



# COMMITMENT EL CARDÓN

SUSTAINABLE DEVELOPMENT GOALS (SDG)

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## El Cardón NatuExperience







### Indicators and definition of internal SDG targets

In 2015, the United Nations (UN) adopted the 2030 Agenda for Sustainable Development. The Agenda has 17 Sustainable Development Goals, ranging from education and women's equality to climate change and the design of more sustainable cities.

El Cardón, through its corporate social responsibility policy, aims to be a sustainable company that actively and voluntarily contributes to the social, economic and environmental improvement of its immediate surroundings, the island of Tenerife and the planet in general.

We want to evolve as a company by working towards the fulfilment of the SDGs. Thus, and within the scope of what a company like us can do, we seek to promote the welfare of society and our environment with various actions







GENERAL CONTRIBUTION OF OUR COMPANY TO THE SDG	
	<b>GOAL 2. Zero Hunger.</b>
We contribute to stimulating agricultural and livestock productivity by promoting the production, use and sale of local products.	
	<b>GOAL 3. Ensure healthy lives and promote well-being for all at all ages.</b>
At El Cardón we promote healthy lifestyle habits with our experiences, from nature trails to the consumption of local gastronomy, ensuring the development, promotion and prioritisation of healthy tourism products and activities.	
	<b>GOAL 5. Achieve gender equality and empower all women and girls.</b>
At El Cardón we promote work situations in conditions of gender equality, guaranteeing the same opportunities and rights to both men and women.	
	<b>GOAL 6. Ensure access to water and sanitation for all.</b>
<p>Our team is strongly aware of the correct and efficient use of water. In addition, during the different activities we raise awareness among our participants about saving water and the importance of caring for water resources.</p> <p>We also participate in and develop awareness campaigns for school children and the general public on the efficient use of water and how we can reduce our water footprint.</p>	
	<b>GOAL 7. Ensure access to affordable, reliable, sustainable and modern energy.</b>
<p>Energy accounts for 60% of all global greenhouse gas emissions, which is why our company is strongly committed to saving energy.</p> <p>On the other hand, we do our utmost to reduce our ecological footprint from transport, so wherever possible we choose to consume local products, thus reducing our travel.</p>	
	<b>GOAL 8. Promote inclusive and sustainable economic growth, employment and decent work for all.</b>
<p>We actively participate in the training of new professionals related to the sector, providing facilities for them to carry out the practical part of their studies with us.</p> <p>On the other hand, we produce most of our advertising materials with the Isla Baja Occupational Centre, a local entity with an important social purpose, the integration of people with disabilities.</p> <p>Finally, we respect labour rights, with decent working conditions that favour the human and professional development of our workers.</p>	







	<b>GOAL 11. Make cities inclusive, safe, resilient and sustainable.</b>
<p>At El Cardón we contribute to disseminating the cultural, heritage and natural values of our territory as an added value to the visitor's tourist experience, making them aware of the importance of respecting, caring for and preserving them.</p> <p>One of our objectives is to transmit through initiatives and projects related to tourism, local knowledge related to traditions and cultural heritage</p>	
	<b>GOAL 12. Ensure sustainable consumption and production patterns.</b>
<p>We promote sustainable consumption and production practices through the enhancement of the value of local products and services, supporting the circular economy throughout the value chain.</p> <p>On the other hand, we contribute to minimising the generation of waste and encourage the collection of any rubbish found during all our experiences.</p>	
	<b>GOAL 13. Take urgent action to combat climate change and its impacts.</b>
<p>We promote sustainable mobility, encouraging the use of public transport and alternative mobility systems with zero or low emissions, such as bicycles.</p> <p>On the other hand, in the company's activities, we use natural resources and raw materials efficiently, using recycled materials, promoting reuse, reducing and recovering waste.</p>	
	<b>GOAL 14. Conserve and sustainably use the oceans, seas and marine resources.</b>
<p>At El Cardón we are aware that the activities and products offered in the marine environment, such as whale watching or other aquatic activities, can have a negative impact on the marine environment, so we are very careful when carrying out these activities, relying on professionals in the sector who are aware of the protection of the marine environment.</p>	
	<b>GOAL 15. Sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.</b>
<p>At El Cardón our main social objective is the conservation of Tenerife's natural and cultural heritage. We develop sustainable tourism activities and services that promote the respectful use of the natural heritage and transmit the values of the destination and its identity through the tourist experience.</p>	
	<b>GOAL 17. Revitalize the global partnership for sustainable development.</b>
<p>Our company is involved in different networks and projects on sustainable tourism, such as the Charter for Environmental Sustainability. We also develop cooperation initiatives with academic institutions and other entities, whether public or private agreements, to promote innovation in the sustainable development of tourism in all areas. El Cardón is also a member of the association of entrepreneurs and professionals for the sustainability of the lower island.</p>	






