

FAR AND WILD TRAVEL

# IMPACT REPORT

2023/24





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# About us

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We are a team of travel experts creating bespoke luxury holidays to destinations around the globe. Our approach is founded in our commitment to responsible travel and truly outstanding and memorable customer service.

We want to make every holiday special and ensure travel is a force for good.

# Message from our Founder

“ The wild and wonderful holidays we organise don't exist in a vacuum. They create impact. Positive ones such as the support they bring to local communities and conservation, as well as the valuable connections and insights from far-off countries that are taken home. But of course there is a notable negative impact... the carbon cost of each trip.

I see it as a core duty of this business to do all in our power to understand the impact of the holidays and tours we organise, and then to actively do something about it.

This is the first time we've done an impact report, and it shows that we've made a decent start on both the 'understanding' and 'the action' – but we are still at the very beginning. There is so much we can and should be doing before we can really say we are making travel a force for good.

I'm looking forward to working transparently with you all; customers, suppliers and friends, as we make good on this commitment. ”

*Ben Morison, Founder and CEO*





# Highlights 2024



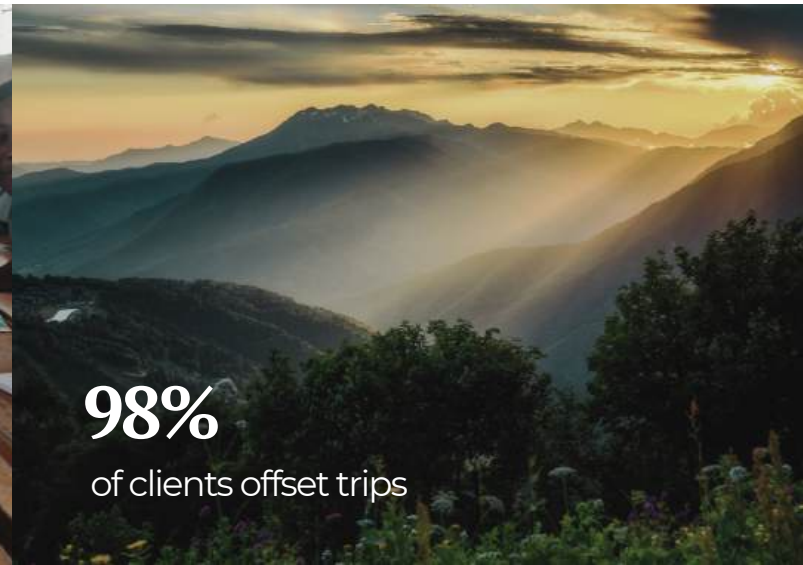
**\$50**

donated for every single  
traveller donated



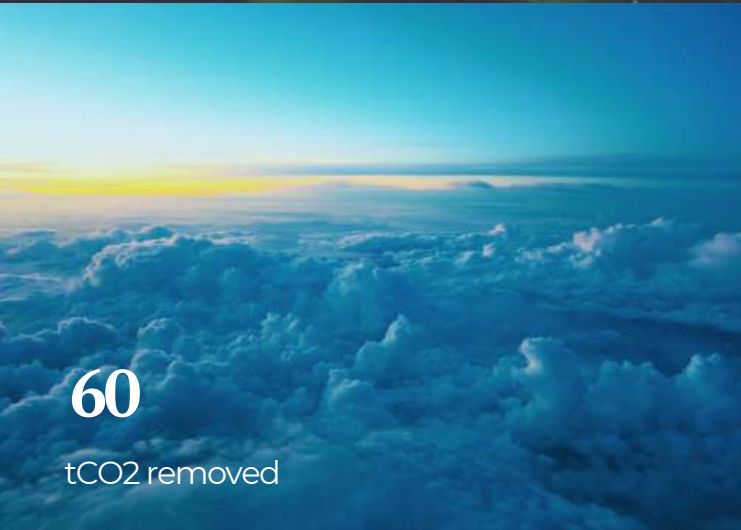
**£26,445**

raised for partner charities



**98%**

of clients offset trips



**60**

tCO2 removed



**2,454**

trees funded



**9**

clients and staff visits to  
our charity partners





# Charity partners

In 2023, we kicked off an exciting new initiative—donating \$50 for every traveller to one of our handpicked charity partners. What’s even better? These donations come straight from us, not an extra charge for our clients, so every trip makes a real difference.

We’ve chosen charities in destinations we’re passionate about and want to support. Right now, we work with three incredible partners, but our goal is to expand, ensuring that every country we visit benefits directly from these contributions.

