

2024/2025



COMPANY  
*Tamana*

# SUSTAINABILITY REPORT



**LET'S**

**MAKE A**

**ON**

**AND**

**POSITIVE IMPACT**

**THE ENVIRONMENT**

**THE COMMUNITY**

# OVERVIEW

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## EXECUTIVE SUMMARY

At TAMANA, sustainability is not a trend—it's a commitment woven into our identity as a Malagasy tour operator. This report reflects our journey in 2024-2025 to deepen that commitment through local empowerment, environmental stewardship, and responsible sourcing.

Key achievements include:

- 100% Malagasy staff, with over **160 hours of training** delivered across Antananarivo, Diego, and Fianarantsoa
- Integration of **community-based excursions**, such as the Betsileo Encounter Day and Silk Weaving Workshop, supporting cultural preservation and local livelihoods
- **63% of procurement sourced from Malagasy suppliers**, with sustainability assessments conducted for 85% of partners
- Reforestation efforts sequestering **6.7 tons of CO<sub>2</sub>**, and **elimination of 13,500 plastic bottles** through refillable systems
- Recognition through the **ATTA® Eco-Innovation Award** and **Travelife Partner certification**

We also acknowledge areas for growth, including gender inclusion in guiding roles and sourcing limitations in remote areas. This report is both a reflection and a roadmap—grounded in transparency, driven by purpose, and shaped by the communities we serve





# INTRODUCTION

## Tamana's sustainable journey

Founded in 2007, TAMANA has always believed that tourism should benefit the places and people it touches. From our earliest days, we've prioritized local hiring, cultural immersion, and respectful travel practices. In 2024, we formalized this commitment by launching our CSR department, aligning our operations with global sustainability standards and local realities.

Our approach is guided by three principles:

- **Empowerment:** Investing in Malagasy talent and community partnerships
- **Transparency:** Reporting achievements and limitations with honesty
- **Regeneration:** Minimizing harm and maximizing positive impact on ecosystems and livelihoods

This report is the first of its kind for TAMANA—a foundation we will build upon year after year. It reflects not only what we've done, but how we think, act, and aspire to grow.





## Message from our Chief Sustainability Officer, Ando Rabejaina

In 2024, TAMÀNA took its first real steps toward responsible tourism. This wasn't a sudden decision—it was the quiet continuation of something we had felt twelve years earlier, when we first aspired to become Travelife certified. But without a dedicated sustainability manager or the right tools, that aspiration remained just a dream.

From 2014, I worked for eight years as a group manager, always carrying a quiet concern for the environment. I cared deeply, but I didn't yet know how to turn that care into action. During the Covid period, I paused and asked myself: is caring enough? The answer was no.

So in 2021, I went back to school and enrolled in a Master's program in Sustainable Business Management. After two years of learning, doubt, and growth, I stepped into a new role as Chief Sustainability Officer on April 1, 2024, and created TAMÀNA's first-ever CSR department.

We started from zero. No drafted department. No roadmap. Just conviction.

The creation of our CSR department wasn't just a professional milestone; it was the result of a personal transformation. A seed planted quietly, now growing into something collective, rooted in care, clarity, and shared responsibility.

This report reflects our first year of building that vision. It's not perfect, and it's not finished. But it's honest. It's ours. And it's a foundation we will continue to strengthen together.





## ABOUT TAMÀNA

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TAMÀNA isn't just a name—it's a feeling. In Malagasy, it means “to feel at home.” And that's exactly what we offer: travel that welcomes, connects, and uplifts.

Founded in 2007 by Laurence Duband Schaffner, our CEO, TAMÀNA began with a simple idea—that tourism should benefit the places and people it touches. We've grown from a small team into a trusted partner for travelers seeking meaningful experiences across Madagascar.

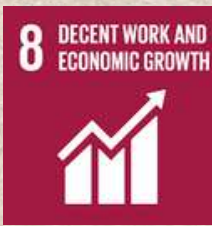
In 2024, we created our first-ever CSR department, led by a newly appointed Chief Sustainability Officer. It was a turning point—not just organizationally, but culturally. We began building a structured sustainability strategy rooted in care, clarity, and shared responsibility.

