

# What does positive impact mean at Uncover Colombia?

From the very beginning at Uncover Colombia, we have believed that **travel should create a positive impact for everyone involved**. Travel should inspire visitors while supporting the people, cultures and ecosystems that make Colombia so unique.

We believe that when managed responsibly, tourism can be a powerful force for good. It can help preserve biodiversity, protect cultural heritage and generate meaningful economic opportunities for local communities.

Positive impact travel is at the heart of what we do. We work closely with local communities and trusted partners across the country to create experiences that allow travellers to connect with Colombia in an authentic way, while respecting the environment and supporting local livelihoods.

For us, responsible tourism is not an add-on: it is woven into every journey we design, ensuring that every trip contributes to the long-term sustainability of Colombia and its communities.

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## About us



At Uncover Colombia, we are committed to the sustainability of our country and to generating experiences that allow our visitors to learn and contribute to this process. That is why we strive to work with local communities to create unique experiences for you to immerse in our culture whilst preserving the environment and natural resources for future generations to come.

## Colombia

One of the things that makes Colombia truly special is its people. Their kindness, warmth and generosity give meaning to every journey. Because local communities are at the heart of what makes travel so meaningful, we believe it is essential that tourism benefits them directly.

We recognise the positive impact that sustainable and responsible tourism can bring to communities. For this reason, part of our work as a tour agency is to share our knowledge and experience with local partners who wish to develop tourism initiatives. We collaborate with communities by providing training, guidance and support so they can create tourism activities that generate opportunities and long-term benefits.

Colombia is one of the most biodiverse countries in the world, hosting more than 6,600 species of animals and over 51,000 species of plants. Protecting this natural wealth is therefore a key priority. We promote the conservation of natural heritage and comply with national and international regulations, including Law 17 of 1981, which adopts the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES), as well as Law 1333 of 2009, which establishes the environmental sanctioning procedure.

We are also committed to protecting Colombia's cultural heritage. In accordance with Law 1185 of 2008, we support the safeguarding, conservation and promotion of the country's cultural assets. Additionally, we reject and help prevent the illicit trafficking of cultural property, in line with Law 63 of 1986, which adopts international measures to prohibit and prevent the illegal import, export and transfer of cultural goods.

# Our Commitment to Responsible Travel

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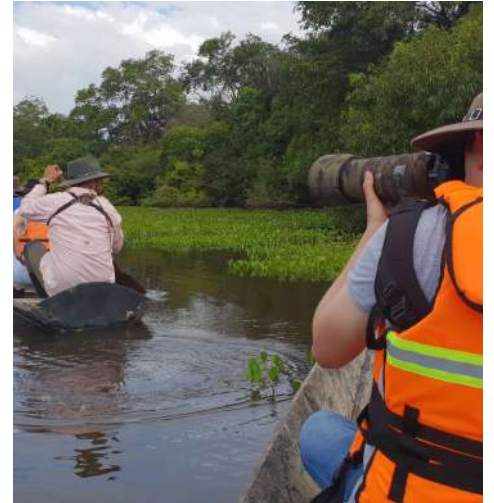
We believe that when managed responsibly, tourism can be a powerful force for good. It can help preserve biodiversity, protect cultural heritage and generate meaningful economic opportunities for local communities.

Positive impact travel is at the heart of what we do. We work closely with local communities and trusted partners across the country to create experiences that allow travellers to connect with Colombia.

### Protecting Nature & Cultural Heritage

### Authentic Community Connections

### Responsible Travel Awareness



## 1.. Protecting Nature & Cultural Heritage

Colombia's extraordinary biodiversity and rich cultural heritage are at the core of our commitment to responsible travel. We promote the protection of natural ecosystems and cultural assets, ensuring that tourism activities respect and preserve these resources for future generations.

We actively support the conservation of biodiversity, the responsible use of water and natural resources, and proper waste management. We also comply with national and international regulations that protect Colombia's flora, fauna and cultural heritage, and work to prevent the illegal trafficking of wildlife and cultural property.

## 2. Authentic Community Connections

We believe meaningful travel starts with genuine connections. At Uncover Colombia, we work closely with local communities to create experiences that allow travellers to engage with Colombia's culture while ensuring tourism benefits the people who make these destinations unique.

We prioritise the purchase and consumption of goods and services produced locally and support community-led initiatives that create sustainable economic opportunities.

