



ASI REISEN CLIMATE ACTION PLAN

April 23



Introduction

60 years ago, ASI Reisen was founded as an alpine school by Prof. Hannes Gasser with the vision to **carefully open people's eyes and hearts towards what the world has to offer** - through travelling. Today, ASI Reisen is a leading adventure travel platform offering more than 4.000 trips in 100+ countries.

Responsible travel has always been the foundation of ASI Reisen and the idea of sensitizing people strongly reflects in its activities today: ASI Reisen offers experiences that create added value not only to its guests, but for local communities as well. We believe that travelling should be an enriching experience, based on respectful interactions with people and nature.

Tourism being interdependent with the environment and local communities, we understand our role as a leading adventure travel platform to take responsibility for our actions. Committing to constantly improving our offers, we developed a sustainability strategy which is an integral part of our daily business. Our sustainability strategy can be divided into three interrelated pillars: reduction of the environmental impact, increase of appreciation and value creation, and fostering dialogue and transparency. The strong collaboration with all our stakeholders is an essential part of our strategy, emphasizing our unique position as a tour operator, bringing together different interest groups.

Our commitment to frequent analysis of our impacts and continuous improvement is mirrored in becoming the first B Corp certified tour operator in the German speaking region of Europe, as well as receiving the Travelife certification in March 2023. Both certifications have been of great value in measuring and understanding our impact on people and planet. By signing the Glasgow Declaration, we commit to being part of a community, working on transforming tourism and delivering effective climate action. As stated in the Glasgow Declaration, we align our goals in order to halve emissions by 2030 and reach Net Zero as soon as possible before 2050. With our first Climate Action Plan, we publicly report on our progress and define long-term targets, aligning climate action across tourism stakeholders.

On the following pages we are stating our measures and objectives, divided into the five topics *measure, decarbonize, regenerate, collaborate* and *finance* - as suggested in the Glasgow Declaration. Existing resources and guidelines were used to identify improvements and set objectives accordingly.



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Measure

We strongly believe that only by measuring and understanding our impact, we can set objectives to improve. This approach is reflected throughout our business practice, helping us to reflect on our progress and set measurable goals.

We measure our impact.

Using the tool CARMACAL, we calculate the emissions of all our ASI Original trips. These emissions contain accommodations, activities, and transport including flights and transfers. By measuring the emissions of our experiences, we can identify touchpoints for improvement and adapt our portfolio accordingly. On a regular basis, the CSR department and the Product Development Team works together on defining solutions to improve the impact of ASI Original trips. The data of the ASI Original trips is frequently analyzed. Based on the insights, processes to reduce the respective emissions are defined, in collaboration between the product managers and the CSR department.

360-degree approach.

Not only do we measure our emissions, but we also collect feedback from different stakeholders, which helps us to gain a different perspective. Through structured feedback collection we can measure and reflect on our performance. Measures to improve are defined based on the results of the data collected. The following section highlights the stakeholders of whom feedback is currently being collected.

Guests	All our guests receive feedback from after they return from their trip. The questionnaire contains many quality-related aspects which are helpful for our product management team. Other touchpoints are the performance of our guides, and the service of our sales team. An essential component of the questions focusses on sustainability related topics. Currently, these questions focus on transportation, waste prevention and regionality of products in the accommodations, and transmission of sustainability by our guides. These four questions provide a base for the dialogue with different stakeholders.
Employees	We conduct internal, anonymous surveys using a tool called OfficeVibe. Thanks to this tool we are able to track the employee satisfaction. The bi-weekly survey shall provide a space where employees can give honest feedback and voice their concerns.
Guides	After each trip, our guides fill out a form to give feedback from their perspective. This is an opportunity to collect recommendations for improvement and inputs from our local guides.



Decarbonize

In order to decarbonize, we need to understand our impact. In this regard, we refer to the different scopes of emissions, as defined by the GHG Protocol. The scopes are depicted in the image below.