Today, TAMÀNA is more than a tour operator. We are a community of guides, hosts, artisans, and changemakers working together to make travel a force for regeneration.

This is our story so far. And we're just getting started.



# SOCIAL IMPACT



## 1

### A team rooted in Madagascar

TAMÀNA is proudly built by Malagasy hands and hearts. Our entire staff—guides, drivers, coordinators, and managers—are Malagasy, bringing local expertise and cultural authenticity to every experience we offer.

The only exception is our founder and CEO, Laurence Duband Schaffner, a French woman who has lived in Madagascar for over 29 years. Her deep respect for Malagasy culture and commitment to local empowerment have shaped TAMÀNA's identity from the very beginning. She is not just a leader—she is part of the fabric of this place.

Together, we form a team that is locally grounded, globally aware, and united by a shared purpose: to make travel a force for connection and regeneration.

## 2

### Gender inclusion : progress in the office, challenges in the field

Gender equity is a core value at TAMÀNA, but we recognize that inclusion varies across roles. By 2025:

- 17 out of 22 members of the office team are women, holding key positions.
- In contrast, only 2 out of 30 guides are women, reflecting cultural norms and safety concerns.
- We respect the hesitations of women to pursue these roles. Instead of forcing change, we are creating favorable conditions through inclusive recruitment, mentorship, and dialogue. Our goal is to ensure that women feel safe, supported, and valued in their contributions.

## 3

### Staff Training & Development

Aligned with SDG 4: Quality Education | SDG 8: Decent Work and Economic Growth | SDG 5: Gender Equality | SDG 3: Good Health and Well-being

In early 2025, TAMÀNA delivered over **160 hours of training** across Antananarivo, Diego, and for our tour leaders based in Fianarantsoa.

These sessions were designed to strengthen both technical skills and cultural sensitivity, covering:

- Sustainable tourism principles
  - Guest experience and safety
  - Internal rules and eco-gestures
  - Inclusion and respectful communication
  - First-aid, in partnership with the Malagasy Red Cross
- Training was tailored to each role—whether guide, drivers, or office staff—reinforcing our long-term commitment to capacity building and professional growth





# SOCIAL IMPACT



## 4 Community-based Excursions

At TAMÀNA, we believe that travel should be a dialogue—not a transaction. Our community-based excursions invite guests to step into the rhythms of Malagasy life, guided by those who live it.

### Betsileo Encounter Day

This full-day walking experience leads guests through Betsileo villages, winding across rice paddies and cultivated fields. Along the way, travelers witness everyday life—farming, cooking, and community rituals—and share a locally prepared meal in a family home. It’s not just a tour; it’s an invitation to understand the Betsileo way of life through lived experience. In 2024, **354 guests** participated in this experience, contributing directly to host family incomes and cultural exchange.

### Silk Weaving Worskop in Sandrandahy

Led by women artisans, this hands-on excursion introduces guests to traditional silk weaving techniques. After the workshop, guests enjoy a locally prepared lunch with host families. The experience supports traditional craftsmanship and women’s economic empowerment, while offering a warm, personal connection to village life. In 2024, we organized **41 workshops with 331 guests**, each creating income opportunities for local women and fostering appreciation for artisanal heritage.

### Historic Walking Tour of Antananarivo

This walking tour is led by **Helihanta Rajaonarison**, a respected Malagasy historian and educator. As director of the History Department at the University of Antananarivo and cofounder of the **Photography Museum**, she brings deep cultural insight and storytelling to every step of the journey. Her work ensures that guests experience Antananarivo not just as a city, but as a living archive of Malagasy identity. In 2024, 231 guests joined the tour, contributing to urban old city heritage preservation.

**Each experience is designed to be immersive, respectful, and regenerative—ensuring that tourism contributes meaningfully to the communities it touches.**





# RESPONSIBLE PURCHASING



At TAMÀNA, every purchase is a reflection of our values. Guided by Travelife standards and our internal commitments, we prioritize local sourcing, waste reduction, and transparency—even when faced with logistical constraints.