Our focus is on empowering female education, and we’ve selected charities that our clients can actually visit, offering a chance to see firsthand the impact they’re making. It’s all about creating meaningful connections and making every journey count!



## CHARITY



Per traveller

\$50



new charities launched this year

2



contributed so far

£26,445



Goal: donate by end of 2028 approximately

\$250,000

# Play it Forward

Play it Forward was founded with a powerful mission: to use sports as a catalyst for social change and personal growth. Operating in Southern Zambia, the charity blends athletics with education, life skills workshops, and character-building activities to uplift young people and create lasting impact.

In our first partnership, we're supporting 20 girls with a passion for learning but limited resources. This partnership ensures these girls stay in school and progress to the next academic level, giving them a brighter future.



Client & staff visits

4



Donated

£15,884



Girls supported





20



# Our support

- 1 Improved school attendance and exam performance
- 2 Enhanced computer skills and basic coding knowledge, expanding their career opportunities
- 3 Boosted physical health

To achieve these goals, we've designed a multifaceted program, including:

-  **Homework and literacy clubs** twice a week to help the girls stay on top of their schoolwork
-  **Weekly digital skills training**, introducing them to coding and essential computer skills
-  **Girls' football training** twice a week, run by Play it Forward coaches to build confidence and teamwork
-  A **free, nutritious meal** provided at after-school activities to ensure the girls are well-nourished and energized



*This project is more than just education—it's about empowering these girls to dream bigger, achieve more, and shape their own futures.*





“ I got pregnant in grade 7 and stopped attending school for 2 years. When I went back to school, I also joined the homework clubs that helped me pass my grade 9 exams. I am now in grade 10 and still attending homework clubs. ”

Melinda (age 16)



# Leo Project



The Leo project believes that access to education and healthcare are universal human rights. The Leo Project recognises that birthplace, socioeconomic status, and gender often dictate one's ability to realize these rights.

In August 2023, The Caitlin O'Hara Community Health Clinic (the Health Clinic) opened its doors to the public, the Leo Projects largest health initiative to date. Run by a team of ten healthcare professionals, they deliver equitable, sustainable, and accessible health services to the community through holistic outpatient care and outreach programs. These include comprehensive primary care, nutrition, mental health, sexual and reproductive health, and maternal and child healthcare services. With a fully-equipped laboratory, pharmacy, point of care ultrasound, EKG, and ECG scan, the Health Clinic helps to fill many of the existing gaps within their catchment area of 500,000 people.

