



## ATA's Sustainability Plan

March 2022

### Overview

This document lays out our approach, our 2022 starting point, and planned actions through 2032. Here is a roadmap for the next 10 years to guide ATA's action to help build a better world for future generations. ATA aims to become a respected leader and collaborator in the movement toward regenerative travel and sustainable study abroad by treating employees and vendors justly, providing livable wages, and supporting the communities and environments in which we work.

We acknowledge this is a complex subject, and that our goals, and measurement of those goals, will likely change over time. We recognize the need to approach the issue from a multicultural perspective that acknowledges its complexity. We look to address that by capitalizing on the diverse views of our global staff.

### Our Guiding Principles

Sustainability is not new to ATA. Long before it became a buzz word, ATA embraced the principles it embodies (reduce, reuse, recycle, respect). See separate timeline for greater detail on the ATA sustainability initiatives to date.

- ***All in this together!*** This is a company-wide effort – not just a working committee. All divisions of the business are expected to lay out their own actions and targets for the years ahead. Sustainability action is ingrained in all that we do.
- ***Sustainability in everything we do.***
  1. We apply sustainable practices throughout our organization and operations to avoid compromising the needs of future generations (e.g., in the DC office: we offer transit incentives, compost office food waste, and purchase products with post-consumer recycled content).
  2. We seek to educate and make a change through our programmatic offerings worldwide.
  3. Poverty and inequity are threats to sustainability. Marginalized communities are disproportionately affected by the effects of irresponsible policies and climate change. Our sustainability goals and actions align with our Anti-Racist Action Plan. We seek justice, equity, diversity, and inclusion in all our sustainability initiatives.
- ***Focus on what we can control.*** We control the things we can and advocate for change for those that are beyond our control.
- ***Hold ourselves accountable.*** We review our progress annually and update our measurements and goals.

## ATA Commitments

ATA is establishing the following long-term commitments, as they closely align with our Guiding Principles.

- **Decarbonization Fund:** We will begin to mitigate the impact of our carbon footprint by starting a decarbonization fund with contributions for each trip taken by ATA staff person, traveler, or tour staff. Through this fund, ATA will invest a minimum of \$10,000 in 2022 in [Cool Effect](#), a US nonprofit that supports projects that reduce carbon emissions while advancing other [UN Sustainable Development Goals](#). The size of this fund will grow as business resumes post-pandemic, we will assess where to invest funds on an annual basis.
- **Glasgow Declaration.** ATA joins the travel industry as a signatory and commits to take action to slow climate change. See separate document outlining ATA's specific commitments to climate action that will follow the five pathways of the declaration: measure, decarbonize, regenerate, collaborate, and finance.

### **Our Goals for 2022:**

1. **Reduce the carbon impact of travel.** Action includes assessing which staff trips must happen in-person (rather than virtually), selecting "greener" flight options (e.g., direct flights/airlines using/investing in Sustainable Aviation Fuel), offering ATA staff hybrid work-from-home (WFH) options, contributing to ATA staff metro transit costs, launching the decarbonization fund, and considering "greener" alternative transportation modes.
2. **Align our supply chains.** We will work with vendors who have sustainable practices and are seeking to reduce their carbon footprint; we will respect cultural heritage and ethical labor practices when selecting vendors and we will continue to purchase office materials with post-consumer recycled content.
3. **Reduce waste.** Action includes restarting DC office composting, moving toward the elimination of single-use plastic in all our operations, and continuing to reduce printed materials.

## ATA Roadmap for the next 10 years

*ATA's Roadmap will evolve and become more concrete and defined, as we move toward 2032.*

### By the end of 2022:

- Each department will set actions and goals that align with ATA's 2022 sustainability goals
- We will set a baseline to measure the carbon footprint of our operations
- We will establish a new staff travel policy and measuring tools
- We will launch the decarbonization fund
- We will begin an annual review of our sustainability initiatives (with an initial review in fall 2022)

2023-2025:

- Reduce carbon impact of staff travel
- Align our supply chains – by setting criteria to assess vendor selection
- Reduce waste and eliminate single-use plastic
- Review where our actions align with the Glasgow Declaration
- Assess eco-certification body we wish to follow (continue with EarthCheck or follow the path toward BCorp)

2026-2028:

- As business returns to pre-pandemic levels, we will re-evaluate progress toward net-zero emissions
- We will launch a line of no and low-carbon programs (e.g., journeys relying exclusively on public transit)

2029-2031:

- We could be contributing close to \$100,000 through our decarbonization fund
- Publish carbon impact of all operations
- Complete certification with BCorp (or other) and lay out new targets for the future

