



IMPACT REPORT

2025





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INTRODUCTION

We connect travellers with the Nordics through honest, authentic and unforgettable experiences that drive positive change for nature, culture, and local communities.

This year, I have personally had a strong focus on overtourism in my public speaking, as well as in training our travel agent clients. When I started with 50 Degrees North more than 10 years ago, one of my first questions for travellers was, *“Do you have any flexibility to travel outside of peak season?”*

Overtourism during peak periods creates intense pressure on infrastructure and stretches local resources. In practice, this means that trails erode faster than they can recover, waste and water systems are overwhelmed, and local communities are strained. Environmental systems have thresholds, and that is why the damage to nature, housing, and people can be so significant. One of the cornerstones of our business has always been redistributing demand - promoting less-visited destinations and encouraging travel in the low season. This year, we included this into two of our goals: increasing the percentage of bookings in the off-season, as well as encouraging longer stays for slower travel.

We are already doing remarkably well and have seen strong progress on these over the years - but that is not enough for us; we are aiming even higher. We do not want to limit travel, but to redesign it. We do this by offering our clients a travel experience that is both exceptional and sustainable.

Choosing sustainable options is not always easy in an industry with tight margins and constant commercial pressure, and it requires discipline. I am incredibly proud of our teams, especially in sales and product, for how deeply embedded this thinking is in their daily decision-making and for their passion for learning and growing on this topic.

We have made decisions that saw us step away from one of our most profitable products when the supplier no longer met our standards. We have reduced our margins on some products to give our clients the best possible chance to experience meaningful travel.

These decisions are not always easy, but they definitely reflect who we are. We believe that in the long run, this allows us to deliver something better for all our stakeholders, and especially for our clients.

And we are not done yet - this is only the beginning, and 2026 will see us aiming even higher.

- Mari Räsänen | CEO



1,800,000 NOK

distributed through the Impact Fund



82

customer Net Promoter Score



36

employee Net Promoter Score

(scores over 30 are considered very good)



36%

emissions intensity reduction since 2019 baseline



80%

of staff took part in the community volunteering scheme



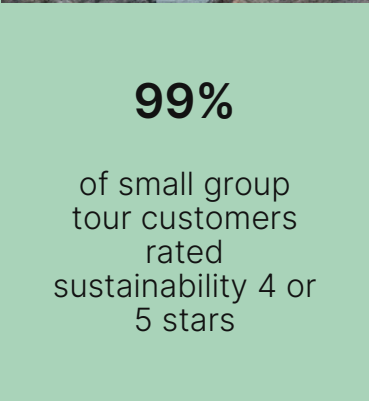
24%

of customers travelled in the off-season



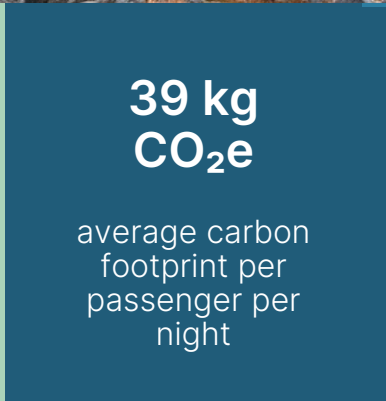
99%

of small group tour customers rated sustainability 4 or 5 stars



39 kg CO₂e

average carbon footprint per passenger per night



97%

of customer nights in hotels with a sustainability certification or policy



71%

of client funds stays in the destination



WHO WE ARE

OUR PURPOSE:

To inspire people through authentic, responsible, high-quality and fun travel experiences. We do this with passion and honesty every day.



OUR STORY

50 Degrees North was founded in Melbourne in 2010 by Tietse Stelma and Jayde Kincaid, built on the conviction that the Nordic region deserved more thoughtful representation in international travel. From a home office and a network of trusted local contacts, it grew into a specialist company with 65+ staff across offices in Øyer (Norway), Melbourne (Australia), Minneapolis (US) and Vancouver (Canada).

In 2025, Equip Capital joined as majority shareholder, and 50 Degrees North became part of the newly established North Travel Group, alongside sister company Nordic Tours AS. Founders Tietse Stelma and Jayde Kincaid stepped back from day-to-day operations, passing the baton to a leadership team they had built over fifteen years. The company continues under the same management and with the same design philosophy that has defined it from the beginning.



- 2010** 50 Degrees North is launched in Melbourne, Australia.
- 2011** First employees hired.
- 2015** New team and company headquarters are established in Øyer (near Lillehammer), Norway.
- 2017** The Vancouver office is opened in Canada.
- 2019** Company revamps its organisation and has a new strategy focused on people.
- 2020** With approximately 50 employees across three continents, operations come to a temporary pause due to the global pandemic.
- 2021** The Glasgow Declaration signed, committing 50 Degrees North to climate action.
- 2022** Company invests heavily in growth. New office opened in Minneapolis, USA; 43 staff across four offices and growing rapidly.

Travelife Partner certification; 50 Degrees North releases Climate Action Plan; Carbon Labels on tours.
- 2023** Receives B Corp Certification; Moves to a bigger office space in Melbourne.
- 2024** Appoints new CEO; Establishes Impact Fund.
- 2025** Tietse and Jayde retire; Equip Capital joins as majority shareholder; North Travel Group established with sister company Nordic Tours AS.

OUR APPROACH TO SUSTAINABILITY

We aim to create and maintain business practices that provide genuine economic benefits for the communities in our destinations, while respecting and protecting nature, cultural heritage, and local values, with the aim of preserving all of these for future generations.

This commitment shapes every part of how we work.

WHAT THIS LOOKS LIKE IN PRACTICE

We spread tourism wealth by promoting lesser-known destinations and encouraging travel in the low season, reducing pressure on places that are most visited and most vulnerable. We work directly with local businesses and operators, choosing partners who meet recognised environmental, quality, and safety standards. We promote low-emission transport, including trains, public transport, electric vehicles, and coastal voyages with strong emission reduction strategies. And we actively minimise our impact on nature, wildlife, and culture by respecting the limits of the destinations we operate in.

Our work is aligned with the United Nations Sustainable Development Goals, and throughout this report you will find the specific goals that relate to each area of our activity.

Our full Sustainability Policy sets out our commitments across environmental management, including resource consumption and wildlife protection, and cultural and social issues, including support for local businesses and cultural preservation. It is available at fiftydegreesnorth.com/sustainability-policy.



OUR SUSTAINABILITY CERTIFICATIONS



B CORP

In 2023, we were proud to achieve B Corp certification. While there are now more than 10,000 B Corps globally, only 11 are currently headquartered in Norway. We are proud to be among this small group and to champion the importance of the B Corp movement within the Nordic community.

In 2025, B Lab introduced a new and more rigorous set of B Corp standards, placing greater emphasis on transparency, accountability and meaningful climate action. In response, 50 Degrees North is deepening its commitment to diversity and inclusion, while building momentum to scale impact across our network and strengthen collaboration with stakeholders, as we prepare for our recertification in 2027.

Celebrating 2 years as a B Corp

Each global office marked the occasion by spotlighting an Impact Fund partner, sourcing food and treats from local B Corps, and hosting low-impact lunches. A good reason to learn, connect, and celebrate together.

Collective action

In 2025, we joined the Travel by B Corp and B Tourism networks, a global community of B Corp-certified travel companies working to raise standards across the tourism industry through shared initiatives and peer learning.

Championing the movement

B Lab Nordics hosted its first regional gathering in 2025, bringing together more than 100 certified B Corps from across the Nordic countries. 50 Degrees North was invited to open the Travel & Hospitality sector as a guest speaker.



TRAVELIFE

We continue to hold our Travelife Partner certification, a globally recognised programme designed specifically for tour operators and aligned with the UN Sustainable Development Goals. Travelife's structured framework and practical tools have helped embed responsible practices into how we operate, from supplier relationships to environmental performance.

GOVERNANCE

<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p>17 PARTNERSHIPS FOR THE GOALS</p> 
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ACCOUNTABLE BY DESIGN

As a certified B Corporation, we have a legal commitment to consider the impact of our decisions on all stakeholders, not just shareholders. This shapes how we lead, how we hire, and how we work with partners across the Nordic region and beyond.

