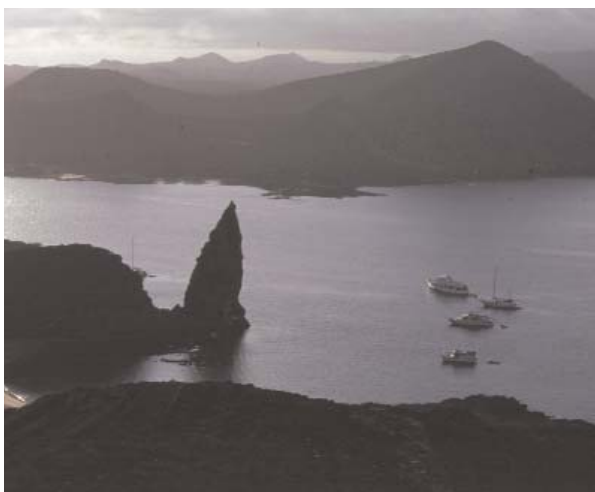


SELL CERTIFIED TO THE GALAPAGOS! PROTECT THE SEA LIONS, SEALS AND BLUE-FOOTED BOOBIES THAT CALL THE ISLANDS HOME

No creatures on Earth prompt more wide-eyed wonder than those that swim, climb and sun among the Galapagos. As travel to the world's most awe-inspiring archipelago increases, forward-thinking agents are responding to their clients sense of social and environmental responsibility and selling tours stamped with the SmartVoyager seal of approval. SmartVoyager, a program of the Rainforest Alliance, ensures that tour boats in the Galapagos Islands minimize their environmental and social impacts by awarding "certified" operators a seal of approval. Only operators that meet the program's strict conservation standards for protecting the environment, wildlife and the well-being of workers and local communities may use the SmartVoyager label in marketing their services. Support the environment; sell certified.

WHY SELL CERTIFIED? Because certification...

- Improves the quality of life for local residents.
- Reduces the ecological impacts of tourism.
- Responds to savvy travelers' demands for trips that contribute to conservation and cultures.
- Offers travelers the chance to help people and wildlife while visiting natural treasures.



By selling SmartVoyager certified tours, you are...

... helping to support environmental conservation and alleviate poverty. Standards for the maintenance and operation of tour boats were established by a team of scientists, conservation

experts and tour boat operators and cover the operation and maintenance of boats, pollution and the health and well-being of workers and local communities.

... accessing the fastest growing sector of the industry. Nature tourism has the potential to generate income while creating incentives for conservation.



... improving your public image. While ecotourism has been the fastest-growing segment of the tourism market, the number of operators who are superficially "greening" their image is also increasing unchecked. The SmartVoyager seal of approval is a guarantee that an operator is complying with a rigorous set of environmental and social standards.



... investing in the future. As a travel professional, the protection of the world's natural and cultural resources is in your best interest.

WHY SMARTVOYAGER?

Tourism is now the world's largest industry, and while it can lead to problems such as waste, habitat destruction and the displacement of local residents and wildlife, the Rainforest Alliance recognizes that properly managed tourism can contribute to conservation, sustainable development and the alleviation of poverty.



For Tour Operators

As one of the world's leading conservation organizations working to develop and promote economically viable and socially desirable alternatives to the destruction of natural resources, the Rainforest Alliance helped to develop SmartVoyager. After pioneering progressive forestry management in 1989, the Rainforest Alliance's SmartWood program became the world's most extensive in forestry certification. Today, the Alliance is also internationally recognized for its certification of sustainably grown coffee, chocolate, citrus and flowers, as well as tour boats in the Galapagos. As the driving force behind the creation of the Sustainable Tourism Stewardship Council – a proposed international governing body that would develop standards and criteria for tourism certification, while ensuring that certifiers adhere to the guidelines – the Rainforest Alliance is quickly becoming synonymous with sustainable tourism.

SmartVoyager Certification Principles

SmartVoyager's certification standards are organized into twelve principles:

Company Policy

The Company must have a management policy that includes compliance with national legislation and international agreements as well as SmartVoyager standards.

Conservation of Natural Ecosystems

The tourist operation must support and promote conservation of the Galapagos National Park and the Marine Reserve.

Lowering the Risk of Introduction and Dispersal of Exotic Species

The tourist operation must prevent the introduction of species from the continent to the islands and the dispersal of species between islands.

Just and Proper Treatment of Workers

The tourist operation must elevate the socioeconomic welfare and quality of life of workers and their families.

Employee Training

All personnel involved with the tourist operation must receive environmental education and training.

Community Relations and Local Welfare

The company must make a commitment to the welfare and socioeconomic development of the Galapagos Islands community.

Strict Control of Use, Supply and Storage of Materials

Boat operators must plan and control the consumption, supply and storage of materials, taking into consideration the well-being of tourists, workers, local communities and the conservation of natural ecosystems.

Integrated Waste Management

Boats must follow a waste-management plan, including the reduction, reuse, recycling and adequate final treatment of disposal of all wastes.

Commitment on the Part of the Tourist

Tourists must be guided in their involvement in protecting natural resources and local cultures, tread lightly and collaborate with the island conservation programs.

Safety

The SmartVoyager program does not guarantee safety, but certified boats must adhere to international safety standards and have all the appropriate licenses and approvals.

Planning and Monitoring

Tourism operations must be planned, monitored and evaluated, taking into consideration technical, economic, social and environmental factors.

SmartVoyager is a joint program of Conservación y Desarrollo (CyD) – an Ecuadorian nonprofit group – and the New York-based Rainforest Alliance.



Contacts: Ronald Sanabria, Rainforest Alliance, Apdo. 11029-1000, San José, Costa Rica
Tel/Fax: (506) 248-1170, (506) 248-1268 smartvoyager@ra.org www.rainforest-alliance.org
Alfredo Dueñas, Conservación y Desarrollo, Apdo 1716-1855, Quito, Ecuador
Tel: (593) 2-224-3183 Fax: (593) 2-246-9089 ccd@ccd.org.ec
Rainforest Alliance, 665 Broadway, Suite 500, New York, NY 10012-2331 www.rainforest-alliance.org
Tel: 212/677-1900 Fax: 212/677-2187 canopy@ra.org