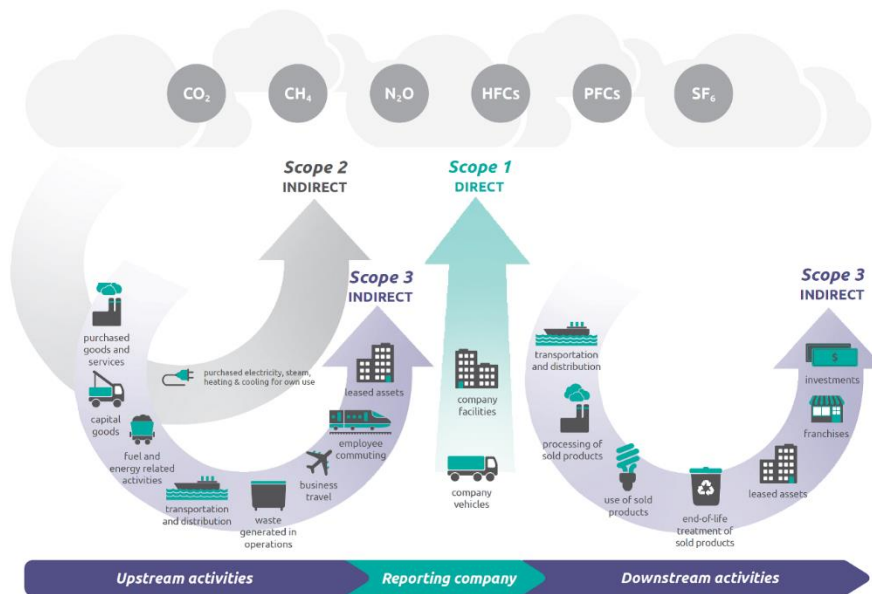


Image 1- Scopes as defined by the GHG Protocol

The following table presents an overview of the three scopes and the corresponding actions we have been taking so far. Depending on the scope, our influence on the generated emissions varies.

	Definition	Impact and Influence
Scope 1	Direct emissions from owned or controlled sources.	We own two gas-powered vehicles, which are used for business purposes only. The generated emissions are fully compensated with our climate investment.
Scope 2	Indirect emissions from the generation of purchased energy.	We purchase our energy from a local partner which sources renewable energy. Own PV Panels cover part of the energy consumption.
Scope 3	Indirect emissions that occur in the value chain of the reporting company, both upstream and downstream emissions.	<ul style="list-style-type: none"> - Measurement, of emissions generated by business travel. - Measurement, communication, and reduction of trip related emissions. - Stakeholder engagement.



Office Building and Employee Impact

With our renowned office building, the ASI Nest, we were able to considerably reduce our office-based emissions. The building was designed in collaboration with Snøhetta, a Norwegian architectural bureau. A Sustainability advisor consulted ASI Reisen and Snøhetta throughout the planning process. A special focus on energy efficiency, and open office design, the ASI Nest incorporates the values that are at the core of ASI Reisen: form a symbiosis between nature and people, create a place where people like to come to work and create a space and where new ideas can emerge.

The building impresses with its green façade, serving as natural buffer zone that helps reduce energy required for cooling the building. The façade consists of over 1,200 plants of 79 local species, fostering the biodiversity and perfectly blending in with the environment. The sensor-controlled natural ventilation system using thermal lift and wind pressure conditions helps to regulate room temperature, humidity, and CO2 within the office. Part of the power consumption is covered by the PV panels installed on the roof.

Learn more about the features of the ASI Nest [here](#).

