KUONI

IMPACT REPORT
2021 & 2022

WELCOME

to our inaugural impact report

We know the reasons people love to travel are varied, and very personal.

At Kuoni, we passionately believe that travel can be a force for good. That's why we have been committed to incorporating sustainability principles into our business operations since our beginnings.

It is important to acknowledge the whole picture. We know travel can have negative impacts but, as a responsible business, our goal is to protect the planet so we can continue to travel now and in the future. Our ambition doesn't stop there. We want our destination partners and customers to feel that way too which is why our aim is for our actions to mark a path for others to follow.

We believe that sustainable business is an opportunity for innovation, and we can use our influence to drive positive change across the supply chain. Our approach has been to ignite conversations within our team and amongst our partners to increase the number of holidays that meet independently verified standards. We also encourage all the people our guests meet along the way – our staff and their contacts – to take active responsibility and put our environmental and sustainable policies into action. This attitude is the basis of our training programme for all our people.

Within the pages of this report you will find information about the steps we are taking, which are aligned with the relevant UN Sustainable Development Goals and involve important conservation projects in conjunction with the DER Touristik Foundation, to ensure travel continues to play a vital part in all our lives.

Unusually, this first report covers a two-year period, 2021 and 2022. This is because we measured both years in quick succession and it also provides context in light of the recovery following the COVID-19 pandemic.

Happy reading,

Mark Duguid, Managing Director and Claire Ross, Director of Sustainability for Der Touristik UK

KUONI

> "We want to share the delight; we want people to enjoy themselves when they go away. We don't want to have a negative impact on the world."
>
> **Simon Reeve – film maker and presenter**

Claire Ross, Director of Sustainability

Kuoni parent company DER Touristik UK appointed Claire Ross in April 2023 to the newly created position of Director of Sustainability. With 15 years' experience at Kuoni, Claire takes on the sustainability role from her most recent position as Product Director. Claire is leading on driving initiatives and action on sustainability across all DER Touristik UK businesses.

"This is an important strategic appointment for Kuoni as we look to the future. This sustainability role allows us to have focused expertise, promoting our business development in a way which benefits destinations, environments and communities and step up our work to reduce emissions throughout our UK and overseas operations."

CONTENTS

KUONI

OUR APPROACH
TO SELLING HOLIDAYS

Our primary objective is ensuring our customers have the best possible travel experience whatever their requirements, whilst managing the social and environmental impact. Part of our process involves making sure the holidays we curate adhere to stringent animal welfare policies and support the local communities in which we operate. As a minimum standard all our partners are required to meet our Code of Conduct and Animal Welfare Guidelines.

To drive measurable improvement beyond this baseline we have also audited all hotels in our portfolio to identify which adhere to Global Sustainable Tourism Council (GSTC) recognised standards. Our objective is to increase the percentage of holidays that meet these standards. We are working closely with Travelife to achieve this objective. All hotels where we are the exclusive distributor in the UK will be working toward a GSTC recognised accreditation by the end of 2023.

Internally, we have conducted training workshops with all team members responsible for holiday selection to provide best practice advice on the environmental and social impacts of tourism. This provides them with the tools and information to be able to speak confidently about our objectives when in conversation with local partners.

WHAT IS TRAVELIFE
AND WHY IS IT IMPORTANT?

Travelife is a globally recognised certification system set up by ABTA members to motivate tourism businesses to understand their carbon footprint better. They offer goals, tools and solutions to implement positive change. The programme, independently and impartially verified, includes a comprehensive (and constantly evolving) checklist covering all aspects of a hotel's operations, from social to environmental issues.

Travelife-certified businesses are driven to continually improve and are audited regularly to ensure they maintain their standards. We work with Travelife to drive improvement in the accommodation sector, to independently verify claims and to identify which hotels are making these improvements.

Certifications such as Travelife enable us to make better decisions about the hotels and resorts we choose to feature, and we strive to include those that are passionate about our global sustainable future.

KURAMATHI IS TRAVELIFE
GOLD CERTIFIED FOR THE 10TH
CONSECUTIVE YEAR

In 2022, Kuramathi Maldives were awarded Travelife Gold certification for the 10th year in a row – a significant achievement.

Kuramathi has taken a whole-hearted approach to fulfil the demands of the qualifying criteria, like reducing energy and water consumption, protecting animal and marine welfare and treating their staff fairly, making them fully deserving of this coveted award.

Case Study:

Kuramathi Maldives,
Travelife Gold, exclusive to Kuoni

We have partnered with Kuramathi in the Maldives for almost 50 years thanks to their commitment to continually identifying new ways to preserve the environment. Over time, they've adapted the day-to-day running of the island, integrating small changes that go a long way.

THEIR ACTIONS INCLUDE:

- Introducing hydroponic gardens to grow fresh salad greens and herbs for their restaurants
- Composting organic waste
- Installing a bottling plant (in 2011) so guests can enjoy distilled, purified water in glass bottles – removing the need for around 300,000 plastic bottles every year
- Offering reef-safe sunscreen and feel-good activities, like tree planting and reef and beach clean-ups, so guests can do their bit to make a difference
- Holding 'Fish and Ocean Days', for children where they learn about the underwater world with engaging presentations, workshops and games
- Supporting the local economy by purchasing fresh fish from Maldivian fishermen and fruit and vegetables from small businesses
- Harnessing heat from their powerhouse to provide hot water for guest (and team) rooms.

ENGAGING
with customers

Engaging with our customers has been an important strand of our sustainability strategy. By leading the conversation, we are able to set the tone and help our customers understand and embrace responsible travel.

Partnering with Simon Reeve to educate and engage

Simon Reeve, global travel and documentary maker, has been Kuoni's brand ambassador for nearly a decade now. We have worked closely with Simon to raise awareness of the challenges around travel in relation to carbon emissions, overtourism and plastic waste in our oceans. He shares our belief that travel is a force for good and celebrates the positivity of travel without being blind to the challenges we all face.

Customer events

Over the past year we have hosted two customer events with Simon; a virtual online event in January 2022 with almost 900 customers in attendance and a live event at our Kuoni at Peter Jones store in London, for our VIP customers in November 2022.

During these events Simon provided insights into his journeys, his thoughts on travel and stories about how we can travel better. At both events we asked Simon about his thoughts on climate change, examples of how tourism can have a positive impact on people and places.

Audience members were invited to ask questions, many of them touching on Simon's thoughts on offsetting, conservation, plastic pollution/waste and what we can do to make sure our travels benefit local people.

Interviews

In November 2022 we arranged for Simon to be interviewed for Travel Weekly's Sustainability Summit. Watch the interview here.

In partnership with the Kenya Tourist Board, we arranged for Simon to be part of our "hidden Kenya" campaign. This involved online meetings between Simon, a safari guide and a city tour guide to talk about the real destination and get their local take on places, wildlife, landscape, lifestyle and culture.

Articles

We also commissioned Simon to write online articles about why tourism is vital for Kenya's wildlife and how travel can have a positive impact.

Simon was interviewed for the last Kuoni magazine.

"There are a thousand things you can do to be a responsible traveller."

Simon Reeve - Film maker and presenter

4 QUALITY EDUCATION

LINKS:

How to be a responsible traveller

Travel can have a positive impact

Simon reeve meets the Maasai tribe of Kenya

MAKING BETTER CHOICES

Our aim in 2023 is to become more transparent and improve responsible travel signposting on our website, with additional tools to help guide holiday-makers to make more informed and sustainable choices.

Our new website

In 2023 Kuoni will launch a new website with developed functionality to enable customers to filter results based on their certification status.

We have also updated all customer-facing content on sustainability within the new site to give more guidance for those researching sustainable holidays.

Employee training

We are rolling out training across our employee network on travel tips they can share with customers to reduce the negative impact of their holidays. We are also including sustainability modules in our induction training for customer-facing sales staff.

Climate action week

This is an internal initiative scheduled for June 2023 during which we will provide Carbon Literacy training for all our staff and launch this impact report.

Sustainability accreditation

We are working with Ethy, an organisation that specialises in sustainability accreditation. By applying for five Ethy badges, we aim to raise awareness and understanding of the measures we've taken to make our own operations more sustainable.