CHARITY



Total donated  
£9,694



12 months  
of ambulance operating  
costs



transfers to hospital  
345



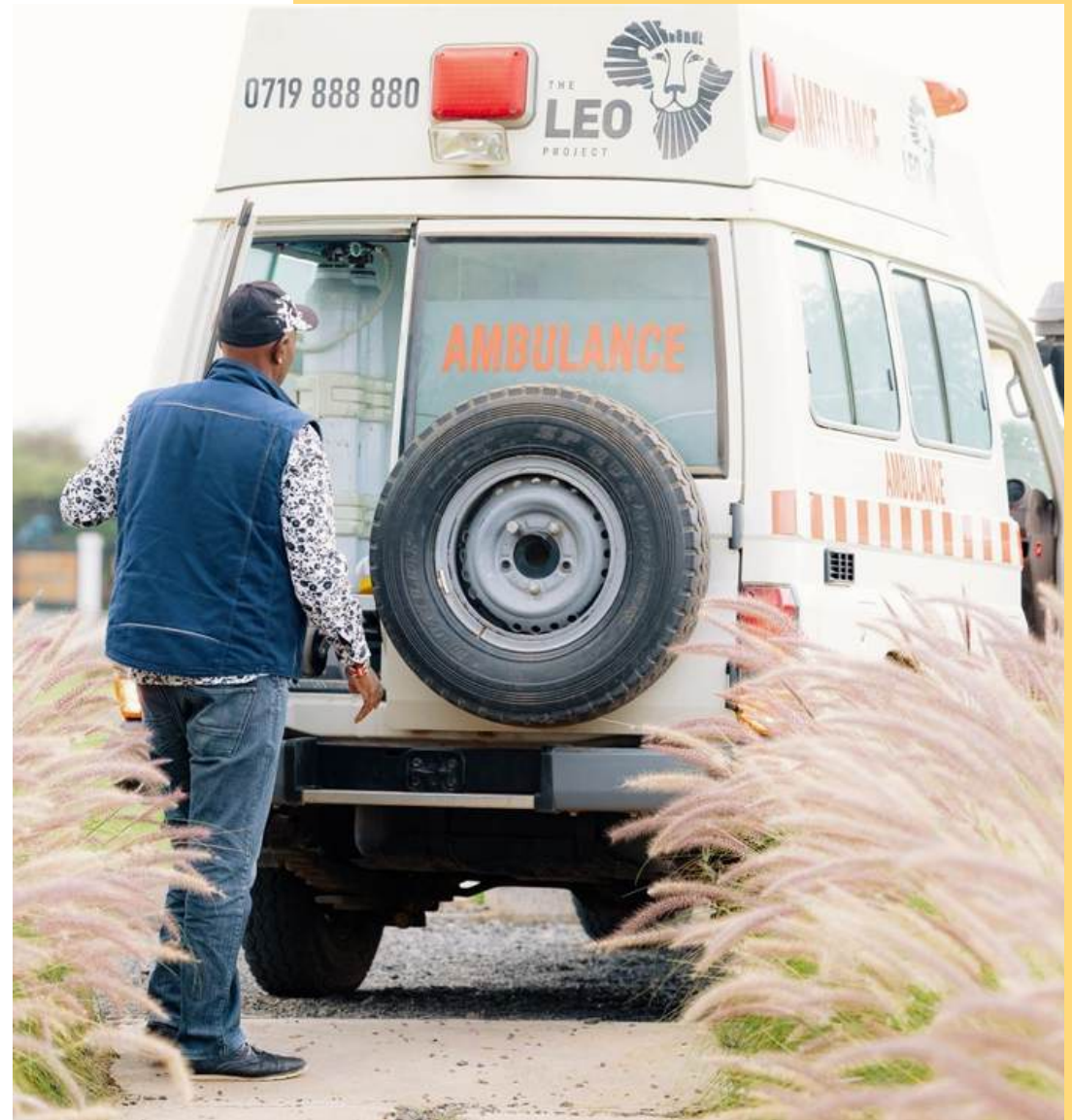
client visits  
2



# Our support

Female education is needed far beyond the school classroom and one area of focus is to promote safer childbirth options. Approximately 40-50% of the women who attend the Leo Project Antenatal Clinics give birth at home, with the majority of women being supported by a Traditional Birth Attendant (TBAs) as the closest hospital is over an hour away. The Leo Project provide training for TBA as well as the necessary equipment.

The Leo Project Ambulance has responded to a number of maternal and neonatal emergencies that have occurred during home births. One of which sadly resulted in a stillbirth.



# Amantani

**The Transitions:** Andean Youth Project was created to support school leavers in rural, Quechua-speaking communities in the Andes, helping them access and complete tertiary education.

**The Problem:**

In 2020, over 75% of Peru's workforce was employed in the informal sector, lacking legal protections, benefits, and earning less. Peru's education system also falls short, leaving many young people unprepared for tertiary education or quality employment. In Cusco, access to higher education is starkly unequal—43% of urban residents pursue it after secondary school, compared to just 10% in rural areas. Further education significantly boosts earning potential, with non-university graduates earning 30% more on average, and university grads earning more than double.



# Our support



## **The Scholarships Programme:**

Ensures students (18-25 years old) complete further education courses. Activities include financial scholarships, academic and psychosocial support, personal development workshops, social activities at our youth hub, and parental involvement through the parents' council and workshops.

## **The goal:**

Empower indigenous youth to secure decent jobs, break the cycle of poverty, and improve living standards in rural areas. Each year, the Transitions Project helps around 100 indigenous youth (ages 16-25) from high-inequality, rural communities near Cusco. These young people face financial and social barriers that prevent them from accessing further education.

CHARITY



Comitted support

\$4,423



Scholarship  
education for

3 students



Client visit

1

# Connecting clients and charities

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When selecting charity partners, we prioritise those located in areas our clients visit. This allows clients to engage directly with the charity, gaining a deeper understanding of their work. These interactions often lead to meaningful connections, benefiting both our clients and the charity, and frequently resulting in direct charitable partnerships.

