



CLIMATE ACTION PLAN

Viajar Verde

Viajar Verde is an independent journalism and communications consultancy platform focused on sustainable tourism, founded in 2015 with the purpose of strengthening more responsible tourism practices in Brazil and globally. Since its inception, it has served as a space for information, critical reflection, and inspiration, promoting a more conscious, ethical, and forward-looking approach to tourism.

We recognize that the climate crisis represents one of the most urgent challenges of our time and that all actors within the tourism sector must take responsibility for their impacts. By becoming a signatory to the **Glasgow Declaration on Climate Action in Tourism**, Viajar Verde reaffirms its commitment to the climate agenda and to the transformation of tourism toward a more resilient, responsible, and regenerative model.

1. SCOPE

Viajar Verde is a small, independent business operating remotely, with the occasional engagement of freelance writers, photographers, and consultants. Our primary climate impact is associated with travel required for journalistic content production, participation in events, and consultancy projects.

This first Climate Action Plan reflects this reality and establishes commitments that are feasible, measurable, and continuously evolving. The plan will be reviewed and updated annually.

2. GUIDING PRINCIPLES

This plan is guided by the following principles:

- **Responsibility proportional to the size and scale of the business**
- **Emissions reduction whenever possible, prior to offsetting**
- **Transparency, honesty, and continuous improvement**
- **Use of communication as a tool for positive influence toward low-impact tourism**
- **Commitment to local solutions and Brazilian initiatives**



3. COMMITMENTS AND ACTIONS

3.1. Digital Operations and Website

Recognizing that digital environments also generate environmental impacts, Viajar Verde commits to the following actions:

- Continuously seeking ways to reduce emissions associated with digital operations, including:
 - optimization of images, videos, and files published on the website
 - periodic review of plugins, scripts, and technological resources in use
 - prioritization of more efficient and environmentally conscious digital solutions
- Prioritizing digital tools that reduce physical travel, such as online meetings, remote content production, and hybrid events whenever possible.
- **As of 2026, committing to monitoring, calculating, and, whenever feasible, offsetting the digital emissions associated with the website.**

3.2. Travel and Mobility

Travel is an essential tool for Viajar Verde's work, both for content production and professional engagement in events and consultancy projects. Nevertheless, we assume clear commitments to minimize its impacts.

Principles and Practices

- Planning travel with intention, purpose, and responsibility.
- Prioritizing accommodations, agencies, operators, and partners committed to responsible, sustainable, and regenerative tourism.
- Declining press trips involving air travel for stays shorter than three days, avoiding high-impact travel with limited editorial return.
- Whenever possible, combining multiple objectives within a single trip (content production, meetings, and events) to reduce additional travel.
- Calculating and offsetting **100% of carbon emissions from flights** through the Brazilian initiative **Turismo CO₂ Legal – Destinos Guardiões do Clima**.
 - 2024: offsetting **8,551 tons of CO₂**, restoring 380.6 m² of native forest
 - 2025: offsetting **3,627 tons of CO₂**, restoring 109.4 m² of native forest

Viajar Verde understands carbon offsetting as a complementary measure that does not replace ongoing efforts to reduce emissions at the source.

3.3. Editorial Content and Climate Influence

As a communications platform specialized in sustainable tourism, Viajar Verde recognizes its strategic role in disseminating responsible information and narratives.

Commitments

- Expanding journalistic coverage of:



- climate change and its impacts on tourism
- climate mitigation and adaptation initiatives
- local, community-based, and regenerative solutions
- Avoiding greenwashing narratives, prioritizing transparency, context, and critical thinking.
- Giving visibility to Brazilian and Latin American initiatives aligned with the climate agenda.
- Integrating climate issues transversally across editorial content related to destinations, experiences, and tourism businesses.

3.4. Advocacy and Sector Engagement

Viajar Verde understands that its role extends beyond reducing direct impacts and includes positive influence across the tourism sector.

Commitments

- Actively engaging in networks, collectives, and initiatives that promote responsible tourism and climate action.
- In this context, Viajar Verde is a member of **MUDA! – the Brazilian Collective for Responsible Tourism**, the **Adventure Travel Trade Association (ATTA)**, and a signatory to the **Future of Tourism Coalition**.
- Through talks and training programs, encouraging travelers, destinations, companies, organizations, and tourism professionals to adopt real and proportional climate commitments.
- Using Viajar Verde as a platform for dialogue, education, and climate awareness within tourism.

3.5. Value Chain and Partnerships

Even as a small-scale business, Viajar Verde recognizes its indirect influence through partnerships.

Commitments

- Prioritizing suppliers, collaborators, and partners aligned with sustainability values.
- Encouraging responsible practices among editorial partners, events, and communication projects.
- Critically questioning and reflecting on the environmental policies of destinations, events, and initiatives supported editorially.

4. MONITORING, TRANSPARENCY, AND REVIEW

- This Climate Action Plan will be reviewed annually.
- Emissions and offsetting data will be updated and reported transparently.
- Limitations, challenges, and learnings will be acknowledged as part of the process.



- The plan is treated as a living document, continuously evolving and aligned with best practices and sector realities.

5. FINAL CONSIDERATIONS

Viajar Verde believes that addressing the climate crisis in tourism requires coherence, humility, and continuous action. As a small, independent business, we commit to actions that are feasible, responsible, and aligned with our capacity, always with the goal of contributing to a more conscious, resilient tourism sector committed to the present and future of the planet.

Ana Cecília Duék

Director, Viajar Verde