



# Nassf Travel

2023



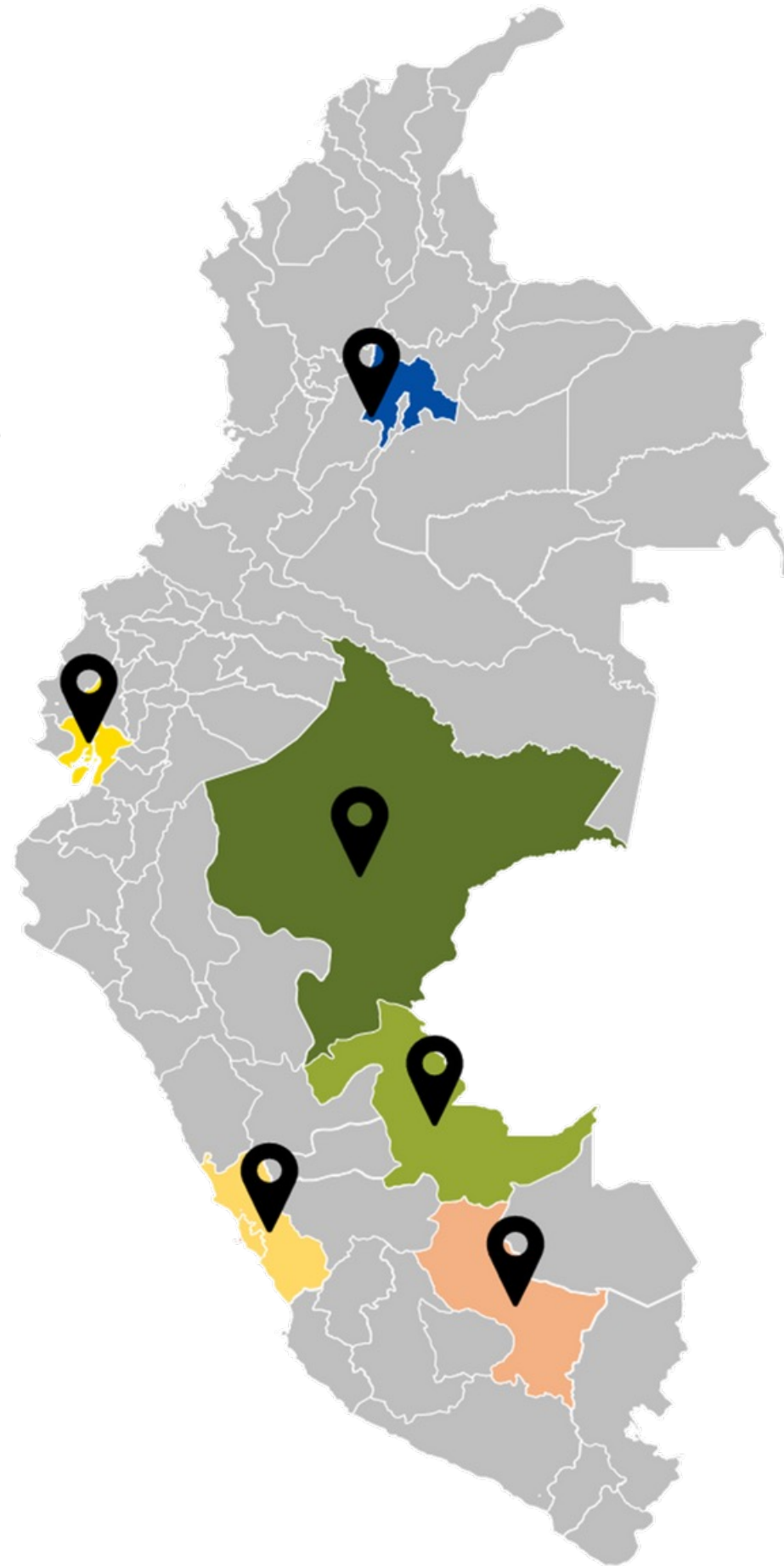
A member of “Gremio Nacional de  
Emprendedores Sostenibles Perú”



AGENCIA DE  
VIAJES Y TURISMO  
REGISTRADA







**Peru**



Loreto



Ucayali



Lima



Cusco

**Ecuador**



Guayaquil





# Message from the Founder



**Dr. Liccet Suarez A.**  
**Founder and General Manager**

On behalf of Naturaleza Sostenible Sin Fronteras SAC – Nassf Travel, contributing towards a conscious and sustainable vision in tourism through our eco-friendly and purposeful travel programs. This report puts into context our impact on the three axes of sustainability (environmental, social and economic).

In the last 10 years, we have strengthened our experience in different indigenous, rural and vulnerable communities with a single philosophy of love for nature and community development with a vision of generating fair trade, preserving ancestral skills and talents, as well as promoting eco-friendly practices through sustainable tourism to improve the quality of life of communities with self-sustainable projects.

