
CLIMATE ACTION PLAN



JULY 2026

VISIT GOODPLACE

OUR COMMITMENT

We strengthen our shared commitment to bring together all tourism stakeholders to accelerate meaningful climate action. As Visit GoodPlace, we support the global goal to cut emissions by half by 2030 and reach Net Zero as soon as possible before 2050, ensuring our work stays consistent with limiting global warming to 1.5°C.

At the same time we are 100% committed to providing a top-quality service and authentic experience to our guests, while taking care of the environment and making local stakeholders an important part of our tours.

Visit GoodPlace is the first Slovenian company to become a Certified B Corporation™ (B Corp™). We joined a global community of people using business as a force for good. 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.

This plan has been officially approved by our executive team on 15.05.2026, and we will upgrade it every 36 months.

VISIT GOODPLACE

Ambassador of sustainable tourism development

INTRODUCTION

Our biggest environmental impact comes from the tours we have, but we do address all three scopes of emissions, as follows:

- **Scope 1 emissions ☐ DIRECT EMISSIONS.** In our case these are emissions coming from the fuel of the company car mainly, as we don't use and have office boiler or similar, that would cause emissions by needing fuel to function.
We have a company car for transferring our guests on cycling tours. The car was replaced in 2026, for this purpose we conducted research on the most suitable cars, tested different models and selected the most optimal vehicle that meets the requirements and type of services we provide (due to the distances and types of transfers, an electrified vehicle is not an option).
- **Scope 2 emissions ☐ INDIRECT EMISSIONS.** In our case these are emissions coming from energy usage that we need to run our office smoothly. The resources for producing this energy are owned and controlled by an external company.
We buy electricity from the grid to run our office (fridge, lights, appliances...) and the energy we use for heating.
- **Scope 3 emissions ☐ TOURS EMISSIONS and value chain.** In our case these emissions encompass all other indirect emissions that occur outside the company's direct operations. These emissions represent the biggest share of company's emissions and thus this is the area where approximately 95%+ of our total impact lives.
We offer our guests services that include local transfers, hotels, and other things according to the program. All of these, in addition to our customers' transportation- (arriving to/from starting destination), are all sources of emissions. To support the reduction of scope 3 emissions, we expand our influence also to the value chain.

We address all three emission scopes with measures that are appropriate and feasible for our type and scale of services.

CLIMATE ACTION PLAN

1. Economical use of company vehicles (SCOPE 1)

We help drivers drive more economically with special guidelines.

TARGET	Details	Human resources	Deadline
Eco-driving guidelines	Update existing guidelines with instructions for economical driving and lower fuel consumption and distribute them to all drivers	Katja + external (Petra)? Maybe Matevž for professional input?	August 2026 (then yearly update and distribution)

2. Office footprint & Good team habits (SCOPE 2)

Even as a small team, the operational choices we make every day inside our workspace add up.

- **Green Office Energy: We will monitor our office building's energy footprint. We commit to choosing energy-efficient lighting, keeping heating optimized, and working with our building management to ensure our electricity comes from 100% renewable sources.**

TARGET	Details	Human resources	Deadline
Monthly energy tracking	Within 1 month after the cost-sharing system is set up, create an Excel sheet to track our exact share of monthly electricity (Petrol) and heating (Energetika) consumption.	Office manager	December 2026
100% renewable electricity	Step 1: Request the managing Institute, who is paying the electricity costs to check package options (which include 100% renewable energy sources) with Petrol. Step 2: Switch to the 100% renewable energy package, if feasible.	Office manager	Step 1: December 2026 Step 2: December 2029
Paperless operations	Maintain 100% paperless internal operations	Office manager	Regular activity
Annual interactive energy-saving workshop for employees	Organize 1 interactive/creative workshop annually, focused on reducing energy consumption at work and home, aiming for 100% team participation and high engagement.	Office manager External facilitator All employees	Starting in Q4 2026 Then annually

- **Green habits and dedicated brainpower: We maintain a remote/hybrid or flexible working policy to avoid carbon emissions from daily office commutes. When coming to the office, we encourage eco-friendly travel. Our team is dedicated to address this action plan with aim to create a good place for everyone.**

TARGET	Details	Human resources	Deadline
Hybrid working policy	The company encourages working from home and does not require employees to come to the office every day (set up in contract).	Office manager	Regular activity

