

Climate Action Plan



September 2024

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Introduction.

Sixty years ago, ASI Reisen began as an alpine school founded by Prof. Hannes Gasser, dedicated to inspiring people through travel. Today, ASI Reisen has grown into a leading adventure travel platform, offering over 4,000 trips across more than 100 countries.

At the heart of ASI Reisen is a commitment to responsible travel. We strive to offer enriching experiences that benefit not only our guests but also the local communities we visit. Our approach is rooted in fostering respectful interactions with both people and nature.

“ It is our mission to develop sustainable experiences for travellers and local communities. ”

Understanding the profound connection between tourism, the environment, and local communities, we embrace our role as a responsible travel leader. Our sustainability strategy is built on three key pillars: reducing environmental impact, enhancing value creation and appreciation, and promoting transparency and dialogue. Collaborating with all stakeholders is essential, as we bring together diverse interests in our role as a tour operator.

Our second Climate Action Plan builds on the Glasgow Declaration, signed in January 2022, and the goals outlined in our first plan published in April 2023. This updated plan underscores our commitment to the Declaration's five pathways: measure, decarbonise, regenerate, collaborate, and finance.

The Glasgow Declaration's focus on these pathways aligns perfectly with our values, reinforcing our dedication to halving emissions by 2030 and achieving Net Zero as soon as possible before 2050.



Measure.

We firmly believe that measuring and understanding our impact is essential for setting objectives and driving improvement. This approach is integral to our business practices, enabling us to evaluate our progress and establish measurable goals.

Measuring Our Impact

We utilise the [CARMACAL](#) tool to calculate the emissions of all our ASI Original trips. This includes emissions from accommodation, activities, and transport, including flights and transfers. For flight emissions, we apply an RFI factor of 2.7 for long-haul flights and 2.0 for short-haul

flights. By measuring the emissions associated with our experiences,

we can identify areas for improvement and adapt our portfolio accordingly.

The CSR department and the Product Development Team work closely together to develop solutions that enhance the sustainability of ASI Original trips.

While the design of our products offers immediate opportunities for impactful changes, we recognise that stakeholder engagement is crucial. By actively involving and supporting our partners, we ensure a collaborative

approach to improving sustainability.

We regularly analyse data and leverage these insights to implement processes aimed at reducing emissions, with product managers playing a key role in this ongoing effort.



Measure.

In addition to measuring emissions, we actively collect feedback from a range of stakeholders to gain diverse perspectives. This structured feedback, particularly from our guests, provides a crucial data source for assessing and reflecting on our performance.

We place great importance on these insights, as they offer valuable input for defining and implementing measures for improvement. The following section details the stakeholders from whom we are currently gathering feedback, highlighting how their opinions are integral to our continuous enhancement efforts.

Feedback from Guests

After each trip, guests are invited to complete a survey covering various aspects of their experience.

In the questionnaires of ASI Reisen's experiences, sustainability-focused questions are integrated in the surveys. These cover transportation, waste management, local sourcing at hotels, and guide communication on sustainability. This feedback guides our efforts to enhance sustainability practices and ensure exceptional travel experiences.

Employee Feedback

We track the satisfaction of our employees via anonymous bi-weekly questionnaires, using OfficeVibe. Anonymous employee satisfaction questionnaires are useful for understanding overall sentiment and identifying potential issues before they escalate, thus aiding in proactive prevention measures.

Additionally, our employees have the opportunity to experience one of our ASI Originals trips annually as a benefit.

Their firsthand experiences provide valuable insights, particularly regarding sustainability aspects of the trips. Given their heightened sensitivity to this topic, their feedback offers additional depth and detail, helping us to further refine our sustainability practices.

Guides

After each ASI Original trip, our guides provide valuable feedback through a post-trip report. This report prompts them to share insights on sustainability-related aspects of the trip, allowing us to continuously improve our sustainability practices based on their input.



Reflecting on our Objectives.

“ **Identify GHG Reduction Opportunities, set Reduction Targets and Track Performance.** ”

Efficient and precise data gathering remains a significant challenge in tourism due to its complex value chain. While consistent data collection is improving, many businesses have yet to embark on this journey. Currently, no centralised tool provides comprehensive, reliable, and continually updated data. We are committed to exploring more effective solutions or collaborations within the market.

