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+1 (514) 638 3157

Registro Nacional de Turismo (RNT) N° XXXX

JIWA contribue financièrement au Fonds National du Tourisme (FONTUR)

## Code of Conduct for JIWA Customers (Travelers)

English version

JIWA Expériences trips are designed to be enriching, respectful, and harmonious experiences. This code of conduct is addressed to the travellers themselves, so they know how to behave during their stay for the benefit of everyone—themselves, other participants, the host communities, and the environment. Written in plain language, this code can be shared with clients before departure and/or at the beginning of the trip.

### 1. Welcome to the JIWA Community!

By choosing to travel with JIWA Expériences, you are not just buying a tour package—you are joining a travel philosophy based on respect, open-mindedness, well-being, and sustainability. To ensure that every experience goes as smoothly as possible and benefits everyone, we invite our travellers to adhere to this **JIWA Client Code of Conduct**. These are not rigid rules, but rather guidelines inspired by common sense and heart, which will help you get the most out of your trip while having a positive impact on the world around you.

### 2. Adopt a Respectful and Positive Attitude

- **Towards other travellers in the group:** You may be travelling with people from various backgrounds. Welcome this diversity with kindness. Be a good listener, show mutual support, and be tolerant. Every member of the group is entitled to respect and courtesy. Avoid potentially offensive remarks or jokes (regarding appearance, origins, beliefs). If a disagreement arises, favour calm dialogue or ask your JIWA guide to help mediate. We want to create a family-like atmosphere where everyone feels comfortable.
- **Towards local staff and inhabitants:** Treat everyone you meet in Colombia (guides, drivers, hosts, restaurant staff, artisans, villagers, etc.) with consideration. A simple smile and a sincere "hola y gracias" work wonders. Even in cases of language barriers, maintain a friendly tone. Remember that you are guests in their country: behave as you would want guests to behave in your own home. For example, if a slower pace or a cultural difference surprises you, embrace it with humour and humility rather than criticism.
- **Towards yourself:** Also, adopt a kind attitude towards yourself. A wellness trip is an opportunity to let go, be positive, and savour the present moment. Don't put too much pressure on yourself if everything isn't "perfect" as planned—unexpected events are part of the adventure. Keep an open and flexible mind, and you will turn potential obstacles into learning opportunities.



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### 3. Respect Local Culture and Customs

Colombia is rich with cultures, traditions, and sensibilities different from your own. Embrace them with a spirit of **respectful curiosity**. Specifically:

- **Inform yourself and adapt:** Before visiting a place or community, listen to your guide's advice on local customs (appropriate dress, gestures to avoid, how to greet people, etc.). For example, in some sacred sites or churches, clothing that covers the shoulders and knees is required—even if it's hot, it's a sign of respect. Learning a few basic words in Spanish or the local language (hello, thank you...) is greatly appreciated and creates a connection.
- **Photograph with permission:** The golden rule: always **ask for permission** before taking a close-up photo of someone. Many people will gladly agree, especially if you show them the picture afterwards, but some may refuse—respect their wishes without insisting. Also, avoid intrusive photos of religious rituals or sensitive moments without consent. If you promise to send the photo, try to keep your word.
- **Avoid judgment:** You may witness different lifestyles or beliefs. Even if something seems strange or even unsettling, refrain from criticizing it on the spot. Ask questions tactfully if you want to understand ("Could you explain to me why...?"). Many cultural differences become clear when you know the context. Keep in mind that what is normal for you may seem odd elsewhere, and vice versa. This open-mindedness will enrich you.
- **Offerings and donations:** If you wish to thank a community or a family that welcomes you, consult your guide on the best way to do so. Sometimes, a collective donation organized by JIWA will be more appropriate than an individual distribution of money or gifts, which could create imbalances. Never give candy or money to begging children—it is well-intentioned, but it can encourage child begging. Prefer to support a local project (school, association) recommended by our partners.

### 4. Protect the Planet, It's Your Host Too

Nature is at the heart of many JIWA experiences. To enjoy it sustainably, adopt **eco-responsible behaviour**:



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- **Leave no trace:** When hiking or on the beach, everything you bring must leave with you (packaging, tissues, etc.). If possible, even pick up trash that others may have left behind—it's a service to the planet and a great example for everyone. Use the bins or bags provided by your guides. Do not throw anything into nature, not even "biodegradable" waste like fruit peels in the mountains (they can disrupt animal diets).
- **Respect wildlife and flora:** Observe wild animals from a distance, without trying to touch or feed them. Feeding disrupts their natural behaviours and can be dangerous. Do not pick protected plants or flowers as souvenirs. A good photographer takes pictures, not living "samples." In parks, stay on the marked trails to avoid trampling fragile areas. Always follow your guides' instructions regarding nature.
- **Conserve resources:** Even on vacation, think about reducing your ecological footprint. At the hotel, reuse your towels several times, if possible (green hotel system), take reasonably short showers to save hot water. Turn off the air conditioning, lights, and TV when you leave your room. Use the JIWA water bottle or your own to avoid buying too many plastic bottles (many accommodations offer filtered water in large containers for refilling). All these small gestures help immensely, especially in regions where resources (water, energy) are precious.
- **Responsible choices:** When buying souvenirs, prefer authentic local crafts. Absolutely avoid products made from endangered animals or from unsustainable practices (ivory, turtle shells, protected bird feathers, wild furs, etc.). Not only is it illegal and you could get into trouble at customs, but it is contrary to the JIWA ethic which aims to preserve biodiversity. Ask your guide if you are unsure about an item. Likewise, do not encourage attractions that exploit animals cruelly (elephant rides—well, no elephants in Colombia, but as an example—or selfies with drugged animals). JIWA avoids these activities, but if you see them on your own, it's better to abstain, even if it's tempting.

