

**FERRER Y SARET, A COMPANY  
WITH CORPORATE SOCIAL RESPONSIBILITY**

At Ferrer & Saret, with our 35 years of history, commitment and responsibility is synonymous with the company itself. From the responsible use of resources, to the selection of both national and international partners and collaborators, Ferrer & Saret has always carried out its obligations with utmost rigour and honesty.

In this regard, throughout the years of its career, the company has traditionally collaborated in diverse initiatives with a strong social, cultural and natural component. In some cases these involved solidarity goals, others were linked to preserving the environment, and in general, very respectful towards local tradition and the diversity of our planet.

A company whose corporate social responsibility can be summarised as follows:

- A company with principals
- A committed company
- In continuous search of customer satisfaction
- Respect for the environment
- A company with a social dimension

## 1.- A COMPANY WITH PRINCIPLES

At Ferrer & Saret we rely on ethical and responsible behaviour in all of our areas of action, which combined with 35 years of history, has made us a leader in the travel sector and a company that inspires trust.

Our principles as a company are:

**Exclusivity:** We are authentic travel artisans.

**Professionalism:** Our credentials include a number of professionals with a minimum of 15 years experience, and a worldwide network of collaborators, correspondents and guides.

**Excellence:** We know that excellence can only be reached when the trip proposal comes from real experience.

**Excitement:** Our challenge is to make our customer's dreams come true.

**Human touch:** We listen to our customers to understand their needs and offer them a tailor-made trip.

**Honesty:** We are backed by various trips around the world to over 80 destinations and over 30 years of history.

**Flexibility:** Over 50,000 trips in 35 years has made us adaptable to all kinds of circumstances.

**Commitment:** Always faithful to our Ferrer & Saret origins.

**Leadership:** We were the first to reach China in the 80s and our compass keeps on searching for the best proposals.



## 2.- A COMMITTED COMPANY

At Ferrer & Saret we integrate the aforementioned principles as part of our management and process development, along with guaranteed service quality and care. These principles and guarantees also include other priorities, such as environmental protection, and our ethical and social commitments under the framework of the Principles of the United Nations' World Pact.

The objective of this positioning is recognition of the organisation and its values, on both an internal and external level. As well as effective awareness of the reality and environment surrounding the company.

Hence, with the aim of implementing said position, Ferrer & Saret has defined and taken into consideration the following commitments:

- 2.1. **Declare as one of its main objectives, the development of solutions and services while applying the quality standards** recognised in the tourism sector, in compliance with environmental and occupational health and safety protection standards in each one of its operating areas.
- 2.2. **Efficiently manage business management processes** while applying the principles of continuous improvement to all operations, solutions and services carried out, and aiming for customer satisfaction.
- 2.3. **Identify and evaluate environmental aspects** inherent to its activity, with the aim of preventing pollution, implementing the tools needed to achieve the rational use of resources, and a reduction in the generation of waste and emissions.
- 2.4. **Protect the health and safety of employees**, by identifying risks and minimising their consequences; tackling them at their source through prevention plans, always giving priority to collective protection measures over individual ones.



- 2.5. **Always ensure compliance with applicable regulatory and legal requirements**, as well as those to which the organisation has voluntarily signed up under the framework of the principles of the United Nations' World Pact on Human Rights, Working Conditions, Environment and Anti-corruption, making them the supporting structure for the development of Corporate Social Responsibility.
- 2.6. **Establish and enforce compliance with a Corporate Code of Conduct** that includes the ethical principles of good corporate governance and employee professional ethics. Also, promote that activity is carried out under suitable health and safety conditions, while respecting the environment and committing to the highest level of quality.
- 2.7. **Recognise the importance of employee participation, information and training** to achieve the objectives set out in this policy, involving them by inviting them to make suggestions and through teamwork.
- 2.8. **Among employees, promote commitment to their responsibility to carry out entrusted tasks**, in line with the quality requirements established and agreed with customers, the implemented environmental criteria, and including occupational risk prevention in all activities carried out or ordered, and all decisions made.
- 2.9. **Maintain constant dialogue with our customers, providers and other stakeholders**, with the aim of obtaining the training and stimulation needed for the permanent improvement of our solutions and services, protection of the environment, and health and safety of employees, as well as obtaining from our providers, a commitment to compliance with the principles of the United Nations' World Pact.



### **3.- IN CONTINUOUS SEARCH OF CUSTOMER SATISFACTION**

As mentioned in the previous point, quality and care in service are the two foundational concepts of our company. Two guarantees which over the years have been accompanied by an increasingly extensive, distinguished and innovative line of proposals with high added value, which has enabled us to maintain the progressive growth of our business model.

However, it is a model that revolves around one main principle: our service to our customers, our true reason for being. So for years now, we have been carrying out a set of actions under the framework of a strategy to improve these quality and care guarantees. Among these actions, the following are worth a mention:

**3.1. Collaboration and integration with the best associations that strive to provide added value to tourism services:** In this way, Ferrer & Saret has been the driving force of the worldwide network Traveller Made, which joins the best and most exclusive providers of tourism services. It also forms part of Beyond Limited, Barcelona Turisme Premium, Travel Advisor and ACAVE.