Badges are awarded by Ethy and displayed on Feefo once specific criteria have been met and validated. The badges we are applying for include: Protects Biodiversity, Cruelty Free Experiences, Gives to Charity, Community Champion and EV Charge Points.

Our goal is to meet the criteria and have our badges validated by December.

4 QUALITY EDUCATION

ethy VERIFIED

WE'RE TAKING

CLIMATE ACTION

We've measured our carbon emissions

Measuring our carbon footprint and committing to reducing it until we reach net zero is the most significant action we can take to reduce our environmental impact.

We measured our carbon emissions by working with a third party carbon accountancy firm (ecollective) and now know the total carbon footprint of our business.

This is the first, but perhaps most significant, step towards reducing our carbon emissions as you cannot manage what you do not measure. Using this information, we commit to making changes to how we work and who we work with to lower our emissions in line with global targets each year.

2021 carbon footprint

2021 is our baseline year. It's the year we first measured our carbon emissions and is the year we will compare our progress against.

In 2021 our carbon intensity figure was 3,312kgs of CO2e per customer. This is the number we aim to reduce year-on-year.

Our total carbon emissions for 2021 were 14,486 tonnes of CO2e, but we should be clear that this was not a normal year as travel had not yet recovered to 2019 levels following the pandemic.

We've measured emissions across all scopes

Knowing it is important to look at the whole picture, we didn't shy away from including all our scope 3 emissions in our carbon footprint. Scope 3 (indirect emissions) make up 98% of our carbon footprint. They include emissions from business travel, our website, working from home, flights and everything included on our holidays. Knowing this informs our strategy for reduction which will necessitate working closely with our team, partners and suppliers.

98%

1% SCOPE 1

1% SCOPE 2

SCOPE 3

IN 2021
WE PRODUCED
3,312KGS
OF CO2E
PER CUSTOMER

WE'RE TAKING

CLIMATE ACTION

Actions taken in 2022

In October 2022 we cemented our commitment to reducing our emissions by measuring our 2021 carbon footprint to identify the carbon hotspots in our business. This allowed us to set our Net Zero target.

Our net zero target

The first part of our Net Zero target involves reducing our carbon footprint per customer by 50% by 2030.

This is in line with the recommendation of the Science Based Targets initiative to keep global temperature rise below 1.5°C above pre-industrial levels. In order to achieve this, we will need to reduce our carbon intensity figure by 8% each year.

2022 carbon footprint

2022 represented the first normal year of business since the covid pandemic.

In 2022 our carbon intensity figure was 3,260 kgs of CO_2e per customer, a 1.5% reduction. This decrease can be attributed to passive decarbonisation (the industry decarbonising in general). Since we only measured our 2021 footprint in October 2022, we had already held nearly all of our holidays for 2022 and therefore it was too late to make changes. Our carbon reduction action plan really starts this year, in 2023.

A BREAKDOWN OF OUR EMISSIONS:

79.6%

0.5%

0.9%

7.7%

11.2%

KEY:

- Flights
- Accomodation
- Other
- HQ
- Transfers
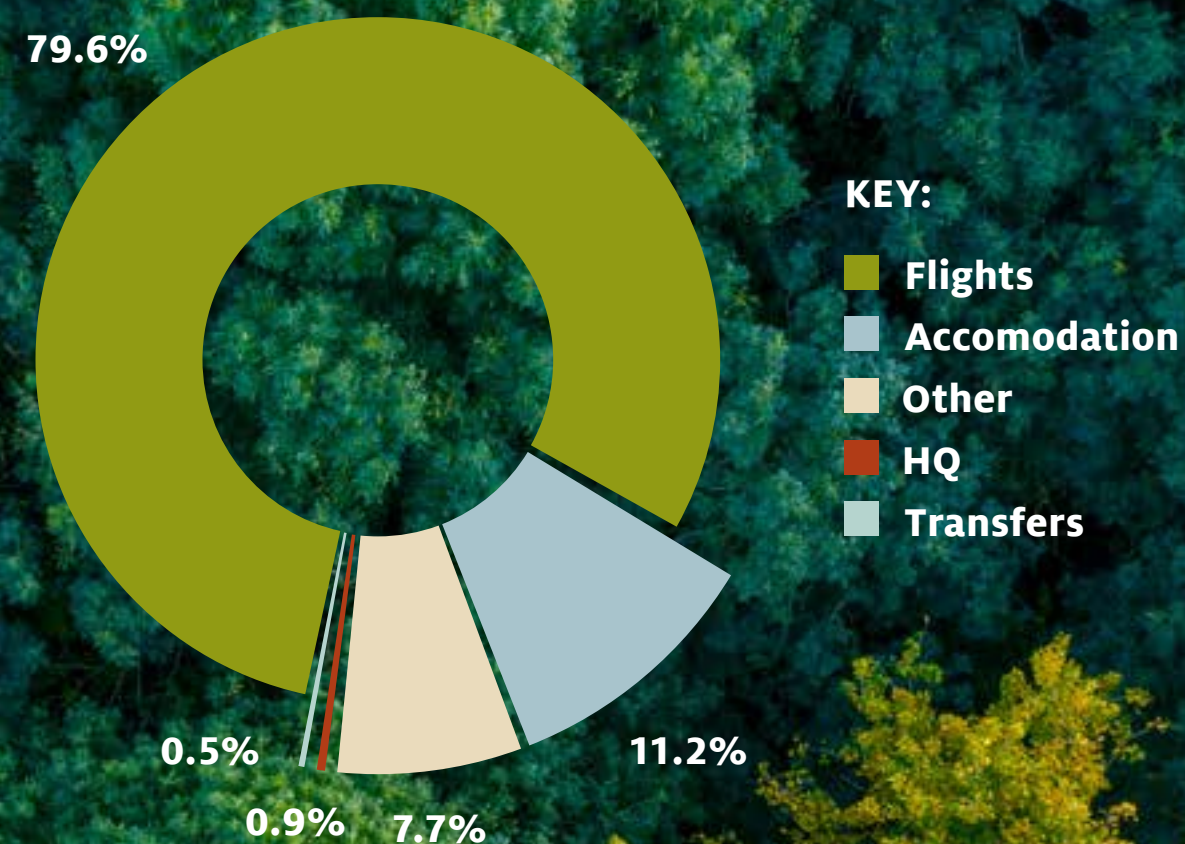
IN 2022
OUR CARBON INTENSITY FIGURE WAS
3,260KGS OF CO2E PER CUSTOMER

GETTING GEEKY WITH THE DATA
2022

Flight emissions
78,394,812kg

Office and working from home emissions
107,633kg of CO2e*

Staff commuting emissions
189,207kg

Website emissions
2,342kg

Business travel emissions
147,879kg

Trip emissions (not including flights)
19,160,001kg

*all units on page - kg of CO2e

13 CLIMATE ACTION

Our carbon
REDUCTION PLAN

ACTIONS FOR 2023 AND BEYOND

1.

FLIGHTS: Sell a higher percentage of short haul holidays (European)

2022: 16% of Kuoni passengers travelled short haul

2023 GOAL: 20% of Kuoni passengers travelling short haul

HOW?

We aim to increase the percentage of European holidays by growing our range of options and intensifying our marketing of European destinations through a dedicated budget and promotional activities driven by our Short Haul Programme Manager.

2.

HOTELS: Support a higher number of hotels to be GTSC certified*

2022: 27% of hotels have GSTC certification

2023 GOAL: 35% of hotels have GSTC certification
We plan to increase this percentage year on year

HOW?

Training our full sales team on the benefits of a GSTC recognised certification so they can steer customers to make better choices.

Increasing the % of GSTC recognised hotels via the introduction of contracting targets. We will focus on our most popular products first. Taking a volume-based approach will mean all of our exclusive products will need to have signed up for an accreditation by the end of this year. This requirement will be moved into contract terms in phase 2.

Adding new sustainability hub content (launched in June 2023) will explain certifications to customers.

Highlighting GSTC recognised hotels on our new website, enabling customers to filter these products. We will provide additional content on our website to explain what this means.