We aimed to become more focused in setting our climate-related targets by implementing a thorough analysis of our emissions, including defined objectives for further reduction and measurable targets.

What we Achieved

We have consistently set measurable and data-driven targets for our climate objectives.

Looking Ahead

By the next reporting period, we plan to establish science-based targets and robust processes to reduce our emissions, prioritising this goal for 2025. We are considering collaboration with climate experts or setting targets through the Science-Based Targets initiative to ensure our operations remain within the 1.5°C threshold.



Decarbonise.

Our influence on the emissions generated varies depending on the scope, with most of our emissions falling under Scope 3. As a light-asset tour operator, Scope 3 emissions account for approximately 92% of our total emissions, according to the [WTTTC](#).

This underscores the importance of engaging with stakeholders across the entire value chain to reduce our overall impact. A table below outlines the definitions of the scopes, along with the respective impacts and our influence.

Employee Impact and Office Building

At ASI Reisen, our new office building, the ASI Nest, has significantly reduced our office-based emissions.

Designed with Snøhetta and guided by a sustainability advisor, the ASI Nest embodies our core values: blending nature with people and fostering a creative work environment. Its green façade, featuring over 1,200 plants of 79 local species, reduces cooling energy needs and supports biodiversity. The building also benefits from a sensor-controlled ventilation system and roof-installed PV panels, enhancing energy efficiency.

Learn more about the ASI Nest's sustainable features [here](#).



Regenerate.

At ASI Reisen, we adhere to clear guidelines for product development and business practices, ensuring that our experiences comply with all relevant laws, international and local conventions, and regulations. These standards not only uphold the quality of our offerings but also integrate regeneration throughout the entire value chain, beginning with product development.

A key component of this effort is our ASI Donation Platform, which has been instrumental in raising a total of over EUR 22,000 in response to the earthquakes in Türkiye, Syria, and Morocco. Within the fiscal year 2023/2024, a further EUR 13,400.00 directly contributed to various projects listed on our platform, with an additional EUR 18,294.44 raised

These substantial donations highlight the tremendous impact of collective action within the tourism industry. By leveraging our reach and working together, we demonstrate the significant change we can effect. Our contributions and collaborative efforts were also featured in an article by ATTA, showcasing the positive influence of our work and that of other travel companies.

Collaborate.

Collaborating with diverse stakeholders worldwide places us in a unique position to drive meaningful change. Our platform serves as a nexus where local partners, guides, and guests converge, creating a valuable opportunity for collaborative efforts in responsible tourism. By working together and taking deliberate steps towards our shared goals, we foster a supportive community that motivates and inspires each other.

The section below outlines our engagement with various stakeholders, highlighting how dialogue and regulatory measures contribute to responsible tourism. The accompanying table details our current measures and structured engagement practices.

Optimising stakeholder interaction is an ongoing process, with feedback from our partners playing a crucial role in refining our experiences.

We employ a 360-degree approach, gathering data from stakeholders to assess our performance and drive continuous improvement.



Collaborate.

Employees

Our employees are a central resource for our success. The CSR department is actively collaborating with the different departments, and the objectives are aligned with our sustainability strategy. Internal workshops focusing on CSR take place and are further planned in the future.

Partners ASI Originals.

Our in-house trips are meticulously crafted through collaboration between local partners and our product managers. We carefully select all service providers and activities, maintaining direct contact with local suppliers, including hotels, transport operators, and agencies.

This hands-on approach empowers us to make informed decisions and actively engage our partners in sustainable practices.

CSR Checklist

Developed in collaboration with product managers, the CSR Checklist is a guide for designing and evaluating experiences. Launched in December 2022 and currently in the pilot phase, it includes mandatory and voluntary elements, covering hotel attributes to transportation regulations. Regular reviews will transition voluntary aspects to mandatory, enhancing responsible practices.

Partners ASI Partner Trips.

Our Partner Trips are experiences designed entirely by our partners, which means we have less visibility into the supply chain compared to our ASI Originals. Accordingly, we put a strong focus on certification, as we believe it to be a valuable tool to drive the sustainable development in tourism.

In July 2024, we updated our Partner Certification Strategy with the goal of exclusively working with certified partners by the end of the fiscal year 2025. We are currently guiding our partners through this transition.

