



# Design for Impact

@authenticitys

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**Authenticitys**

# The Challenge

## Did you know...

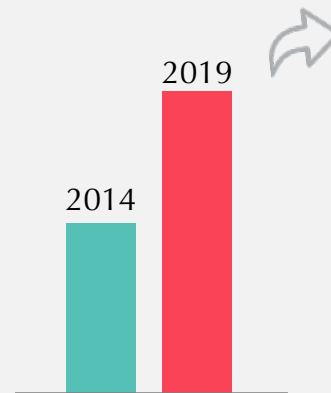
### The city as a shared space...everytime with more residents and travellers



That by **2050**, two out of three people will live in **cities**



**70%** of global greenhouse gas emissions are from cities (**5%** is due to tourism)



Tourism growth

### And a new type of traveller...



And that **72%** of tourists believe “travel giving” is important



# Authenticitys

How does it work?



# We design: Social Impact Experiences

We connect travellers with cities through social impact experiences.

**Social Impact Experiences:** 2-3 hour experiences that create transformational interactions for local and global causes.



**Authenticity hosts experiences** in cities where visitors leave the city better than they found it.

Our experiences are **educational, do-good, authentic ways to visit a city, meet locals and leave a positive foot print of impact** you will be able to follow up on next time you visit.

[https://youtu.be/mk1bD\\_Wz\\_ac](https://youtu.be/mk1bD_Wz_ac)



# Choose your way!

Nature & Relax

Music & sounds

Action & Sports

Food & Drinks

Fashion & Beauty

Neighborhoods & community

Workshops & Classes



# Social Impact Experiences *An example*

About us



## INSIDE BAZURTO MARKET

Cartagena, Colombia ● ● ●

If you're interested in cultural immersion, learning about Colombian food-culture, markets and witnessing locals way of life, this is the Colombian experience for you!

### Impact of this experience

- + This experience is all about intercultural connections and trying local food.
- + You'll learn about the local economy, history and you'll witness the ways things work in Cartagena's local food markets.
- + If you like photography, this is the ideal experience for you!
- + This experience supports a local NGO serving afro and indigenous communities by advancing their rights to land and economic development.



Thanks to this experience it has been possible to achieve:

- **Connect people through this experience**
- **Promote local economy initiatives**
- **Invest in the local economy**
- **Savour and support local cuisine**
- **Support ideas that make the world better**
- **Plant a seed of tolerance**

Authenticitys

# Authenticitys in the World: 100 Social Impact Experiences

**+50K**  
clients

**40 +**  
Partners

**200+**  
experiences  
in 2020  
(local  
alternative)

**50+**  
Upcoming  
cities in  
2020

## EUROPE:

Lisboa, Barcelona, Madrid,  
Amsterdam, Berlin, Bucharest,  
Vienna, Athens, London,  
Madrid, San Sebastian

## LATIN AMERICA:

Bogota, Mexico City, Lima,  
Cartagena, Sao Paulo, Buenos  
Aires, San Pedro de Atacama,  
Medellin, Cali, Cuenca

## ASIA:

New Delhi



# Why it is time to re-design travel: Challenges in tourism

## Opportunities post-Covid19

**01**

Repetitive “**off-the-beaten-track**” paths being sold or recommended massively end up not being unique at all.

**02**

**Too many options**, which makes it difficult to sort out which ones would provide us with the best experiences.

**03**

**Over tourism** leads to large crowds gathering in popular sites, creating chaotic environments.

**05**

Experiences offered by companies are **not designed for who we are** and don't take into account our frame of mind.