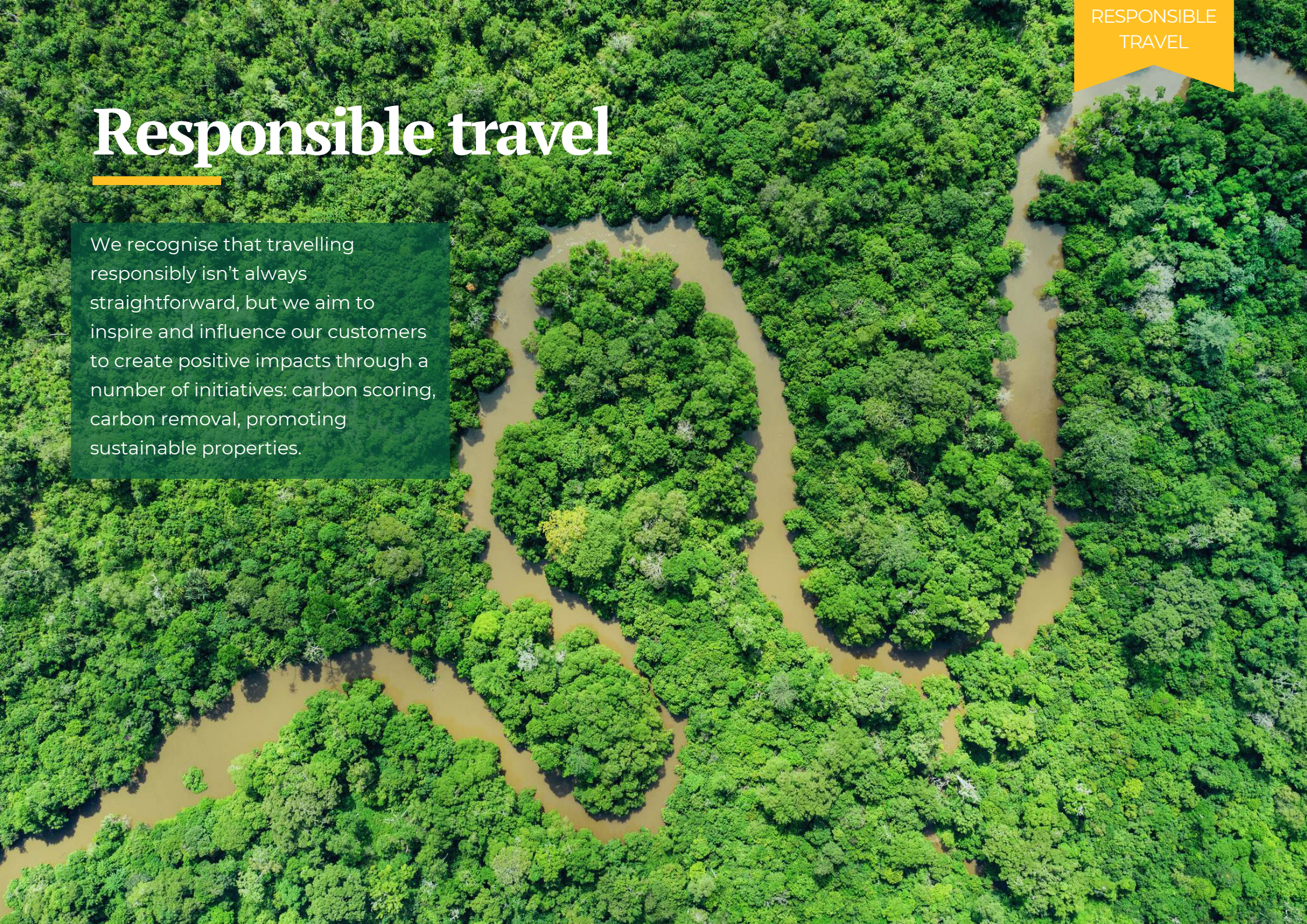
A great example of this is when one of our clients recently visited Cusco. During a walking tour with Marko from Amantani and a student from our project, they discussed some of the challenges they face and our client donated Microsoft licenses to cover student laptops during their studies.





# Responsible travel

We recognise that travelling responsibly isn't always straightforward, but we aim to inspire and influence our customers to create positive impacts through a number of initiatives: carbon scoring, carbon removal, promoting sustainable properties.





# Carbon

Our unique carbon-scoring system, created with ecollective, accurately measures the carbon impact of every aspect of our trips — from hotels to activities and transfers. This helps clients track and offset their environmental impact, with 98% already opting to remove carbon through our partnership with Ecologi.

In 2023, we began consistently measuring client carbon scores and set an ambitious goal to reduce them by 10% by 2027.

The projects funded through this initiative are making a real difference and where possible we focus on choosing projects which have an immediate impact on carbon removal, including:

- Protection of the Matavén Forest in eastern Colombia
- Repairing water boreholes in Eritrea
- Peatland restoration and conservation in Indonesia

We're committed to creating travel experiences that delight our clients whilst protecting the planet for future generations.