3.

CARBON: Reduce emissions in our stores and HQ

2023 GOAL: 8% reduction

HOW?

ENERGY:
- Move to a renewable energy provider by early 2024
- Install solar panels on roof of head office by early 2024
- Deliver energy saving initiatives by end 2023

WASTE REDUCTION:
- Conduct a waste audit in 2023 across stores and head office to identify baseline and set targets
- Provide training on waste reduction

VEHICLES:
- Increase electric charging points from 2 to 12 at head office. Installation, completed June 2023

GTSC requires hotels to monitor and minimise environmental impacts to reduce their carbon footprint, overall pollution and to control the resources they consume.

We are commited to
PROTECTING CHILDREN
in tourism

It is our firm conviction that tourist activities must never lead to negative effects on children and young people. They must not harm their physical and mental development or adversely affect their future opportunities.

As children are more vulnerable than adults and often lack an opportunity to voice their rights, the impact that businesses have on them can often be overlooked.

According to the internationally accepted definition, a 'child' is anyone who is under 18 years old.

We have developed a comprehensive child safeguarding policy with the support of our parent company Der Touristik. It includes guidelines, reporting mechanisms and training.

Implementation

In implementing our child safeguarding policy we are committed to reviewing our portfolio on an annual basis, removing all activities that pose a high risk to the protection of children's rights. Such activities, including those mentioned below, will be discontinued or replaced.

School Visits:

This leads to the schools and children becoming financially dependent on tourists and income generation being prioritised over the educational mission. The development and purchase of products that include school visits are no longer permitted at DER Touristik Group.

Performances:

Whenever children become part of the tourism value chain, there is a risk of commercial exploitation and blurring of the lines between voluntary promotion of cultural heritage and child labour. DER Touristik Group implements a code of conduct for suppliers with commitment to the ILO Minimum Age Convention

Orphanage Visits:

The majority of tourists who visit orphanages come with good intentions. However due to the great interest in visiting or staying in orphanages within the framework of volunteering programmes, the demand of orphanages for "orphans" is increasing. There are numerous confirmed cases of traffickers who kidnap children from poor families and then take them to orphanages to earn money. In most cases, it is best for children to grow up with their parents or families. Therefore, supporting projects that work to empower women and promote families is a good alternative.

Volunteering:

DER Touristik Group no longer offers voluntourism products. People interested in voluntourism will be referred to organisations that specialise in the activity and follow the Voluntourism Policy through The Code.

THE CODE

The DER Touristik Group has signed up to 'The Code', a set of rules designed to prevent the sexual exploitation of children in tourism and is systematically implementing the six criteria contained in 'The Code'. The six criteria formulated by the international organisation, 'The Code' serve as a framework and benchmark for many tourism companies around the world. It involves guidelines, policies, employee training, the inclusion of partners through contractual agreements, the sensitisation of travellers, the inclusion of a broad spectrum of stakeholders and an annual report covering measures that have been implemented.

8 DECENT WORK AND ECONOMIC GROWTH

Don't look away
NEEDS YOU

Don't Look Away is a global initiative that empowers everyone, staff and customers alike. It calls upon anyone who witnesses any behaviour related to the potential sexual exploitation of children to raise their concerns.

The link to make a report is:
https://dontlookaway.report/

It can be used by anyone and is independently facilitated to ensure concerns are taken seriously. On the link there is a 5 step process for anyone concerned that they have witnessed child exploitation when on holiday:

1. **WITNESS** what, who, where and when

2. **REPORT** via the website

3. **HOTLINE** forward the details to the relevant authority

4. **POLICE** local law enforcement review and investigate

5. **SUCCESS** dependent on quality of information.

OUR GOAL FOR 2023:

In conjunction with our protecting child rights policy our product teams have:

- Been trained using the detailed child safeguarding module.
- Identified relevant products in the annual portfolio analysis.
- Involved partners in stakeholder dialogue and offered voluntary training.
- Ensured that the ILO Minimum Age Convention 138 is met when children are involved in activities.
- Implemented the Supplier Code of Conduct with a zero tolerance policy.
- Provided information to travellers, communicated the hintbox and informed them of the International Reporting Platform for cases of sexual exploitation (launched on new website).

DONT LOOK AWAY.nl

WE'RE ENGAGED IN

EDUCATION

Education is key to tackling inequality, climate change, pollution and much more. Kuoni educates its teams through training programmes, its partners through conversation and its customers by providing access to valuable content, such as that by Simon Reeve (see page 12) as well as through in-country visitor experiences.

We collaborate with our suppliers and wider network too

Not only have we held meetings with our key suppliers to explain the benefits of GSTC certification, we've also planned further work with key Destination Management Companies and suppliers focused on carbon literacy and social impact. This is how we will maximise our impact throughout our supply chain.

Our teams are constantly learning

Here is a flavour of some of the training we've provided our teams

Kuoni sustainability principles and focus areas

Safeguarding children

The benefits of GSTC certified accommodation

Animal welfare

Sustainable tourism best practices

Water 2 Go training (see page 34)

Future training sessions include:

Climate week (5 June 2023)

Waste reduction (planned for late 2023)

Sustainability leadership training (September 2023)

In September 2023 we will have a stand at a local senior school careers fair to present Kuoni and our approach to sustainable tourism.

Case Study:
The Smiling Gecko Project, Cambodia

The Smiling Gecko project in Cambodia allows Kuoni customers to experience a project which has been supported by Kuoni via the Der Touristik Foundation since 2019.

The Smiling Gecko Project:

Smiling Gecko is an NGO that aims to improve the quality of life of an entire community through cluster projects. Since 2014 they have created jobs and apprenticeships in agriculture, tourism, catering, crafts, trade and teaching. At the heart of the project is a school with between 300 to 400 children who come from many different villages. Travellers stay in a hotel on the farm which funds the project but also enriches the visitors' experience.

Outcomes from the project can be life changing. Take the example of Mariya un Noun who was sold as a maid to a wealthy family at the age of 12. She escapes following an attempted rape by the man of the house and ends up forced into mariage and working in a clothing factory. Later on, she is fortunate to be taken into the Smiling Gecko project with her two children where she discovers her passion and talent for cooking.

One day, the CEO of the Hotel Management School in Lucerne visits the project and is inspired by Mariya's dishes. He invites her to Switzerland, to study at the Lucerne Hotel Management School where Mariya transfers her knowledge on the little-known Khmer cuisine to famous Michelin star chefs. Following this experience Mariya Un Noun is now head chef at Smiling Gecko Farmhouse. There, guests can experience her special dishes and premium local ingredients first hand.
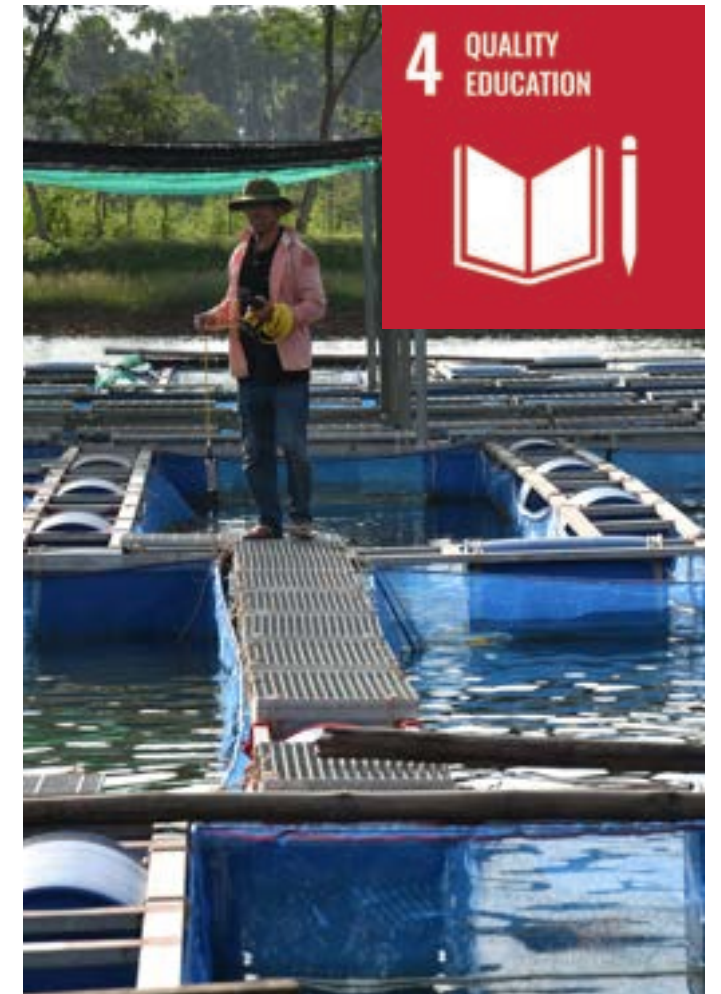
REDUCING
UNSUSTAINABLE PRACTICES

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

WE'RE WORKING TO PUT AN END TO UNSUSTAINABLE PRACTICES

As a company we are engaged in ending unsustainable patterns of consumption that lead to pollution, climate change and biodiversity loss.

