

SUSTAINABILITY REPORT 2023

achievements of 2022

FEBRUARY 20



VISIT GOODPLACE

Sustainability report 2023



Our mission is to create authentic and unique experiences for our guests while supporting responsible trade and nature preservation. We aim to minimize negative effects on the natural and social environment and maximize benefits to local businesses.

After a fairly good 2021 season, which was still quite subject to the uncertainty of the covid-19 pandemic, the 2022 has been the best season of Visit GoodPlace since our beginnings. In general, we can observe an increase in demand for active holidays in nature and a growing demand for unique and experiential travel experiences. With growing demand, our team was enriched by two new members.

Additionally, in collaboration with our partner, the NGO Institute Factory of sustainable tourism Goodplace, we have established another green cycling route and participated in training sessions for tourism professionals, sharing our expertise and promoting sustainable tourism development.



What have we achieved in 2022?



Sustainability Recognition

We are the first Slovenian company to become a **Certified B Corporation™** (B Corp™). We started the certification procedure at the end of 2021 and joined this global community of people using business as a force for good in October 2022. Businesses, certified by B Corp™ meet high standards of social and environmental performance, transparency and accountability. B Corp is a holistic certification, which looks into the business model and governance of the company, its employees and customers, its impact on the local community and environmental performance.

Certified



Corporation

Partnerships & Cooperation



With the introduction of new cycling routes we made partnerships with new accommodation providers. We continue on building partnerships with sustainability-oriented accommodation providers, and actively support those that have not yet stepped on the sustainability path, to do so. All partners receive our business code and tips for sustainable accommodations.

Sustainable Product Development

We are expanding our Bike Slovenia Green portfolio. Bike Slovenia Green Routes connect exclusively destinations that have committed to sustainable development and hold Slovenia Green label. In 2022 we introduced Bike Slovenia Green Wellness Route (South route and North route), which gives attention to well-being. The two itineraries include various stakeholders, committed to sustainability, and make a wide impact in local communities and economies.



Soft Mobility & Transport Reduction

As much as we advise our guests to use local/public transport, we promote sustainable mobility among our employees as well. We have optimized luggage transfers for our guests as much as possible and we prioritize online business meetings. Combining activities in the same region, so we only make one trip to the area instead of several ones on different dates, has become our common practice.



Purchasing & Waste management



When purchasing supplies for our office and tours we prioritize recycled materials and strive to purchase from local suppliers. Additionally, we take initiatives to promote re-use and circular economy. We buy second hand electronic equipment, such as PCs and monitors.

In 2022 we started to donate used printer cartridges to a company that collects them for charitable purposes. All employees are invited to bring used cartridges to the collection box in the office.

Employee wellbeing

In 2022 we introduced a new handbook for employees and several benefits that the company offers to them, including a free bike rental, blood tests, bonus for sports activities and participation in trainings/workshops of choice.

Community & Inclusion

As part of our Soča Outdoor Festival and in collaboration with external partners we organized a special sports event for people with disabilities - Parafestival. This way we want to promote inclusion and give everyone the opportunity of participation in sports activities.

As part of our efforts to support the local community in Tolmin, where Soča Outdoor festival takes place, we have donated money to the local fire brigade and mountain rescue service.



Training & Education

Our employees have attended more than 15 trainings and workshops (online and onsite) in the field of development of professional competencies, and gained new knowledge in the area of sustainability. In addition to this, our employees participated as lecturers in more than 20 workshops, sharing their knowledge and experiences with others.



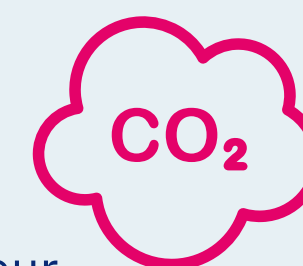
Visit GoodPlace team is richer for two qualified and experienced guides. Matic completed training for a cycling guide and Andrej, experienced hiking and cycling guide, joined the team.

In December we held a meeting with all our contracted guides, where also principles of sustainable guiding have been presented.

Carbon compensation plan

Using Travelife's Carmacal tool, we have calculated the carbon footprint of our tours. On average, 30 kg of CO₂ emissions are created per person per day on the tour. Our goal is not only to compensate the carbon emissions, created by our business, but also to give something back to the environment, which is the main attraction for our guests. Therefore we prepared a compensation plan, which we will introduce in 2023 season.

In summer 2022 we witnessed extensive fires in the Karst, a region in western Slovenia, which is part of the itinerary on most of our tours. We decided to donate for reforestation and recovery of the area. Visit GoodPlace will donate 0,3 € per guest per day spent on a tour for land revitalization and CO₂ compensation.



LCA Analysis & Green Events Plan

Due to the potential negative impacts brought by organization and implementation of an event with a large number of participants, we decided to assess the environmental impacts of our event Soča Outdoor Festival. The analysis, prepared by experts from the University of Maribor showed that the total carbon footprint of the festival's 2019 edition was 104,257 kg, (74.2 kg CO₂/visitor).

Based on the findings we prepared a green plan and followed the guidelines for green events, prepared by the Slovenian Tourist Board. Activities from 2022 include organized bus transport from Zagreb and Ljubljana, increase in the order of vegan meals from 20% to 40%, introduction of a virtual goody bag to reduce amount of flyers and others.

