



Joker ViaVia Network Travel & Tourism Vision



Firmly Committed to:

- ✓ **Connect people and bridge cultures** *“By enabling encounters with the others, understanding and tolerance might grow”.*
- ✓ **Four basic values: Openness, Equality, Dialogue, Amazement**
- ✓ **‘People, Planet, Prosperity, Pleasure’**
- ✓ **Sustainable tourism as leverage for socio-economic development and increased tolerance**

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Joker ViaVia Network Mission



To contribute in a sustainable way to the dreams, needs and expectations of travellers and local partners,

by creating meaningful and memorable travel and intercultural experiences,

at a fair price/quality ratio.”

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Joker ViaVia Network Strategy



Daring to grow organically

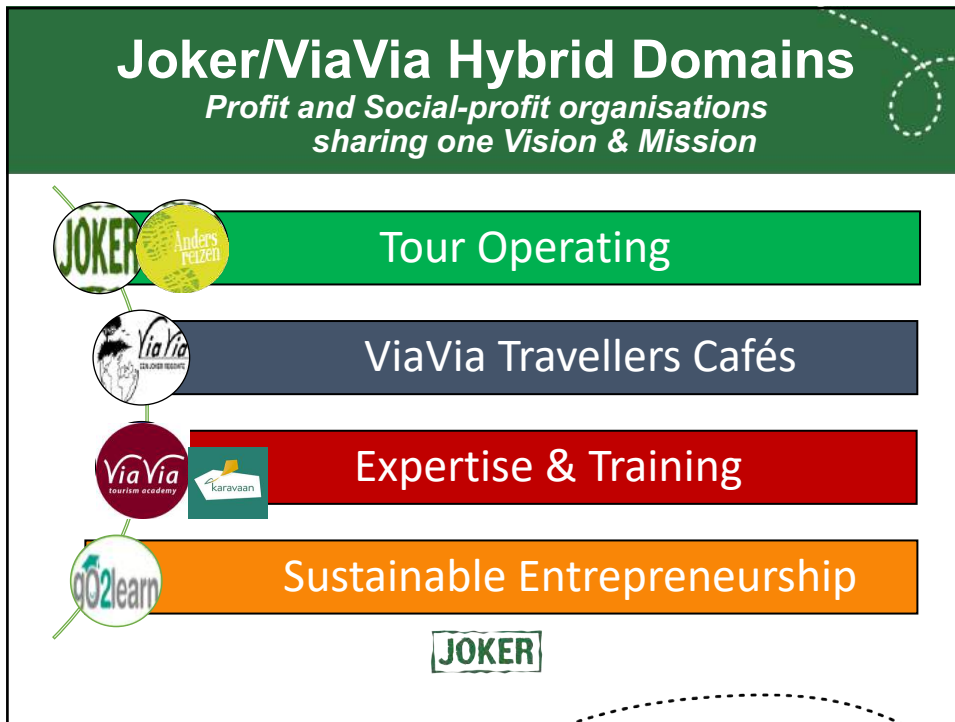
High degree of task autonomy comes with high degree of responsibility

Professional, Profitable and Responsible Entrepreneurship

Developing innovative translations of our mission in harmony with changing realities

Sharing knowledge and experience in sustainable tourism & intercultural entrepreneurship

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Joker, 1981/ Anders Reizen, 2001

Target B2C: Active people seeking added value in travelling

Target B2B: Tour operators, business

JOKER Conceptions

- Group Travels
- Individual Travels
- Flights Joker (B2C)
- Flights 'Boundless' (B2B)

ANDERS REIZEN Conceptions

- Group Walking & Culture Tours
- Individual Walking Culture Tours
- Family Tourism




ViaVia Travellers Cafés, since 1995



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Target:

Visitors and tourists, as well as locals & local communities, foreigners on the spot

Concept:

- A window on the world, embedded in the local environment
- A place to connect, to enjoy world flavours, to explore the world
- An embryo of international exchange and a commitment for capacity building and job creation.

ViaVia Travellers Cafés, since 1995



- ✓ *Belgium: Heverlee, Leuven, Brussels, Antwerp, Mechelen*
- ✓ *Argentina: Buenos Aires*
- ✓ *Chile: Valparaiso*
- ✓ *Ghana: Accra*
- ✓ *Honduras: Copan*
- ✓ *Indonesia: Yogyakarta*
- ✓ *Mali: Mopti*
- ✓ *Nepal: Katmandu (in reconstr)*
- ✓ *Nicaragua : Léon*
- ✓ *Rwanda: Kigali*
- ✓ *Peru: Ayacucho*
- ✓ *Uganda: Entebbe*
- ✓ *Senegal: Dakar*
- ✓ *Tanzania: Arusha (in reconstr)*

Karavaan vzw, since 1971



Where it all started ...



Youth organization recognized by Government of Flanders since 1975

Carried by +400 passionate volunteers

Outreach:

- Certified Tour Leader Training
- Gatekeepers 'Responsible Tourism'
- +400 Tour Leaders traveling annually worldwide

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ViaVia Tourism Academy since 2001



Compass for Intercultural Partnerships



Target:

Private & public beneficiaries in North and South in order to increase prosperity and inclusive societies

Deliverables:

- **Translating knowledge into hands-on tools**
Sustainable Tourism & Intercultural Entrepreneurship'
Vocational Education & Training: 'Remap your Knowledge'
- **Putting theory in practice**
Content Strengthening Joker & ViaVia Cafés
Development Joker Project Fund & Go2learn
- **Sharing knowledge and experience**
Coordinator 'Learning Network Sustainable & Innovative Tourism' in High Education Flanders;
'Train-the-trainer' (Malawi, Peru, Senegal, China, SA,...) ;
EU projects (Innoguide; Stede; Eileen, ...)

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Sustainable Entrepreneurship




Promoting a Cosmopolitan & Open Attitude to Future Leaders & Global Entrepreneurs

- ✓ Award winning 'ESF Ambassador 2015' Project **'CAFÉ HERMAN'**. A new paradigm for better inclusion of immigrant small scale entrepreneurs (Partnership VVTA and the city of Mechelen)
- ✓ **'GO2LEARN'** - giving wings to graduates by non formal learning & CSR oriented internships. Partners Joker, VVTA, Time4Society, Trendhuis.
- ✓ **'Sundry Seeds'**: a community oriented business model generating income and employment based on tourism and the strength of diversity, that way creating **Great Good Places in towns** for locals, travelers and staff





Sustainable Entrepreneurship

JOKER SDG-VOICE 2018

Joker is selected by the Belgian Federal Institute of Sustainable Development to be 1 of the 6 SDG ambassadors in 2018.

The other 5 SDG Voices:
VBO-FEB, VVSG, Metro, Natagora, Mooov

In 2018 Joker & Trendhuis develop the book:
'Reis naar Duurzaam Ondernemen met de SDGs als kompas'





ViaVia Jogjakarta and SDG 5 'Gender Equality'



In 2013, ViaVia Jogja secured international recognition for its efforts regarding woman employment

by receiving the prestigious "Wild Asia Responsible Tourism Award" in Singapore

ViaVia Ayacucho and SDG 8 'Decent work for all'



In 2017, ViaVia Ayacucho receives the 1st price in the national contest of "Good Working Practices"

organized by the Peruvian Labor Ministry

Joker SDG voice 2018



WHY TOURISM MATTERS

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verlegt je grenzen