This means working to improve resource efficiency and reduce the waste we produce through better waste management, reducing the amount of plastic we and our customers consume and by re-thinking our brochure strategy.

WASTE MANAGEMENT & PLASTIC REDUCTION

This is an area where we are at the beginning of our journey. Our recent focus has been on waste management. Our future focus will be on waste reduction.

2022-23 ACTION

We have improved recycling across our store network and in our head office. In February 2022 we set up a contract to collect our recycling from HQ. This February, we increased collections to once a week to ensure there were no barriers to people recycling and that recyclable waste would not end up in landfill.

We also arranged recycling contracts for all standalone stores in February 2023 and provided all stores with new bins which allowed them to split recycling from general waste.

To manage coffee waste, we provided coffee pod recycling bags in February 2023 and have organised collections across our store network and head office.

2023-24 GOALS

Our aim is to reduce our waste year-on-year. We will do this by conducting a waste audit in 2023 to establish a baseline and set reduction targets.

Our focus will be on the 5 Rs (Refuse, Reduce, Reuse, Repurpose, Recycle) to do everything we can to reduce the amount of waste we produce and look for local initiatives that support the circular economy.

BROCHURES

During the pandemic, we had to dispose of around 70 tonnes of brochures. This waste horrified us, leading us to completely re-think our brochure policy. To cut down our consumption of paper and reduce our carbon impact in this area we:

Removed the ability for customers to order pre-printed brochures online and moved to a brochure-on-demand strategy in January 2022 meaning we only print what is needed and avoid waste. Customers can also view brochure content as PDFs, so can choose to avoid print altogether.

Changed the way brochures are packaged for shipping to stores, partners and trade. In March 2023 we removed shrink wrapping and increased pack sizes to improve efficiencies so stores can order and receive packs less frequently.

Modified the brochure content to make for more inspirational reading as opposed to a catalogue of products. By removing dates, providing guide prices and including links to the up to date information on our website, the content is more 'evergreen' meaning it doesn't go out of date and brochures can be used for longer without the need to reprint.

Check out our new look brochure here

Case Study:

Partnering with Water 2 Go to reduce plastic waste

Kuoni is partnered with Water-to-Go, a company that produces refillable water bottles with an innovative replaceable filter system enabling the user to refill their bottle wherever they are in the world and drink water safely. Bottles are made from sugarcane waste so there are no fossil fuels involved.

In some destinations safe drinking water can be a challenge or involves a lot of single use plastic. It runs counter to our sustainability strategy to provide water bottles to every customer so our recommendation is for customers to bring their own reusable water bottles. As part of our partnership with Water-to-Go we provide our customers with a discount code to encourage them to invest in their own plastic-free, reusable, filtered water bottle.

Kuoni also provides bottles to staff for educational holidays, uses them to train suppliers and sponsored a **Water-to-Go** showcase at a Travel Weekly sustainability event.


PROGRESS TO DATE:

2023:

We asked all destination representatives not to offer plastic or reusable water bottles on arrival. We also trained our staff and provided office training, pop-ups in store and bottles for educational travel so that they can be used as a talking point.

ONGOING GOAL:

Drive this partnership further and help destinations support us in adoption.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
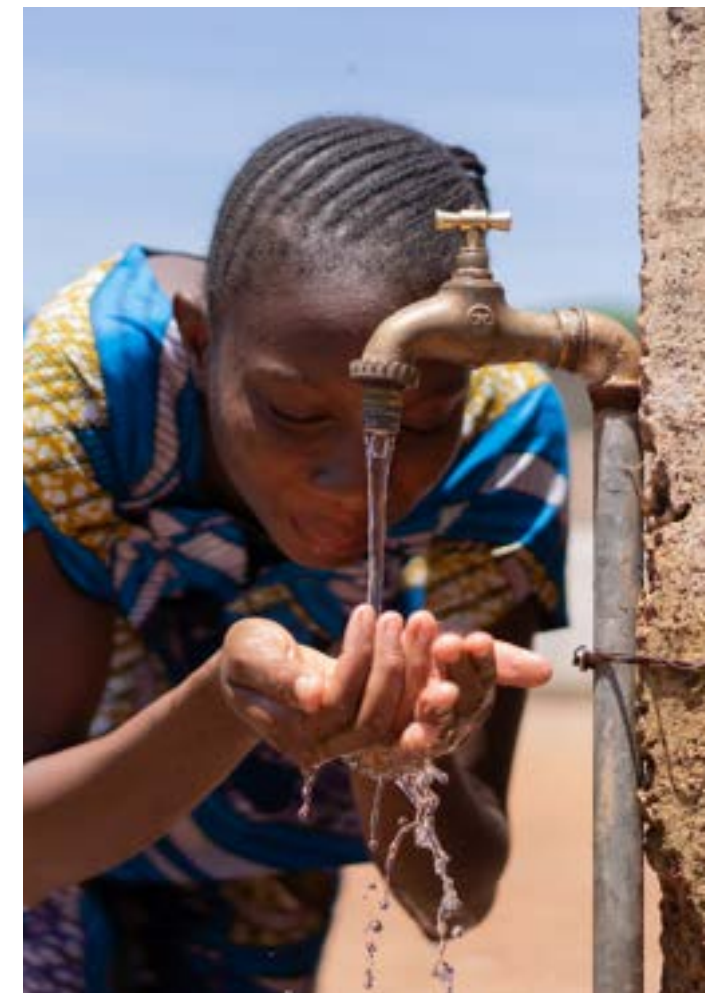
We support
HEALTHY ECOSYSTEMS

We're conscious that healthy oceans and land-based ecosystems are essential to human existence and life on Earth. It is essential to conserve them and use them responsibly to mitigate the effects of climate change and biodiversity loss.

15 LIFE ON LAND

14 LIFE BELOW WATER

Kuoni's industry leading stance on
ANIMAL WELFARE

Working with animal welfare experts we have extensively reviewed the experiences we offer involving animals.

15 LIFE ON LAND

WE ARE WORKING TO DRIVE CHANGE BY:2023:

- Helping customers experience animals in their natural habitat
- Ensuring appropriate activities and welfare conditions
- Not supporting displays that promote unnatural animal behaviour
- Ensuring no direct contact with dangerous animals
- Adapting our approach to different contexts: captivity and the free wilderness
- Having a focus on at risk species. In 2021/2022 this was captive elephants

The atoll – home to 250 species of vibrant coral and over 1,200 fish species.

Kuoni's industry leading stance on
ANIMAL WELFARE

Working with animal welfare experts we have extensively reviewed the experiences we offer involving animals.

We are doing this through annual portfolio desktop audits in conjunction with our published welfare guidelines. We have also introduced a new induction training module on the focus species and product training on sourcing alternative activities for all front-line staff and a refresher course for all existing team members.

Progress to date: We completed our audit of attractions that include elephants in 2022

Short term target: To complete a full audit of all attractions that involve animals by the end of 2023.