SUPPLIER CODE OF CONDUCT

In 2025, we developed our first Supplier Code of Conduct, setting out what we expect from partners on environmental, social, and ethical standards, alongside a dedicated resources section to support them in meeting those expectations.

NORTH TRAVEL GROUP ESG GOVERNANCE FRAMEWORK

As part of North Travel Group, alongside sister company Nordic Tours AS, we operate within a shared governance structure. This includes established ESG goals across the Group and formal sustainability review at Board level, ensuring accountability is embedded in strategic decision-making.

SUSTAINABILITY EMBEDDED IN LEADERSHIP

A sustainability representative now sits across leadership and strategy groups, ensuring ESG considerations are integrated into planning and decision-making at every level.

2026 GOALS

We will continue to strengthen engagement with destinations, suppliers, and travellers, making better use of feedback from a wider range of sources to inform our decisions. We will also focus again on embedding sustainability-related responsibilities and performance indicators into job descriptions and roles across the business, an area where we did not make as much progress in 2025 as planned.

PEOPLE



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



OUR PEOPLE IN NUMBERS



36
employee net
promotor
score (eNPS)

Scores over 30 are considered
'very good' (59 in 2024)

23
nationalities
(out of 65
staff)



70%
female staff

69%
female staff in
management
positions

65%
of staff took
part in our
global wellness
challenge



10%
of our net
profit was
distributed as
a bonus to
staff

80%
of staff took
part in our
community
volunteering
scheme

27%
of staff took
part in our
'Climate Hero'
workshop

2610
nutritious
meals
provided to
staff*

74%
of staff rated their work-life
balance as 'good or excellent'





Below: Performance Review Norwegian Style

CULTURE, DIVERSITY AND EQUITY

Nordic working culture has always been at the heart of how 50 Degrees North operates. Flat hierarchies, trust over micromanagement, honesty, and flexibility are not aspirational values for us; they are how the working day actually runs, from outdoor meetings to adjusting hours around childcare or a sunny afternoon on the slopes.

We are now **65 people across 23 nationalities**, and we recognise both the opportunity and the responsibility that comes with that. In 2025, we committed to building management capability on Diversity, Equity and Inclusion. We chose to pause formal training while B Lab finalised its updated B Corp standards, which introduce JEDI as a mandatory impact area, to ensure our approach would be aligned from the outset rather than retrofitted. With those standards now in place, in 2026 we will prioritise targeted training, improved workforce data collection, and a more structured, evidence-based approach to inclusion across all offices.



NORDIC WORKING CULTURE IN INTERNATIONAL SETTING

In 2025 Our Melbourne office hosted a [Finland Australia Chamber of Commerce, Inc. \(FACC\)](#) event. Our CEO Mari Rasanen spoke on the topic of 'Nordic Working Culture'. In her words *"the highlights and positive aspects it brings but also about the real challenges it can create when implemented in an international setting. I shared some of the issues we've faced as our company has grown to a large international organisation and the solutions we have implemented to address them. Our journey as a company with an amazing culture continues as we work to build a unique "third culture", which will be a blended environment where Scandinavian values of honesty, passion, independence, and trust serve as a foundation, added by the diverse cultural additions our international team brings."*



BALANCING WORK & WELLBEING

Our annual staff satisfaction survey helps us understand employee experience and identify areas for improvement. In 2025, our eNPS score was 36, still within the "very good" range, though down from 59 in 2024.

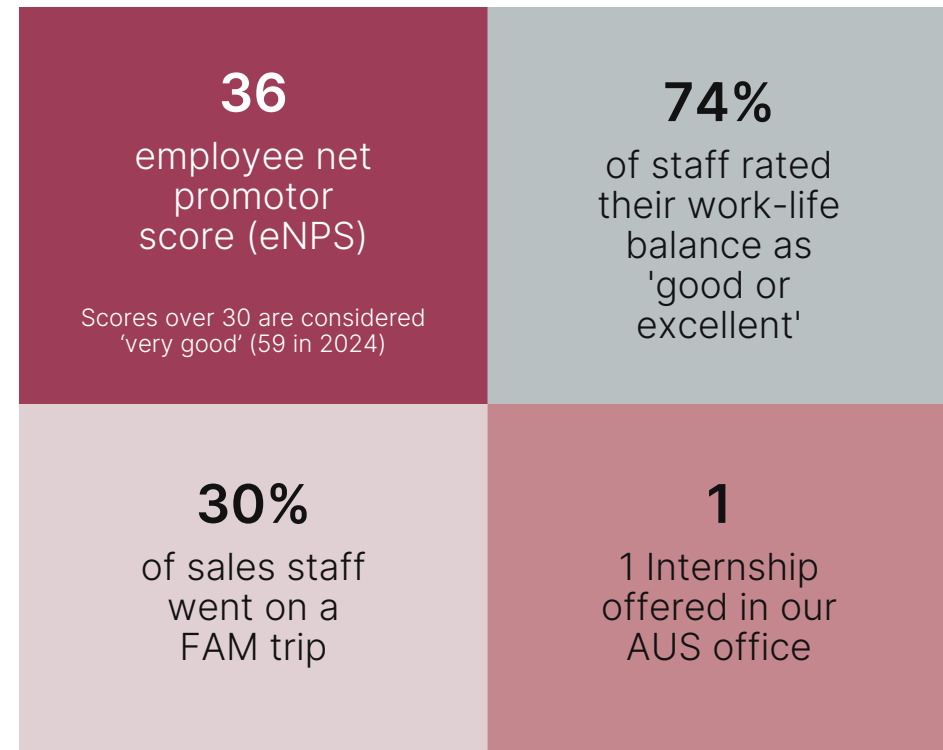
Workload during seasonal peaks remained the key challenge. In response, we introduced more flexible support structures, created new roles, and developed IT initiatives that streamlined onboarding and improved skill portability between offices, giving teams more capacity to support each other during high-demand periods.

Overall, 74% of employees rated their work-life balance as good or very good, slightly down from 77% in 2024. This remains a priority going into 2026.

PROFESSIONAL DEVELOPMENT

We provide a Training Fund for all staff alongside two paid study days per year. In 2025, 14% of staff used the scheme, with language learning particularly popular; Norwegian and Swedish courses were the top choices, alongside IT skills development.

Our sales team have the opportunity to experience destinations first-hand through familiarisation trips, carefully balanced against our commitment to reducing emissions given the distances involved. In 2025, 30% of sales staff took part. We also offered one internship through our Melbourne office.



WELLNESS

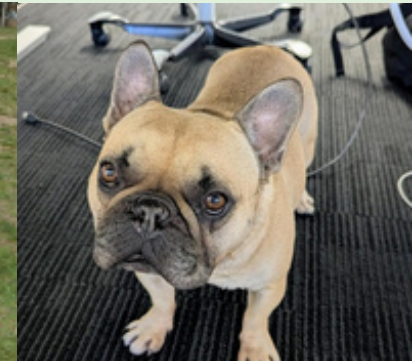
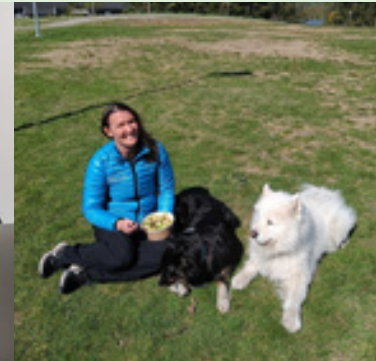
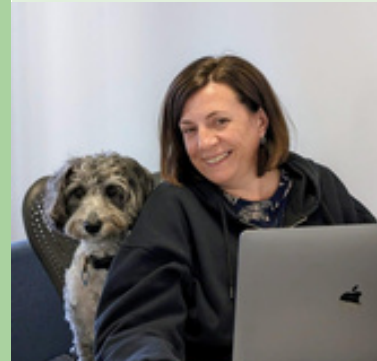
At the heart of our approach to staff wellness is a simple belief: our people matter, and we want them to feel cared for and supported.

