

BRAZIL BIRDING
EXPERTS

PUBLIC POLICY ON SUSTAINABILITY



1. Institutional Statement

Brazil Birding Experts (BBE) is a Brazilian company specialized in birding and wildlife tourism, operating across multiple Brazilian biomes. Our activities are grounded in biological expertise, extensive field experience, and long-term partnerships with local communities.

This Policy establishes BBE's public commitments to sustainability, regenerative tourism, diversity, equity and inclusion. It reflects practices already embedded in our daily operations and serves as a guiding framework for our future development, partnerships and investments.

We believe that well-designed nature tourism can generate lasting environmental, social and economic value, while actively contributing to the conservation of Brazil's biodiversity.

2. Core Principles



BBE believes that nature-based tourism should:

- Contribute directly to biodiversity conservation
- Generate measurable positive social and economic impact
- Promote fair, respectful and transparent relationships
- Remain economically viable and resilient in the long term

For BBE, sustainability is not a label or a one-time initiative. It is a continuous process, embedded in decision-making, field practices and institutional governance.

3. Environmental Sustainability and Regenerative Practices



BBE commits to operating under environmental standards that prioritize conservation, responsibility and long-term regeneration.

- operating with small groups, respecting the carrying capacity of natural areas
- adopting ethical wildlife observation protocols, including the responsible use of playback
- minimizing disturbance to species and habitats
- promoting environmental awareness through guided interpretation

Scientific Contribution and Monitoring

All BBE expeditions systematically integrate field observations into global scientific databases such as eBird and GBIF, ensuring that our presence generates high-quality data that supports research, biodiversity monitoring and conservation planning.

We understand that conservation is built through consistent, daily decisions.

4. Social Sustainability and Economic Equity

BBE operates through a decentralized and locally rooted supply chain, working with a broad network of guides, drivers, accommodations and service providers.

We are committed to:

- building long-term, trust-based relationships with local partners
- ensuring fair, transparent and timely compensation
- valuing local and traditional knowledge
- maximizing the retention of tourism-generated revenue within destination communities

Our operational model seeks to strengthen local economies, particularly in remote and biodiversity-rich regions.





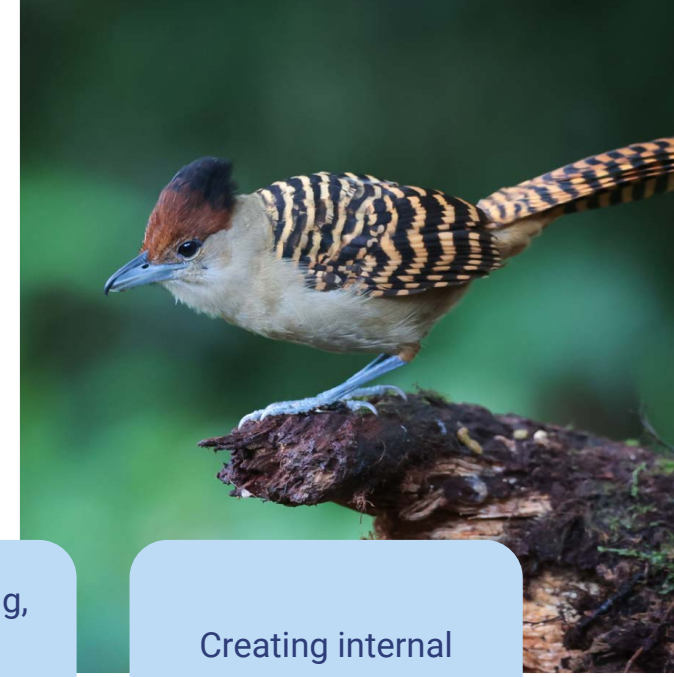
5. Diversity, Equity and Inclusion (DEI)

BBE recognizes that diversity strengthens teams, enriches experiences and improves decision-making.

We commit to:

- fostering a safe, respectful and inclusive work environment
- valuing people from different regional, cultural and social backgrounds
- maintaining merit-based, non-discriminatory recruitment and professional development practices
- respecting differences related to ethnicity, gender, sexual orientation, age, beliefs and cultural identity

BBE does not tolerate discrimination or harassment of any kind.



6. Gender Equity and Professional Development

BBE acknowledges the historical gender imbalance within the nature tourism and birding sectors. We are committed to:

- Promoting equal opportunities for women
- Supporting training, mentorship and professional development pathways for female guides and leaders
- Creating internal spaces for dialogue, listening and mutual support

These actions form part of a long-term strategy to increase female representation and leadership within our operations.

7. Ethics, Compliance, Governance and Global Alignment

BBE operates under a public Code of Ethics and Conduct, prioritizing transparency, accountability and integrity in all its relationships.

We maintain an honest and responsible dialogue with our global clientele regarding field realities, operational limitations and the inherent unpredictability of nature.

Alignment with the United Nations Sustainable Development Goals (SDGs).

BBE's practices directly contribute to:



These contributions are embedded in our operational model, supplier relationships, conservation practices and long-term vision.

8. Impact Monitoring and Continuous Improvement

BBE monitors its environmental and social impacts through internal operational tracking, partner feedback, and periodic reviews of field practices.

This monitoring approach allows us to identify opportunities for improvement, strengthen accountability, and ensure alignment between institutional commitments and real-world operations.



9. Governance and Policy Development

This Policy applies to all BBE team members, partners and collaborators.

It is a living document that will be:

- reviewed periodically
- updated based on field experience and stakeholder dialogue
- adapted as the company evolves and scales its operations.

10. Final Considerations and Future Commitments

Brazil Birding Experts believes that high-quality, responsibly managed tourism can be a powerful engine for conservation, social inclusion and regional development.

Looking ahead, BBE is committed to strengthening impact monitoring frameworks, expanding training initiatives, and deepening partnerships that support regenerative tourism and biodiversity conservation.

We remain committed to evolving with responsibility, coherence and respect, building long-term partnerships aligned with this vision.