## Tourism experiences of the company where the SDGs are implemented






SEA KAYAKING PUNTA DE TENO	
<p><b>SDG 3.</b> We promote a healthy lifestyle through this activity, combating sedentary lifestyles.</p> <p><b>SDG 13.</b> This is an activity with a very low ecological footprint in which no waste is generated. The little waste that may result from this activity is collected selectively.</p> <p><b>SDG 14.</b> We do not exert any kind of impact on the marine environment with this activity, respecting it at all times.</p> <p><b>SDG 15.</b> We promote the respectful use of the natural heritage and transmit the values of the destination and its identity through this experience.</p>	   




WHALE WATCHING	
<p><b>SDG 14.</b> We implement business practices that avoid or reduce as far as possible the pollution and overexploitation of oceans and seas, being respectful at all times with the marine environment. We also comply with all current regulations regarding the protection of the marine environment.</p> <p><b>SDG 15.</b> We promote the respectful use of the natural heritage and transmit the values of the destination and its identity through this experience.</p>	 

BOAT TRIPS PUNTA DE TENO	
<p><b>SDG 14.</b> We implement business practices that avoid or reduce as far as possible the pollution and overexploitation of oceans and seas, being respectful at all times with the marine environment. We also comply with all current regulations regarding the protection of the marine environment.</p> <p><b>SDG 15.</b> We promote the respectful use of the natural heritage and transmit the values of the destination and its identity through this experience.</p>	 



RUTA 040	
<p><b>SDG 3.</b> We promote a healthy lifestyle by combating sedentary lifestyles.</p> <p><b>SDG 13.</b> We encourage participants to selectively collect any rubbish they may find along the route.</p> <p><b>SDG 15.</b> We promote the respectful use of natural heritage and transmit the values of the destination and its identity through this experience.</p>	  

LATITUD TENERIFE	
<p><b>SDG 2.</b> We contribute to stimulating agricultural and livestock productivity by promoting the production, use and sale of local products.</p> <p><b>SDG 3.</b> We promote a healthy lifestyle by combating sedentary lifestyles.</p> <p><b>SDG 8.</b> We contribute to local development and economic growth in the areas along the route.</p> <p><b>SDG 15.</b> We promote the respectful use of natural heritage and transmit the values of the destination and its identity through this experience.</p> <p><b>SDG 17.</b> We contribute to the cooperation between our company and other stakeholders in the area (companies, entities, public bodies and local population) for the social and economic development of the rural area.</p>	    

BICYCLE	
<p><b>SDG 3.</b> Cycling generates healthy lifestyles. Physical activity through cycling reduces heart disease and other negative effects of sedentary lifestyles.</p> <p><b>SDG 7.</b> Cycling is the most efficient mode of transport available, making it an affordable and non-polluting energy source.</p> <p><b>SDG 13.</b> Cycling is a great tool for reducing the carbon footprint, as it is a sustainable mode of transport that has no emissions and therefore has an immediate positive impact on the environment.</p>	  



## THE MASCA CANYON

**SDG 2.** We contribute to stimulating agricultural and livestock productivity by promoting the production, use and sale of local products.

**SDG 3.** We promote a healthy lifestyle by combating sedentary lifestyles.

**SDG 8.** We contribute to the local development and economic growth of the Caserío de Masca through its restaurants, shops, crafts, etc.

### SDG 11.

- We contribute to protecting and safeguarding the cultural and natural heritage of Caserío de Masca by contributing knowledge and value.
- The impact of private vehicle transport and the traffic that originates in a saturated area of great natural fragility such as the Caserío de Masca directly affects its quality.
- We contribute to and promote collective transport as a solid principle of sustainable mobility at the entrance to the environment, thus helping to achieve a more sustainable space.