In 2025, our wellness initiatives included:

- Free access to gyms and fitness suites across all global offices, available to 15% more staff than in 2024
- Weekly nutritious meals for all office-based staff
- Paid community volunteering days
- Social events and out-of-work activities
- Ensuring all staff have access to free medical care, including health insurance for our US team
- Staff travel incentives and discounts

HAPPINESS WITH A SENSE OF PAWPOSE

A wagging tail is always welcome at 50 Degrees North. Four-legged companions can join the workday whenever it suits, reflecting the trust and flexibility we extend to our team to shape a working environment that works for them.



LACE-UP AND LET'S GO

In 2025, we launched our first company-wide wellness challenge, bringing colleagues together in teams to rack up as many steps as possible. With 65% of staff taking part across all offices and departments, it created a genuine opportunity for people to connect with colleagues outside their day-to-day roles, and encouraged everyone to get outdoors, get moving, and share their experiences



2610

nutritious meals provided to staff*

(*calculated by looking at number of office based staff by weeks in the office each year)

ENGAGING OUR TEAMS IN OUR PURPOSE

As a B Corp and purpose-driven organisation, we recognise that engaging our teams in our mission is essential - sharing our passion for protecting the planet and encouraging more responsible tourism.

In 2025, we continued to strengthen this by embedding sustainability more deeply across the business, through department-led strategy sessions, dedicated onboarding training for all new starters, and an expanded range of resources in our learning hubs.

GREEN CHAMPIONS

In 2025, we re-launched our Green Champion team, regional representatives who help drive environmental and social initiatives within each office. By identifying opportunities unique to their local environments, they play a key role in embedding more responsible practices into day-to-day operations. In 2025, their efforts included:

- Supporting the organisation of the annual volunteering day and B Corp birthday celebrations
- Sourcing organic and lower-impact office food, encouraging support for local, independent and fair trade suppliers
- Helping coordinate weekly office meals, spotlighting vegan and vegetarian options
- Improving packaging standards, with around 90% compostable and 10% recyclable in our Australian office
- Introducing a communal produce bowl in the Melbourne office, where colleagues share surplus homegrown fruit

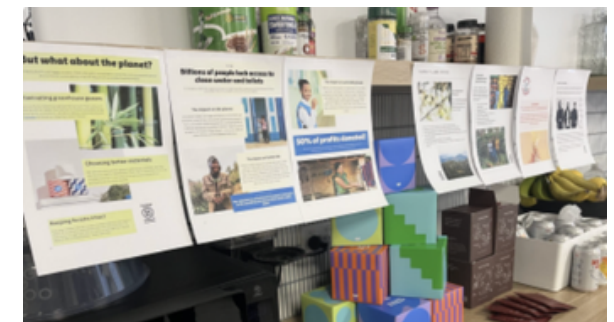
79%

of staff said "well" or "very well" when asked how well they believe the company integrates sustainable practices into its daily operations

(+5% on 2024)



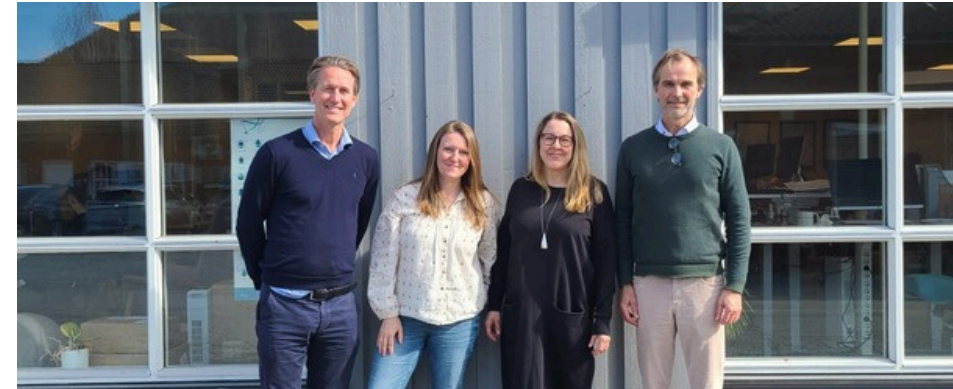
Spotlighting fellow B Corps at our 2-year B Corp anniversary celebrations.



BRINGING OUR IMPACT TO LIFE

Our Impact Fund partners do important work in places our travellers care about. Where possible, we invite them to present to our teams directly, so the connection between what we fund and what we do feels real rather than abstract. As most of our Impact Fund partners are Nordic non-profits, we invite similar organisations to present to our Melbourne and Vancouver offices, ensuring all teams can engage meaningfully with this work.

In 2025, SeaForester visited our Norway office (right image) to speak about kelp restoration, The Nature Conservancy presented to our Melbourne team, and Vital Kelp visited our Vancouver office.



TOUR LEADER WORKSHOP

In 2025, we hosted our first sustainability-focused workshop for our tour leaders, gathering direct feedback from the people who deliver our experiences on the ground. A key theme was the need to reduce waste and lower the volume of meat served on small group tours. In 2026, we will launch a dedicated project to identify where and how these reductions can be made.

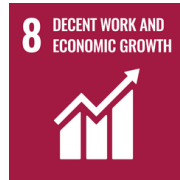


27%

of staff took part in our 'Climate Hero' workshop

CLIMATE HERO TRAINING

In 2025, we launched our first Climate Hero workshop, designed to build a shared understanding of climate issues and explore how our business can contribute to positive change. The initial rollout focused on our leadership team and key roles with the greatest potential to drive impact. 27% of staff took part, with plans to extend the training to all employees in 2026.



NORWAY

Our Øyer team volunteered with Frivillighetssentralen Øyer (the Øyer Volunteer Centre), one of our Impact Fund partners. At their Green Saturday event, the team helped with setup, moved equipment, and organised donated clothing, ensuring the day got off to a good start.

NORTH AMERICA

2025 marked the first year our North American colleagues joined the volunteering initiative. They chose litter picking at Lighthouse Park in West Vancouver, a much-loved local destination known for its coastal trails, old-growth forest, and scenic ocean views.

AUSTRALIA

After the previous year's volunteering at CERES environmental centre, the Melbourne team chose a project with a stronger social focus. Meals with Impact tackles food insecurity in vulnerable Melbourne communities while creating employment for women from migrant and refugee backgrounds facing systemic barriers. The team helped prepare meals, learned about the organisation's mission, and gained insight into the experiences of women working towards workforce inclusion. The café is located close to our office, making it a natural fit.

VOLUNTEERING

Every employee at 50 Degrees North has one paid day each year to volunteer locally. We prioritise activities that deliver genuine impact in the places where we live and work, while bringing our teams together around a shared purpose.



80%

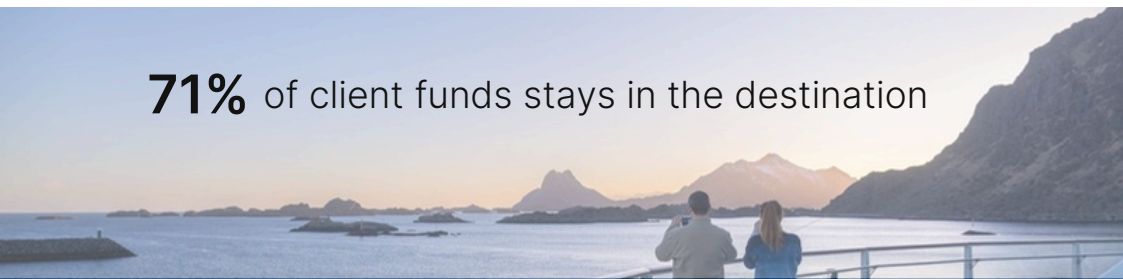
of staff took part in our community volunteering scheme (+25% on 2024)



DESTINATIONS



We support destinations by investing in the communities and businesses that shape them. Working directly with locally owned partners helps keep as much tourism revenue as possible within the destination. We also seek out suppliers who actively protect their local environments through practices that minimise impact on ecosystems.



71% of client funds stays in the destination

WORKING WITH OUR SUPPLIERS

In 2025, we launched our first Supplier Code of Conduct, sharing it with all new and existing partners to establish clear minimum standards and expectations. We recognise that sustainability is an evolving journey, so alongside our code we share a range of sustainability resources. Additionally, we launched a regular supplier-focused newsletter, sharing company updates, marketing insights, further resources and guidance.

