



Explore the North
SUSTAINABILITY

BIG STEPS > SMALL FOOTPRINTS



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ADVENTURES IN LAPLAND



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SUSTAINABILITY

Since we started the company in 2005, many of our decisions have naturally been based on sustainability and the environment from a global level. How can we expand and make an impression without leaving deep footprints? This issue is a priority for us in the entire operation. We are completely dependent on the sustainable development of tourism and its use of natural resources.

Sustainable tourism is defined by the United Nations Environment Program and World Tourism Organization as: *"tourism that takes full account of its current and future economic, social and environmental impacts, and meets the needs of visitors, industry, the environment and host communities."*

LOGISTICS AND OCCUPANCY RATE

"The key to a greener, cleaner world"

We have worked from day one with optimized logistics to reduce climate impact. We have gathered arriving travelers at the same arrival times and reduced the number of transports. Together with our partners, we have taken the step even further by flying in guests with charter flights. In 2019, we were the first Swedish company to, together with our Belgian partner, land a charter in Kiruna with Biofuel as fuel.

Through this, we can maximize the occupancy of the flights, we can reduce take-off and landing times, have fewer arrival and departure days and can influence which airlines we cooperate with. We work purposefully to fill the hotels, and thus also the flights, to 100%. The year before the pandemic came, we were up to 93% of the results at all three facilities. This part is our way of influencing on a global level. With our new investment, we are getting closer

to the goal of being able to use the nearest local airport, in this way we reduce the distance our guests travel by bus and can even drive together between some of the facilities. For us, it is important to calculate what each guest contributes to and what climate impact they have, from a sustainability perspective. The fact that we develop and increase the number of guests does not mean that the environmental impact per guest will be greater, but rather the opposite.

FACILITIES AND ENERGY CONSUMPTION

It is easy to believe that a larger, more comfortable hotel has a greater climate impact than a smaller, simpler one. But that is not necessarily the case. This is shown in a research study on tourism and climate impact that Chalmers has done.

What is decisive instead is how large the areas are and how they are disposed of. How the property is constructed and how it is heated. With this background, we have actively chosen to have small guest rooms, well-used common areas and made careful choices regarding heating, water and sewage. Our facilities are operated with heat pumps as a heating system such as geothermal heating or sea heating.

Our buildings have been built locally with a high degree of insulation and this results in very little heat loss, which

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in turn reduces energy consumption. In cases where we have large window sections, these are insulating glass and placed with natural heating from solar energy in mind. The insulation we used is mostly cellulose. It takes less energy to convert a newspaper into insulation compared to stone or glass, which are the basis of mineral wool insulation. Cellulose insulation can be reused or returned to the natural cycle after it has done its job as insulation in buildings. While it insulates, it also saves heating energy in the building.

Compared to other insulating materials, the primary energy consumption is significantly lower. It consists of only 30% glass wool and 15% polystyrene (cellular plastic). Isocell cellulose insulation reduces CO² emissions for decades and saves heating costs.

VEHICLES

We use the latest models to have new engine technology in both snowmobiles and cars. We have chosen snowmobiles that have 4-stroke engines with ECO-driving function for less engine power and lower emissions, which are manufactured in Lapland, Rovaniemi, about 300 km from us.

We only drive Volkswagen cars with a replacement frame of 24 months. We try to ensure that our own transport is reduced by constantly thinking about the logistics and design of our activities.

PURCHASE LOGISTICS

"Let raw products and materials also travel by public transport"

It is an extremely important part to find suppliers at all levels who also have the same requirements for minimal climate impact. We buy food and drink from a supplier (menigo.se) and from local companies in Kangas and Pajala that sell meat and fish from the region.

In order to be able to collect transports for the same runs, we work actively at all levels. When we procure suppliers, it is important for us to look at their supply chain to achieve the best possible efficiency in terms of transport.

We usually summarize the hospitality industry as an eat-



ing market. We need raw products, building materials, labor, materials, but we leave small footprints behind us and the local area receives tax revenue and external capital into the systems to be able to develop. We have a purchasing policy that reads: *"The closer and local the better"*, which shortens transports and reduces emissions.

RECYCLING

At all our lodges, we sort all waste and recycle. We have an agreement with a local company that has placed a recycling station at each facility to be able to easily sort and take care of waste such as plastic, metal, glass, corrugated cardboard, etc.

We have taken extra measures for longer distances such as to Lannavaara for the collection of corrugated board where we rent a baler to reduce transport. This has worked incredibly well and we intend to do the same at any new facilities.

CONTINUED WORK AHEAD

For us, the actions of the staff and their well-being are a large part of our daily work. It is important that everyone feels responsible and understands that they are part of the whole. We will continue to take care of our guests, each other and our world!

OUR WELLBEING POLICY

In order to do as good a job as possible, it is important that we all feel good and enjoy our workplace.

- > **Together we create** the feeling we want.
- > **We help** each other.
- > **We take responsibility** for everything we do.
- > **We share** information and experiences.
- > **We show** kindness, respect and are honest with each other.
- > **We talk to each other**, not about each other.
- > **We keep our surroundings** clean and tidy.
- > **We solve problems** at once.
- > **We cooperate.**
- > **We remember to** appreciate the good in each person and support weaknesses.