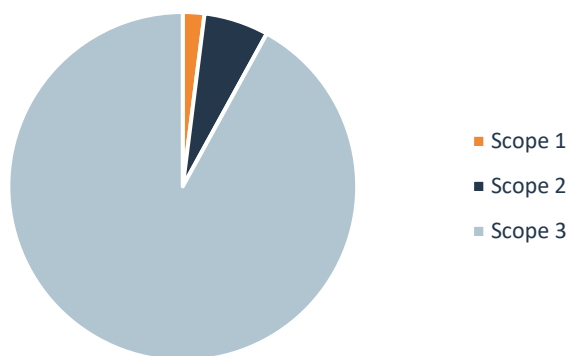
With the new office building, ASI Reisen was able to reduce its office-based emissions significantly. Many measures to save energy are in place. As a tour operator focusing on responsible behavior, ASI Reisen actively engages all its stakeholders in this regard.



Impacts of our Trips

Traveling leaves traces and it is our priority to minimize the environmental footprint of our trips. We conduct frequent analysis of our impact and set subsequent targets to further optimize our trips. A strong collaboration between CSR and the product development team is crucial to find a joined solution and minimizing the environmental footprint of our trips whilst designing marketable and attractive experiences.

On a more indirect note, the collaboration with our partners and suppliers proves to be crucial. ASI Reisen is an asset-light tour operator, as we do not own any hotels, airplanes, or other travel relevant assets.



Sources suggest, that over 90% of emissions of light-asset tour operators are generated in Scope 3. This means that the reduction of these emissions can only be achieved by actively engaging with our stakeholders.

Illustration 1: Proportion of Scopes affected by emissions of light-asset tour operators (own illustration)

The dialogue with our stakeholders is a main component of our sustainability strategy and we incentivize and advocate responsible business practices and conscious consumption to contribute to the much-needed change in the tourism sector. Combined with regulations on trip development and business practices, we create a holistic approach to ensuring a continuous improvement within the supply chain.

Regenerate

We have clear guidelines for our product development and business practices. Our experiences do comply with existing laws, international and local conventions, and regulations. Such resources help to foster high quality experience and consider regeneration throughout the value chain, starting with product development.

On our donation platform, we include some disaster response focused aid projects. We have used our platform to draw attention to disasters, engaging especially our guests in supporting aid projects.



Collaborate

Working with a variety of different stakeholders around the world, we are in a unique position. Our platform represents a meeting point between local partners, guides, and guests. This presents as an opportunity to establish a common ground for collaboration. When it comes to responsible tourism, working together and taking steps into the right direction is crucial. By forming a community with the same goal, we can engage and motivate each other to do better.

The section below outlines our collaboration with some of our stakeholders. Through dialogue and regulations, we have the opportunity to foster responsible tourism. The table below shows the measures and structured dialogue that is in place to date. The optimization of our stakeholder engagement is a continuous process. Not only are our stakeholders a crucial component of our experiences, but they can also give us valuable feedback, so we can improve. We have a 360-degree approach, where we collect data from our stakeholders. The information we gain from this helps us to measure our performance and therefore monitor improvements.

Employees	Our employees are a central resource for our success. The CSR department is actively collaborating with the different departments, and the objectives are aligned with our sustainability strategy. Internal workshops focusing on CSR take place and are further planned in the future.
Partners ASI Originals	<p>Our in-house trips are lovingly created in collaboration between local partners and our product managers. All service providers and activities are carefully selected, meaning that we are directly in touch with the local suppliers such as hotels, transportation suppliers and agencies. This means that we have more power in making conscious choices and engaging our partners in this regard.</p> <p><u>CSR Checklist</u> In cooperation between the product managers and the CSR department, the CSR Checklist was created. It serves as a guideline that our product managers work with when designing new experiences or reviewing existing ones. The checklist contains mandatory and voluntary aspects and covers many chapters from attributes of a hotel to regulations on transportation in a destination. This document was launched in December 2022 and are now in the pilot phase. The document is dynamic and dialogue-based meaning that it will be reviewed regularly and adapted. The goal is that now voluntary aspects will be mandatory in the future, giving us a basis from transitioning towards responsible behavior.</p>