WORKING WITH TOURISM BOARDS

In 2025, we strengthened our collaboration with local and national tourism bodies, as part of our commitment to understanding on-the-ground challenges. This included speaking at the Visit Sognefjord members' meeting on sustainable tourism, and becoming the first tour operator invited to present to Visit Norway's members and partners on how tour operators and destinations can collaborate effectively.

2026 GOALS

Destinations: Continue to develop our approach to measuring our impact on destinations, while strengthening engagement with suppliers and tourism bodies to better understand local sustainability challenges and provide targeted support.

Indigenous tourism: Building on our longstanding commitment to Indigenous and community-based tourism, we will expand our support for Indigenous-led businesses, enabling travellers to develop a deeper understanding of the cultures and landscapes they visit.

SUPPLIER ASSESSMENTS

ACCOMMODATIONS

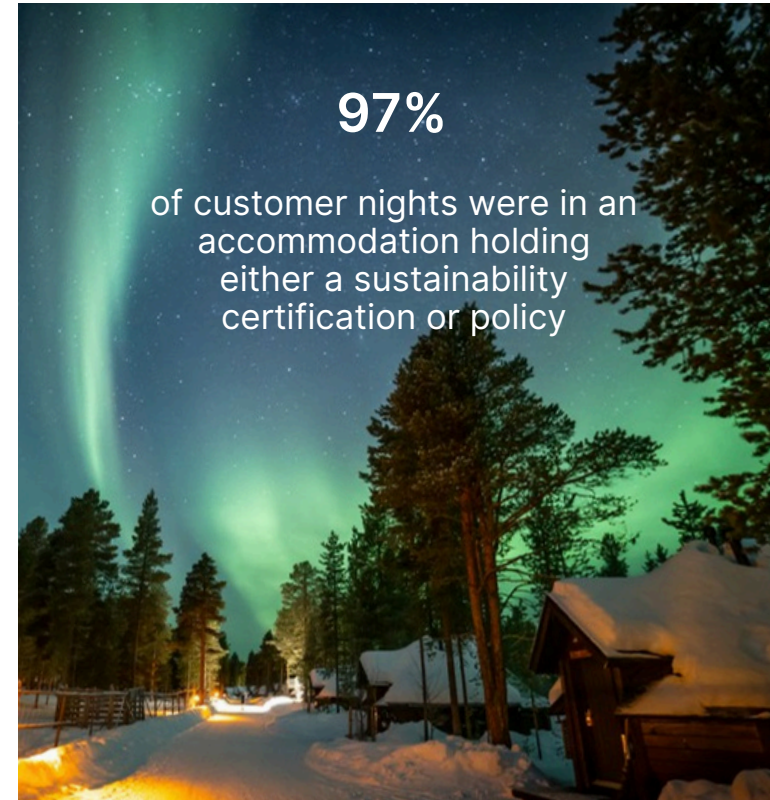
At 50 Degrees North, where our guests stay is a fundamental part of the overall journey. Our Nordic specialists handpick accommodations that embody our core values, prioritising places that offer distinctive, authentic experiences, often lesser-known properties with real character, while supporting our commitment to environmental responsibility.

Each year, we review the accommodations used during the previous season, identifying those that hold recognised sustainability certifications or have clear, publicly available sustainability policies. We acknowledge that some of the small independent properties we work with may not have the resources to pursue formal accreditation, but many still demonstrate a strong commitment to sustainability through transparent and credible practices.

We also track customer nights spent in properties that meet our climate criteria, providing insights that help our sales and product teams develop more sustainable itineraries.

From 2025, we introduced a formal sustainability screening process for all new accommodation partners. This includes assessing whether emissions are being measured and, where needed, providing free resources to support this process, such as our carbon footprint measurement tool developed by ecollective. We also consider the availability of lower-emission transport options, including electric vehicles charging facilities, helping to lay a stronger foundation for more sustainable tours.

*As national average emissions continue to decline across our destinations, we now classify hotels that actively reduce their footprint and operate below the country average as meeting our climate goals.



97%

of customer nights were in an accommodation holding either a sustainability certification or policy

59%

of customer nights are spent in hotels that we use supplier-specific CO₂e data for

79%

the number of customer nights in these hotels that meet our climate goal*

ANIMAL WELFARE

Responsible travel must respect all animals encountered through our experiences, from domestic and working animals to wildlife. While we have long worked with trusted partners on this, in 2025 we formalised our commitment through the release of our Animal Welfare Policy, ensuring that respect and responsibility guide every animal interaction.

This commitment is reflected through:

- A dedicated Animal Welfare section within our Sustainability Policy, outlining how we prioritise working with partners that hold recognised animal welfare certifications, such as Green Key Activities, or follow established welfare codes of conduct, such as IceWhale
- A strengthened Supplier Code of Conduct
- Becoming signatories of the World Animal Protection Wildlife-friendly pledge
- Practical guidance for guests via our Tips for Travellers

We recognise that many standard animal welfare policies used within the travel industry do not fully address the realities of harsh Arctic conditions faced by domestic and working animals. As a result, we consulted with regional experts including Sustainable Travel Finland, who provided specialist insight into welfare considerations for huskies and reindeer. For whale-watching experiences, we worked with the Whale and Dolphin Conservation Society (WDC) to ensure our approach was informed, locally appropriate, and grounded in best practice.

Our tour guides are trained in our animal welfare policies, actively communicate expectations to travellers, and follow clear escalation procedures should concerns arise.



50,000 NOK
donated to the WDC



OVER-TOURISM



One of the most pressing challenges facing tourism is the sharp seasonal concentration of visitors. In the Nordics, numbers peak during summer (June to August), while Lapland experiences particularly high demand in winter (December to March). These concentrated periods place significant pressure on local infrastructure and can have lasting impacts on fragile natural environments.

While we have always encouraged travellers to explore lesser-known places and consider travelling outside peak times, we are increasingly aware of rising visitor numbers and the need to distribute tourism more thoughtfully for the benefit of both destinations and travellers.

OFF-SEASON TRAVEL

In 2025, we continued to build on this approach by working with suppliers to support extended booking seasons, creating itineraries for quieter periods, and promoting these through targeted marketing, such as our "Off-Season Magic in the Baltic Countries: Estonia, Latvia & Lithuania" feature. We also designed itineraries to showcase lesser-known Nordic destinations, complemented by sales training for our teams and travel advisors emphasising the benefits of off-season travel.

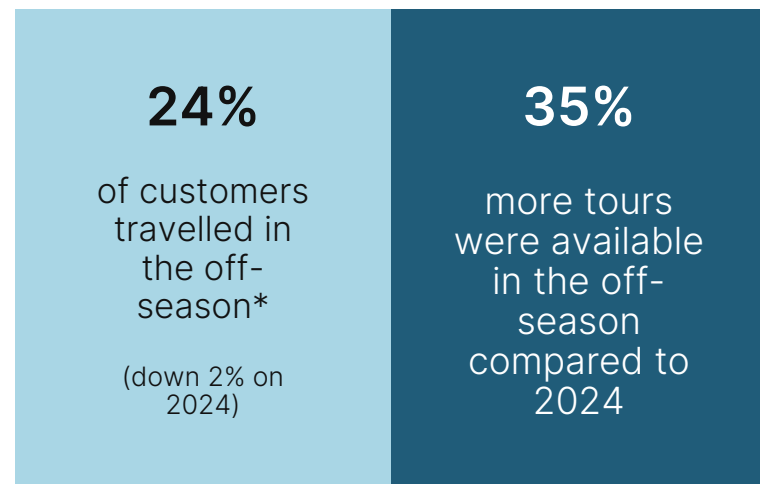
SLOW TOURISM

In 2026 we aim to increase the average length of stay across our itineraries and promote a slower, more considered approach to travel. Most of our travellers journey long distances from Australia, New Zealand and North America, and we are mindful of the significant carbon footprint those journeys involve. Our hope is to inspire travellers to take fewer trips, but make each one more meaningful, spending longer in each destination, engaging more deeply with local cultures, and leaving a lighter overall footprint.