Use of public transport	When employees come to the office, they are encouraged to use public transportation. To this end, the company pays for monthly public transportation tickets in accordance with the contract and provides parking or a garage and tools for minor repairs to anyone who comes to work by bicycle (or scooter, skateboard, etc.).	Office manager	Regular activity
Purchase of bicycles for employees	Continuing to encourage employees to use bicycles to get to work (and in their free time), by always offering bicycles for purchase to employees first, and only then putting them up for regular sale.	Office manager	Regular activity
Leadership engagement	Integrate a B Corp/Sustainability status update as a recurring agenda item in 1 monthly management meeting, ensuring proactive team support and efficient task distribution by the Sustainability Lead - Office manager.	Office manager Management	Starting July 2026 Then regular activity once a month
Annual employee interviews	Incorporate the theme of sustainability (and the climate action plan) in 100% of annual employee reviews, requiring each team member to contribute at least one green initiative or improvement idea for the company.	Office manager Management	Starting January 2027 Then regular annual activity
Raising awareness among employees	Step 1: Share at least one green spark/initiative or trend twice a year in internal channels to raise awareness about sustainability, climate change and other green travel-related topics. Step 2: Organize 20-minute interactive session at the annual team meeting (or within annual interactive energy-saving workshop) where employees pitch their own green ideas for the agency (if not ideas, there could be a green-star or climate hero of the year award contest).	External expert	Step 1: December 2026 Step 2: Conceptual design December 2026 Implementation December 2027

- **Digital-first sharing & Paperless and digitalized operations:** To save paper, we will share this plan and our sustainability reports digitally. We will maintain our paperless operations, establish unified working environment and reduce digital waste.

TARGET	Details	Human resources	Deadline
Publication of Climate action plan	Publicly publish the final Climate action plan on the dedicated sustainability section of the Visit Good Place website ensuring it is easily accessible to clients, partners, and the public.	Office manager Web manager (Monja?)	July 2026
Paperless operations	Maintain 100% paperless internal operations	Office manager	Regular activity
Unified working (Microsoft) environment	Migrate all software and team collaboration tools into a single, unified Microsoft 365 environment ensuring 100% data integration.	Office manager External IT expert	August 2026
Digital waste optimization	During the upcoming corporate identity (CI, or in Slovenian 'CGP') refresh, integrate eco-design principles, which includes optimizing e-mail signatures and digital assets to minimize digital waste and server energy use.	Office manager External IT expert External graphic designer	December 2027

3. Calculating emissions of our tours (SCOPE 3)

We believe that outdoor, human-powered travel is naturally low-carbon, but we want to be completely honest about our actual impact and always do our best to design our itineraries to rely on biking, hiking, and train network across Slovenia and the Adriatic region, while raising awareness about broader sustainability topics.

- **Keep tracking what we know: We will continue to calculate and monitor the carbon footprint of our tours and expand the calculation also to guest's travel.**

TARGET	Details	Human resources	Deadline
Calculating carbon footprint of our tours	Annual calculation of the carbon footprint of all our tours sold	External expert (Sara Mavrič)	Annually (at the end of season)
Offset donations by company	Donation to offset the calculated annual carbon footprint of all our tours sold	Office manager	Annually (at the end of season)
Calculating guests' emissions - upgrade (emissions from traveling to/from destination)	<p>Step 1: Check feasibility of integrating online carbon calculator for scheduled tours in WeTravel platform and separately for custom tours.</p> <p>Step 2: Once the carbon calculator is established, encourage guests to use it (include this information under 'Green tips' in the booklet).</p> <p>Step 3: Design or find responsible offsetting/donation option and integrate it directly into the WeTravel checkout flow, making calculation and payment effortless for guests.</p>	Office manager External expert External IT expert	<p>Step 1: December 2026</p> <p>Step 2 : Start in 2027, then regular activity (maintenance)</p> <p>Step 3: Research in 2027, start in 2028</p>
Reducing the need for transfers	<p>Continue with strict eco-logistics criteria for 100% of our tours, ensuring that wherever infrastructure allows:</p> <p>a) Tour starts and end points are accessible by train (including from international airports).</p> <p>b) Overnight hotels are within walking distance to restaurants to eliminate evening transfers.</p>	Managing director (Katja)	Regular activity
Sustainability certificates exposure	Display of the Slovenia Green certificate (for each holder on the tour) in our digital brochure for each tour (booklet). Once a year check of certificates in the booklet (for all accommodations, optionally also for restaurants).	Managing director External expert for Slovenia Green	Regular annual activity
Rewarding customers arriving by train	Find a way to communicate (include in materials as an invitation to let us know if they	Managing director (Katja)	Long-term (December 2029)

	are arriving by train, as in this case there will be gifts waiting for them) and what to offer to guests (a sustainable, upcycled gift) who would arrive at the starting point of the tour by train.		
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3.a Cooperation for reducing Scope 3 emissions by encouraging like-minded partners

We cannot change the travel industry alone, so we will actively work with the people around us and expand our influence.