Medium term target: Replacement of inappropriate products by responsible alternatives

2023: A FOCUS ON MARINE LIFE

Kuoni's 2023 species focus is on captive cetaceans (whales and dolphins) with a goal to contribute to positive change through the re-thinking of cetacean attractions in the industry. Our goal is to protect these animals both in captivity and whilst being observed by holiday-makers in their natural habitat.

Last year the Baa Atoll in the Maldives celebrated its 10th anniversary as a designated UNESCO Biosphere Reserve. This area is a bucket-list dream for diving and snorkelling enthusiasts as it is home to a handful of eco-friendly resorts and thriving (but fragile) reefs.

Defined by UNESCO, Biosphere Reserves have three main goals: biodiversity conservation, sustainable development, and direct support through research, monitoring and education.

The Baa Atoll is most famous for the opportunity to observe marine megafauna – whale sharks, dolphins, and the world's largest aggregation of manta rays. Each year, hundreds of manta rays and whale sharks gather at Hanifaru Bay for a feeding frenzy on the nutrient-rich zooplankton that funnel there from June to November.

Case Study:
The Reethi Faru Manta Project

In collaboration with the Manta Trust, a partner of Kuoni, the Reethi Faru Resort has started a Manta ID Project. This allows the trust to better study and understand these creatures. Each manta has unique spots on the underside, which are used to identify them individually. Kuoni guests who go on manta snorkel and / or dive trips with the Sea Explorer dive team are encouraged to capture and share their images. The photos are sent to the Manta Trust, who then provide the team with information on that particular manta (for example, sex, small-scale movement patterns, migratory patterns, etc.) This contributes to the larger mission of the Manta Trust to drive the global conservation of manta rays and their habitat.

14 LIFE BELOW WATER
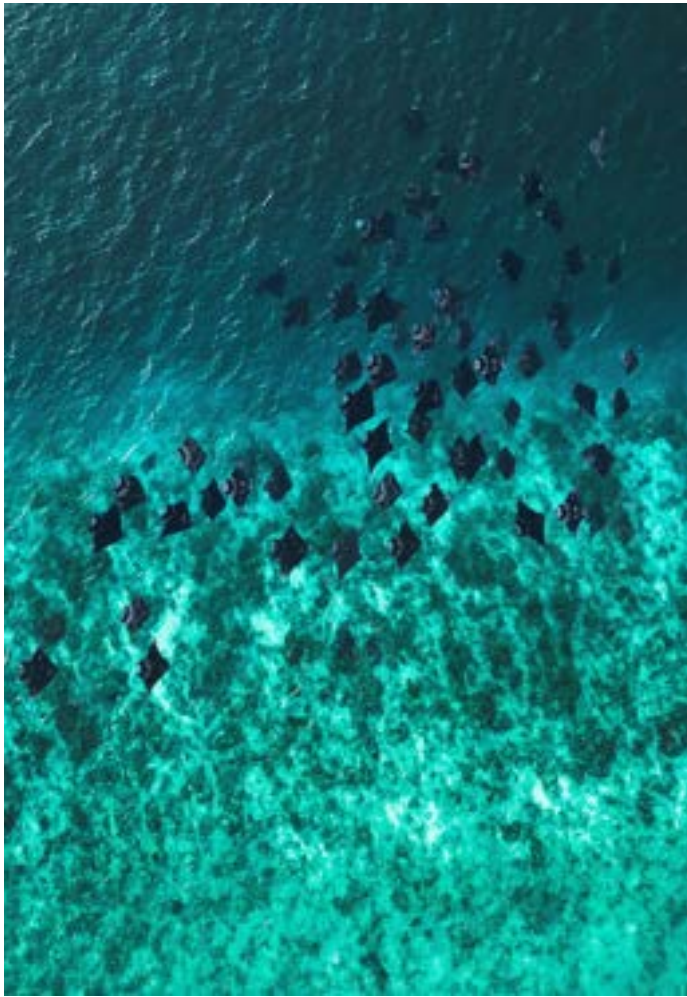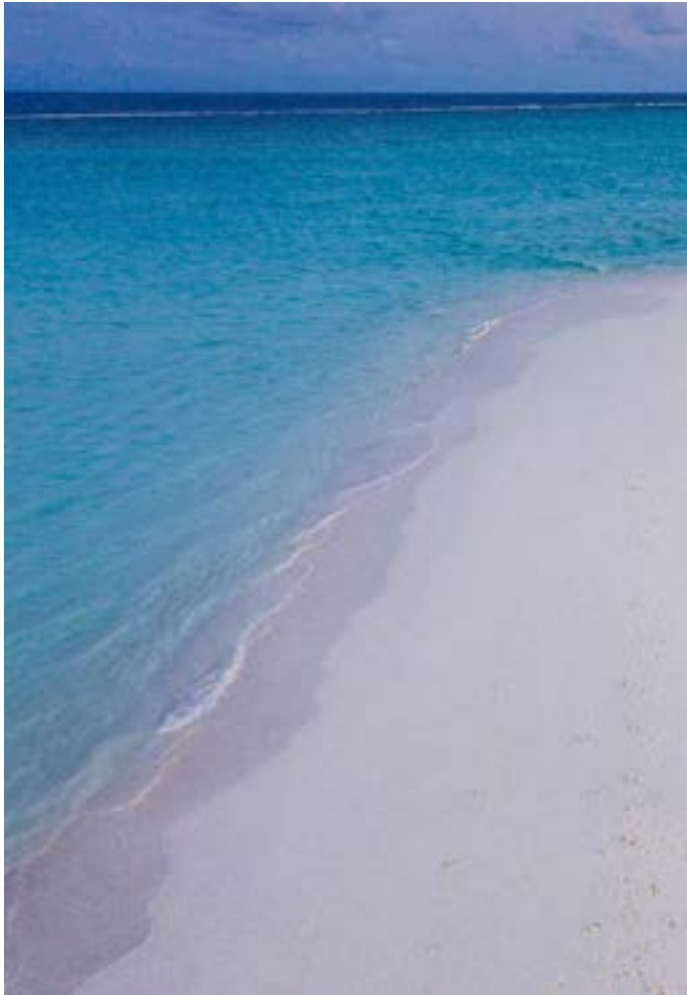
Case Study:
2022 Elephant Conservation Project

Through DER Touristik, Kuoni has supported elephant conservation in the Ngorongoro nature reserve in northern Tanzania, home to the semi-nomadic Maasai pastoralists.

Tensions run high, putting elephants at risk when they roam and damage the Maasai's crops. DER Touristik works with the local population to erect barriers impregnated with chilli paste which redirects elephants to the areas where they can roam and feed freely without harming crops.

Through training and the erection and maintenance of the chilli barriers, there has been a positive outcome for both the elephants and the local community.

DER Touristik Foundation

The Der Touristik Foundation was set up by the parent company of Kuoni in 2014, and funds more than 80 projects in 26 countries. Kuoni, as part of DER Touristik UK, became a full member of the Foundation in 2022, making an annual donation to its projects and taking an active role supporting its current and future activities.

A new website was launched in 2022 to showcase the work of the Foundation, which highlights current projects along with a "take action" section, so new projects can be submitted for consideration in the next funding review.

DERTouristik Foundation. Take action. (dertouristik-foundation.com)

THE DER TOURISTIK FOUNDATION

The Foundation champions the promotion of education for children and young people, the preservation of ecological habitats and biodiversity with 100% of all donations are used to fund the projects. The funding goals of the foundation include:

- The promotion of child and youth welfare
- The promotion of child and adult education and vocational training
- The promotion of development cooperation
- The promotion of nature conservation and environmental protection
- The promotion of animal welfare

2023 GOALS:

New projects to support sustainable tourism around the world are invited to apply for funding via the DER Touristik Foundation, as part of a new drive to raise awareness of the Foundation and its goals.

Raising awareness of the Foundation across our stakeholder to increase the impact of the Foundation on the projects we support.

Claire said: *"The Foundation is one of the centrepieces of our sustainability strategy as we reduce our footprint and promote tourism as a force for good. The scope of work supported by the Foundation has broadened and we're looking to step up communications to our staff, business partners and the wider travel industry."*

Case Study:

Mangrove conservation in Sri Lanka

In line with the DER Touristik Foundation's conservation mission, Mangrove conservation in Sri Lanka successfully secured funding in 2023, following their application to the Foundation in 2022. Sri Lanka is a destination Kuoni UK is committed to supporting as the destination re-builds its tourism industry.