*The off-season is defined as departures in April, May, September, October, and November.

2026 GOAL

increase the proportion of customers travelling in the off-season and the average length of stay across our itineraries.





GROUP TOURS

Led by local expert tour leaders, our small group tours offer meaningful benefits for both travellers and destinations. Tour leaders provide guidance that helps travellers explore sensitively, gain a deeper understanding of cultural traditions, and discover local favourites, supporting local businesses and economies along the way.

Group tours also support responsible travel more broadly. Tour leaders offer guidance on wildlife welfare and respecting national park rules, and the shared transport element reduces per-person carbon emissions compared to an equivalent self-drive itinerary.

82

small group Net Promoter Score*

*Scores over 50 are considered excellent. In 2024, the score was 85.

99%

gave a 4/5-star rating for sustainability

No change on 2024

2026 GOAL

increase the volume of customers on group tours and expand the range to be more financially accessible to a greater range of travellers

IMPACT FUND

4 QUALITY
EDUCATION



8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



10 REDUCED
INEQUALITIES



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



17 PARTNERSHIPS
FOR THE GOALS



WHERE PROFIT MEETS PURPOSE

As a tour operator, we have a responsibility to the destinations we send travellers to and the impact our presence has on them. It is not enough to simply minimise harm; we believe we have a duty to actively support the places we operate in, ensuring they remain vibrant and resilient for local communities and future visitors alike.

Established in 2024, the Impact Fund is how we act on that responsibility. 50 Degrees North invests a portion of its annual profit into the fund each year. It is designed to be flexible and responsive, adapting to the evolving needs of both our business and the destinations we work with, and focused on projects across the Nordics that protect, restore, and revitalise the places we cherish.

The fund is more than a donations vehicle. It allows us to bring in sustainability consultants, invest in early-stage projects, and support initiatives that directly align with our Climate Action Plan and broader sustainability strategy.

1.8 million NOK was invested through the Impact Fund in 2025, double the amount invested in 2024. Our five key partnerships in 2025 below.

SUPPORTED IN 2025



Vital Kelp

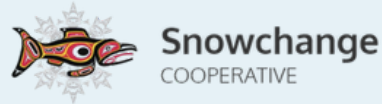


Snowchange
COOPERATIVE



KEY PARTNERSHIPS

SNOWCHANGE



Snowchange is a Finnish non-profit that protects threatened habitats by acquiring land that would otherwise be logged or drained for peat extraction, and restoring it for conservation and rewilding.

Our 250,000 NOK donation supports the Alto-oja project, 73 hectares of North Sámi Indigenous forest just outside Ivalo in Lapland, a few kilometres from our accommodation partner Aurora Village and a key destination for us. The site is an important reindeer herding area containing more than 19 endangered or vulnerable habitat types. In spring 2024, it became the first Sámi site recognised as an Indigenous and Community Conserved Area under UNEP, and remains the only conservation site in Finland co-managed by the Sámi.



NEW PARTNER IN 2025



NEW PARTNER IN 2025

IN THE SAME BOAT



In the Same Boat removes waste from the Arctic's most vulnerable coastlines, reaching remote areas in Norway, Iceland, Greenland and the Faroe Islands that no other organisation can access or clean.

Reducing plastic waste has long been a priority for 50 Degrees North, making this a natural partnership. Our 250,000 NOK donation supports their clean-up work, and in 2026, we aim to go further, working alongside In the Same Boat and local tourism partners to raise traveller awareness of pollution in Arctic environments.



SEAFORESTER



SeaForester rebuilds lost kelp forests. Kelp is essential for marine biodiversity and underpins coastal tourism, yet around 50% of the world's kelp forests have disappeared due to rising sea temperatures, pollution and, in Norway, sea urchin overgrazing.

2025 marked our second year of partnership. Our 250,000 NOK contribution goes directly to the launch of their first site in Norway and supported; hiring a dedicated country manager, identifying priority restoration sites in southern Norway and the Hammerfest region with the Institute of Marine Research, and establishing a seed stock collection near Raet National Park.

NÆRØYFJORD WORLD HERITAGE PARK

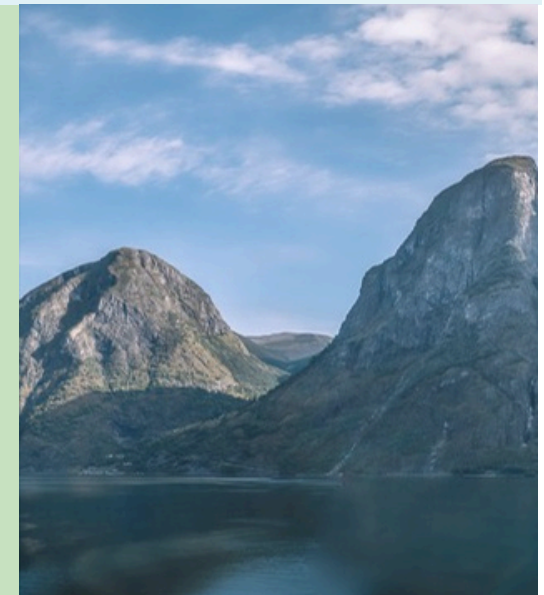


Nærøysfjorden
verdsarvpark

Nestled within the iconic Norwegian Fjords the park holds great significance for 50 Degrees North and is a popular location for our travellers.

A World Heritage Site home to Flåm and Aurland, the park faces increasing challenges balancing environmental protection, cultural heritage and surging visitor numbers. 2025 marked our second year of partnership, with a further 250,000 NOK contribution supporting new trail signage, information boards, and funding for the World Heritage Centre in Bakka. Education programmes included outdoor learning for local schools and communities.

Beyond funding, we provided social media training for their small team and explored opportunities for citizen science and new visitor experiences.



LA HUMLA SUSE



La Humla Suse is a Norwegian non-profit dedicated to protecting wild pollinators, particularly bumblebees, which are essential to biodiversity, food systems, and the natural landscapes our travellers come to experience.

2025 marked the third and final year of our partnership, with a further 350,000 NOK contribution, bringing our total support to 1.05 million NOK. Our funding directly contributed to:

- Maintaining a full-time biologist position for advisory work and site visits
- Pollinator mapping and biodiversity fieldwork across key habitats
- Tailored workshops for businesses taking action for pollinators
- Public engagement and youth educational activities

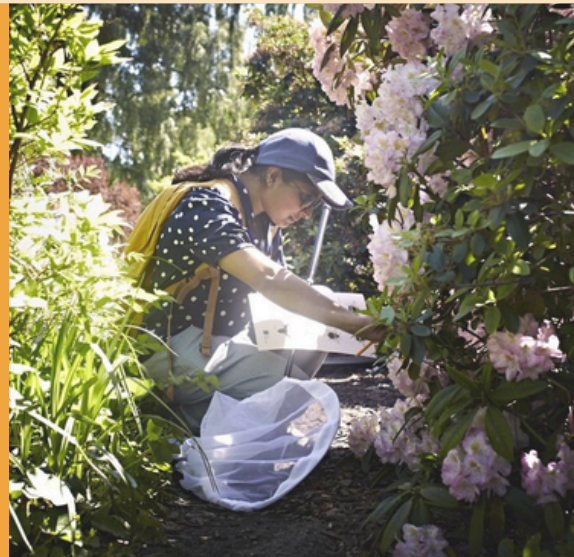


OUR IMPACT IN ØYER

Our HQ is based in Øyer, a small and welcoming community we are proud to support through local employment. We also aim to give back beyond our day-to-day operations. In 2025, our team volunteered with the Øyer-Tretten Frivilligsentral (Volunteer Centre), and through our Impact Fund we donated 100,000 NOK to the Idrettsforening and Skolekorps (sports club and marching band), Frivilligsentral, and Red Cross Øyer.

BUMBLE-BEE WALKS

In 2025, we developed two urban nature experiences in Oslo in partnership with La Humla Suse, "Ola Narr: Wildflower Meadow & Bumblebees" and "The Mother by Tracey Emin: Art Meets Nature." Both are interactive, biologist-led experiences that bring pollinators, biodiversity, and urban nature to life. This collaboration reflects our ambition to go beyond funding, creating experiences that enable travellers to connect directly with the work of our Impact Fund partners.



