



# **SUSTAINABILITY REPORT**

# 2023

📍 IN THIS REPORT, WE REFLECT ON OUR SUSTAINABILITY ACHIEVEMENTS OVER THE PAST YEAR AND OUTLINE THE STEPS WE HAVE TAKEN TOWARDS A MORE SUSTAINABLE FUTURE.

# TRENDS IN TRAVEL, TOURISM & SUSTAINABILITY

The regulatory landscape for sustainability is rapidly changing, with new frameworks such as the EU taxonomy and Corporate Sustainability Reporting Directive establishing European standards. These initiatives aim to enhance transparency and comparability in sustainability practices by mandating detailed disclosure of sustainability information by companies.

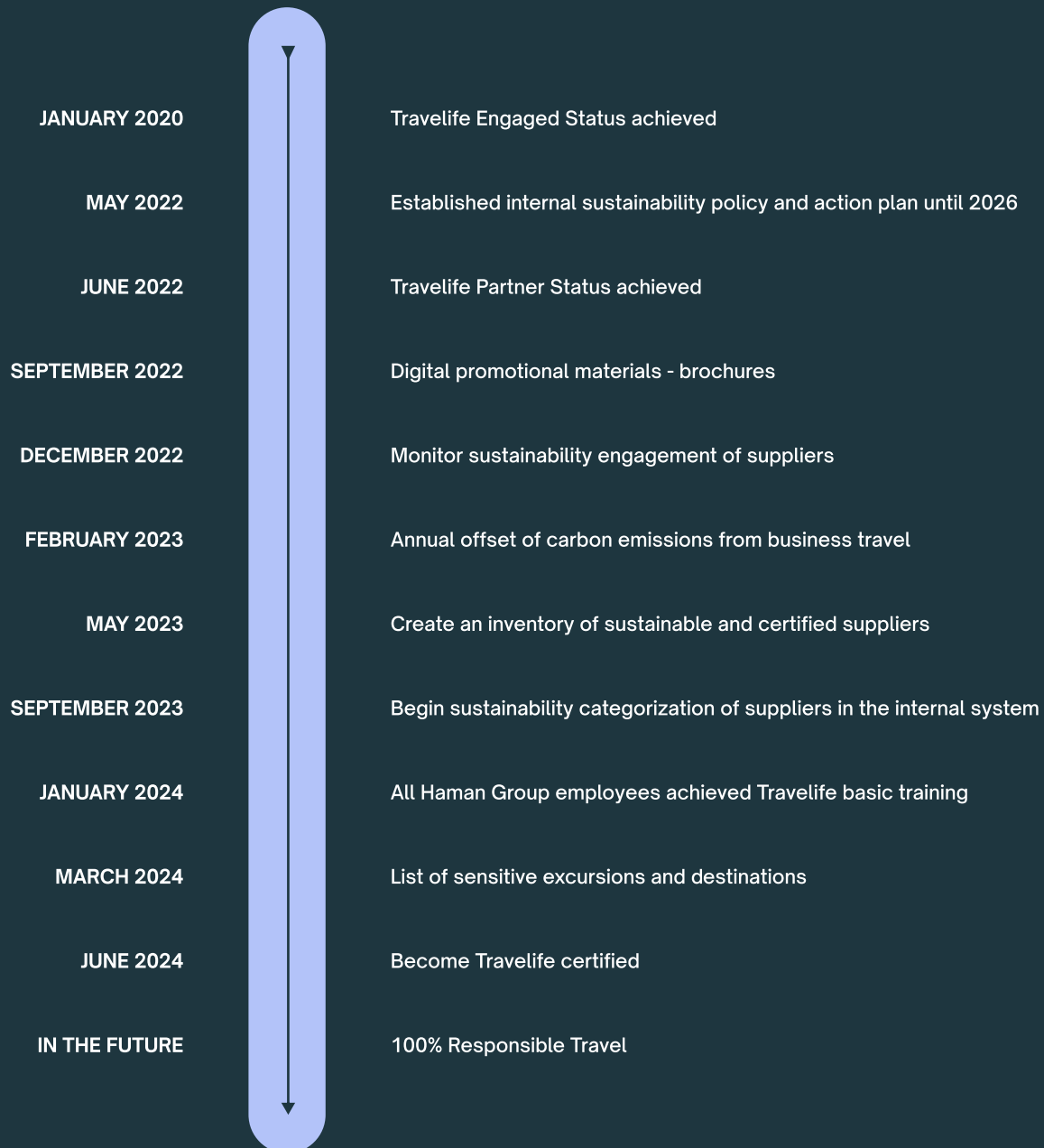
In addition to regulatory developments, the scope of sustainability is broadening. Biodiversity and circularity are gaining prominence as companies acknowledge the risks associated with biodiversity loss and linear business models. Stakeholders, particularly younger generations, are increasingly aware of sustainability challenges and their implications. This growing consciousness emphasizes the need for clear and authentic communication regarding sustainability endeavors.