	<p><u>Code of Conduct</u> The new Code of Conduct was sent to all our partners and suppliers worldwide and is a requirement for our partnership. The updated, more detailed version covers crucial topics within the supply-chain management and provides a foundation for our partners to reflect on their impacts – and improve.</p>
Partners Partner Trips	<p>Our Partner Trips are experiences on our platform that are fully designed by our partners. This means that we do not have as much access to the supply chain of the Partner Trips, compared to the ASI Originals.</p> <p><u>Partner Certification Program</u> In this context, we launched the Partner Certification Program, where we set the target to only be working with certified partners starting in 2024. We are specifically focusing on GSTC-recognized certifications in this regard, helping us to ensure that the certifications are aligned with the agenda 2030 and thus support the sustainable development of the tourism sector.</p> <p>Analyzing the progress of this program, we realized that it will not be feasible to have all our partners certified by 2024. Being in touch with our partners was an essential component so far and helped us to understand their challenges and circumstances, taking their experience into consideration. An adapted strategy for this program will be released soon.</p> <p><u>Code of Conduct</u> The new Code of Conduct was sent to all our partners and suppliers worldwide and is a requirement for our partnership. The updated, more detailed version covers crucial topics within the supply-chain management and provides a foundation for our partners to reflect on their impacts – and improve.</p>
Guides	<p>Our guides are an essential component of our experiences, as they are the ones not only representing ASI Reisen to the guest, but also being able to convey and be an example of conscious traveling. A constant dialogue with our guides also helps us to identify potential improvements for our experiences or collaboration.</p> <p><u>ASI Guide Training</u> Our guides complete a guide training that is provided by ASI Reisen. The training focuses on providing high quality guiding and covers many important aspects such as safety. Another main aspect of the guide training is the chapter about sustainability. The guides are</p>



	<p>encouraged to actively implement topics regarding sustainability in their trips. This way, they can make our experiences a learning opportunity for our guests and help us sensitize our guests towards responsible traveling. For example, our guides are encouraged to organize one day per trip that focusses on a topic within sustainability. With their topic of choice, the guides can create a dialogue with the guests, further engaging them too.</p> <p><u>Guide Summit</u> The Guide Summit is a key event, where our guides and ASI employees come together. It presents an opportunity to reflect on the partnership and discuss important topics or collect ideas for new experiences. Our guides can provide us with a lot of crucial information, helping us to optimize our experiences.</p>
Guests	<p>We see it in our responsibility to actively engage our guests and incentivize responsible traveling for them.</p> <p><u>Transparent Communication</u> CSR Communication with our guests is integrated at several touchpoints. The communication can be divided into ad-hoc communication of relevant topics and fixed communication which is directly linked to their trip. Throughout the customer journey, we engage our guests and create space to integrate different elements of sustainability. On our Platform, which is our most important communication tool with our guests, we provide transparent information on the emissions and local added value of our trips. Responsible behavior is also a key element within our communication after booking: our guests are provided with relevant information, which helps them to prepare for their adventure. Throughout the experience, different elements of sustainability are actively discussed with our guides. When returning from their travel, our guests receive information on aid projects which they may support through our charity platform. With this, we want to create value beyond travel, and further sensitize our guests towards the challenges that local communities face. Further information on the charity platform will be included in the next sections.</p> <p><u>Create opportunities to contribute</u> We actively implement initiatives where we provide our guests with opportunities to make their trip more sustainable. For example, we have launched a platform for car-sharing, where our guests can sign up and organize with other guests who might take the same route. To combat littering, we encourage our guests to bring their reusable bottles and lunchboxes – and if they don't have any, they can order high-quality products in our own <u>ASI Shop</u>.</p>



Finance

As a leading adventure travel platform, it is our responsibility to invest resources aligned with our sustainability objectives, in order to contribute to a positive change in tourism. We actively invest into sustainable growth, support, and preservation.

