

SUSTAINABILITY REPORT - 2026

Valentin Investment Co (Msa) Ltd
Travelife Certified



Company data

Valentin Investment Co (Msa) Ltd
Kwa Shibu Road
81933 80100 Mombasa
www.lofty-tours.com
lofty@lofty-tours.com

Tourist volume

1 - 250

Number of employees

5 - 25

Type of tourism

Sun and Beach tourism, City trips, Culture, history and art, Round tours, Nature/Wildlife

Special target groups

Young people, Youth and students, Singles, Disabled, Seniors, Families with children, Business people

Destinations offered

East Africa

Sustainability coordinator

Vrushti Patel
lofty@lofty-tours.com

Mission Statement

To create a sustainable environment, where our clients will meet the locals in their authentic environment and will be explained their way of living and leave a positive footprint behind.

Our certification

Valentin Investment Co (Msa) Ltd is proud to be Travelife Certified, an internationally recognized sustainability certification for tour operators.

The Travelife Certified award is a recognition of our excellence towards social and environmental sustainability. We comply with more than 200 criteria related to sustainability management, office operations, working with suppliers, and customer communication.

Travelife is a three-stage certification program for tour operators and travel agents: (1) Travelife Engaged; (2) Travelife Partner; and (3) Travelife Certified.

We are at the final stage – Travelife Certified.

Key Sustainability Highlights

Environmental Conservation & Tree Planting

- 100 trees planted at Voi Safari Lodge in May 2024.
- 34 trees planted together with our clients in November 2025.
- Support for the planting of approximately 60 trees through the KATO initiative in Nairobi National Park.
- Participation in mangrove planting activities along the Kenyan coast in September 2025.
- 32 trees planted on 4th May 2026 at Voi Safari Lodge

Energy Efficiency

- More than 90% of office lighting consists of energy-efficient LED bulbs.
- Staff follow a strict switch-off policy for lights, computers, printers and scanners when not in use.
- Preference is given to energy-efficient equipment when purchasing new office technology.
- Natural ventilation and fans are used instead of air conditioning whenever possible to reduce electricity consumption

Employee Wellbeing & Fair Employment

- 100% of employees receive formal employment contracts.
- Compliance with Kenyan labour laws and minimum wage requirements.
- Medical cover through the Social Health Insurance Fund (SHIF/SHA).
- Public liability and employer liability insurance coverage.
- Paid annual leave, maternity leave, paternity leave and sick leave.
- Equal opportunity employment practices and non-discrimination policies.
- Flexible working arrangements where operationally possible.

Key Sustainability Highlights

Digital Operations & Paper Reduction

- Service vouchers, invoices and client documents are primarily issued electronically.
- Internal communication is largely digital.(via email)
- Double-sided printing is used whenever printing is necessary.
- Marketing activities increasingly rely on digital platforms instead of printed brochures.
- Since 2023, most promotional activities have shifted to online channels, reducing printed material requirements.

Waste Reduction & Plastic Reduction

- Reduction of single-use plastics through reusable alternatives.
- Provision of reusable glass water bottles during safaris.
- Use of reusable bags and refillable water systems.
- Bulk purchasing to reduce packaging waste.
- Reuse and recycling of materials whenever possible.
- Responsible disposal of waste through count waste collection systems.

Supporting Local Communities & Businesses

- Purchasing office supplies and operational materials from local businesses.
- Prioritising locally produced products whenever possible.
- Offering locally crafted souvenirs such as soapstone carvings and Maasai products.
- Supporting local suppliers and service providers throughout our operations.
- Encouraging authentic Kenyan cultural experiences that directly benefit local communities.
- Donations to the needy done annually

Key Sustainability Highlights

Staff Training & Development

- Sustainability awareness training for staff.
- First aid and health & safety training through recognised institutions.
- Participation in tourism and destination training programmes.
- Access to professional development opportunities and online learning platforms.

Responsible Business Practices

- Full compliance with Kenyan legal, labour and environmental regulations.
- Anti-corruption and anti-bribery policies.
- Ethical supplier engagement.
- Child protection and human rights principles.
- Transparent business operations and stakeholder engagement.
- Regular sustainability monitoring and reporting through Travelife certification requirements.

Future Outlook

We remain committed to continuously improving our sustainability performance by reducing our environmental footprint, strengthening community partnerships, supporting conservation efforts, and promoting responsible travel throughout our operations.

Sustainability Certificate

Travelife
CERTIFIED
Excellence in sustainability

This is to certify that

Valentin Investment Co (Msa) Ltd

is in compliance with the Travelife Certified standard for travel companies (version 2017). The Travelife standard has integrated the EMAS III environmental management and tourism sector specific requirements, the ISO 26000 Social Responsibility guidance and themes, the Global Reporting Initiative Tour operator sector supplement, the OECD Guidelines for Multinational Enterprises and the Global Sustainable Tourism Council (GSTC) Industry Criteria.
All management and performance requirements are met and exceeded to earn the title of

Travelife Certified

Date of first certification:	26 May, 2026	A.H.H. Kusters
Valid from:	26 May, 2026	Travelife for Tour Operators
Valid until:	26 May, 2028	Manager
Certificate number:	KE0157	
Website:	www.travelife.info	



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