## Local & Ethical Sourcing

- Food, gifts, and office supplies are sourced from Malagasy producers whenever possible
- Staples like tea, coffee, and sugar are selected for their local origin and responsible production
- Staff are encouraged to reuse bags and avoid single-use packaging during purchases
- Guest Welcome Kits



## Eco-Gestures in Daily Operations

- Replacement of 13,500 disposable 1.5L bottles with **700 reusable 20L jars**, reducing plastic waste.
- Paper reduction: monthly quotas, double-sided printing, and reuse of drafts.
- In September 2025, **50 kg of paper waste was collected** for recycling into new items like business cards and packaging.
- Transparency and Continuous Improvement.



# Environmental impact

TAMÀNA’s environmental strategy focuses on reducing emissions, managing waste responsibly, and restoring ecosystems through community-based reforestation. Our actions are guided by Travelife standards and rooted in local partnerships.



## Reforestation with Bôndy

Since August 2024, TAMÀNA has partnered with Bôndy International to plant one tree for every traveler welcomed. This agroforestry initiative contributes to SDG 13 and SDG 15 by sequestering carbon, restoring biodiversity, and supporting local livelihoods.

Key results (as of september 2025)

### Analamanga Region

- 500 trees planted across 0.8 hectares
- 4 native species introduced
- Estimated 4.5 tons of CO<sub>2</sub> sequestered over 5 years
- 1 farmer directly supported, 5 indirect beneficiaries

30 TAMÀNA staff mobilized

### Boeny Region

- 500 trees planted across 0.25 hectares
- 2 native species introduced
- Estimated 2.2 tons of CO<sub>2</sub> sequestered over 5 years
- 10 direct beneficiaries, 50 indirect beneficiaries
- 7 long-term jobs supported (technicians and forest guardians)



## Responsible Water & Waste Management

### Low-Emission Travel Choices

- Preference for public transport and carpooling in staff commutes
- Eco-driving training for drivers
- Prioritization of itineraries with minimal domestic flights These efforts support SDG 13 (Climate Action) by reducing transport-related emissions
- For details on water and waste reduction—including our bottle replacement system and paper recycling—see the Responsible Purchasing section.



# Governance & Transparency

At TAMÀNA, sustainability is not a side project—it’s embedded in how we govern, decide, and communicate. Our internal rules, staff engagement, and external partnerships ensure that our values translate into daily practice

## Internal Sustainability Rules

- Plastic-free office policy: Single-use bottles replaced by reusable 20L jars
- Paper quotas and double-sided printing: 200 sheets/month for accounting, 100 for other staff
- Supplier selection criteria: Preference for local, ethical, and low-impact sourcing
- Waste tracking and recycling: approx. 50 kg of paper collected for reuse by Gasy Paper Point

## Staff involvement & Ownership

- Sustainability is a shared responsibility: staff contribute to shaping rules and refining practices
- Training sessions include sustainability principles, respectful communication, and first aid
- Internal presentations (like the 2025 staff briefing) reinforce transparency and collective progress

Nest steps include :

- Finalizing the supplier mapping process across all regions
- Defining sustainability criteria for supplier classification
- Integrating supplier data into future reporting cycles
- Engaging suppliers in dialogue around shared sustainability goals

## Reporting & Transparency

- TAMÀNA’s first sustainability report (2024-2025) highlights achievements and limitations.
- Data sources include Travelife dashboards, staff input, and operational records.
- The report addresses progress and areas for growth, notably in gender inclusion and local sourcing in remote areas.
- Supplier traceability remains a work in progress, especially for accommodation and excursion partners. Improvements in visibility and accountability across the supply chain are underway.



## CLOSING MESSAGE

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This report is not the end of a journey—it's a snapshot of one in motion. At TAMÀNA, we believe that sustainability is built through daily choices, honest reflection, and shared responsibility. The numbers and stories in these pages represent real people, real progress, and real challenges.

We are proud of what we've achieved: reducing plastic waste, planting trees, empowering women, and welcoming travelers into meaningful cultural exchanges. We are equally committed to what comes next: improving supplier traceability, deepening gender inclusion, and strengthening our internal systems.

Sustainability is not perfection—it's participation. And we are grateful to every staff member, partner, and guest who has chosen to participate with us.

Together, we'll keep building a tourism model rooted in care, clarity, and impact.

The Tamàna Team