CLIMATE & ENVIRONMENT

<p>13 CLIMATE ACTION</p> 	<p>14 LIFE BELOW WATER</p> 	<p>15 LIFE ON LAND</p> 
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CLIMATE ACTION

Tourism accounts for around 8% of global carbon emissions, and as a tour operator we are acutely aware of our contribution to this. In 2021, 50 Degrees North became a signatory of the Glasgow Declaration, making a public commitment to reduce carbon emissions by 50% by 2030 in line with UN goals. Our first Climate Action Plan followed in 2022, setting out a clear framework to turn that commitment into action.

We have made strong progress. 36% reduction in emissions intensity has been achieved since our 2019 baseline. At the same time, we recognise that many of the more immediate actions have already been taken, and that further progress will require us to challenge how we operate more fundamentally.

In 2025, four years after launching our initial plan, we published our latest Climate Action Plan on our website. Our long-term ambition remains net zero.

MEASURE

REDUCE

PROTECT &
RESTORE

COLLABORATE

EVOLVE

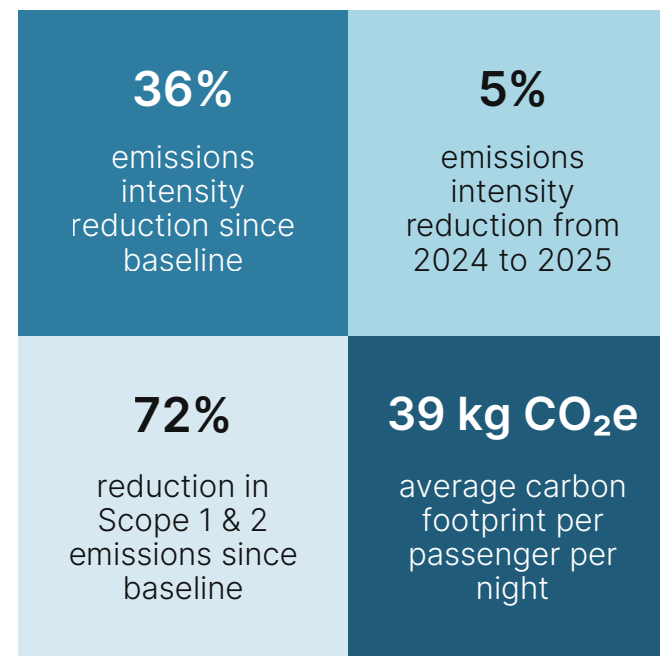


MEASURING OUR IMPACT

In 2022, we partnered with specialist carbon consultancy Ecollective to measure our emissions in line with the GHG Protocol, covering Scope 1, 2 and 3. This includes headquarters operations such as staff meals, commuting and business travel, and all products and services booked through us.

As passenger numbers have more than doubled since we first measured our footprint in 2019, we now report emissions on both a total and intensity basis (per passenger per night) to track progress against our reduction goals. Since 2024, we have worked with suppliers to collect more accurate, supplier-specific data. As a result of updated emission factors and methodological improvements, figures in this year's report differ from previous Impact Reports.

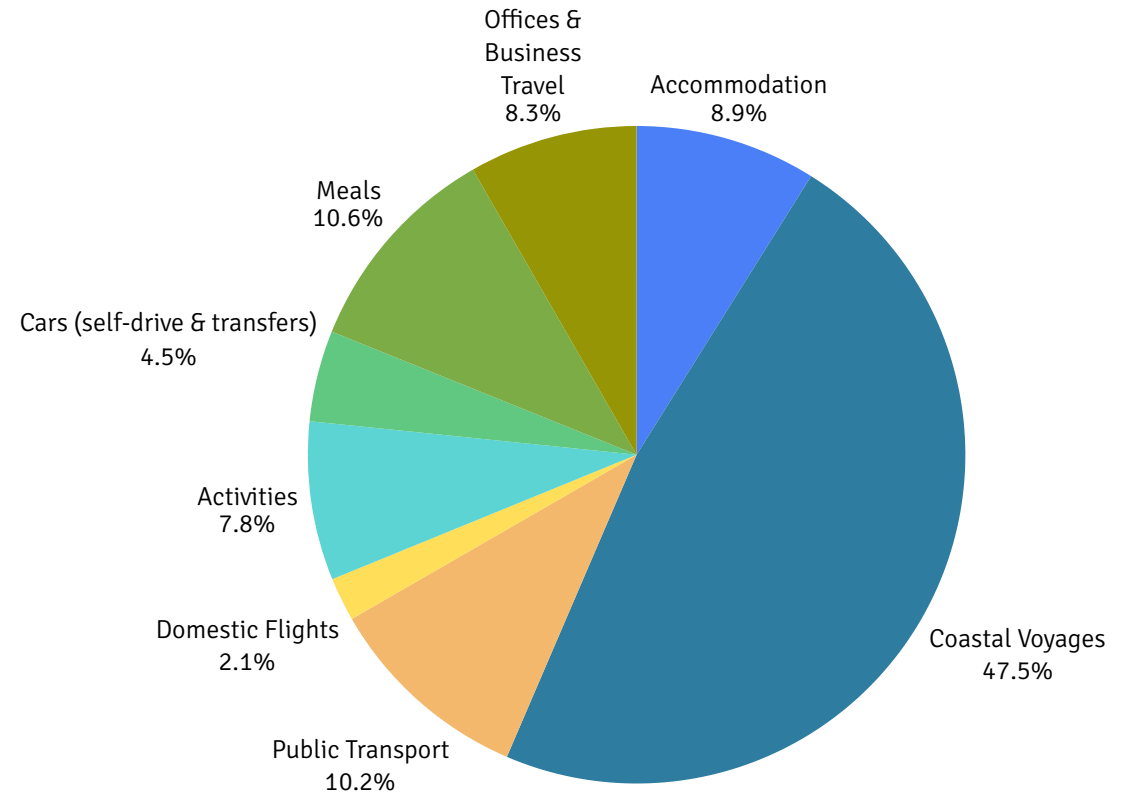
	2019 (baseline)	2024	2025	% change since base year
Total Company Footprint	1,793	2,008	2,301	28%
Scope 1&2	18	4.8	5.1	-72%
Scope 3	1,775	2,003	2,296	29%
Total Passenger Numbers	3490	6062	7089	103%
Average carbon footprint pp/night	61	41	39	-36%
*Measured in tonnes of CO ₂ e				



IN SUMMARY

Emissions intensity has declined steadily, with a 5% reduction over the past year and a 36% reduction since we began measuring in 2019. The decrease recorded in 2025 can largely be attributed to:

- 40% fewer domestic flights booked through 50 Degrees North
- A 46% reduction in emissions from private transfers, achieved by working with suppliers to incorporate electric and hybrid vehicles
- 98% of assessed accommodation partners now meet our 2030 climate reduction goals
- A 23% increase in passengers taking at least 1 rail journey through us, helping to shift journeys away from higher-carbon transport modes.



Coastal voyages account for nearly half of our total product emissions. We address this directly in the following section.



REDUCING OUR PRODUCT FOOTPRINT

CLIMATE & ENVIRONMENT | IMPACT REPORT 2025

Tor Sagsveen from our Product team with Havila CEO Bent Martini onboard Havila's first climate-neutral sailing, November 2025.



COASTAL VOYAGES

Travelling along Norway's coastline by ship is an iconic experience. It sustains coastal communities that are difficult to reach by land and offers access to parts of Norway that cannot be seen any other way. These voyages remain a central part of our offering.

We also recognise that travel by ship carries a significantly higher carbon footprint than land-based alternatives, and that coastal voyages account for almost half of our total product emissions. For this reason, we work only with cruise partners that have ambitious carbon reduction plans aligned with our own.

PARTNER SPOTLIGHT: HAVILA AND HURTIGRUTEN

Havila and Hurtigruten are the iconic operators of Norway's historic coastal route, with origins dating back to 1893. Established to connect remote communities along Norway's rugged coastline, the route remains a vital part of coastal life today.