### SDG 12.

- We contribute to minimising waste generation and encourage the collection of any litter found along the route.
- We contribute to the development of rural communities and the resilience of traditional agricultural systems in the area, favouring the circular economy.

**SDG 13.** Mobility accounts for 25% of pollution at European level. We promote public transport as a measure to reduce levels of noise pollution, CO<sub>2</sub> and improve air quality levels.

### SDG 15.

- We contribute to the conservation and protection of the biodiversity of the Masca Ravine through environmental education.
- We promote and contribute to raising awareness of the importance and values of protected natural areas, especially the Teno Rural Park, where the activity is integrated.

**SDG 17.** We contribute to cooperation between our company and other stakeholders in the area (transport, accommodation, organisations, public bodies and the local population) for the social and economic development of the rural area.





## SECRETS OF TENO

**SDG 2.** We contribute to stimulating agricultural and livestock productivity by promoting the production, use and sale of local products in Teno Alto and their full integration into the sector's value chain.

**SDG 5.** We contribute with this route to empower and enhance the value of all rural women in Teno Alto through the dissemination of traditional trades that have contributed to the vital development of the area.

**SDG 8.** We contribute to the local development and economic growth of the area. In Teno Alto you can enjoy different restaurants, a cheese dairy and a shop that works with km0 products, especially cheese, goat meat and honey.

**SDG 11.**

- We contribute to protect and safeguard the cultural and natural heritage of Teno Alto providing knowledge and value, especially the ethnographic and hereditary elements of the area (tile oven, threshing floors, cave houses, burial caves, tagóras, cisterns, etc.).
- We contribute to the reduction of inequalities and accessibility by offering an adapted, inclusive and accessible path for people with disabilities.

**OD2 12.** We contribute to the development of rural communities and the traditional livestock activity of the area, the production of goat cheese. The few existing goat herders, in a society of multinationals and large companies, with limited resources and capacities, regularly face food and financial insecurity and poverty. With the development of this action, we meet the objective of improving the resilience and adaptive capacity of small producers, helping their agricultural productivity and encouraging the consumption of sustainable production and km0 food.

**SDG 15.**

- We promote and contribute to raising awareness of the importance and values of protected natural areas, especially the Teno Rural Park, where the activity is integrated.
- We contribute to the conservation of mountain ecosystems in the area, including their biological diversity (species endemic to the area), in order to improve their capacity to provide essential benefits for sustainable development.
- We help to conserve one of Tenerife's endemic goat breeds and contribute to preserving the landscape and traditions, thus favouring the natural cycle of the ecosystem.


**SDG 17.** We contribute to cooperation between our company and other stakeholders in the area (companies, entities, public bodies and the local population) for the social and economic development of the rural area.






















STARS ON TEIDE	
<p><b>SDG 12.</b> The Teide National Park is one of the most visited National Parks in the world. We contribute to minimising the generation of waste and encourage the collection of any rubbish found along the route.</p> <p><b>SDG 15.</b> We promote the respectful use of the natural heritage and transmit the values of the destination and its identity through this experience. We also raise awareness of the importance of the National Parks as areas of great natural and cultural interest, especially Teide, where this activity takes place.</p>	 

ENOGASTROTURISMO	
<p><b>SDG 8.</b> Wine tourism is a tourist product that generates new jobs, promotes culture and the dissemination and knowledge of heritage, nature, sport and also local products.</p>	

PICO DEL TEIDE	
<p><b>SDG 8.</b> We contribute to local development and economic growth within the park boundaries through its catering, accommodation services, associated tourism businesses.</p> <p><b>SDG 11.</b></p> <ul style="list-style-type: none"> <li>- We contribute to disseminating and safeguarding the cultural heritage and social value of the Teide building as part of the identity of the aboriginal culture and as a space for economic development through the production of ice.</li> <li>- We promote the teaching of the National Park as a social entity of vital importance in the past as a means of communication and transhumance and exchange of people, products and livestock.</li> </ul> <p><b>SDG 12.</b> The Teide National Park is one of the most visited National Parks in the world. We contribute to minimising the generation of waste and encourage the collection of any rubbish found along the route.</p> <p><b>SDG 15.</b></p> <ul style="list-style-type: none"> <li>- We promote and contribute to raising awareness of the importance and values of protected natural areas, especially the Teide National Park and the Natural Monument "Edificio Teide", as an area of great natural and cultural interest.</li> <li>- We contribute to the conservation of the ecosystems in the Teide National Park, including their biological diversity, in order to improve their capacity to provide essential benefits for the sustainable development of the area.</li> <li>- We educate to raise awareness among our visitors about the importance of not extracting stones from the National Park or species of flora as "souvenirs".</li> </ul>	   



