



Go2Africa Announces B Corp Certification and a Continued Commitment to Build a Better World Through Travel



[Download Images](#)

Cape Town, South Africa (August 17, 2023): Go2Africa is pleased to announce that it is now B Corp Certified. This certification further exemplifies its unwavering dedication to sustainability, transparency, and ethical business practices. It also holds the company accountable to high standards of community upliftment, environmental sustainability, and wildlife protection. By planning a trip with Go2Africa, travelers choose a company that uses its influence and resources to drive positive impact in the world, and they become part of a movement that actively promotes responsible travel.

Maija de Rijk-Uys, Managing Director of Go2Africa, shares, *“Go2Africa is committed to building a better world. We are proud to be B Corp certified, authentically living our commitment to using business as a powerful force for [positive impact](#). In a continued effort to show our commitment to protecting wildlife, uplifting communities, and caring for the planet, Go2Africa created Trips with a Purpose in 2023 for our clients who are equally as eager to travel and give back to the communities they visit.”*

As a member of B Corp, Go2Africa forms part of a global community of businesses working towards a common goal: creating a more inclusive and sustainable economy for all. They are driven by a shared mission to redefine how they travel, ensuring that every journey has a lasting and meaningful impact. The commitment goes beyond profit; they strive to balance purpose and profit. [B Corp, or Benefit Corporation](#), is a type of business certification that goes beyond traditional measures of success to prioritize positive impact. B Corp’s pledge to create positive change in the world, working towards a vision of a future where businesses are a force for good and where profits are not at the expense of the development of people, the conservation of wildlife, and the protection of the planet. The B Corp certification is a symbol of a company's dedication to building a better world.

Go2Africa & B Corp

Achieving B Corp certification means that Go2Africa has met the rigorous standards set by the global B-Corp community, verifying their commitment to ethical business practices, including transparency and accountability across five key impact areas:

- **Governance** - a company's overall mission and how it is incorporated into the company's legal structure and decision-making processes.
- **Workers** - policies and practices related to its employees' well-being, including fair compensation, benefits, and opportunities for advancement.
- **Community** - impact on the community, including engagement with local suppliers, charitable giving, and support for social causes.
- **Environment** - environmental practices, including energy efficiency, waste reduction, and sustainable sourcing.
- **Customers** - commitment to ethical marketing, transparency, and customer satisfaction.

Go2Africa believes in empowering local communities, preserving natural environments, and supporting cultural diversity. Their carefully curated itineraries—Positive Impact Safaris and Trips with a Purpose—prioritize sustainability, promote eco-friendly practices, minimize carbon footprint, and aid in the conservation of wildlife and development of communities.

- As part of Go2Africa's ongoing efforts to support reputable wildlife conservation initiatives throughout Africa, they have partnered with [EWT \(Endangered Wildlife Trust\)](#), a pioneer on the front lines of protecting wildlife. Go2Africa is committed to assisting the cause by educating travelers about on-the-ground initiatives taking place. The ultimate goal of Go2Africa's partnership with EWT is to create awareness around their important wildlife conservation work and develop a sustainable stream of income to help fund their efforts.
- When selecting Positive Impact initiatives to support, [Greenpop](#) emerged as a top candidate for Go2Africa's Conservation Committee. Their vision and efforts go well beyond just putting trees into the ground, emphasizing making trees count rather than simply counting trees. In addition to the reforestation work being done as part of their Forests for Life program, their work to protect and restore ecosystems also covers food gardening, environmental awareness, and urban greening, which houses the Fynbos for the Future project. This project aims at reconnecting the youth in traditionally marginalized communities with the environment and their natural heritage.
- Part of Go2Africa's Positive Impact initiative with the African Bush Camps Foundation is to create a thriving learning environment at [Maunga Primary School in Zambia](#). They are running a feeding program at the school to provide daily meals for learners. In addition, a new school kitchen will be built, and a vegetable garden will be developed to aid with sustainably supplying the school. The African Bush Camps Foundation is running a feeding program drive to cater 20,000 meals to learners at all their schools in 2023.

Take part in this incredible journey and experience the magic of Africa with Go2Africa. Guests can immerse themselves in awe-inspiring landscapes, encounter extraordinary wildlife, and connect with

diverse cultures - all while knowing their travel choices make a tangible difference. Plan a safari with [Go2Africa](#) now—more [information on BCorp and Go2Africa](#).

About Go2Africa

[Go2Africa](#), part of the Nawiri Group, is a multi-award-winning and B Corp-certified travel specialist based out of Cape Town and Nairobi. Driven by a passion for positive change, Go2Africa curates unforgettable African safari holidays that leave a lasting impact. Celebrating over 25 years, they have first-hand knowledge and relationships with over 1000+ carefully selected partners across Southern and Eastern Africa. With the most accredited and awarded safari specialists recognized by Conde Nast Traveler and Travel & Leisure, travelers are in expert hands.

[Website](#) | [Instagram](#) | [Twitter](#) | [Facebook](#) | [Youtube](#)

For more information:

Julie Leventhal

REYA Communications

julie@reyacommunications.com