**04**

**Tourism causing more harm than good.**

# We are trending!

## *Transformative travel through Social Impact Experiences*

- **We are proud to be THE ONLY EUROPEAN B-CORPORATION CERTIFIED TRAVEL COMPANY**
- **Awards**  
Short-listed in the World Travel Market Responsible Travel Award **Learning Experience of the Year** by Tourism and Hospitality Awards.
- **Industry Influencer, Featured in press.**



- **We are experts & the first-mover** We coined the term “social impact experiences” and have been designing, curating and hosting these experiences longer than anyone else.
- **Faithful Partners and Client:** Our partners and clients are part of our team. They are key to our growth, and have been fundamental during the product development.
- **Patent-pending design & on-boarding methodology** Recognition from +10 universities and Academy method for on-boarding new experiences







LESSONS ON DESIGNING FOR IMPACT

# What we have learnt along the way...

## 1. Join existing ecosystems

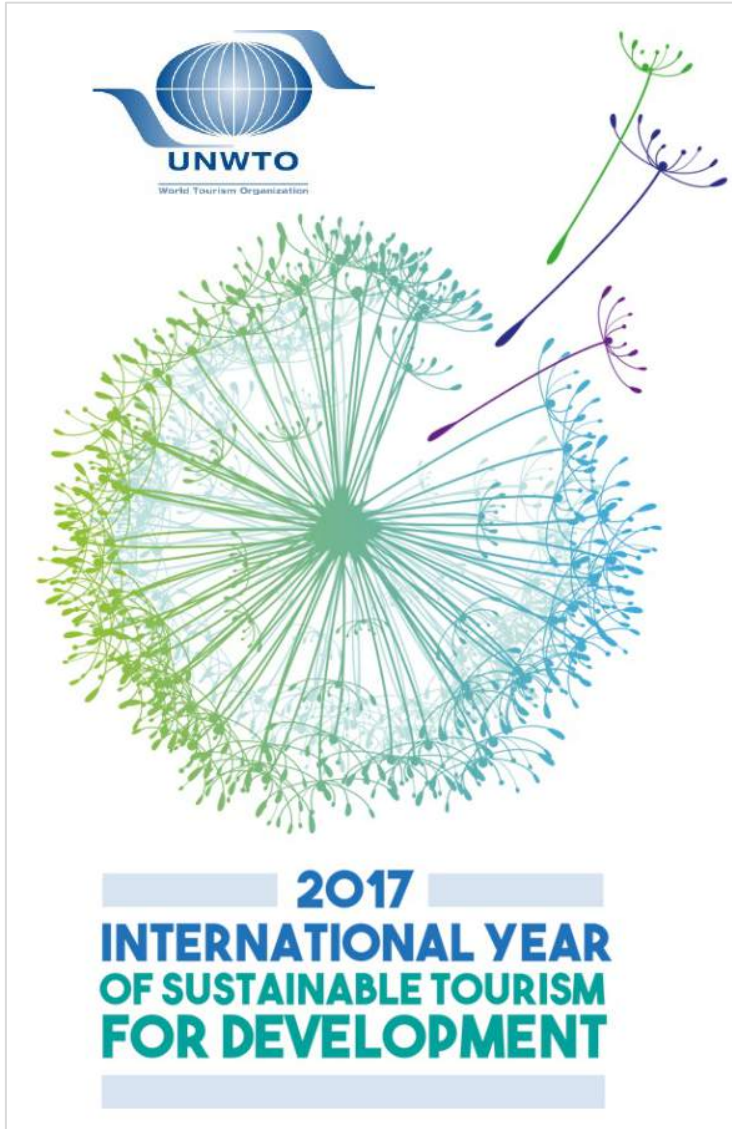


# Authenticity is a proud B Corp.

B Corps are for-profit companies certified to meet rigorous standards of social and environmental performance, accountability, and transparency.