In 2025, both Havila Voyages and Hurtigruten completed their first climate-neutral voyages, using a combination of sustainable biogas and onboard battery packs. This demonstrates that meaningful emissions reductions are already achievable using existing ships and infrastructure, without waiting for new vessel builds. Both companies continue to lead the way in greener cruising, including battery-powered silent sailing through UNESCO-protected fjords for up to four hours.



REDUCING OUR PRODUCT FOOTPRINT

CLIMATE & ENVIRONMENT | IMPACT REPORT 2025

FLIGHTS

40% fewer domestic flights were booked through 50 Degrees North in 2025, although many are still booked directly. To help address this, we developed our **“How to Book a Low-Carbon Flight” guide**, showing how choices such as newer aircraft, economy class, and direct routes can significantly reduce CO₂ emissions per passenger. While we cannot yet measure the resulting savings, the guide helps travellers and agents make more informed decisions that reduce flight-related emissions in practice.

CARS

In 2025, we worked with our private transfer partners to identify routes suitable for electric vehicles and areas where EVs were already available. This led to a **46% reduction in emissions** from private transfers compared to 2024. From 2026, we have requested that electric vehicles be the default option for customers wherever feasible.

MEALS

In 2025, our first sustainability workshop with tour leaders identified reducing meat consumption and food waste on group tours as a key priority. In 2026, we will launch a dedicated project to identify where and how these reductions can be made.

ACCOMMODATIONS

In 2024, we began requesting accommodation-specific carbon footprint data from our suppliers. While many larger hotel groups already measure and report their emissions, smaller independent partners, whom we value highly, often lack the knowledge, tools, or resources to do so. In 2025, we provided all accommodation partners with free access to a carbon footprint measurement tool supplied by Ecolleative, enabling suppliers to calculate their footprint accurately and consistently.

- 59% of customer nights in 2025 were measured using supplier-specific carbon data.
- 79% of those measured customer nights met our climate goal of achieving emission reductions below national averages.

In 2026, we will continue to improve both data coverage and accuracy, requesting detailed carbon footprint data from all new accommodation partners and supporting existing partners in measuring and reducing their emissions.

RAIL

In 2025, we launched a dedicated Rail & Ferry section on our website and introduced new itineraries designed to encourage rail travel, including our Local Secrets of Norway by Rail. **23% more passengers included at least one rail journey in 2025** compared to 2024. In 2026 we will continue our work to encourage rail travel through ongoing marketing efforts and sales training.

OPERATIONS AND OFFICES

All offices have operated on 100% renewable energy since 2024. Through our long-standing Green Office Policy and sustained focus on reducing energy use and waste, 72% reduction in Scope 1 and 2 emissions has been achieved compared with our 2019 baseline.

WORKING PATTERNS

48% of staff are on a renewable energy home tariff (-2% from 2024). 80% (+10% on 2024) of staff avoid using a car to commute, either by walking, using public transport, or working exclusively from home.

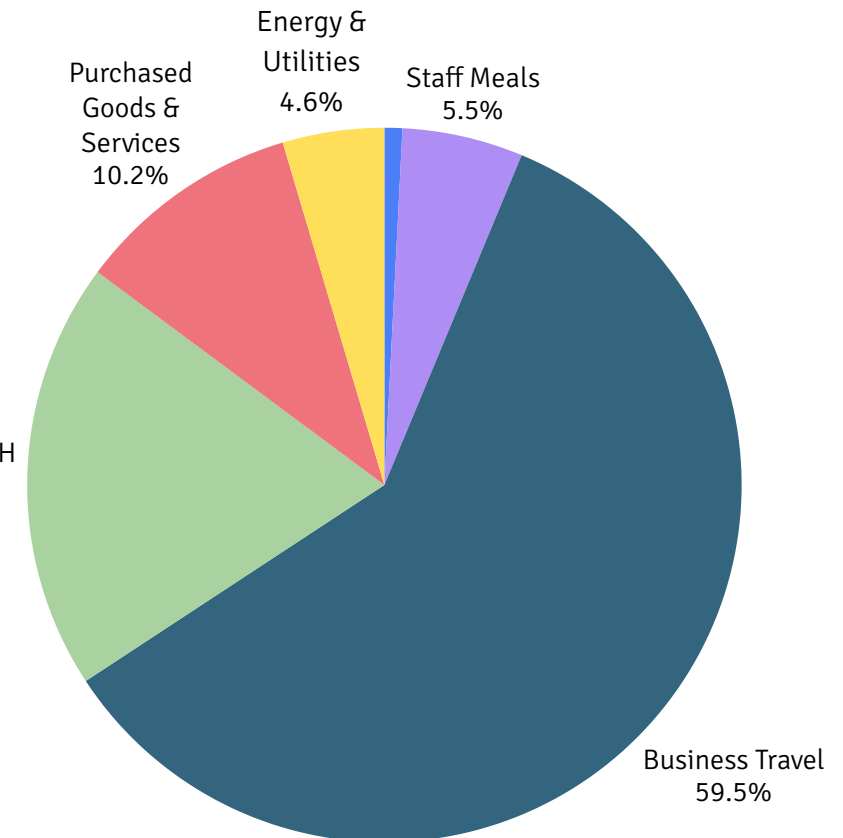
72%

reduction in Scope 1&2 emissions

BUSINESS TRAVEL

Business travel is the largest single source of emissions from our operations. In 2025, we introduced our How to Book a Lower-Carbon Flight guide to staff when booking business travel, ensuring the lowest-carbon options are selected wherever feasible.

Staff Commuting & WFH
19.4%



REDUCING OUR OPERATIONAL FOOTPRINT

CLIMATE HERO TRAINING

In 2025, we delivered our first Climate Hero workshop, hosted by Ecollective.

The initial rollout focused on our leadership team and key staff, approximately 27% of the company, building a shared understanding of climate change and identifying practical ways to reduce emissions within their roles, including the climate impacts of transport and home energy use.

In 2026 we will expand the training to the rest of the 50 Degrees North teams.

NEW VANCOUVER OFFICE

In 2025, we opened our first office in Vancouver, with sustainability a key consideration from the outset. The space operates on 100% renewable energy, offers excellent public transport connectivity and EV charging, LED lighting throughout, and works with a cleaning company that uses exclusively eco-friendly products. Food composting facilities are also in place.



GREENING OUR TECHNOLOGY

Our IT systems are fundamental to our business, but we recognise the environmental impact digital operations can have.

We work with sustainability-focused cloud providers, use energy-efficient coding, operate a device loan scheme, and measure our digital footprint annually with Ecollective.

In 2025, we introduced an AI policy that includes guidance on minimising the environmental impacts of AI use, and our IT department completed a comprehensive sustainability assessment to identify areas for improvement.

PROTECT & RESTORE

In 2025, we redirected our Impact Fund away from carbon offsets towards initiatives that align more directly with our Climate Action Plan and broader sustainability strategy. Rather than only providing donations, the fund now allows us to bring in sustainability consultants, invest in early-stage projects, and support initiatives with measurable, long-term impact.

Our investments are focused on: supporting biodiversity and nature's ability to absorb carbon, prioritising Nordic-based projects, contributing to a thriving tourism industry, and enabling travellers to see first-hand how responsible travel can support regenerative outcomes.

OUR KEY CLIMATE ACTION PROJECTS

2,971,500
NOK

towards climate and nature-based projects since the launch of our Climate Action Plan in 2022.



SEAFORESTER (NORWAY)

Kelp forests cover 25% of the world's coastline and capture carbon up to five times faster than tropical forests. SeaForester restores these vital ecosystems to strengthen biodiversity and natural carbon capture. Our support is directly contributing to the launch of their first restoration site in Norway.

SNOWCHANGE COOPERATIVE (FINLAND)

Finland is 70% primary forest and peatland, vital climate sinks now threatened by rising deforestation. Snowchange is on the front line of conservation here - halting loss by purchasing and restoring land with local and Indigenous communities, placing climate justice at its core.

LA HUMLA SUSE (NORWAY)

Through habitat restoration and large-scale public engagement, La Humla Suse protects pollinators essential to biodiversity and resilient ecosystems, driving both immediate improvements to pollinator habitats and long-term changes in land management.