Clients offset trips

98%



Trees funded

2,454



Projects funded

15



tCO2e avoided

86.87



tCO2e removed

51



Reduce trip carbon scores by 2027

10%



# Championing sustainable options

We're passionate about supporting hotels that are making a real difference and creating trips that have less impact on our environment. On our site we promote:

- B-Corp certified hotels
- Eco-conscious properties (assessed using our carbon scoring methodology)
- Community-driven trips.
- Off-the-beaten-path collection





*Running 95% on solar energy, recycling water through an eco-wetland and growing most of their own vegetables – House in the Wild is a model of sustainability. House in the Wild have invested heavily in rewilding projects, reclaiming farmland back to wilderness areas meaning there is more space for wildlife to roam freely.*

**House in the Wild, Kenya**  
Member of The Long Run and leading sustainable property





# Wilder Guides

Sustainable travel publisher Wilder Guides have released their Kenya guidebook. Written by Kenya Experts Jan Fox, and Ben Morison our CEO, the Wilder Guidebook to Kenya showcases a country that is at the forefront of some of the most innovative ideas in the increasingly overlapping areas of conservation and tourism.

*“It’s a breath of fresh air: a guide focused on sustainability with conservation, communities and local culture at its heart, that is both highly readable and relevant for today’s travellers to Africa.”*

Sue Watt, Travel Journalist



# Our footprint



We've partnered with Ecologi to calculate and remove the carbon for our team both working at home and in the office ensuring our operations remain carbon neutral.



# Our team

We couldn't be prouder of our team, who consistently go above and beyond to give back to meaningful causes.

**Ben**, the Founder of Flipflop, was instrumental in creating the world's first dhow made entirely from recycled plastic, a project that has led to plastic bag bans in three African countries.

**Anna** travelled to Zambia to visit Play It Forward, deepening our support for 20 girls in education as part of our ongoing partnership.

**Matthew** is part of the Deep Blue Crew, helping raise £100,000 for Tusk, My Name '5 Doddie' Foundation, and the Clock Tower Foundation.

**Eliza** is involved in the Creative Network Mentoring program, helping individuals from disadvantaged backgrounds break into the creative industries,

**Anna and Ben** ran the Great North Run, raising vital funds for Carlisle Eden Carers.

These efforts reflect our team's unwavering dedication to creating a positive impact, both locally and globally.

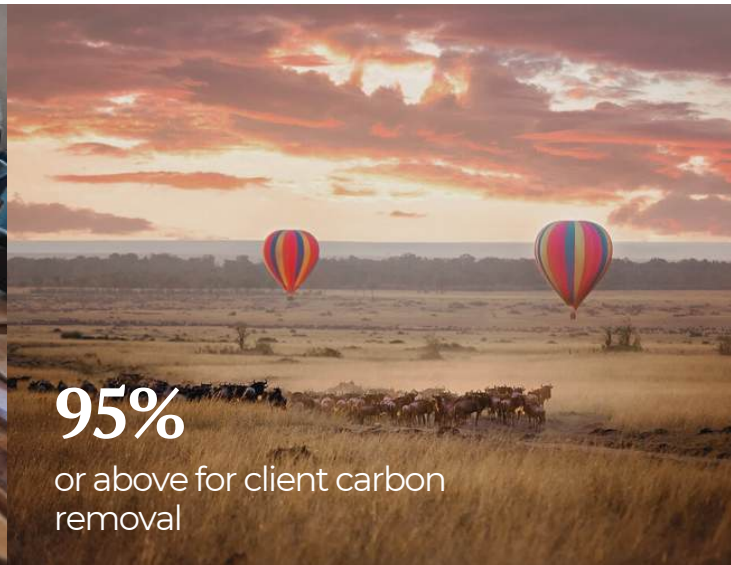




# Goals for 2025



**2**  
new charity partners



**95%**  
or above for client carbon  
removal



**\$35,000**  
donated to charity partners



**10%**  
reduce trip carbon scores by 2027



**15**  
clients and staff visits to  
our charity partners



**4,000**  
trees funded



# Message from our Sustainability Lead

“*As another year passes, Far and Wild has embarked on its most transformative journey yet. We are turning our ambitious visions for change into meaningful, tangible action.*

*Internally, we have devoted precious time ensure our company mission to redefine travel through sustainable exploration and exceptional customer experience is at the very heart of our organisation and every decision we make.*

*We are immensely grateful to our incredible clients—98% of whom support our carbon removal initiatives—and our dedicated partners making a real impact on the ground, and whilst we take pride in the progress we've made this year, our enthusiasm for our ambitious 2025 plans to advance our mission is even greater. ”*

Eliza Smyth, Marketing and Sustainability Manager







# Thank you

Making every holiday special.  
Making travel a force for good.