

# Sustainable growth

## Objective

The SkiGroup is committed to minimising its impact on the environment. The aim of this policy is to manage and continuously improve sustainability in the identified areas. This is done through continuous monitoring, adaptation and the pursuit of responsible tourism.

## Scope

This policy applies to all company activities. It applies to all full-time and seasonal employees wherever a Skigroup employee works.

## Sustainability Management and Compliance

### *Commitment to sustainability*

- Skigroup's management is fully involved in the company's sustainability initiatives and supports the company's sustainability mission and policy.
- We will use the Travelife platform to report, monitor and evaluate our sustainability progress. We are committed to publicly communicating our sustainability performance every two years in the Travelife report.

### *Sustainability Management and Compliance*

- Skigroup is committed to continuous improvement of sustainability practices, including continuous monitoring and evaluation of our sustainability policy with dedicated people and resources to achieve our sustainability goals.
- We comply with all local, regional, national and international regulations regarding employee rights, children's rights, land rights, environmental management, wildlife and land use. We adhere to a code of ethics that includes a zero-tolerance policy towards corruption, bribery, forced labour and discrimination.

## Internal management of social and human rights

### *Employees*

We know that our people are our greatest asset in delivering a memorable travel experience for our guests. That is why we have a clear HR policy:

- Comply with the law in all respects
- A safe, healthy and welcoming place to work

- Fair contractual relationships, including fair wages
- Training opportunities, including courses on issues such as sustainability, sexual harassment and exploitation in the workplace and the tourism industry
- Participation and involvement in sustainability planning
- Inclusion and equal opportunities for all employees, particularly in terms of pay, promotion, distribution of benefits and career development opportunities.

## **Internal management: Environment**

### *Environmental management for office operations*

We strive to minimise the direct environmental impact of our business activities and actively pursue sustainable and environmentally friendly principles.

#### Actions underway:

- Comply with all local and national environmental legislation.
- Measuring, monitoring and evaluating water, waste and energy consumption.
- Measuring the carbon footprint of our guests.
- Sourcing office supplies that are local, seasonal, fair trade, available in bulk and, where possible, with low packaging and sustainability certification.
- Print only when absolutely necessary and always double-sided in greyscale.
- Paper should be FSC certified or equivalent.
- Energy saving measures in all common areas.
- All appliances and lighting are energy efficient and switched off or on standby when not in use.
- Water conservation in all common areas and toilets, water collection outside.
- Waste is sorted according to categories defined by the municipality.
- Exposure to noise, light and air is minimised.

### *Controlling CO2 emissions from office operations*

- SkiGroup is committed to reducing our carbon footprint and aims to reduce the amount of CO2 through the following measures:
  - Reduce business trips as much as possible.
  - Monitoring and measuring the carbon footprint with the aim of reducing the remaining emissions as much as possible and in the long term.
  - We are committed to offsetting our direct and indirect CO2 emissions from travel and fossil energy consumption through external offsets. We are working on this solution.
  - Install energy efficient equipment and appliances where possible.

## Use of land

- SkiGroup's offices are located in an urban area and we comply with all local land use laws, respect local culture and natural resources in our operations and favour sustainable architecture and design.

### *General Supplier Policy*

- SkiGroup is committed to purchasing its products and services in a responsible manner and to avoiding negative impacts on society, culture and nature as far as possible. We expect the same from our suppliers.
- SkiGroup prefers to work with partners who share its commitment to sustainability.
- SkiGroup offers sustainable learning and management opportunities to tour operators and partner agencies, including free access to the Travelife online learning and reporting platform.

### *Means of transport*

- When choosing the means of transport for tourist and business trips, SkiGroup is committed to choosing the most environmentally friendly option for travelling to and from the destination, taking into account distance, price, itinerary and comfort.
- SkiGroup implements clear policies to reduce greenhouse gas emissions from transport and to select the most environmentally friendly transport options, including the following measures:
  - Prefer overland transport to air transport for short-haul destinations (less than 1 hour flying time).
  - Avoid flights without passengers wherever possible.
  - Offer bus transfers to and from the airport in ski resorts on arrival and departure.
  - Requires the use of public transport at destinations.
  - Requires the use of vehicles appropriate to the size of the group and the purchase of the most efficient vehicles available.
- SkiGroup is committed to measuring and offsetting the unavoidable greenhouse gas emissions from transport in the future.

