

## MEDIA RELEASE

### Aurora Expeditions reaches sustainability milestone, achieves B Corp Certification



**SYDNEY, AUSTRALIA 29 January 2024** – Aurora Expeditions, an award-winning pioneer of polar travel, has reached a new milestone in its sustainability journey, and is now a Certified B Corporation™ in a definitive step in its vision to be the global leader in sustainable expedition travel.

B Corps are certified businesses that meet high standards of social and environmental performance, transparency, and accountability, and who have made a legal commitment to balance purpose and profit.

This certification is a culmination of Aurora’s efforts to embed sustainable practices across all areas of its business. The company was assessed on its impact across five key areas: governance, workers, community, environment, and customers. Part of this is its portfolio of sustainability programs, working to protect ‘Planet’ and ‘People’ through initiatives such as its 100% Climate Neutral status, emissions reduction strategies, conservation and climate change education, support of the UN’s Sustainable Development Goals and more.

“We are exceedingly proud to join the B Corp community following a rigorous, but rewarding process,” commented Aurora Expeditions’ CEO, Michael Heath.

“We have been taking passengers on small-ship expeditions to some of the world’s most remote and untouched wilderness destinations for more than three decades, and we recognise acutely our responsibility to inspire, educate and advocate for the preservation of these important ecosystems.

“Furthermore, through this process we have learned that sustainability is so much more than our environmental impacts, though these play a hugely important part. Much of the work we were already doing in other areas such as policy and governance has also been formalised, and we are now meeting a higher level of accountability, ensuring we consider the impact of business decisions on all stakeholders.

“This has been a powerful step for our business. As a B Corp in the expedition travel space, we’re counted among businesses that are leading a global movement for change, and we hope to inspire others in our industry to do the same.”

B Corp Certification has been a natural progression as part of Aurora’s overall portfolio of sustainability programs, whose actions and measures have the overarching goal of reducing negative impacts on the environment and communities and contributing to building a more sustainable world for future generations. This certification also follows the release of the company’s inaugural [Impact Report](#) in mid-2023.

Learn more about Aurora Expeditions at [www.auroraexpeditions.com.au](http://www.auroraexpeditions.com.au)

Learn more about the B Corp Movement at <https://www.bcorporation.net/en-us/>

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Photo credit: Glacier shelf aerial ice landscape in Svalbard with *Sylvia Earle*; credit Mads Peter Iversen

#### **About Aurora Expeditions**

Aurora Expeditions is an award-winning, Australian-owned expedition company pioneering experiential travel for over 32 years. A pioneer in Polar Expeditions, Aurora is deeply committed to environmentally respectful travel to preserve the beauty and majesty that mother nature possesses, and we take real actions for the care of the planet.

Founded on the guiding principles of adventure and endless exploration, the small ship experience is intimate and friendly. Aurora Expeditions takes travellers on perspective-altering experiences to some of the planet’s most remote and incredible places.

Aurora’s two purpose-built ships, *Greg Mortimer* and our brand-new small expedition ship *Sylvia Earle* are designed for global discovery.