

Climate Action Plan



Glasgow Declaration
Climate Action in Tourism

Preface

At Evaneos, we believe that travel has the potential to be a force for positive change throughout the world. However, we also recognize that it can have negative impacts, especially on the environment, and we are committed to managing these negative

effects and promoting more sustainable travel practices. We understand our responsibility in the face of the climate crisis and are **proud to have signed the Glasgow Declaration as a launch partner in 2021.**

As a signatory, we commit **to cutting tourism emissions in half over the next ten years and achieving net zero emissions before 2050, as well as publishing this climate action plan.**

Introduction

Evaneos is a curated marketplace connecting travelers directly with local agencies around the globe to help them plan and book personalized trips with local expertise. We currently work with over 600 local partners in over 170 destinations. Since our foundation in 2009, we have helped over 600,000 travelers from seven European countries book tailor-made trips through our platform.

While we do not sell the trips directly, we acknowledge our responsibility and unique leverage as a marketplace to influence both supply and demand towards more responsible choices.

Therefore, in this climate action plan, we focus on both our internal emissions (scopes 1-3) and the (estimated) emissions of the trips sold through our platform, even though we only have indirect influence over them.

Our Climate Action Plan aligns with the five pathways to accelerate and coordinate climate action in tourism outlined in the Glasgow Declaration:

01 Measure

02 Decarbonize

03 Regenerate

04 Collaborate

05 Finance

We have structured our plan accordingly.

01 Measure

Measuring is an essential step to understanding and improving. It is only by measuring our impact that we can identify areas of improvement and track our progress over time. In 2022, we took the first important step of **measuring our footprint for the years 2018-2022**.

In order to obtain a comprehensive view of our environmental impact, we looked at our scope 1-3 emissions from our internal operations and our office in Paris. This included, for example: energy usage, heating and cooling, business trips, commuting, purchased goods and services (such as servers to run our websites and tools, financial services, and more), business events and catering, and waste. We followed the *GES Bilan Carbone* standard of l'ADEME (Agence de l'environnement et de la maîtrise de l'énergie), a French framework comparable to the GHG Protocol. **The results of our measurement will be available in our 2022 Impact Report.**

For the future, our goal is to continuously improve the quality of our internal data and broaden our scope in the coming years. This will include taking an even closer look at our scope 3 emissions, for example the emissions linked to marketing campaigns, home office, digital footprint, and more.

However, it is important to note how small the impact of our internal operations is compared to the impact of the trips that are sold through our platform, as well as the related international transport. We estimate that <1% of the global footprint linked to our business is due to our internal operations. Another ~30% is due to the in-destination activities and the rest (~70%) to international transport. That is why we decided to focus on more than just our internal emissions in this Climate Action Plan.

Measuring the environmental impact of individual travelers is a complex task. Even more so when it is tens of thousands of personalised trips. But while complex, we see this as vital to gain a more complete understanding of our impact. In 2021, we have made an effort to estimate travelers' in-destination emissions with the help of climate experts at *South Pole*. This year, we are collaborating with *Ecollective* on a mission to measure our traveler in-destination emissions more precisely. Together, we will analyze detailed data of all our trips sold in 2022, including information on accommodation, ground transport, and activities. This will help us to understand the main sources of emissions in our trips and provide guidance to our partner agencies to decarbonize their offers.

02 Decarbonize

Evaneos has committed to establishing science-based emissions reduction targets by 2023. The science-based targets initiative (SBTi) provides a transparent roadmap for companies to reduce greenhouse gas emissions in alignment with the latest climate science. They aim to limit global warming to well below 2°C, meeting the goals of the Paris Agreement.

In order to achieve our targets, we have already started working towards decarbonizing. Internally, we are committed to reducing direct emissions from our operations and office in Paris. We plan to achieve this primarily through efficiency measures, including reducing our digital footprint, and limiting business trips, especially those via plane, as much as possible. Between 2019 and 2022 we have **already reduced the footprint of our operations (scope 1-3) by 71%** (-62% carbon intensity per million € of revenue).

However, we want to focus on areas where we can have the biggest impact: Our main priority is to help our global community of partner agencies and travelers reduce the emissions of their trips. We are working on developing a low-carbon travel offer and educating our travelers on the importance of sustainability. For example, we promote traveling closer to home (with a maximum flight time of four hours) and we are developing a partnership with a train ticket booking platform to make traveling by train easier. This year, we plan to develop more detailed carbon reduction targets, strategies, and actions for our trips' footprint.

Evaneos also pledges to offset 100% of any residual emissions that we were not able to reduce yet through certified carbon credits. We have already been doing so for our internal emissions (e.g. from our business trips and website) since 2019 and for our travelers' estimated in-destination emissions since summer 2021.

03 Regenerate

Evaneos was founded with the idea of building a fairer alternative to the conventional tourism model. We believe that a fair distribution of value along the value chains is essential to create positive impact through tourism globally. **Our direct-to-consumer platform ensures that 87% of the trip value directly finances local actors in the destination.** This not only supports the local economy but also helps at-risk communities, particularly those vulnerable to the impacts of climate change, to build resilience and adapt to climate change.