VIP EXPERIENCES	
<b><u>A.Kingdom of the Volcano: Teide National Park.</u></b>	
<p><b>SDG 8.</b> We contribute to local development and economic growth within the park boundaries through its catering, accommodation services, associated tourism businesses.</p> <p><b>SDG 11.</b> We contribute to disseminating and safeguarding the cultural heritage and social value of the Teide building as part of the identity of the aboriginal culture and as a space for economic development through the production of ice.</p> <p><b>SDG 12.</b> The Teide National Park is one of the most visited National Parks in the world. We contribute to minimising the generation of waste and encourage the collection of any rubbish found along the route.</p> <p><b>SDG 15.</b></p> <ul style="list-style-type: none"> <li>- We promote and contribute to raising awareness of the importance and values of protected natural areas, especially the Teide National Park and the Natural Monument "Edificio Teide", as an area of great natural and cultural interest.</li> <li>- We contribute to the conservation of the ecosystems in the Teide National Park, including its biological diversity.</li> <li>- We educate to make our visitors aware of the importance of not extracting stones from the National Park or species of flora as "souvenirs".</li> </ul>	   
<b><u>B.The secret of Tenerife: from Icod to the mountains of Teno.</u></b>	
<p><b>SDG 2.</b> We contribute to stimulating agricultural and livestock productivity by promoting the production, use and sale of local products from the route.</p> <p><b>SDG 5.</b> We contribute with this route to empower and enhance the value of all rural women in Teno Alto through the dissemination of traditional trades that have contributed to the vital development of the area.</p> <p><b>SDG 8.</b> We contribute to local development and economic growth in the areas along the route.</p> <p><b>SDG 11.</b></p> <ul style="list-style-type: none"> <li>- We contribute to protecting and safeguarding the cultural and natural heritage of Teno Alto by providing knowledge and value, especially the ethnographic and hereditary elements of the area (tile ovens, threshing floors, cave houses, burial caves, tagóras, cisterns, etc.).</li> <li>- We contribute to the reduction of inequalities and accessibility by offering an adapted, inclusive and accessible path for people with disabilities.</li> </ul> <p><b>SDG 12.</b> We contribute to the development of rural communities and the traditional livestock activity of the area, the production of goat cheese.</p> <p><b>SDG 15.</b></p> <ul style="list-style-type: none"> <li>- We promote and contribute to raising awareness of the importance and values of protected natural areas, especially the Teno Rural Park, where the activity is integrated.</li> <li>- We contribute to the conservation of the mountain ecosystems of the area, including their biodiversity (endemic species of the area), in order to improve their capacity to provide essential benefits for sustainable development.</li> <li>- We help to conserve one of Tenerife's endemic goat breeds and contribute to conserving the landscape and traditions, thus favouring the natural cycle of the ecosystem.</li> </ul> <p><b>SDG 17.</b> We contribute to cooperation between our company and other stakeholders in the area (companies, entities, public bodies and the local population) for the social and economic development of the rural area.</p>	      



<b><u>C. Between forests, history and wine: Anaga, La Laguna and Tacoronte-Acentejo.</u></b>	
<p><b>SDG 2.</b> During the tour we promote the consumption of local food, thus favouring the economy of each area.</p> <p><b>SDG 3.</b> When the experience includes a picnic, it is made with fresh and healthy products, thus promoting a healthy and balanced diet.</p> <p><b>SDG 8.</b> We contribute to local development and economic growth in the areas along the route.</p> <p><b>SDG 11.</b> During the experience we promote respect and conservation of the cultural and natural heritage of the environment.</p> <p><b>SDG 15.</b> We raise awareness of the importance and value of biosphere reserves, as the Anaga Massif has this consideration.</p>	