IN THE SAME BOAT (NORWAY)

As climate change melts the Arctic's natural ice barriers, disrupted ocean currents are turning the region into an inescapable 'dead-end' for the world's plastic waste. In the Same Boat work to remove this waste and restore some of the Arctic's most vulnerable locations.

ADVOCACY, COLLABORATION & THOUGHT LEADERSHIP



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS





BEYOND OUR OWN OPERATIONS

Improving our own performance is necessary, but it is not sufficient. The tourism industry faces questions that no single business can answer alone, and we believe that companies with specialist knowledge have a responsibility to share it, not as a competitive advantage to protect, but as a contribution to something larger.

As the first tour operator in the Nordic region to introduce carbon labels on a selection of tours, we were invited to speak at the FINSE Climate Conference 2025 on the topic of carbon labelling in tourism. We also spoke on cultural preservation at the Virtuoso Inaugural Impact Summit, and presented at the Tourism and Hospitality workshop at the first B Nordic Annual Conference.

Beyond formal speaking engagements, we have worked to build more productive relationships with the destinations we operate in. This year, we presented to Visit Norway members and affiliates on how tour operators can collaborate more effectively with destinations, and spoke at the Visit Sognefjord members meeting on sustainable tourism.



Above: Co-founder Tietse Stelma speaking on cultural preservation at the Virtuoso Inaugural Impact Summit.



Above: Hotel Finse 1222, one of Norway's most remote mountain properties, hosted the 2025 FINSE Climate Conference.



SHOWING UP IN THE INDUSTRY

Turning up matters. Industry progress tends to happen in rooms where people are willing to speak plainly about what is working and what is not, and we try to be present in those rooms.

This year, team members participated in Norway's first B Corp tourism workshop, attended local B Corp community events across our markets, and joined Melbourne's A Force for Good summit. CEO Mari Räsänen and Head of Partnerships APAC Salla Ekman have been consistent presences at purpose-driven industry gatherings, reflecting our view that this kind of participation is part of the job, not an addition to it.



INDUSTRY COMMITMENTS

We formalised several new commitments this year that reflect where we want to direct our energy beyond our own operations.

We became members of Travel by B Corp and B Tourism, joining a growing network of businesses using travel as a force for good. We joined the ATIA Modern Slavery Collaboration Network, recognising that responsible business practice extends to how the broader supply chain operates. And we participated in the climate action workshop hosted by Ecollective, as part of our ongoing effort to improve how we measure and reduce our environmental impact.

Our work in this space was also recognised externally. We were named a finalist for the Virtuoso Best Sustainability Community Partner Award, and a finalist in the Sustainability category at the National Travel Industry Awards in Australia.



Sustainability Manager Jerrine Mullen presenting to destination partners on how tour operators and tourism bodies can work more effectively together.



Finalist for the Best Sustainability Community Partner award



Finalist for the Sustainability category at the National Travel Industry Awards in Australia (NTIA)



CUSTOMERS & ADVISOR PARTNERS



4 QUALITY
EDUCATION



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



17 PARTNERSHIPS
FOR THE GOALS





CUSTOMERS

Sharing the Nordic region with the people who travel through it is, in a practical sense, what this company exists to do. But how travellers understand the places they are visiting, and what they take away with them, matters as much as the journey itself.

In 2025 we focused on making that understanding easier to build. We developed a 'Tips for Travellers' guide and a 'How to Book a Lower Carbon Flight' resource to support more considered travel decisions. We launched a new customer app to improve the on-the-ground experience, and increased the volume of our newsletters and articles, with more attention given to topics that help travellers connect with the places they are visiting rather than simply promoting them.

We also launched a project to improve how we collect and manage customer data, with an eye to both operational efficiency and data security.

2026 GOALS

We aim to collect feedback from a broader range of sources and review platforms, and to use those insights more directly in how we develop our product and communications.

82

Customer Net Promoter Score*

(-3 on 2024)

Scores over 50 are considered excellent

99%

of our customers gave our small group tours a 4 or 5* rating for sustainability

(no change on 2024)



BUILDING IMPACT THROUGH TRAVEL ADVISOR COLLABORATION

Travel advisors shape how travellers think about a destination before a booking is made. We see these relationships as genuine partnerships, and in 2025 we invested in them accordingly.

We launched a dedicated Travel Advisor Training Hub with resources covering sustainability and our company values, supporting advisors to speak more confidently about responsible travel. Sustainability was embedded as a core component across all business development team training and interactions.

We strengthened the sustainability focus of our FAM trips, including low-impact itineraries, a greater emphasis on independent local suppliers, and an October departure designed to showcase the Nordics in the off-season, in line with our commitment to addressing over-tourism.

We partnered with fellow B Corp Aurora Expeditions to bring a shared, purpose-driven message directly to advisors across multiple events. We also held our first Nordic Roadshow in Australia in 2025, giving advisors direct access to Nordic suppliers and the product knowledge to speak to clients with confidence.

GOALS FOR 2026

Develop a Responsible Travel Toolkit within the Travel Advisor Training Hub, and establish a more structured approach to collecting advisor feedback and using it to inform decisions.



TRACKING OUR PROGRESS

2025 Goal	2025 Progress	2026
Sustainability Certificates		
B Corp - undertake a full assessment of the new standards	Green	
B Corp - engage staff in B Corp activities	Yellow	✓
B Corp - get involved in collection action	Green	✓
Governance		
Strengthen engagement with local stakeholders	Yellow	✓
Destinations		
Ensure that activity providers are assessed for animal welfare	Red	✓
Release Animal Welfare Policy	Green	
Engage suppliers on sustainability topics	Yellow	✓
Develop our Supplier Code of Conduct.	Green	
Create a regular supplier-focused newsletter	Green	
Conduct a full assessment of the destinations we serve	Yellow	✓
Engage directly with local stakeholders.	Yellow	✓
Over-tourism - increase marketing efforts	Yellow	✓
NEW FOR 2026: Increase % of travellers in the 'off-season'		✓
NEW FOR 2026: Increase average length of stay in the destination		✓
NEW FOR 2026: Expand support for Indigenous-led businesses		✓
NEW FOR 2026: increase group tours / be more financially accessible		✓
People		
Company-wide wellness challenge	Green	
AI policy to include environmental considerations	Green	
New processes to enable transfer of skills cross-company	Green	
Clearly defined goals for progressing within salary bands	Red	
DEI training for management	Red	✓
Launch Green Champion team	Green	

Ramp up sustainability training for staff	Yellow	✓
Imbed sustainability into job descriptions	Red	✓
NEW FOR 2026: Climate Hero training for all staff		✓
Community		
Support Impact Partners beyond financial means	Green	✓
Increase staff participation in volunteering scheme	Green	
Climate Action		
Release new Climate Action Plan	Green	
Improve accuracy of carbon footprint data	Green	✓
Collect carbon footprint from 90% of Priority Hotels	Yellow	
Integrate carbon performance into Priority Partner reviews.	Green	✓
Collect electric vehicle data from transfer companies	Green	
Increase electric vehicle transfers by 20%	Green	
Adapt self-drive itineraries for electric vehicle adoption	Red	✓
Research and share 'Low Carbon Flight Guide' for stakeholders	Green	
Dedicated Rail & Ferry section on website	Green	
Launch new rail-based itineraries	Green	
Reduce meat & waste on staff weekly meals	Green	
Staff training on how to reduce emissions at home	Red	
NEW FOR 2026: Reduce waste/meat on small group tours		✓
Customers and Agents		
Develop a 'Tips for Travellers' guide	Green	
Ensure sustainability information is clearly presented throughout the customer journey	Yellow	✓
Streamline how we collect and manage customer data	Green	
Release Travel Advisor Training Hub with sustainability resources	Yellow	✓
Enhance sustainability on agent familiarisation trips	Green	
B Corp Agent Roadshow	Green	
NEW FOR 2026: Collect a greater range of feedback from agents/customers		✓



THANK YOU

Please contact us at
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if you have any questions or feedback.

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Visuals by Terhi Runnalls

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