Code of Conduct

Our Code of Conduct is relevant for all partners along the value chain. This document is elementary to communicate our values and expectations for a partnership and opens the dialogue on curial topics such as human rights and environmental management.

Read our Code of Conduct [here](#).



Collaborate.

We consider it our responsibility to actively engage our guests and encourage responsible travel practices.

Transparent Communication

Our CSR communication with guests is integrated at multiple touchpoints, encompassing both ad-hoc updates on relevant topics and fixed information directly related to their trip. Throughout the customer journey, we aim to weave sustainability into various elements.

Our platform, a primary communication tool, offers clear information on emissions and local benefits associated with our trips. Responsible behaviour is emphasised in our post-booking communications, where guests receive essential details to prepare for their journey. During their experience, sustainability topics are actively discussed with our guides.

Upon return, guests are provided with information on aid projects they can support through our charity platform. This approach not only adds value beyond the trip but also raises awareness about the challenges faced by local communities. Further details on the charity platform are covered in the following sections.

Creating Opportunities to Contribute to a more Sustainable Experience.

We implement initiatives that allow guests to enhance the sustainability of their trips. For example, we have introduced a car-sharing platform enabling guests to connect and coordinate with others travelling the same route. To address littering, we encourage guests to bring their reusable bottles and lunchboxes, with the option to purchase high-quality products from our ASI Shop if needed.

Reflecting on our Objectives.

“ Encourage Responsible Behaviour of all Stakeholders. ”

Last year, we aimed to foster responsible behaviour beyond our experiences, with a focus on encouraging all our stakeholders to make more conscious choices. By enhancing our dialogue-based approach, we sought to influence stakeholders through increased nudging, the establishment of guidelines and regulations, and by adapting our product portfolio.



Reflecting on our Objectives.

What we Achieved

We have successfully expanded our communication throughout the customer journey, concentrating on raising awareness and sensitising our guests to sustainability issues. Our continuous collaboration with partners has been crucial in this process, allowing us to refine our approach and reinforce our commitment to responsible tourism.

Objectives Looking Ahead

We plan to deepen our dialogue within the value chain and continue engaging with stakeholders. Our goal is to find effective ways to support our partners and suppliers in their sustainability efforts, thereby strengthening our collective impact.

We remain committed to evolving our strategies to ensure that responsible behaviour is central to all our interactions and initiatives.

“ **Engage Value Chain Partners in GHG Management.** ”

As a tour operator, we consider it our responsibility to actively engage our partners in assessing their environmental impact. Through a continuous and structured dialogue, coupled with an incentive system, we aim to encourage more partners to participate in impact reporting.

What we Achieved

We have advocated for environmental management through our Code of Conduct, promoting certification schemes where greenhouse gas (GHG) measurement is often a key component.

While we have supported our partners in adopting these standards, we have not yet provided specific assistance with GHG measurement.

Objectives Looking Ahead

Moving forward, our focus will be on intensifying the dialogue and offering more substantial support to our partners in their journey towards comprehensive impact measurement. We are committed to driving this initiative further to enhance our collective efforts in sustainability.



Reflecting on our Objectives.

“ Foster Awareness- Raising Among Stakeholders. ”

Taking a holistic approach to climate-related issues, we set the goal to leverage our position to highlight the interconnectedness between tourism and climate change. Our goal is to raise awareness among our stakeholders about the broader impacts of tourism, extending beyond the scope of individual experiences.

Understanding both the positive and negative effects that tourism can have on people

and the planet is essential.

What we Achieved

We expanded our overall sustainability communication, integrating it into every touchpoint of our customer journey.

Objectives Looking Ahead

Our next steps involve finding technical solutions to make our communication more engaging and effective. We are committed to continuously improving how we convey sustainability messages to better influence and inspire responsible behaviour.





Collaborate.

Our Guides.

Our guides play a crucial role in our experiences, representing ASI Reisen to guests and exemplifying conscious travel. Ongoing dialogue with our guides helps us identify potential improvements in our experiences and collaborations.

ASI Guide Training.

Our guides undergo comprehensive training provided by ASI Reisen. This training ensures high-quality guiding and covers vital aspects, including safety. A key component is the focus on sustainability, where guides are encouraged to integrate sustainable practices into their trips.

This approach turns each experience into a learning opportunity for our guests, helping to promote responsible travel. For instance, guides are encouraged to dedicate one day per trip to a sustainability-related topic, fostering dialogue with guests and further engaging them.