## 3. Responsible Travel Awareness

Responsible tourism also involves educating and engaging everyone involved in the travel experience. We promote sustainable practices among our team, partners, travellers and the wider community to ensure tourism is carried out responsibly.

This includes encouraging environmentally conscious behaviour, promoting quality and safety standards, and advocating for the Prevention of Social and Commercial Exploitation of Children and Adolescents (CSEC) in tourism, in accordance with Colombian laws (Law 679 of 2001 and Law 1336 of 2009).

## Our Sustainability Initiatives

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The **ATUCo2 Program: Tourism that Compensates, Territories that Breathe** is an initiative led by the ATUCA Foundation in partnership with travel agencies and companies involved in the tourism value chain. Its main goal is to measure, reduce, and offset the carbon footprint generated by tourism activities, while integrating environmental sustainability criteria and strengthening local communities within the territories where tourism takes place.





# Results



## Consejo de Canva

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## Our Meaningful Journeys

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## 1. Protected Areas and Wildlife Conservation

Travelers explore Colombia's biodiversity-rich protected areas while supporting the conservation of native flora and fauna. Experiences include visits to key ecosystems such as the **Llanos (Guanapalo) savannas** with safari-style wildlife observation, highland forests, wetlands, and **Amazonian river systems**. These journeys contribute to habitat protection, environmental education, and sustainable tourism practices, while connecting guests with local conservation initiatives.



## 2. Rural and Agrarian Experiences

In regions like **Gachantivá, Boyacá**, travelers participate in authentic rural life, including cooking with grandmothers, sheep shearing, or artisanal farming. These experiences preserve local heritage, support livelihoods, and provide visitors with hands-on insight into traditional agrarian practices.



### **3. Indigenous and Cultural Immersion**

Guests visit indigenous territories in a responsible and respectful manner, engaging with communities such as Kazantama in the Sierra Nevada de Santa Marta. Activities include learning traditional practices, participating in cultural exchanges, and supporting local initiatives, fostering both knowledge transfer and socio-economic benefits for the communities.



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## 5. Sustainable Tourism and Social Impact

During our expeditions, guests are provided with reusable water bottles crafted by **women heads of household who have been deprived of liberty**, featuring designs inspired by **protected or endemic Colombian species**. This initiative simultaneously:

- **Supports social reintegration** by providing income and empowerment opportunities for these women.
- **Reduces plastic waste**, as a single traveler on a 10-day trip could otherwise consume dozens of disposable bottles.
- **Raises awareness** about Colombia's unique biodiversity through functional and symbolic design.

By combining sustainability, social responsibility, and environmental education, this program transforms a simple practice, hydration, into a meaningful contribution to both people and the planet.



## Future Goals

<p><b>Strengthen Expand Biodiversity and Ecosystem Restoration</b></p> 	<ul style="list-style-type: none"> <li>• Increase native tree plantings and restoration clusters across key Andean, Amazonian, and Llanos ecosystems, enhancing carbon capture and habitat connectivity.</li> </ul>
<p><b>Strengthen Community Engagement and Cultural Exchange</b></p> 	<ul style="list-style-type: none"> <li>• Deepen partnerships with indigenous, rural, and urban communities, creating more opportunities for authentic experiences, skill-sharing, and socio-economic benefits.</li> </ul>
<p><b>Promote Sustainable and Low-Impact Tourism</b></p> 	<ul style="list-style-type: none"> <li>• Reduce single-use plastics, optimize eco-friendly logistics, and scale initiatives like reusable bottles crafted by women heads of household, linking conservation awareness with social impact.</li> <li>•</li> </ul>

## Projections

- **Carbon Capture:** Expansion of native tree plantings is projected to offset **hundreds of tons of CO<sub>2</sub>e annually**, contributing to Colombia's climate goals.
- **Community Impact:** Increased participation in workshops, culinary experiences, and cultural exchanges will support **hundreds of households**, generating both income and cultural preservation.
- **Biodiversity Conservation:** Continued guided visits to protected areas, birding tours, and ecological expeditions will enhance **species protection and habitat monitoring** across Colombia.

## Conclusion

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Through our meaningful journeys, Uncover Colombia connects travelers with **nature, communities, and culture**, generating lasting environmental, social, and economic impact. For more information, visit our [Responsible Travel page](#).

# Contact

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For comments, partnerships, or further information about our positive impact, please feel free to contact us at [hello@uncovercolombia.com](mailto:hello@uncovercolombia.com).






## Uncover Colombia

Travel with a purpose!

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