



Responsible Lobbying & Political Engagement

Our commitment

Swoop is committed to conducting any lobbying or advocacy activities responsibly, transparently, and in a way that contributes to a positive impact on society and the environment.

As a B Corp, we recognise that business engagement with public policy can have significant social and environmental consequences, and we ensure that any lobbying we undertake (whether directly or through intermediary organisations) is aligned with our purpose and sustainability commitments. This policy applies to all employees, contractors, and representatives.

Lobbying for positive impact

Contributing to positive impact

We commit to engaging in lobbying only where it supports positive outcomes for society and/or the environment. Our approach is guided by various frameworks including the B Lab Standards and United Nations Sustainable Development Goals (UNSDGs). In practice, this includes supporting:

- Science-based governance and conservation in Patagonia, Antarctica and the Southern Ocean
- The protection and restoration of ecosystems in Patagonia and Antarctica
- Responsible tourism practices that benefit local communities and environments

We will not engage in lobbying that undermines these commitments.

Evidence-based engagement

Where we engage in lobbying or advocacy, we ensure our positions are based on reliable and, where appropriate, scientific data. This includes:

- Using reputable public data, recognised industry standards, and independent research
- Drawing on expertise from partners, conservation organisations, and scientific bodies
- Supporting evidence-based approaches to conservation, tourism management, and environmental protection

Integrity, anti-corruption and political contributions

We are committed to conducting all business activities with integrity. We prohibit:

- Bribery and corruption in any form
- Undue influence over public officials or decision-making processes

Swoop does not make financial contributions to political parties, candidates, or political action committees. We do not provide in-kind support intended to influence political outcomes. All engagement with policymakers must be transparent, lawful, and consistent with our values and internal policies.

Working with intermediary organisations

We engage with intermediary organisations such as industry associations and networks to support responsible tourism and conservation outcomes. This may include organisations involved in:

- Tourism governance and best practice
- Sustainable travel and industry collaboration
- Conservation and destination stewardship initiatives

Where we engage with trade associations or industry groups, we assess whether their positions are aligned with our values and policies, and engage constructively to support positive outcomes.

Where there is a misalignment, we will:

- Clearly and publicly articulate our position where appropriate
- Seek to positively influence the organisation's stance

If a material and persistent misalignment arises, we will formally reassess our continued participation and determine the most appropriate response.

Supporting collective action through our Conservation Fund

We recognise that positive change often requires collaboration beyond our direct operations.

Through Swoop's Conservation Fund, we support organisations working on environmental protection, scientific research, and advocacy in Antarctica and Patagonia. This includes supporting initiatives that contribute to improved governance, conservation outcomes, and long-term stewardship of natural environments.

While the Conservation Fund is not a lobbying mechanism, it reflects our commitment to supporting credible, evidence-based efforts that influence policy, protect ecosystems, and benefit local communities.

Implementation, risk management and monitoring

This policy is embedded through our sustainability strategy, oversight of all engagement with policymakers and intermediary organisations, and integration with our broader responsible business practices.

The policy has been shared with all employees and contractors, and is included in onboarding materials for new starters. The Head of Sustainability is responsible for day-to-day oversight of this policy, and for escalating any concerns to the CEO.

We proactively identify, manage, and monitor risks of non-compliance or misalignment with our purpose and commitments. The Head of Sustainability conducts an annual review of this policy and associated risks, assessing alignment with intermediary organisations and identifying any areas for improvement. Findings are reported to the CEO. Any material concerns are escalated promptly and addressed with appropriate action.

Compliance with this policy is evaluated as part of the annual review. This includes assessing whether internal engagement with policymakers has followed the required approval and reporting processes, whether any incidents of potential non-compliance have been identified and resolved, and whether the policy remains fit for purpose given any changes to our business or regulatory context.

Stakeholders can raise concerns about our business conduct, including lobbying practices, by contacting us directly at advice@swoop-adventures.com, through our employee whistle-blowing procedure, or via our customer feedback channels. We are committed to reviewing and addressing all concerns raised in a fair and transparent manner.

Approval and review

This policy is approved by Swoop's Senior Leadership Team (SLT), which acts as Swoop's highest governing body. The CEO holds overall accountability for ensuring that any lobbying or advocacy activities are consistent with this policy and our broader sustainability commitments.

This policy is reviewed annually by the Head of Sustainability and approved by the CEO as part of Swoop's wider sustainability governance processes. The review includes assessing alignment with this policy, identifying opportunities for improvement, and updating the policy as needed to reflect changes in our business, operations, and applicable standards.

Approved: 

Luke Errington, Founder and CEO, on behalf of the SLT

Last reviewed: June 2026