Mangroves protect coasts and shores, prevent erosion, filter pollutants and maintain water quality. They are also tremendous carbon sinkers. Mangrove forests absorb more than twice as much carbon dioxide as tropical rainforest. These coastal forests, which are as valuable as they are sensitive, are severely endangered worldwide.

The DER Touristik Foundation supports the project partner Wildlife and Ocean Resource Conservation (WORC) with protecting and preserving these valuable ecosystems – for both the inhabitants and travel guests – by restoring mangrove forests in the Koggala lagoon. 6000 trees will be planted as part of this project. This is a community based restoration project engaging five local schools and those who earn their living around the lagoon.

DER Touristik Foundation – Mangrove conservation Sri Lanka

Kuoni UK is also embracing projects supported by the Foundation, such as the Smiling Gecko farmhouse project in Cambodia and cookery classes at Know One, Teach One (KOTO) in Vietnam, which both aim to train disadvantaged young people in hospitality skills. Kuoni customers can build stays and experiences at these projects into travel itineraries.

Appendix: Carbon Emissions Framework Methodology

How ecollective calculated the carbon footprint of our business.

Approach

The framework used to calculate the carbon emissions of businesses has been designed by ecollective. The aim of the framework is to measure the footprint to a high degree of accuracy taking into account every element of the business, the quantity, the geographic location, etc.

Ecollective has worked with many businesses to help them measure their carbon footprint as well as get the process peer-reviewed by prominent members and experts in this space.

The aim is to calculate a highly accurate carbon footprint per customer (or a similar metric) for the business that can be tracked year on year as improvements are made.

As with any carbon calculation, it's not perfect, but we believe that this framework is currently one of the most thorough and therefore the most accurate methods in use in the industry. If you are familiar with carbon calculations, you will be pleased to know we follow GHG Protocol guidance.

We are always open to questions and feedback. If you would like to get in touch, please contact info@ecollectivecarbon.com

What's included

This study measures the greenhouse gas emissions of the business. The areas in scope for this study include:

- Office emissions
- Working from home emissions
- Staff business travel (including accommodation)
- Stores
- The website
- Hosted in-person events
- Virtual events
- Staff commuting
- Post
- Purchased goods
- Company-owned vehicles
- Holidays

What's not included

This study measures the greenhouse gas emissions of the business. The areas in scope for this study include:

- Optional extras
- Investments
- Customer travel to holidays when not purchased through the business.

Data

This study analyses primary data provided directly from suppliers, providers and the business through specific surveys relating to their business model. Where surveys are not fully completed by a supplier, relevant industry averages are provided by DEFRA and other sources. Any assumptions that are required to fill data gaps, will be detailed against the specific category to which it relates.

The data is updated yearly as carbon conversion factors improve with accuracy. As this is constantly being updated as new data becomes available, please contact ecollective for more details

How we measure

Nearly everything has a carbon footprint, so measuring the exact carbon footprint of a business could be a lifetime's work. With the climate crisis, we simply do not have the time. So we have made assumptions in order to measure the carbon footprint of everything that goes into a business and the product it sells.

This is normal practice in the carbon-calculating world, but at ecollective we go a step further than most. Many companies make too simple assumptions or use unreliable data, resulting in scores that are not as accurate as they could be.

For Scope 2 emissions we have followed the market-based method. When information or good quality data has not been available we have used location-based information as a proxy for the market-based

The devil is in the detail

The below section is long, because of our level of accuracy. However, for us, this is so important as often the details are where we find the best next steps in order to reduce that carbon footprint. (The below section could be far longer as each bullet point could be expanded upon, we have kept it this way in order to make this document more digestible.)

What are scopes?

This is carbon jargon, it helps people understand what part of your carbon footprint you can directly fix.

Scope 1 - These are emissions from all the fuel that the company pays for. Ie. The petrol in your company car or the diesel generator at your site will all be Scope 1.

Scope 2 - All the emissions from the electricity you pay for at your premises. Pay for electricity at your office? Stick it in your Scope 2 emissions.

Scope 3 - Everything else that forms part of your company emissions. These are often things you cannot control but can influence (also known as 'indirect'). For example, if you work from home, your electricity emissions from this activity will sit in Scope 3. Website emissions, business travel, your whole supply chain (we could go on) are all Scope 3. For most businesses, this is by far the biggest section of their footprint.

It's mandatory to include Scope 1 and 2 emissions in your reporting, best practice is to include Scope 3 emissions too.

Office

- Electricity related emissions either in the office are based on the number of kWh used over a period of time and the energy provider used. If the energy provider is unknown we use the national average carbon intensity of electricity in said country in order to calculate.
- Electricity related emissions are accounted for by calculating the total amount of electricity used over the reporting period as well as the electricity supplier. If the office is shared, a percentage of the emissions from the office and communal space is assigned to the business.
- Office emissions related to water consumption, gas, waste and food have all been taken into account. If the exact qualities of these are unknown we have used national averages so that they can be included in the calculation. These calculations can be updated as and when information on these items are known.
- Other scope 3 emissions such as transmission and distribution of electricity are included in office emissions.

Working from home

- Working from home emissions are based on estimated hours of work, estimated additional heating requirements due to working from home and the energy provider used.
- This section may also include remote working from co-working spaces.
- If the energy provider is unknown we will use a national average carbon intensity of electricity in said country in order to calculate.

Business travel

- Business travel has been taken into account and included. This covers all holidays taken for work purposes.
- We have included the following transport types: plane, car, bus, train, ferry and a few more taken by employees.
- We have also included the carbon emissions related to accommodation used during a work holiday.
- We have used emission factors provided by DEFRA to calculate the total emissions related to business travel on these transport types. Unless the exact car model is known or private jets have been used, in which case we have used data from elsewhere in order to improve the accuracy of the calculations.
- For distances covered by transport, we have assumed the employee has taken the shortest possible route unless specified.
- We encourage businesses to list as much historical business travel as possible as well as to provide context for the said holiday as well as cost in order to help strategize areas for reduction.
- Emissions from car journeys will be calculated using the distance travelled, fuel type and type of vehicle used.
- Emissions will be calculated on distances travelled. For land based holidays, these will be based on the 'fastest route' available as provided on googlemaps.com unless stated otherwise.
- If vehicle type is unknown It's assumed cars will be petrol powered medium-sized (Audi A4, Volkswagen Passat, etc) cars (roughly 2.0 ltr engine) unless otherwise specified.
- Calculations can be updated as transport methods change towards greater use of low carbon vehicles.
- For train transfers, we have calculated emissions per seat based on the kilometres travelled for that route. All train journeys have been assigned the same emissions factor

provided by DEFRA. The exception being for any underground tube holidays included in the calculations.
- For flights, we have assumed all flights are taken in economy unless otherwise stated. If the exact class of travel is known, calculations are updated accordingly.
- All flights have been assumed to be direct unless otherwise stated. However, all commercial flights include a distance uplift of 8% to compensate for planes not flying using the most direct route (such as flying around international airspace and stacking).
- All flight emissions include radiative forcing and the emission factors are based on those released by DEFRA.
- For all aviation emissions, we include the indirect effects of non-CO2 emissions when reporting to capture the full climate impact of their flight. However, it should be noted that there is significant scientific uncertainty around the magnitude of the indirect effect of non-CO2 aviation emissions and it is an active area of research. (Emissions from aviation have both direct (CO2, CH4 and N2O) and indirect (non-CO2 emissions e.g. water vapour, contrails, NOx) climate change effects).

Accommodation

- All accommodation carbon scores are based on kilograms of CO2e emitted per room per night.
- For properties that have not completed the ecollective survey, we applied a national average emission factor for this property until they complete the survey. This score will represent a higher than average value.
- In the future, we hope to send a survey to the most commonly used properties to gather more accurate information on the carbon footprint of an exact hotel. To do this we would include occupancy rates, all energy & fuel use, water usage, laundry requirements plus other factors that have a significant carbon footprint.
- The total calculation is based on the number of rooms used and the number of nights stayed at the property.