In addition to supporting economic sustainability, Evaneos also invests in environmental initiatives through our Better Trips Fund. We invest a percentage of each sale, with a commitment of at least €3 million invested by 2025. Through this fund, we have supported various projects that aim to protect and support vulnerable ecosystems:

- For instance, we have planted over 130,000 mangroves in at-risk coastal areas of Madagascar. Mangrove forests are essential ecosystems whose dense roots serve as an anchor for the soil and coastline, preventing erosion and creating a barrier against harsh weather. They also protect marine habitats by filtering pollutants, such as heavy metals and pesticides, out of the water. By capturing carbon, mangroves also play a crucial role in mitigating climate change.
- We have also collected and recycled over 65 tonnes of ocean-bound plastic from beaches, rivers, and oceans in India. This initiative aims to protect crucial marine ecosystems and prevent plastic pollution from entering the food chain.
- Moreover, we invest in certified carbon credits, which not only avoid or capture greenhouse gas emissions but also have various positive side effects on biodiversity.

Additionally, all of the projects mentioned above are managed by locals and provide stable incomes for underserved local communities.



04 Collaborate

We firmly believe that collaboration is crucial in our joint fight against the climate crisis. As a marketplace, we are at the unique position between travelers and local travel agencies, between supply and demand. Since our foundation in 2009, we have connected over 600,000 travelers with hundreds of local agencies worldwide. We are committed to leveraging our position to drive change and have a positive impact on the environment.

On the agency side, we strive to **leverage our marketplace model to enable and accelerate collaboration within our global network** of tourism actors.

- Our "Community Campus" is an online learning and collaboration platform that provides our agencies with free e-learnings and allows them to exchange ideas with over 1,400 tourism professionals from around the world. We also regularly host webinars and e-trainings, as well as multiple "academies" each year, which are in-person events that allow our partners to connect and exchange knowledge.
- Moreover, we have established multiple "Local Agent Committees" to facilitate knowledge-sharing and collaboration between our teams and our local agencies. We are committed to consistently measuring our agency partners' satisfaction with our partnership and carefully consider their feedback in the development of new tools and resources.
- We believe that sustainability certifications are fundamental in defining industry-wide standards and driving industry-wide change. Thus, in 2022, we established a key partnership with the leading sustainability certification in the travel sector, **Travelife**, to elevate the standards of our agency network and work towards our joint goal of a more sustainable tourism supply chain. Travelife helps our partner agencies to measure and monitor their impact and create a sustainability action plan. The partnership also allows us to go a step further in driving impact on the supply chain, by working with our partners on the impact of their suppliers. As well as financing up to 100% of the certification cost, we also support them on the operational hurdles of starting their certification journey, e.g. by facilitating group working sessions between our agencies. **Our goal is for all our agencies to go through this process (achieve at least *Travelife Partner* status) and for at least 100 agencies to be *Travelife certified* by 2025.**

In addition to our work with local agencies, we believe that exchanging and partnering with the private (tourism) industry, civil society, and public sector is crucial to driving positive industry-wide change.

- In 2022, we conducted a "double materiality assessment" in which we consulted with over 680 internal and external stakeholders, including travelers, agencies, competitors, NGOs, and more. This assessment helped us identify both the environmental and social impacts of our business, understand what challenges stakeholders consider the most important, as well as the issues that pose the greatest risks and opportunities to our company's sustainable growth.
- We are also active participants in various communities and networks, such as the B Corp community and the UN Global Compact. We have established partnerships with important tourism organizations, like Travelife and the Travel Foundation. These partnerships allow us to share knowledge, exchange ideas, and drive positive change.

Lastly, we are actively reaching out to other industry actors and competitors to find synergies and ways to collaborate on joint challenges, as well as exchanging on best-practices around sustainability, for example regarding scope 3 measurement.



05 Finance

Sustainability is integrated into our organizational culture and decision making at all levels: We have a **dedicated team of three full-time staff focused solely on our sustainability strategy** and its company-wide implementation. Additionally, 17 “Impact Champions” spread throughout our departments work to embed sustainability into all areas of our operations and daily jobs.

Each “Evaneossian” completes a 3-hour “Climate Fresque” training explaining the drivers of climate change. We also provide ongoing funding for sustainability education and aim for 50% of our staff to undertake sustainability training relevant to their positions (e.g. Green IT courses for our tech teams).

Most notably, we **invest over 2% of our annual revenue—at least €3 million by 2025—in our Better Trips Fund** which finances projects aimed at reducing negative impacts of the tourism industry and accelerate industry-wide change.



Conclusion



Being a launch signatory of the Glasgow Declaration, Evaneos supports the increased urgency to accelerate climate action in tourism and to secure strong commitments to halve emissions over the next decade and reach Net Zero emissions as soon as possible before 2050.

We recognize both the potential of tourism being a force for good, as well as its potential for negative impact, especially on the environment.

Through our climate action plan, we have outlined tangible steps to measure, reduce and offset our scope 1 to 3 emissions. We are investing substantial resources to better understand our impact in order to then reduce it. Within our reduction strategy, we will focus on where we can have the largest impact: the international travel of our customers and their activities during the trip in the destination. Of course we will also reduce the internal footprint of our operations as much as possible. As a next step in 2023, we will establish science-based targets to guide our emission reduction strategy.

We are also working to educate our partners and empower travelers to make sustainable choices. Collaboration is key, which is why we foster knowledge-sharing within our network and aim to collaborate with tourism organizations worldwide. As such, we welcome any feedback on our climate action plan and would be happy to discuss it (and any other topics around using tourism as a force for good).

By disclosing our progress and strategies, we hope to encourage others in our field to follow suit. We believe that with collective action, we can ensure that travel fulfills its potential of being a force for positive change.

If you have any questions or feedback, please reach out to:
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