# 2017, was UN year of sustainable tourism !



## Objectives

- **Raise awareness** on the contribution of sustainable tourism to development
- **Mobilize stakeholders** in making the sector a catalyst for positive change
- **Foster change** in policies, business practices and consumer behaviour in tourism

## Key areas

- **Inclusive and sustainable** economic growth
- Social inclusiveness, employment and poverty reduction
- **Resource efficiency**, environmental protection and climate change
- Cultural values, **diversity** and heritage
- **Mutual understanding**, peace and security



# What we have learnt along the way...

## 2. Measure your impact

## Our Global Impacts



### Employability

Engaging in meaningful activities.  
Actively learning and impacting the  
lives of others. Dignity and Work.  
Access for all. Equality

**#employabilityforall**  
**#engagingyouth**



### Education

Creating awareness towards cultural  
interrelations, taking risks and having a  
profound knowledge of the world we  
live in.

**#travelisthebesteducation**  
**#educationabroad**



### Environment

This is our world. It is unique and needs  
to be protected now. Living KM0 and  
plastic-free lifestyles.

**#zerowaste**  
**#stopgreenwashing**



### Equality

Working with underprivileged  
communities and groups

**#equalityforeveryone**  
**#acceptance**



### Health

Making conscious decisions for your  
health and the world.

**#healthtraveler**  
**#travelfit**



### Happiness

Living life to the fullest and joyfully  
embracing all its adventures.

**#happinessjourney**  
**#connectinghappiness**

# UN Goals for sustainability

Authenticity' has aligned their impact with the UN sustainability goals to align with the ecosystem



**SUSTAINABLE  
DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD





# Authenticity impact measurement

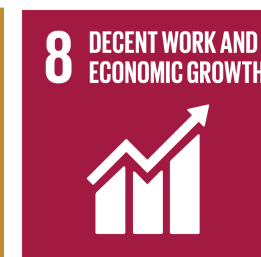
## Impact Measurement Examples

- Number of people connected
- Kilos of trash collected
- Euros going to local economy initiatives
- Local economy initiatives promoted
- Beauty spotted
- Ideas to make the world better
- Euros going to youth-led initiatives
- Guides new skills learned
- Guides earning an income from tour organizers
- Youth trained in employable activity
- Cultural heritage stories told

## Authenticity Impact



## UN Sustainable Development Goals



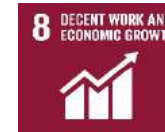
# We match our impacts with the SDGs



- Equal opportunities **for women** in the tourism industry
- **Education** for sustainable development and sustainable lifestyles
- **Safeguard the world's cultural and natural heritage**



- **Promote employment** and equal pay independently from sex, gender, age
- Support social, economic, political inclusion irrespective of economic status, religion, beliefs
- Create awareness for sustainable and environmental-friendly lifestyle



- Improve education and awareness-warning on climate change
- Reduce and prevent marine and coastal ecosystem pollution.
- Promote sustainable use of terrestrial ecosystems

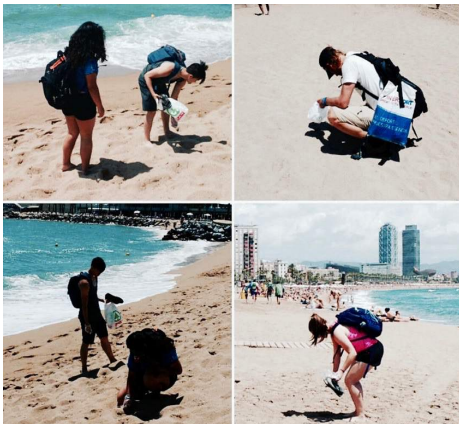


- Encourage a exercise and nutrient for a holistic, healthy lifestyle
- Eliminate all forms of discrimination against women
- Authenticitys overall supports the UN SDGs to create a better world through positive reinforcement



# Impact measurement: here's how we do it

Experience the beaches of Barcelona in a whole new different way. Join us on this quest and find out the stories of local marine life, how to help preserve them and enjoy some paddle surf along the way...