Stores

- Similar to office, emissions sources of stores include electricity, heating, water, and waste.
- Electricity related emissions are accounted for by calculating the total amount of electricity used over the reporting period as well as the electricity supplier.
- If this information is unknown, the estimated electricity emissions are calculated based on the size of the store and the typical emission factor for electricity in that country.
- The final emissions figures of stores are also affected by the number of employees working in the store, as this often has a direct influence on waste and water quantities.
- If unknown, it is assumed that none of the rubbish from the store is recycled.
- A small buffer is added to the total carbon footprint of each store in order to cover anything unaccounted for.
- Other scope 3 emissions such as transmission and distribution of electricity are included in office emissions.

Events

- For the purpose of the calculation, we have included the carbon emissions of in-person events and virtual events (such as zoom).For virtual events hosted by the business, we

have included the total emissions. For virtual events (such as webinars) attended by employees, we have excluded this from the study as the carbon footprint will be incredibly small.

- For in-person events, we calculate the carbon footprint by:
  » The number of delegates present in the event, the number of hours they attended, and their country of residence
  » The space of the event venue, measured in square metres.
  » Whether the event venue uses renewable energy sources or not.
  » The number of meals provided per person and the typical type of meal served.
  » The total number of bedrooms provided for delegates.
- For virtual events, we calculate the carbon footprint by:
  » The amount of electricity used per viewer is based on including electricity consumed by data transmission, data centres and the device itself that it is being viewed on.
  » For the purposes of the calculation, we assume that all viewers are watching on a laptop. It is worth noting that the score accuracy can be improved if a clear breakdown of devices used is known. For example, watching on a phone would require less electricity and a large TV would require more.
  » The carbon footprint of the electricity used is then based on the average electricity mix of the countries in which the event is being watched in. The carbon conversion factor of the electricity used is based on the latest figures published by IEA.
  » The number of viewers and the average duration of the transmission are then combined to give a total carbon footprint of the virtual event.
  » Video calls or webinars under 300 people are not calculated as the carbon footprint is minimal.

The website

- Whilst a website will have a fairly small carbon footprint it is something nearly every business has and something that can go unnoticed. However, having a more efficient website not only has a smaller carbon footprint but will also perform better for your business. So whilst it isn't normal to include a website in this kind of work, we nearly always do.
- To calculate the entire carbon footprint of a website we take the site traffic over the course of the reporting period, and multiply this by the average size of the company website. The geographic location of visitors and whether their web host uses renewable energy is also taken into account to create a total carbon footprint.
- When the average page size of a website is unknown we take the page size of the homepage. To avoid this confusion, when we say 'page size' we mean ''The data transferred over the wire when a web page is loaded''.
- If the host is unknown we assume the website host does not use renewable energy.
- If the geographic location of the website visitors is unknown ecollective assumes that is either international or UK based depending on the business at hand. This helps us to calculate the carbon intensity of the electricity used.
- To measure the energy intensity of the web data an average value is used. Energy is used at the data centre, telecoms

networks and by the end user's computer or mobile device so it can be very hard to include the measurement.

Staff commuting

- Staff commuting whilst typically minimal and not included by most businesses have been included in this study.
- To avoid adding hours of admin for an item that will have a tiny carbon footprint. We have asked each employee to provide a summary of their yearly commute.
- Each employee's carbon footprint is then calculated based on the mode of transport, distance travelled and the frequency of the journey.
- We take into account the following types of transport, bus, coach, London Underground, motorbike or car.
- For car journeys, we also detail the car size and the fuel type (petrol, diesel, electric or hybrid). If the exact model is known we can use figures relating to this vehicle in order to improve the accuracy of the calculations.
- The carbon factors assigned to each mode of transport is based on those listed by DEFRA.
- For people who walk or bike, we assign them a zero carbon footprint for their commute.

Post

- Mail whilst it can seem minimal and is not included by most organizations has been included in this study.
- Mail can include information or packages to customers on products they have bought or marketing materials to encourage future purchases.
- The quantity of mail is normally calculated in weight, if this is unknown we used total expenditure as a gauge of annual quantity.
- The full carbon footprint of mail is typically calculated by four different sections, material, printing, delivery and decomposition. For our calculations, we only include the carbon associated with the delivery due to a lack of information. If there is a large quantity of the same item being posted and the company has control of this, It is likely the materail used for this items would be calculated in another section titled publications.

Purchased Goods

- The carbon footprint calculation of purchased goods include a wide range of categories of goods that a company purchased within the reporting period. A common example would be merchandise purchased for employees or for sale.
- For companies where the selling of merchandise only reflects a very small percentage of revenue (typically under 1%) we still calculate an estimate for these emissions but would advise against a full life cycle analysis.
- For companies that fall in this bracket, we have used the weight of the item and the primary material of the product. To find a suitable carbon conversion factor and then provide an estimated carbon footprint per item.
- For companies who sell larger quantities, we encourage more accurate measurements going into detail on the material used, transportation of materials, manufacturing of the product, waste materials, use of the product, delivery of product and end of life emissions.

Vehicles

- Travel using vehicles owned by the company is calculated separately from business travel and commuting because it falls under Scope 1, which is direct emissions from sources owned or operated directly by the company.
- The type of car driven and the type of fuel used greatly affects the carbon footprint emitted from this category.
- Calculating the carbon footprint of a company vehicle requires a measure of the amount of CO2 emissions generated from per kilometre driven and the total amount of kilometres driven in the reporting period.

This is where the bulk of emissions lie. As all holidays can be different, we have broken down the source of carbon emissions into different areas so we can calculate the emissions of each holiday based on the itinerary, suppliers used and the number of inclusions.

Holiday flights

All holiday flights follow the same methodology explained in the business travel section above.

Transfers

- Transfers will be calculated per vehicle unless the vehicle is used on a shared basis in which case the CO2e emissions will be calculated per seat.
- Emissions will be calculated on distances travelled. For land based journeys these will be based on the 'fastest route' available as provided on googlemaps.com unless stated otherwise.
- Emissions from car journeys will be calculated using the distance travelled, fuel type and type of vehicle used.
- If vehicle type is unknown It's assumed cars will be petrol-powered medium-sized (Audi A4, Volkswagen Passat, etc) cars (roughly 2.0 ltr engine) unless otherwise specified. If we know there will likely be a lot of passengers, the vehicle will be changed to either a minibus or a coach.
- Calculations can be updated as transport methods change towards greater use of low-carbon vehicles.
- Some journeys will be one way but in reality, the vehicle will return to the point of origin after drop-off. In these instances, we have included the total mileage of the vehicle and not the customer if this is known.
- For train transfers, we have calculated emissions per seat based on the kilometres travelled for that route. All train journeys have been assigned the same emissions factor provided by DEFRA.
- For flights, we have assumed all flights are taken in economy unless otherwise stated. If the exact class of travel is known, calculations are updated accordingly.
- All flights have been assumed to be direct unless otherwise stated. However, all commercial flights include a distance uplift of 8% to compensate for planes not flying using the most direct route (such as flying around international airspace and stacking).
- All flight emissions include radiative forcing and the emission factors are based on those released by DEFRA.
- For transfer by seaplane, the carbon footprint of this journey is calculated using the estimated burn rate of aviation fuel based on the type of aeroplane used. We then use the estimated distance travelled to calculate the number of

carbon emissions of this journey.
- For seaplanes, the total carbon footprint is based on the entire emissions of the aircraft rather than per seat as it is assumed to be for exclusive use. If it is known that the journey included an 'empty leg' then the emissions of this journey are included in the calculation. However, this is often unknown.
- For all aviation emissions, we include the indirect effects of non-CO2 emissions when reporting to capture the full climate impact of their flight. However, it should be noted that there is significant scientific uncertainty around the magnitude of the indirect effect of non-CO2 aviation emissions and it is an active area of research. (Emissions from aviation have both direct (CO2, CH4 and N2O) and indirect (non-CO2 emissions e.g. water vapour, contrails, NOx) climate change effects.)
- If travel distances are unknown we have applied an average country transfer distance to the calculations. The distance is determined by typical itineraries within that country and hopefully is an overestimate of reality. If the distance is unknown, the method of transport is typically unknown in which case we take the most common mode of transport for that country. The total amount is then calculated using this information and the length of the holiday in question. It is highly encouraged that all companies start to implement systems that allow them to track distances covered by customers.