**3.2. Considered a preferred partner by some of the best companies in the tourism sector,** where the main achievement is that one does not choose, one is chosen: Belmond Bellini Club, Relais Châteaux Preferred Partner, Four Seasons Preferred Partner, Rosewood Elite, The Peninsula Penclub, Starwood Exclusive, Six Sense Associate, Member of Vita-The Leading Hotels of The World and Soneva Partner.

**3.3. Selecting our providers and collaborators by choosing the right ones from them all.** We maintain a relationship of collaboration and mutual trust with our providers. However, we work with the aim of achieving, in the medium term, a strict approval process for those who accompany us in our aim of satisfying our customers' quality requirements.

## 4.- RESPECT FOR THE ENVIRONMENT

As a responsible company, at Ferrer & Saret we are constantly aware of the environment and our surroundings. This awareness is especially evident in all aspects related to our activity. In this regard, we are carrying out a set of actions in this field, summarised as follows:

4.1. **Setting up of a study in the three-year period 2018-2020, on the impact** in different areas of the consumption of material, energy and water, and the management of waste caused by the company's own activity.

4.2. **Implementation of a progressive energy saving policy** with stable heating (in winter) and air conditioning (in summer) temperatures at the company's premises, and the installation of metal windows and doors, curtains and other insulating elements on all of the exteriors of said premises.

4.3. **Concentration of information** on essential computer servers.

4.4. **Small daily actions to raise environmental awareness:** progressive replacement of materials that harm the environment such as plastics, by other biodegradable or recyclable materials: such as, the replacement of plastic glasses with ceramic and glass cups; better use of paper, replacement of physical with virtual data by using scanners, etc.

## 5.- A COMPANY WITH A SOCIAL DIMENSION

Ferrer & Saret consists of a team of professionals with an average of 15 years experience in the sector. Almost thirty multilingual experts who, supported by an extensive network of national and international collaborators, are capable of providing a complete range of consulting services and solutions for your corporate trips, as well as organising events and conventions.

We promote teamwork, another one of our distinguishing traits, and constantly incorporate new professional profiles, with the aim of guaranteeing the best level of service to our customers. For this reason, we ensure the continuous training of our professionals, as well as the stimulation of new talent and rewards for personal effort.

An example of our company's social dimension is as follows:

5.1. **Commitment to training** as an essential factor in our human resources strategy, as training our professionals provides us with differentiating value and makes us stand out as a company. To be precise, during the 2016-2017 period the focus was on:

- **Training grant to perfect English language skills** for Ferrer & Saret professionals.
- **Investment in different Fam Trips throughout the entire year** and extended to the whole Planet intended for agency professionals. The objective of these Fam Trips is to seek out new destinations and future proposals for the agency. The company's authentic R&D.

5.2. **The promotion of new talent** is another essential commitment of our strategy at human resources. To be precise, during the 2016-2017 period the focus was on:

- **New talent training program with several annual grants**, paid and lasting 6 months, for final years students from the Faculty of Tourism and Hotel Management Sant Ignasi - Ramon Llull University of Barcelona, under the "Framework agreement for education cooperation for academic work experience" with said institution.

- **Annual participation in the Professional Talent Forum** of the Faculty of Tourism and Hotel Management Sant Ignasi - Ramon Llull University of Barcelona.

5.3. **The company's bond with society** leads us to support local, national and international activities that demonstrate our relationship with the environment. So, the following proposals were carried out during the 2016-2017 period:

#### **5.3.1. Cultural sponsorship activities:**

- Promoting partner of the Barcelona - Sarrià Theatre Chamber Opera for the 2016 season.

#### **5.3.2. Solidarity sponsorship activities:**

- Partner of the Comfort Business Barcelona Golf Tournament at Pals Golf Club (2016 and 2017 editions).
- Collaboration with the Barraquer Foundation during the 8th benefit golf tournament. At the award ceremony held at the Barraquer Ophthalmology Centre, Ferrer & Saret provided participants with a raffle for a trip.
- Collaboration with the Red Cross in collecting toys during the Christmas 2017 campaign.

#### **5.3.3. Organising trips with companies that have a cultural agenda.**

- In recent years Ferrer & Saret has organised diverse trips in collaboration with entities such as Amics dels Museus, Círculo Ecuestre and Palau de la Música

#### 5.3.4. Special awards

- We are especially proud of being **nominated in 2017 for the award of “Organisation that promotes a culture of hospitality” 2017** organised by the Tourism and Hotel Management Faculty of Sant Ignasi of Ramon Lull University in collaboration with the company Manum Consulting Group.

5.4. **The ethical commitment of all Ferrer & Saret employees**, subject to a code of conduct and business ethics, helps us to take better care of our customers who make us who we are as a company.

Our code of conduct prohibits unethical behaviour in our work such as conflicts of interest, undue commissions, bribes, fraud, inadequate accounting and the misuse of our company's assets or funds. It establishes compliance with the laws of the countries in which we operate, and also requires the protection of confidential information and intellectual property.