A Euromonitor International Lifestyles Survey (2023) reveals that 63% of global consumers are interested in sustainable travel features, with over 90% willing to pay more for such options. These features include arts and heritage, immersion in local culture, nature and outdoor activities, sports and adventure activities, volunteer opportunities, eco-tourism, sustainable travel choices, quality dining experiences at destinations, and accessibility by car or train instead of flying.

Consumers are making more conscious travel decisions, driven by a better understanding of the environmental, social, and economic impacts of travel. They are actively seeking eco-friendly accommodations, ethical animal interactions, and carbon offset programs. Opting for off-peak travel seasons and less crowded destinations are ways in which tourists are embracing sustainability.

In addition to convenience, travelers are increasingly seeking authentic experiences. There is a growing interest in connecting with local communities and immersing oneself in their traditions. This trend supports the sharing economy, with vacation rentals experiencing a surge in popularity.

# OUR JOURNEY TO SUSTAINABILITY



# OUR ENVIRONMENTAL STRATEGY

Our ambition is to make sustainability a part of everything we do and integrate it in all our business practices and activities. We work towards 100% sustainable tourism purchasing and resource use reduction. We will continuously measure and strive to improve our performance. We want to be an active voice for increased knowledge on environmental issues and take part in discussions that related to our business and the tourism industry.

## PEOPLE

Ensure that our operations benefit the company's employees as well as the community in which it conducts business.

## PLANET

Select and create travel experiences that don't negatively impact the ecosystem.

## PROFIT

Create employment, generate innovation, pay taxes, create wealth and support local travel enterprises by developing a stable year-around revenue stream.

## Our environmental work

In our environmental work we address the principle Planet. In our operations, we strive select and create travel experiences that don't negatively impact the ecosystem and support conscious travel. We have ensured our offices are well equipped to enable recycling. We have well-equipped kitchens and a strong commitment to reducing single-use items, paper and electricity usage. We have a strong commitment to environmental projects by annually offsetting carbon emissions from our business travel through South Pole. In addition we annually donate to The Swedish Society for Nature Conservation (SSNC) as well as support the Viking Museum Nordfjordeid.

## Our social work

In our environmental work we address the principles People and Profit. We strive to be a safe, inclusive, and motivating workplace where our people will thrive and grow. We have a strong focus on wellbeing and ensure all employees have good equipment, above average living wage, hybrid working, and flexible working hours, possibility to work from another location, and wellness contribution, with a possibility to choose between a bi-weekly massage or a training contribution. We conducts our business in a way that creates employment, generates innovation, pays taxes, creates wealth and supports local travel enterprises by developing a stable year-around revenue stream.

# HAMAN GROUP & THE GLOBAL GOALS

The Sustainable Development Goals have been formulated by the United Nations as a roadmap to achieve a better future for all by 2030. Although all goals are by their nature important and relevant, we here present the ones that Haman Group can directly contribute to, through our business. We adapt our sustainability goals based on what the business looks like the destination we operate in. In operationalising the global goals and relevant sub-goals we are currently reviewing our group sustainability goals and targets, to ensure that all relevant aspects are covered.

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## SUSTAINABLE DEVELOPMENT GOALS



# HOW WE IMPLEMENT THESE GOALS



With Wellbeing being one of our value words, we focus on the good health and wellbeing of our employees, our immediate environment, and the destinations we operate in.



Promote sustainable consumption and production patterns by backing suppliers who are deeply committed to sustainability and eco-friendly consumption practices.