Accommodation

- All accommodation carbon scores are based on kilograms of CO2e emitted per room per night.
- We aim in the future to email accommodation providers in order to ask them to complete our accommodation carbon footprint survey. This helps us to know their carbon footprint per room per night as opposed to using national averages.
- To calculate the carbon footprint per room per night we have included the following:
  » Occupancy rates, hotels with relatively low or high occupancy rates during the time of the study will have a score that reflects an accurate per room carbon emission score. We know that a hotel with a 20% occupancy will have a lower energy requirement than the same hotel with 100% occupancy and have factored this into the calculation.
  » To calculate the emissions, we have asked for all fuel and energy usage at the property. This includes electricity, gas, oil, petrol, diesel, wood, kerosene, Burning Oil, LPG and a few more. These quantities are then converted into their estimated carbon emissions based on conversion factors provided by DEFRA, with the exception of electricity.
  » The carbon footprint of the electricity used at the accommodation is determined by the number of kWh used and the fuel mix of the energy provider. When the fuel mix of the energy provider is unknown, the national average fuel mix for that country is used.
  » If exact quantities of the electricity or fuel amounts are unknown we have applied average fuel and electricity rates for hotels within that country to calculate the total emissions per room.
  » We have assumed that energy requirements remain the same throughout the year and that the carbon emission

per room in the summer is the same as in the winter. We have asked for annual energy usage when possible in order to average this out.

- » When primary data is half completed we have used a mixture of primary data and secondary data to calculate the total score. For example, if a supplier has provided us with electricity data but no gas data as it is unknown. We have calculated the emissions from their electricity and applied the industry average emissions from gas use based on their property type.

- » There are additional questions asked to the properties covering food, water, outsourced tasks to get a better understanding of their total emissions. However, due to time constraints these will be classified as estimates. The hope is that year on year, our calculations will get more accurate as we collect more information.

- For accommodation providers that have not completed the survey, we applied a national average emission factor for this hotel until they complete the survey.
- If the quality of the hotel is unknown, we assume it is a 4-star hotel as these hotels tend to have a higher average carbon footprint per room per night than hotels of a lesser standard.
- The total calculation is based on the number of rooms used and the number of nights stayed at the property.

Cruises

- When accommodation has been on a cruise, the carbon footprint has been calculated in a similar method but with a cruise specific survey. This survey will focus on fuel and electricity used onboard for the duration of the itinerary.

Meals

- The lifecycle of producing a meal involves a complex supply chain with various different and disparate processes, manufacturers and suppliers and involves a number of major steps before the food enters the premises where the meal is made. These steps include land use, farming, animal feed, processing, waste disposal, transport, packaging and retail. There is also a high level of variability in the dietary choices of consumers and the data available is not yet sophisticated enough to go to
this level of granularity.
- We have therefore categorised meals into 10+ categories such as high meat, medium meat, low meat, vegetarian and vegan with a carbon footprint attached to each.
- Where data on the meal or food provided is unknown, we have applied the highest-scoring emissions (high-meat meal) factor for food.
- Occasional snacks and drinks have not been included as this is deemed too small to include at this stage.

Additional calculations

Excursions

- Any excursions not booked and offered directly by the travel company are not included.
- Excursions are measured on a per-person basis unless it's a private group experience in which case we measure the total emissions of the experience.

- We have included all associated emissions created by completing the experience, including transport to and from the starting point.
- Most carbon emissions relating to excursion come from fuel such as petrol or diesel. We calculate the fuel needed to complete the activity and convert this into kg of CO_2e using DEFRA conversion factors.
- Some excursions such as visiting a museum will have a small carbon footprint from the heating and electricity of the building itself. The framework has been designed to take these small footprints into account but they will be given a global average footprint due to the lack of available information and projected size of the emissions per person per visit.
- Similarly, excursions that are incredibly similar in their offering have been assigned the same score across different suppliers due to their relatively low carbon footprint and the variation between different suppliers being minimal. For example, 30 minutes of quad biking in one location has been given the same carbon footprint as 30 minutes of quad biking somewhere else.
- Any transport or meals included in the activity will have been calculated using the same method as other transport and meals.
- Any emissions relating to the activity provider's employees or HQ have not been included in the calculation. We have only included the emissions related to the completion of the activity.

Tours

- For tour packages, we calculated the emissions from the following components: meals, transfers, and activities.
- The methodology for meals and transfers are the same as explained above.
- The methodology for activities included in the tour is the same as the methodology used to measure excursions.

What is not included (detail)

Investments

- The carbon footprint associated with any investments in the reporting year, not already included in scope 1 or scope 2 has not been included.
- At the time of typing, the current GHG Protocol, states certain types of investments or sponsorships should be calculated in different methods with different priority levels. Emissions from investments should be allocated to the reporting based on the reporting organization's proportional share of investment in the investee. For example, if you own 20+% of another company, this would be a high priority for inclusion.

Everything Else

- Supply chain (Scope 3) emissions are difficult to quantify, as there is mathematically no limit to the number of pathways that can contribute to total greenhouse gas (GHG) emissions. Increased complexity as the supply chain grows leads to a level of uncertainty associated with emissions metrics, which has been used as justification by many organizations to pay little attention to or ignore supply chain emissions. Achieving

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'good enough' and incorporating sufficiently meaningful information into emissions calculations is essential for effective and targeted emissions management.

- The aim of this methodology is to look at what we can influence and improve year over year. At the end of the day, we want to spend our time perfecting our reduction strategies rather than our measurements.
- However, the business is heavily encouraged to start measuring the carbon footprint of the hotels it supplies to their customers in the near future, as this will be a large part of their total carbon footprint and an area in which significant changes can be made to decarbonise

the business.

Reporting period

The reporting period is from 1st January- 31st December of each year.

The study was started in 2022 but has been designed to improve year on year with an improvement in the quality and quantity of data. Both primary and secondary data will be collected on an ongoing basis to improve the quality of the results.

The carbon calculating tool is easy to update with changes. This results in the accurate tracking of improvements year on year based on the same metrics.

The conversion factors and other industry data are updated annually by ecollective to improve the accuracy of the calculations.

The long term aim for ecollective projects is to not only reduce the carbon footprint of companies but improve the quality of the measurement process allowing companies to make smarter decisions when it comes to redesigning emissions out of their business.

This means that this methodology will likely change over time as better quality measurements and data become available. Please bear this in mind as calculations may be improved before this document is updated. This methodology is more of a guide to how we have calculated, rather than the exact detail of the formula used on every single item we included in the project. If we did that, this document would likely be longer than Apple's T&Cs.

Recommendations and limitations

The aim of this work is to give an accurate picture of the carbon emissions per customer. However, it is agreed and understood that emissions will not be 100% accurate due to time constraints and the lack of data on suppliers. What is exciting about this approach is that it is well-received by suppliers and gives us the opportunity to increase the accuracy of the carbon footprint.

The aim of any business should be to reduce its carbon footprint per employee (or another similar metric) as well as increase the quality of the data it has on its operations and suppliers.

If we are being realistic, there is no shortage of areas to improve the score but they all come with a balance of finding improvements that are time-sensitive, based on good data and will make a tangible difference. Below is a snapshot of some we are actively working on at the moment.

Some areas for improvement in future calculations:

- Increase the accuracy of data available on food provided on holidays.
- Increase the accuracy of separate third party tours sold by the business.
- Increase the percentage of primary data available for accommodation calculations.

FEEDBACK

A review process has been put in place
to make sure that improvements can be made
to the framework based on new research
and user feedback.

If improvements can be made to increase
the accuracy as well as the user process, these
changes will be actioned. For feedback on the
framework or to share ideas, please contact:

claire.ross@kuoni.co.uk

Thank you for reading.