### 5. Be a Supportive and Engaged Traveller

Your trip can make a positive difference for the communities you visit. Here's how:

- **Consume locally and fairly:** When you have free time or meals are not included, try to **choose local providers**. For example, eating at a small family-run inn rather than



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an international chain, buying your souvenirs directly from the artisan at the market rather than in a duty-free shop. This way, you will directly support the local economy. Pay a fair price: bargaining is sometimes customary in some countries, but do it in good spirits and without trying to "drive too hard a bargain"—an extra dollar won't change your life, whereas here it means a lot.

- **Engage in the experience:** Actively participate in the community workshops or solidarity projects included in your program (e.g., tree planting, a cooking workshop at a local's home, a visit to a school). Show interest, ask questions, offer your help according to the instructions. Your enthusiasm encourages the locals who welcome you. And if you are invited, for example, to dance a traditional dance, even if you are shy, go for it—it's a beautiful cultural exchange.
- **Responsible behaviour regarding donations:** If you feel like giving something (school supplies, clothes, money) because you are touched by the community you visited, talk to your guide or JIWA first. We often coordinate actions to ensure that donations are well-used and fairly distributed. Avoid giving money directly to children or distributing candy, as mentioned earlier. Favour collective projects. For example, you could contribute to buying books for the village school through a fund managed by JIWA or the local association, rather than giving out individual bills, which can create tension or dependency.

## 6. Take Care of Yourself and Others (Well-being and Safety)

Our trips focus on your physical and mental well-being. To make the most of it:

- **Listen to your body and mind:** Don't push yourself beyond your reasonable limits. If a day of walking has exhausted you, don't hesitate to inform the guide that you need extra rest. If an activity session (yoga, etc.) offers a level that is too advanced for you, adopt the gentler variations indicated by the instructor—there's no harm in that. Hydrate sufficiently, protect yourself from the sun, and get enough sleep when possible. An intensive trip can be draining, so take the time to recharge to stay in good shape.
- **Be punctual and attentive to instructions:** Respecting the schedules indicated by your guides or tour leaders is important for the smooth running of the program and out of respect for other participants. If the meeting time is at 8 a.m., try to be



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there 5 minutes before, ready to go. Likewise, **listen carefully to the safety and preparation instructions** given (e.g., how to put on a life jacket, not to stray from the marked path, etc.). They are there for your protection. Don't hesitate to ask questions if something is not clear. Your vigilance contributes to the safety of the group.

- **Open communication:** If something makes you uncomfortable or if you have a concern (even a personal one) during the trip, do not hesitate to talk to the JIWA guide or a member of the supervising team. We are here to help you. For example, if you suffer from a food allergy or a health problem, report it at the beginning (if you hadn't already noted it on your form). Or if you have a conflict with another participant that you can't resolve, our team can intervene to facilitate dialogue. **Don't keep a problem that could be solved to yourself**—we will do our best to find a solution.
- **Responsibility and prudence:** Enjoy yourself, yes, but without putting yourself in unnecessary danger. For example, if you have free time, follow the recommendations on areas where you can go by yourself and those to avoid (for local security reasons). Avoid consuming illicit substances or abusing alcohol, which could not only spoil your wellness experience but also cause incidents. Respect the laws of the host country—in Colombia, as everywhere, certain actions are severely punished (e.g., drug trafficking, purchase of illegal archaeological artifacts, etc.). As a JIWA client, you are also an ambassador for our brand during the trip—help us maintain an excellent reputation by adopting responsible behaviour.
- **COVID-19 and hygiene (depending on the current situation):** If health protocols are in place (wearing a mask in certain contexts, use of hand sanitizer, required tests, etc.), please respect them scrupulously. It is for the good of everyone, especially in communities that are less medically equipped. If you experience symptoms of a contagious disease during the trip, report it immediately so we can take appropriate measures (isolation, testing, etc.). Your transparency protects the group.

### 7. End Your Trip on a Positive Note

- **Share your feedback:** At the end of the experience, we will invite you to fill out a short questionnaire or share your comments. Be honest—your feedback is valuable



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for us to improve and also to congratulate our local partners if you liked them. It is always encouraging for them to know that their work has been appreciated.

- **Share your experiences responsibly:** You will undoubtedly want to talk about your trip, in person or on social media. We encourage you to spread the JIWA spirit around you—for example, by mentioning what you learned about sustainable tourism, or how this immersion did you good. If you post photos of people you met up close, ideally make sure they agreed to be photographed and for the photos to be shared on the internet. A good way is to rather share landscapes, group moments, or to tag the official pages of the communities or projects you support (it gives them positive visibility).
- **Become a JIWA ambassador:** By applying this code of conduct during your trip, you have embodied the JIWA values. Thank you! Perhaps this approach will even inspire you beyond your vacation. Every small gesture count, whether at home or on the other side of the world. We would be delighted if you stay in touch with us, give us your news, and, who knows, go on new adventures with us again.

**In a word: Travel with an open heart, a curious mind, and respect in your pocket. You will not only have an unforgettable stay, but you will contribute to making it beneficial for everyone it touches.**

Thank you for choosing JIWA Expériences and for respecting these principles.

Together, let's make tourism a vector for well-being and positive change!

**Enjoy your trip!**