We conduct business in a manner that fosters job creation, sparks innovation, contributes to tax revenue, generates wealth, and supports local businesses



We offset our business travel annually, purchase 100% renewable energy for the offices, and yearly donate to support conservation practices.



We advocate for inclusive and sustainable industrialization, and we endorse sustainable innovations for the locations where we operate.



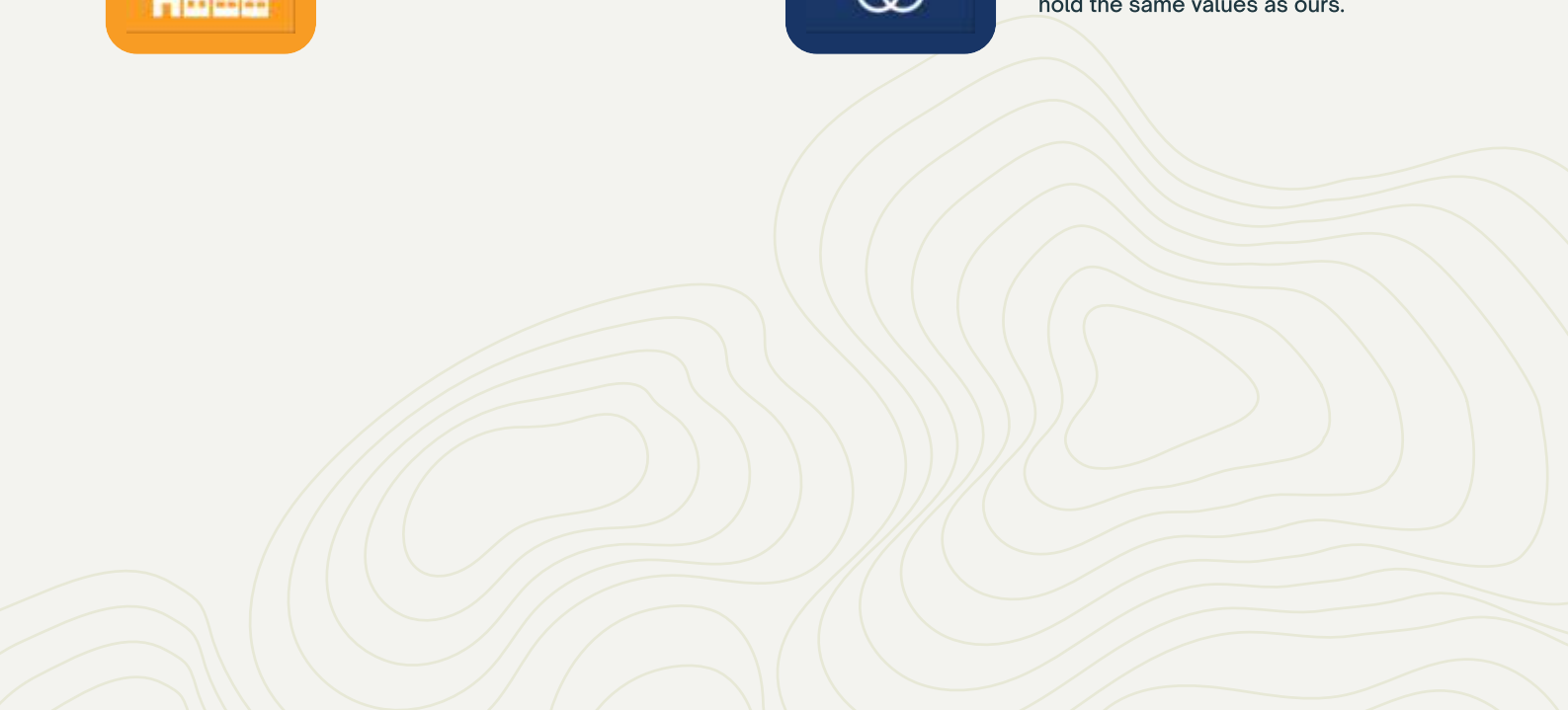
Promoting a sustainable use of our ecosystems and preserving biodiversity through our choice of suppliers. We annually donate to Naturskyddsöreningen.



Advocate for new, intelligent urban planning that creates safe, affordable and resilient cities with green and culturally inspiring living conditions.