Guide Summit

The Guide Summit is a pivotal event where our guides and ASI employees converge. It offers a platform to reflect on our partnership, discuss significant issues, and brainstorm ideas for new experiences. Our guides provide valuable insights that assist us in optimising our offerings.



Finance.

As a leading adventure travel platform, we are committed to aligning our resources with sustainability objectives to drive positive change in tourism. We focus on sustainable growth, support, and preservation.

Investing in Training and Awareness

Tourism is a people-centric industry, and our guides, employees, local partners, and guests are our greatest assets. We have robust processes for informing and involving them through regular training and knowledge transfer, conducted by our CSR Manager or external experts.

Generating Local Added Value

Our mission is to create value for both travellers and local communities. We partner with regional, often family-owned businesses to support local economies.

The local impact of every ASI Original trip is transparently displayed on our website, enhancing guest awareness and enabling us to continuously improve our practices.

We Support Local Projects

We go beyond travel by supporting projects in our destinations. Since 2021, ASI Reisen has partnered with Betterplace.org to feature selected aid projects on our donation platform. Guests can support initiatives ranging from environmental protection and education to disaster relief. We have also started implementing project visits in selected trips, offering valuable experiences for both our guests and local projects.

These visits aim to help guests understand local challenges and see firsthand the impact of projects. We hope

this personal connection increases their willingness to contribute. After their trips, guests receive information about the projects they visited. ASI Reisen covers all transaction fees, ensuring 100% of donations reach the projects.



Finance.

Our Climate Investment

ASI Reisen measures the emissions generated by all ASI Original trips and actively works to reduce them by optimising the experiences. In close collaboration between our product managers and the CSR department, we monitor these trips and set targets for reducing CO2 emissions per trip.

For emissions that cannot be reduced and those generated by our business operations (Scope 1 and 2), we have partnered with First Climate. Established in 1999, First Climate is a leader in environmental asset management and carbon trading, offering a diverse portfolio of carefully selected climate investment projects.

After professional consultancy, we chose to support a renewable energy project in West Bengal, India. The run-of-river power plant harnesses part of the Teesta River's water for sustainable electricity generation. Equipped with four turbines, each with a capacity of 40 MW, the plant produces around 720 GWh of clean electricity annually, which is supplied to the North Indian grid.

This investment supports local sustainable energy supply and contributes to reducing reliance on fossil fuels. By investing in this project, we are helping to build a more sustainable infrastructure and reduce future emissions.



Reflecting on our Objectives.

#1 Enhance Donation Platform and Project Portfolio.

Our aim was to leverage local expertise to provide effective support where it is needed most and to integrate these projects into our travel experiences. By fostering respectful interactions between travellers and local communities, we sought to sensitise our guests to the challenges faced by these communities, while also generating stable income for the projects through both voluntary donations and direct support.

What We Have Achieved

We have begun to implement project visits as part of our trips, starting with overseas destinations and now exploring opportunities within Europe. This initiative aims to bridge the gap between guests and the projects, creating a personal connection and enhancing understanding.

Although this is still a relatively new initiative, early feedback has been positive. We are currently focused on refining the processes to ensure a seamless experience.

Objectives Looking Ahead

Moving forward, we plan to expand the inclusion of project visits in our portfolio and continue to enhance their quality. Our next step is to increase the visibility of these projects by leveraging our platform to give them greater exposure. Additionally, we recognise that there is still significant room for improvement in our donation platform and its communication. We are committed to enhancing these aspects to make our platform more effective and engaging, ensuring that more guests are motivated to contribute.



Conclusion.

In conclusion, we are steadfast in our commitment to monitoring and reducing our emissions to meet our climate goals. Our ongoing efforts are focused on evaluating our impact, refining our strategies, and ensuring that we take meaningful steps towards a more sustainable future. We recognize that achieving these objectives requires continuous dedication and adaptability.

A more detailed report on our last fiscal year can be found in [our latest Impact Report](#). For any further questions, [Jasmin, our CSR Manager](#) at ASI Reisen, is happy to assist.

This Climate Action Plan was developed to state our progress and outline opportunities and ambitions for improvement. We see this as a continuous process of analyzing and understanding our impact and adapting our measures considering the circumstances.