### *Accommodation*

- When selecting accommodation, SkiGroup considers the sustainability practices of the accommodation in terms of its sustainability management and social and environmental footprint.

### *Activities and excursions*

- All excursions and activities operated by or on behalf of SkiGroup respect local customs, traditions, cultural integrity and natural resources.

- SkiGroup is committed to not offering excursions that harm people, wildlife, the environment or natural resources such as water and energy.
- SkiGroup favours trips and activities that benefit communities, respect animal welfare and support environmental protection.

#### *Tour guides, local representatives and guides*

- SkiGroup is committed to employing qualified local guides, drivers or other local staff, paying them the minimum wage and ensuring fair working conditions. We expect the same from our suppliers who employ local people on behalf of SkiGroup.
- SkiGroup recognises that guides act as an intermediary between guests and the environmental context of the destination and therefore need to be taught appropriate behaviour. We ensure that all guides receive regular training on behalf of SkiGroup and are informed about sustainability issues in the destination.

## **Destinations**

#### *Sustainable destinations*

- SkiGroup prefers to work with destinations that are committed to sustainability as an integral part of community and destination development.
- SkiGroup does not support destinations where compliance with human rights is questionable.

#### *Contributing to local society/local economic network*

- SkiGroup strives to make a positive contribution to the destinations in which we operate:
  - Shop locally and support local and traditional arts and culture.
  - Encourage guests to act responsibly and educate them about illegal and prohibited souvenirs.
  - Work with other local tourism stakeholders (including local authorities, other tourism operators, academia, community groups) to promote sustainable tourism development in destinations.
  - Respect all human rights (i.e. children's rights, women's rights, labour rights, etc.) and land rights.

#### *Environmental management in destinations*

- SkiGroup is committed to environmental management in the destinations where we operate, through the following measures:
  - To ensure the integrity of natural resources.
  - Ensure that our guests are aware of the principles of responsible travel and visitor behaviour.

## **Data Protection and Customer Communication**

### *Privacy protection*

- Protecting the privacy of our guests is important to us. That's why we have a clear privacy policy, which you can find here: [/contact/gdpr](#)
- To ensure that all regulations are followed, that guests and their information are protected and that they know how their information is used.

### *Marketing and Communications*

- SkiGroup strives to be honest in every situation and at all times. We offer products and services that fulfil what we communicate.
- We honour our commitments and promises, both explicit and implicit.
- We are against greenwashing and stand 100% behind our sustainability requirements.
- We strive to be inclusive and representative in our marketing, always taking into account cultural, religious and ethnic sensitivities.

### *Communication on sustainability*

- In the future, customers will be informed about the social and environmental impact of their travel and educated about the sustainable choices available to them, including transparent communication about how they make their choices:
  - Certified accommodation where relevant information can be found.
  - Possible future offsetting of your trip's CO2 emissions.
  - Possible activities and excursions that benefit local communities and the environment.

### *Customer Satisfaction*

- SkiGroup is committed to making all customer experiences positive and adheres to strict health, safety, marketing and excursion policies to ensure customer satisfaction. These policies include (but are not limited to):
  - Health and Safety
  - Emergency Response
  - data protection
  - Greenhouse gas emissions and possible relocation
  - Transportation
  - Shopping at your destination
  - Sexual exploitation
  - Children in tourism
  - Satisfaction and complaints
- SkiGroup maintains open communication with its guests and always asks for feedback on all issues, especially sustainability.

### *Contact*

All employees are responsible for complying with and implementing this policy.

The implementation of this policy is led by Sustainability Coordinator Kristian Bach Spaabæk, who can be contacted at [kristian@skigroup.dk](mailto:kristian@skigroup.dk).

### *Date of implementation*

This policy will be effective from 4 September 2023.

### *Date of revision*

This policy was drafted on 4 September 2023.

This policy will be reviewed in March 2024.