To build a better world, we need to be supportive, empathetic, passionate, and above all, cooperative. We therefore prioritize clients and suppliers who hold the same values as ours.



# USE OF SUSTAINABLE SUPPLIERS

In 2022 we committed to integrating sustainability not only in our internal management but also in our operations. Through ongoing communication with our suppliers, we have established a systematic approach to categorize them into four distinct categories: Certified, Certification in progress, Own environmental policy, and No engagement. The Purchasing Department has integrated this categorization into their annual contracting routine. They are periodically updating the company database Tourplan with the relevant category, allowing us to prioritize suppliers who share our sustainability values.



Image Credit: Visit Sweden, Anna Öhlund

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Approximately 80% of our suppliers are engaged in sustainability

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All our tour leaders have passed the Travelife Guide and Sustainability Training

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The sustainability categorization helps choose the most sustainable supplier for tours, leading to fully sustainable tours marked with a special logo on website.

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We have created a list of sensitive excursions to ensure we follow all national and international guidelines when using them.

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Our ongoing dialogue with Tourplan involves creating reports to monitor progress in our sustainability journey, promoting accountability and transparency

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# SUSTAINABILITY WORK WITH OUR CLIENTS

In our client interactions, our focus is on delivering information, expert advice, and guidance. With a unique view from the perspectives of both buyers and sellers, we have the knowledge to create outstanding itineraries while emphasizing environmental sustainability. Our suggestions frequently involve proposing alternative routes, promoting off-peak seasons, and suggesting quieter paths. We have extensive knowledge about the places we recommend and are committed to maintaining high standards of quality and responsibility.



Image Credit: Visit Sweden, Anna Öhlund

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Attended roadshows in the USA, Canada, and Australia. We have one more coming in the UK.

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Attended workshops and fairs, such as ITB, ITW, Swedish Workshop, and RDA Fair.

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Regular communication with clients on our online channels

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In 2024, we will implement a centralized after-tour satisfaction survey, where we will also address matters of sustainability and responsible travel.

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Publish new brochure tours annually to inspire fresh travel routes and advocate for responsible travel.

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# KEY ACHIEVEMENTS IN 2023

- ✓ **WE COMPLETED SUSTAINABILITY TRAINING**  
As part of our Travelife commitment all Haman Group employees have passed the Travelife Basic Sustainability training.
- ✓ **WE SUPPORTED SWEDISH NATURE WITH AN ANNUAL DONATION**  
We donate SEK 10,000 annually to the Swedish Society for Nature Conservation Naturskyddsöreningen
- ✓ **WE OFFSET TRAVEL EMISSIONS WITH SOUTH POLE INITIATIVE**  
We offset all our carbon emission from business related travel annually through a carefully selected initiative from SouthPole.
- ✓ **WE REDUCED PAPER CONSUMPTION BY 60%**  
In 2023, we have reduced our paper consumption by over 60%.
- ✓ **WE CELEBRATED DIVERSITY WITH STAFF FROM OVER 20 COUNTRIES**  
We have colleagues from over twenty different nationalities, each bringing their own cultural and linguistic diversity to the company.
- ✓ **WE PLEDGED 60,000 NOK FOR SUSTAINABILITY**  
As the Haman Group celebrates its 60th anniversary, we have made a significant commitment towards sustainability. In honour of this milestone, for every booking we receive for our Nordic Signature Collection, we will donate 60 Norwegian kroner to a carefully selected sustainable initiative from the charity South Pole. Our collective aim is to raise a total of 60,000 Norwegian kroner by the end of 2024.
- ✓ **WE ENHANCED EXPERTISE WITH FIELD TRIPS AND SITE INSPECTIONS**  
In 2023, employees participated in more than 40 FAM trips and numerous site inspections to enhance product quality and expand their knowledge.
- ✓ **WE CELEBRATED 60 YEARS OF RESPONSIBLE TRAVEL**  
In 2024, Haman Group will celebrate 60 years of excellency in responsible travel arrangements.



Image Credit: Visit Sweden, Anna Öhlund

## Appendices

### APPENDIX 1

Click to download our  
Sustainability Policy



### APPENDIX 2

Click to download our  
Expectations about Suppliers  
sustainability engagement



### APPENDIX 3

Click to read more about how  
we define a sustainable tour