We Invest in Training and Awareness Raising.

Tourism is a people's business. Accordingly, the persons working with and for us are the most valuable resource we have and need to cultivate this asset. We have processes in place to inform and involve our guides, employees, local partners, and guests. Trainings are an essential component, to ensure that the knowledge transfer is consistent and to ensure high quality standards of our experiences.

Focusing on long-term relationships with our guides, employees and local partners, a foundation for dialogue and knowledge transfer is built. On a regular basis, ASI Reisen engages with its stakeholders and provides trainings on the different aspects of sustainability. Trainings are provided internally by the CSR Manager or with support of external experts.

We Generate Local Added Value.

It is our mission to design experiences that create added value not only to travelers, but to local communities as well. We foster local value creation through working with hand-selected regional partners, preferably family-owned businesses. Accordingly, we ensure that through partnerships, our experiences deliberately support local economies.

We transparently display the local added value of every ASI Original trip on our website. With the communication of the effects of our trips, we create more awareness among our guests. By measuring this data, we have a basis with which we can analyze and measurably improve our actions.

With the help of guidelines and regulated processes we can ensure that the added value to local communities is maximized: We developed our own CSR Checklist, according to which our product developers design our experiences. Additionally, we updated our Code of Conduct, which now includes more details on important matters such as human rights and environmental management. The first time, we sent it to all our partners worldwide, to ensure transparency and a clear communication of our values and expectations. This document has been a helpful tool for the dialogue with our partners, as well as to ensure improvements along the supply chain.



We Support Projects in our Travel Destinations.

Value creation goes beyond our trips. With this idea, ASI Reisen launched its own donation platform in 2021. Through collaboration with Betterplace.org, we display selected aid projects on our website. With this, our guests have the possibility in supporting aid projects in the countries ASI Reisen offers experiences in. The project portfolio spans from environmental protection and regeneration projects, social projects focusing on education and women empowerment, to disaster relief. We actively engage our guests to support the projects: After returning from their trips, our guests receive information about a project in the country they just visited, motivating them to give something back. ASI Reisen covers all transaction costs, to ensure that 100% of the donation goes to the project.

Our Climate Investment.

ASI Reisen measures the emissions generated by all ASI Original trips and actively reduces them by optimizing the experiences. In close collaboration between the product managers and the CSR department, the trips are monitored and objectives for the reduction of CO2 emissions per trip defined.

As for the remaining non-reducible travel emissions, and all the emissions generated within our business practices (Scope 1 and 2), we partnered with First Climate for climate investment. Founded in 1999, First Climate today is a pioneer in environmental asset management as well as voluntary and compliance carbon trading. Today, First Climate provides a diverse portfolio with carefully chosen projects for climate investment.



Through professional consultancy, we decided to support a project that focusses on renewable energy in West Bengal, India. The run-of-river power plant uses part of the water of the Teesta River for sustainable electricity generation. It has four turbines with a power of 40MW each. The plant generates around 720GWh of clean electricity annually, which is fed into the North Indian transmission grid.

The investment helps to support sustainable energy supply on site. With increasing energy demand, which is today mainly covered by fossil sources, this is a valuable contribution. Investing into this project helps to build a more sustainable infrastructure and thus reduce the amount of emissions generated in the future.



Apart from a more sustainable form of energy generation, this project contributes to several other Sustainable Development Goals, fostering the development of local communities:

- **Health and well-being:** As part of the project, several facilities for the medical care of employees and workers were built. The health centers are also open to the population and make an important contribution to medical care in the region.
- **High-quality education:** The project enables the construction of schools in the region and thus makes an important contribution to improving the education situation on site. Locals can also participate in qualification and vocational training courses offered by the project.
- **Clean water and sanitation:** The project provides financial resources for the improvement of the local drinking water supply. This is important because many people in India still do not have access to clean drinking water or acceptable sanitary facilities.
- **Affordable and clean energy:** The project makes an important contribution to the spread of modern technologies for the use of renewable energies in India. This also contributes to the diversification of the national electricity mix.
- **Decent work and economic growth:** The project creates new jobs for the local population in the construction of the plant and in the area of operation and maintenance.
- **Industry, innovation, and infrastructure:** The project also includes the installation of new power lines that will contribute to the improvement of the supply infrastructure and increase the efficiency of the system. In addition, new access roads will be built to improve the local traffic situation.
- **Measures for climate protection:** The use of hydropower reduces the emission of greenhouse gases and contributes to the containment of global warming. In addition, clean energy production supports India's economic development in a sustainable way.
- **Life on land:** The project helps to avoid the formation of air-polluted furnaces, which would result from the combustion of fossil fuels. Among other things, the project also helps to combat the causes of acid rain.

It is our utmost priority to actively reduce the emissions of our trips. The compensation of remaining emissions through climate investment is not the solution, but an opportunity to take responsibility for the emissions we are not able to reduce.



Objectives

Recognizing the current efforts and taking opportunities for improvement into account, the following objectives have been defined to be achieved in the framework of climate-related practices of ASI Reisen.

Objective 1: Identify GHG reduction opportunities, set reduction targets, and track performance.

Efficient and exact data gathering proves to be a challenge especially in tourism, due to the complex value chain. Consistent data gathering is growing, but there are still many businesses that have not started this process yet. To date, there is no centralized tool that provides a thorough, reliable, and continuously updated data. Working in a given framework, we intend to stay on the lookout for more effective solutions or collaborations in the market.

We want to become more focused in setting our climate-related targets. Until the next reporting period, we will have a thorough analysis of scopes in place including defined objectives to further reduce our emissions and set measurable targets. Collaborating with a climate expert or setting targets with the Science-Based Target initiative will be taken into consideration as helps us to make sure we are operating within the defined 1,5 Degree threshold.

Objective 2: Encourage Responsible Behavior of all Stakeholders.

We want to foster responsible behavior beyond our experiences. Fostering our dialogue-based approach, we want to encourage all our stakeholders in making more conscious choices. Through increased nudging, establishment of guidelines and regulations and adapting our product portfolio we create a foundation in influencing our stakeholders.

Objective 3: Engage Value Chain partners in GHG Management.

At the same time, we see it as our responsibility as a tour operator to engage our partners in measuring their impact. With a continuous, structured dialogue and an incentive system we want to bring more partners on board for reporting.

Objective 4: Enhance Donation Platform and Project Portfolio.

The aim is to further optimize our investments in local projects as we seek long-term partnerships with local project partners. Profiting from local knowledge, we will be able to provide effective support where it is needed. Ideally, these projects become a main component of our trips, which helps us sensitize our guests towards challenges that the local communities in our travel destinations face. Based on a respectful interaction between travelers and local communities, project visits foster understanding and collaboration. With this, we are able to generate a stable income, as local projects will be supported through both and voluntary donations. This creates the base for long-term support.

Objective 5: Foster Awareness Raising Among its Stakeholders.

Taking a holistic approach to climate-related issues, ASI Reisen uses its position to draw attention to the cause-and-effect relationship of tourism and climate change. We want to use our position to sensitize our stakeholders beyond topics that are related to a specific experience. Understanding the positive and negative effects that tourism has on people and planet is crucial. Therefore, we plan to further extend our communication, informing our guests and partners, encouraging responsible and conscious decision-making. With this, we aim to ensure that the



Disclaimer

This Climate Action Plan was developed to state our progress and outline opportunities and ambitions for improvement. We see this as a continuous process of analyzing and understanding our impact and adapting our measures considering the circumstances.

Questions?

Feel free to get in touch with our CSR manager, Jasmin! You can reach her per e-mail at jasmin.hadorn@asi.at

Sources

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