## Paddle surf at the beach clean



**1.350** People connected through this experience



**40** Local economy initiatives promoted



**3000** Euros going to ocean protecting initiatives



**135,000** Cigarette butts collected



**90** Kilos of trash collected



Health



Environment

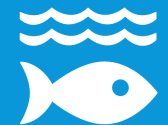


Happiness

**13** CLIMATE ACTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND





# Impact measurement: here's how we do it

## Biking the invisible Barcelona

The invisible Barcelona experience will take you on a bike ride through the eyes of Mamadou, a social entrepreneur from Senegal living in Barcelona. He'll tell you the story, show you the streets of the Raval neighborhood and then you'll understand why it's a special place in the city.



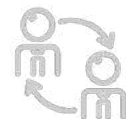
**1.528** People connected through this experience



**32** Local economy initiatives promoted



**15,700** Euros going to youth-led initiatives



**26** Youth trained in an employable activity



Beauty spotted



Health



Employability



Happiness



Equality

**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



**8** DECENT WORK AND ECONOMIC GROWTH



# We measure our impact

99% of the travelers **highly recommend/recommend** our experiences to other people

## Education measures



+90%

More than 90% of the travelers mention a **learning process** during the experience.

+80%

In more than 80% of the experiences, travelers learn about either **culture, local people or hidden places**.

100%

All our experiences are **carbon-neutral**. We care about and foster environmental education.

## Employability measures



100%

All the people employed in the experiences are selected in a **fair and non-discriminatory** manner.

100%

All experiences offer a two-sided learning process, where all participants can **grow and develop**.

+60%

More than 60% of the travelers emphasize the **high engagement** of the guides within our experiences.

# What we have learnt along the way...

## 3. Have strong core values



# Authenticitys' Win-Win-Win Culture



# Our Manifesto, Our Team

Be Free and Take  
Responsibility

Don't rush!

Take TIME  for the little moments.  
Breathe IN, breathe OUT. Dare to do things for  
the first time.  Take RISKS. ENJOY  
the wind on your face.  
~BE FREE~ Embrace that challenge.  
Take that risk.  smile. Each NEW  
DAY holds the possibility of a NEW creation  
 Take RESPONSIBILITY.  
Celebrate the freedom that choices,  
bring & connect YOUR freedom with that  
of OTHERS. Do good  whenever you can  
to ALL BEINGS. → Smile AGAIN, you are  
doing THE BEST YOU CAN right now.  
Eat healthily and LOCAL. Be open to  
new conversations & experiences,  
you never know where your answer  
will be. NOTICE the small things . Don't just look at people,  
SEE PEOPLE. Don't rush. SHARE, happiness is  
multiplied when divided.  Feel, rather  
Follow your  and spirit. than think.  
Dream with others. Dreams have NO LIMITS.  
Use your imagination to see  
further. EXPERIENCE THE WORLD.  
LOVE MORE, it has also no limits. Be true to yourself.  
BE AUTHENTIC.

Experience the World.

Be Authentic

# What we have learnt along the way...

**4. We are moving into the transformational,  
regenerative economy**



People are looking for transformational,  
regenerative travel

Turismo  
regenerativo



From Experiences to Transformation

From Sustainability to Regeneration

# What we have learnt along the way...

## 5. Be an agent of change in the industry

# We designed our own unique vetting methodology: ImpactXP ® , Academy and Events

By being a B Corporation, all our supply chain, governance, worker relationships, community, and environmental practices have been audited extensively to be in the category of “**best for the world**”. However, at Authenticitys our core is **impactful, transformative** experiences. That’s why we designed our own vetting methodology that guarantees **ImpactXP ®**.

From methods like Theory of Change, Global Compact and B Corp SDG assessments, **we measure short-term outputs** (actions taken within the experiences by our participants) and **long-term outcomes (results driven by the organisations and our work together)** mapped into the **SDGs by the UN**. This way we have **a roadmap for sustainability and regeneration in every city** and community we work with.





**Visit our website to find out more &  
FOLLOW us to see what else we are  
up to!**

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