



**forumandersreisen**

*realizing dreams in a fair way*

*The use of travelling is to regulate imagination by reality,  
and, instead of thinking how things may be, to see them as they are. (Samuel Johnson)*

**forumandersreisen**

*seeing.*

A silhouette of a hiker with a backpack crouching on a rocky peak against a sunset sky. The sky transitions from a bright yellow-orange at the horizon to a deep blue at the top. The hiker is positioned on the right side of the frame, looking towards the left.

## taking responsibility.

forum anders reisen e.V. is an association of about 140 tour operators<sup>1</sup> committed to sustainable tourism. Our name stands for holiday experiences in harmony with human nature and the environment. We use local resources in a diligent manner and our encounters with other cultures are based on respect. We jointly take responsibility for economic and social development, at home and in the travel destinations. **Our vision:** The members of forum anders reisen are committed to a kind of tourism that is



ecologically sustainable, economically viable and for local communities ethical and socially just (sustainable tourism). The tour packages offered by our members have to be sustainable. Our members develop tourism products of a special, proven quality. They are both environmentally friendly and socially responsible. They are also sustainable from a business point of view: in the tourism industry, our members have a reputation of being trendsetters in developing innovative products. <sup>1</sup>As at 08/2007

*taking responsibility.*

drawing public attention. *opening up.*



**Our aim:** We continuously improve and promote our tourism products in line with the principles of sustainable tourism. forum anders reisen plays an active role in social and political debates. At trade fairs, events and through the media, we encourage people to discover new, sustainable forms of tourism. forum anders reisen is committed to ensuring that our customers' holiday enjoyment is not at the cost of people in the destinations.

nachdenken • klimabewusst reisen



[www.atmosfair.de](http://www.atmosfair.de)



[www.ecpat.de](http://www.ecpat.de)



[www.eed.de](http://www.eed.de)



[www.europa.eu](http://www.europa.eu)



[www.kate-stuttgart.org](http://www.kate-stuttgart.org)



in close cooperation with strong partners.

We put the responsible use of resources and natural landscapes and the responsible interaction with communities on the agenda. Our initiatives help to reduce environmental impacts. We represent a forum for the increasing number of people concerned not only about „where” but also about „how” they travel. Various partners cooperate with us and support our PR efforts. Sustainability is a concept which encompasses all parts of life.

*networking.*

**ReisePAVILLON**  
Internationale Messe für **anderes** Reisen



**Travelife**  
Sustainability in Tourism



**WWF** *for a living planet*

setting standards.



Our work is based on a **comprehensive set of criteria**. These criteria define what makes a tourism product sustainable. They show the economic, ecological and social dimensions of a travel product just as they show responsibility for the traveller. They cover the right means of transport as well as food and accommodation that support local economies.

*advancing.*

**forumandersreisen**





creating transparency.

*being transparent.*

**Our criteria in brief:** *I. Ecological aspects:* length of stay, travel time and distance are in appropriate relation. The number of participants is adapted to the destination and the way of travelling. *II. Social aspects:* The local population is involved in the planning and implementation of tourism. Members follow the Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism. *III. Small local structures,* e.g. private accommodation, local guides are being used. The staff is getting paid adequately, working hours are regulated and minimum labour standards (ILO) are observed. *IV. Customer care:* Truthful and detailed travel advice and transparent travel information is being provided.



showing strength.

Our set of criteria is unique and transparent for tourists. No other association or tour operator offers quality standards that can be verified in a similar manner. We are self-critical, clear and open in proving the credibility of our criteria. We take responsibility for the social and ecological conditions under which our tourism services are rendered.

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*being strong.*



The sustainability report compiled by forum anders reisen as part of our Corporate Social Responsibility (CSR) policy supports this proposition. It opens up new avenues for us to improve our services. At the same time, it shows what kind of services customers can expect from us. In the tourism industry, we are taking the lead by perfectly integrating social and ecological product policies with economic viability considerations.

*being realistic.*



## shaping the future.

forum anders reisen derives its strength from the commitment of its members and a democratic self-image: Our values and objectives do not only exist on paper. We live and promote them, with the support of our advisory council. On this solid foundation, forum anders reisen has been growing over the past few years, both in terms of membership and in terms of services offered which include „atmosfair”, a simple and voluntary solution to the harmful CO2 aircraft emissions. The „atmosfair” initiative was launched by forum anders reisen and the environmental organisation „Germanwatch”. The website [www.atmosfair.de](http://www.atmosfair.de) provides tourist information on the CO2 emissions caused by flights and on how to save the same amount of emissions elsewhere. Our transparency has proved successful to such an extent, that we are working on enhancing it even further. A new online platform on the forum anders reisen website will serve as an agency to improve market access for ecologically, economically and socially sustainable products from different parts of the world. Our set of criteria is being extended to South America, Asia and Africa, making products in long distance destinations as transparent as those in Europe.

*travelling*  
*differentlly.*

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