Our methodology is based on shared responsibility, participatory leadership and strategic alliances, towards a socio-environmental transformation through our Good Eco-friendly Practices Project and social entrepreneurship generating opportunities for empowerment in different topics; as well as the development of formal enterprises for the common welfare considering the implementation of responsible tourism in the community.

Sustainable growth of Peru through responsible and conscious tourism considering the three standards of sustainability, in order to create opportunities for all stakeholders involved in our operations and/or services contributing to the Sustainable Development Goals (SDGs).

Finally, we reiterate our commitment to ensure sustainable growth and development through conscious and responsible tourism, generating local economic growth in indigenous and vulnerable communities while safeguarding our mother nature.





# About Nassf Travel

We are a certified B company, operator of sustainable tourism in Peru and Ecuador, we create eco-friendly and purposeful trips; through experiential experiences and fair trade with all the biosafety protocols against COVID-19.



10% of your purchase is invested in socio-environmental projects run by our NGO Red Ecovoluntariado Nassf Latinoamérica.







## Our Vision

To be an internationally recognized travel agency for generating fair trade and offering purposeful and sustainable travel, involving indigenous artists and local people with tourists in a more direct and participatory manner in indigenous communities and vulnerable areas, respecting the natural environment and the ancient culture.



## Our Mission

To generate fair work for indigenous artists and local people from vulnerable areas, preserve ancestral skills and talents and promote eco-friendly practices through sustainable tourism to improve the quality of life of communities with self-sustaining projects.







# Founders



**Liccet Suarez**

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Founder and General  
Manager  
Specialist in sustainable  
tourism, socio-  
environmental projects and  
quality management



**Leyla Suarez**

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Co-founder y Deputy  
Manager  
Specialist in sustainable  
tourism, public relations  
and events







# History of Nassf

Nassf – Naturaleza Sostenible Sin Fronteras was created as a result of two scientific investigations in the depths of the jungle, carried out by Licet Suarez, who grew up loving the Peruvian jungle because her father Risto Suarez and her grandmother Lucynda Gonzales were natives of these places; meanwhile, they taught her the true secrets of the Amazon, and, above all, love and respect for its people and nature. That is why, on her first trip to the jungle, she identified the Shipibo Conibo community of San Francisco in Pucallpa in 2000 and returned to enter the community in 2003, where she carried out her first scientific research in Tourism. Furthermore, the second scientific investigation was motivated and encouraged by the protection of the yellow-tailed Choro monkey, an endangered species.

Looking for protected natural areas where this species is found, she manages to find the Matsés National Reserve in Loreto and decides to go into the Matsés community to generate a scientific research according to the potential of the area, she came to make a proposal for Sustainable Scientific Tourism in the Matsés National Reserve for foreign tourists. Likewise, the commitment remains with both native communities, to work together to improve their quality of life, while safeguarding the environment. Therefore, we decided to start a personalized travel agency specialized in sustainable tourism, with the full commitment to respect and balance between social and economic aspects, where not only the business community benefits, but also the communities involved; even more, when this will provide them with job opportunities, according to their talents and particularities. And, without neglecting the care of customs and traditions so that they can be maintained over time for future generations; as well as offering a fair and balanced trade, without neglecting the care of the natural environment.





# Our awards







# Organizational Profile

Nassf Travel is Naturaleza Sostenible Sin Fronteras S.A.C.



Lima, Peru



Legal Form : Sociedad Anónima Cerrada



Peru: Lima, Loreto, Ucayali y Cusco  
Ecuador: Guayaquil



Tourism/Leisure



Foreign tourists with responsible consumption, specialists and/or researchers



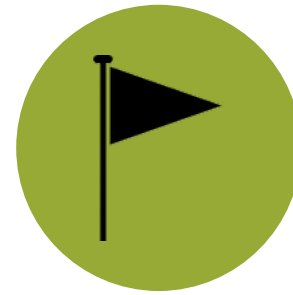
Villagers with ancestral skills and talents







# Our Services



Visits to tourist attractions considering the carrying capacity and care of the environment.



Experiential experiences with glamor in open spaces, in protected natural areas, in communities.



Heart, mind and body connection programs.



Socially and environmentally responsible hotels.



Restaurant and healthy box lunch.







# Our Services



Local guides and trained suppliers.



Consulting in sustainability and solid waste management.



Domestic and international airline tickets, travel insurance and customized transportation.



Gifts and/or souvenirs handmade by local entrepreneurs through our ancestral online store.







# Trips with Nassf Travel

generate opportunities  
based on three pillars



## Economic

Fair trade and job opportunities for local people, mostly women from indigenous and/or vulnerable communities.



## Environmental

You contribute to the care of nature with projects for the preservation of the environment.



## Social

Empowerment and leadership opportunities in indigenous and/or vulnerable communities.







# Trips with Nassf Travel

How to generate opportunities for improvement in the local economy?