- **Better supply chains: We will work closely with our local hotels, guesthouses, guides and drivers in Slovenia and the Adriatic region to encourage them to make more sustainable daily operations and to get certified overall. The cooperation with local suppliers will be even more strengthened and overall support to local community initiative will be reinforced.**

TARGET	Details	Human resources	Deadline
Regular contact with partners	Establish regular communication with all partners with whom key business and sustainability topics are communicated (Climate Action Plan prepared, B Corp certificate renewal, new guidelines, invitation to contact us for sustainability content because we are experts, announcement of webinars). Find the right timing and channel.	Managing director Office manager	Annually before season starts or at the end of the season (as end-of-year report, Thank you letter...).
Special webinar for partners	Design and organization of a special Sustainability Day of VGP in the form of a webinar for all suppliers (hotels, restaurants, drivers...), where we present the highlights of the season, present guidelines, briefly present sustainable certificates, and optional one topic of sustainable business, JEDI, and similar.	Managing director External expert	After season 2026 (November) Then after/before every season? (better after season, so they have time to think about improvements and implementation).
Upgrade of guidelines	Upgrade of guidelines for accommodations, drivers and guides	External expert	June 2026 Then annually before the season (if needed)

Workshop for drivers and guides	'Refresher' workshop before each season, where new features and guidelines are presented specifically for drivers and guides	External expert	Preparation in 2026 First workshop before 2027 season (February or March)
Cooperation with local suppliers	Continue cooperation with local suppliers (jerseys for returning clients and socks for all customers) and expand the network of local suppliers when new/different products are needed.	Managing director Office manager	Regular activity
Participation in a local community initiative	Expand participation (volunteer work) in the annual local initiative - in addition to all employees, invite partners to actively participate or at least inform them about it (example: planting trees, cleaning pastures, etc.)	Managing director	Regular activity once a year

Climate change adaptation measures

While our primary focus remains on reducing our carbon footprint across Scopes 1, 2, and 3, we must also face the current reality of a changing climate. As a tour operator deeply connected to natural landscapes and local communities, we recognize that reducing emissions (mitigation) is only one side of the coin. The other side is resilience (adaptation).

Extreme weather events, shifting seasons, and unpredictable environmental conditions directly impact the destinations we love and the quality of the experiences we deliver. In line with our B Corp values and our commitment to both our guests and local stakeholders, this section outlines the strategic measures Visit GoodPlace is

taking to adapt. Our goal is to ensure that our operations remain safe, sustainable, and resilient, allowing us to continue offering authentic, top-quality tours while safeguarding the communities and environments that host us.

TARGET	Details	Human resources	Deadline
Crisis plan	Prepare a Crisis Management System/Plan, which also includes responses to extreme weather events (resulting from climate change) and inform all stakeholders about it. This also includes recording such incidents and keeping records and documentation of them.	Managing director (Katja)	August 2026 Then annual revision of the document.
Strengthening the shoulder season	Our tours already take place mostly outside the main season, as it is simply too hot then (July, August). We will further try to expand the range of tours to months when there is less demand (April, October).	Managing director (Katja)	Ongoing activity
Heat-safe tour scheduling	Continue to implement heat-safe scheduling of guided tours. This requires morning starts and structured breaks during the hottest part of the day	Managing director (Katja)	Ongoing activity
Updating navigation data	Regular updating of navigation data for 100% of tours (route safety checks at least once before the start of each tour season (and in real-time during extreme events like floods or fires)	Managing director Guides Employees	Ongoing activity
Real-time extreme weather guest alerting system	Maintain established protocol to push real-time extreme weather alerts (floods, storms, extreme heat, fires) through the tour application.	Managing director Guides Employees	Ongoing activity

Allocation of resources for implementation

To ensure the successful and timely execution of our Climate action plan, Visit Good Place strategically allocates its internal resources across three primary pillars:

- ❑ **Human resources** are managed by our designated Sustainability lead – Office manager, who coordinates tasks and monitors progress, while management embeds sustainability updates into monthly leadership meetings and annual employee reviews to foster proactive team engagement.
- ❑ **Technical resources** leverage our unified Microsoft Cloud ecosystem, specialized tour navigation software, and digital booking platforms (such as WeTravel) to optimize data tracking, automate carbon calculation, and deliver real-time safety alerts.
- ❑ **Material and financial resources** are committed annually through dedicated budgets for green commuting infrastructure, sustainable marketing and design materials, and targeted investments in digital tools. This integrated approach ensures that our climate targets are fully backed by the operational capacity required for long-term impact.