste is properly contained and assembled for collection only on the respective days per community, as Waste disposal has been contracted by the government, and scheduled by area on different days during the week.

In general, the company has everyone accountable to minimize waste in every aspect, whether it is whilst conducting tours, or carrying out general office operations, or cleaning.

#### **Sustainable Printing & Stationery:**

We minimize printing to reduce wastage. If required, we print with Vistaprint. Please find a link to their sustainability measures as follows: <https://sustainability.vistaprint.com>

Our brochures are not packaged. Instead, they are simply wrapped around the middle with recycled paper to keep them from being spilled.

All office stationery and toiletries are purchased in bulk, to avoid unnecessary packaging.

We buy refilled ink and toner cartridges online from Amazon, as they are not available in Saint Lucia.

Local recycling is not available. Hence, we ship our used batteries back to the manufacturer in the USA called Segway Solutions, who takes responsibility to recycle them.

#### **Transport and Mobility:**

90% of our staff use public transport to commute to and from work.

Transport-related impacts are reduced by teleworking, tele/video meetings, work-at-home policies, or other means. Whenever it is not necessary to travel, we use tele/video meetings. Since our MD is stationed in Jamaica, all employees tele-work with him through phones and video calls. Our General Manager mostly works remotely for 50% of the time. Other employees who are locally placed visit the office on regular working days. They also work through their phones when they are on tours. So, this could be around 50% of the time.

In selecting transportation for our tour offerings, we monitor pricing, quality and condition of transportation, regular inspections, and servicing. We work with a transport company that provides



transfers to and from the port to our office. Where the pick-up and drops are included in the tour price, we use only minibuses, which are the most sustainable options available on the island.

### **Sustainable Excursions:**

All excursions offered are nature friendly; natural resources are preserved as all of them contribute towards the sustainability of our excursions.

Excursions and attractions in which captive wildlife is held are not offered. Wildlife species are not harvested, consumed, displayed, sold, or traded.

### **Encouraging local community and social cooperation:**

All cultural and heritage sites on the island have employed trained guides to escort organized tours. Our guides are licensed and registered with the Ministry of Tourism in Saint Lucia which is the Local Tourism Authority on the island and have undergone their mandatory training sessions. Trained guides escort all our tours. Guides disseminate information either onboard A/C buses using a microphone or gather a group along the tour routes where they will be conducting their narration.

Customers are informed of key sustainability aspects throughout their time with us. For example, no littering the nature trail and bring your own bottle are some of the sustainability measures that we take to make a positive contribution to our island. We also inform our guests about the local fruits and trees and their benefits in curing various diseases in the human body, which could be beneficial to our guests as well as the locals.

Most sites on the island are managed/operated by members of the community in which they are located. We patronize these goods and services when we sell excursions to these destinations; for example, we support local communities by including locally made food on our tours. A major part of the tourism income of the Soufriere region comes from locally made goods like Sulphur soaps and other handmade products which benefit the local communities when the tourists visit the Volcano or Sulphur springs.

The company and its direct service providers do not promote souvenirs which contain threatened flora and fauna species as indicated in the CITES treaty and the IUCN 'Red List'; historic and archaeological artefacts (except as permitted by law).

LucianStyle contributes in kind towards environmental activities like beach clean-ups by engaging their staff to volunteer for these activities, at least once a year.

### **Sustainability and Customer satisfaction:**

We have a form to provide feedback on the sustainability page of our website. We take all feedback very seriously, especially as we are in the service industry. Firstly, we acknowledge our clients' complaints, and we express our thanks to them for taking time out to contact us with their feedback. We then reassure our clients that we are looking into the matter for a speedy solution if it cannot be resolved right away. All efforts are made to ensure that we manage all complaints with objectivity and impartiality, taking all concerns into consideration.