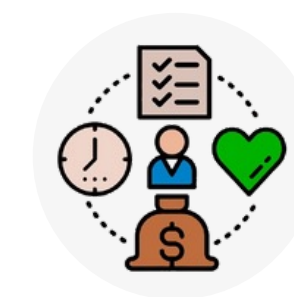
## Purpose

Every time you buy, 10% is invested in socio-environmental projects run by our NGO Red Ecovoluntariado Nassf Latinoamérica.



## Empowerment

- Development of the Solid Waste Management Project.
- Rescue of ancestral skills and talents.
- Community leadership and shared responsibility.
- Sustainable tourism.



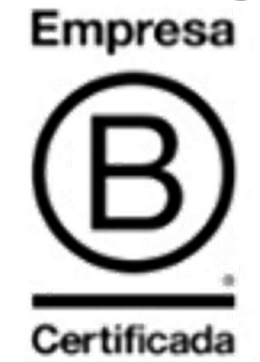
## Entrepreneurship

Delivery of materials for the elaboration of prototypes for their enterprises. It is managed and monitored for the creation of formal entrepreneurship and the development of responsible tourism in their community.





## Membership of associations







## Membership of associations





# Ethics and Integrity

Values, principles, standards, and norms of behavior

## Values



### Social responsibility

We wholeheartedly support vulnerable farming and indigenous communities and environmental conservation.



### Honesty

We are committed to acting in a sincere and honest manner, being consistent with the truth in what we do, what we think and what we say.



### Solidarity

We promote a different way of traveling, carrying out activities with good sustainable, solidary and friendly practices with our environment.

## Ethical principles



### Integrity

We promote the development and empowerment of communities by integrating the services of local companies. At Nassf, we believe this is the best way to promote the economy of our host communities.



### Professional commitment

At Nassf we do the things we like and excite us, committed to giving you the best experience in each of your trips.



### Commitment to the environment

We promote sustainable tourism, reducing the impact on the environment as much as possible, we are committed to the conservation of the environment and to projects that defend the protection of nature.



### Respect

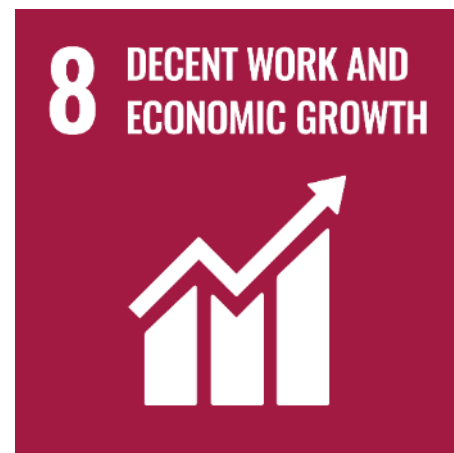
We firmly believe in a development model based on respect for customs, local traditions and the environment.





# Sustainable Development Goals

We are committed to fulfill the following SDGs:



Fair trade, decent work and formalization are promoted.



Local consumption with suppliers from the region, the use of recycled materials and the development of responsible tourism are promoted.



The management and handling of solid waste is promoted, the carrying capacity is respected and noise pollution is avoided.



Strategic alliances with the public and private sectors that contribute to our socio-environmental projects.





# NGO Red Ecovoluntariado Nassf Latinoamérica

Red Ecovoluntariado



Our philosophy: "Love for nature and community development".

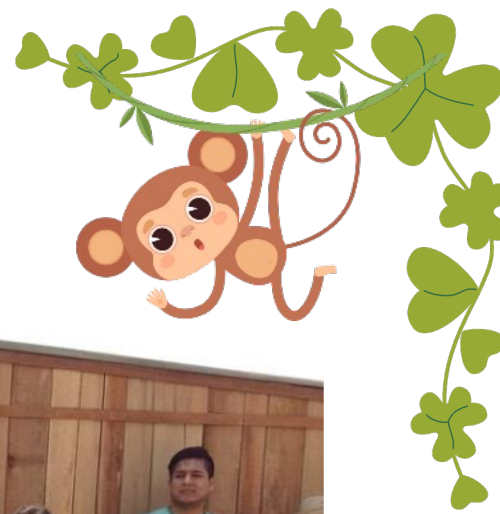
Ecovolunteers in:



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# Indigenous and Vulnerable Communities

In Peru







# Indigenous and Vulnerable Communities

In Ecuador



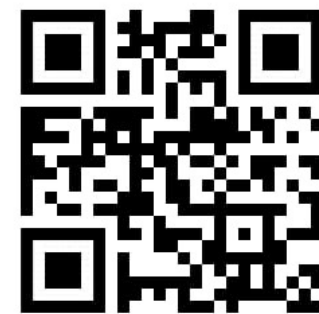




For further information or suggestions  
about this report, please contact  
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AGENCIA DE  
VIAJES Y TURISMO  
REGISTRADA

8 DECENT WORK AND  
ECONOMIC GROWTH



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



13 CLIMATE  
ACTION



17 PARTNERSHIPS  
FOR THE GOALS

