



# IMPACT REPORT 2023

Photo: Thomas Kast | Visit Finland



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# INTRODUCTION

The 2023 calendar year was a significant one for 50 Degrees North. We more than doubled our total transaction value (TTV) from 2022 and turned over just around NOK 200 million. We grew our staff numbers to around 60 globally and launched several new small group tours. 50 Degrees North is now recognised as one of the leading and most innovative incoming tour operators in Norway.

Handling such growth has not been easy, but we managed, and we managed well. It is a testament to our smooth-running organisation and our dedication to our purpose. It is also a testament to the excellence of our people, our culture, and the passion for what we do.

The year 2023 saw us become a Certified B Corporation, which has been over two years in the making. This is a certification we are very proud of, and our goal is to continually improve our B Corp score year on year until we are ready to re-certify in 2026. Our engagement with the B Corp Community has really set the tone for our development as a more responsible organisation. We have continued our support for biodiversity, and as pledged, donated NOK 350,000 to La Humla Suse towards the employment of a biologist in their organisation. We pledge to do better in 2024 and will give away the full 10% of our 2023 after-tax profit to a selection of charitable organisations.

On the greenhouse gas emission front, we managed to sharply reduce the carbon footprint per customer per night on our tours, and are spending more than EUR 20,000 to offset the emissions from both our business operations and all our tours.

More personally, in 2023 I decided to hand over the CEO reins of 50 Degrees North to my successor, Mari Räsänen. Mari started with us in 2016 and has been instrumental in our success, our survival during the pandemic, and our sharp growth over the past year. I wish her the best of luck.

50 Degrees North is thriving and we will continue to do so into 2024. We understand that our growth is not without impact, as we send travellers on long-haul flights, sometimes to the other side of the world. That is why we do the work and compile this report, to aid us in measuring, reducing, and improving the impact our business operations and tours are having on the planet.



Tietse Stelma  
CEO & Co-founder

## 2023 IN NUMBERS

<b>350,000 NOK</b>	donated to charitable causes
<b>833</b>	healthy sustainable meals provided to staff
<b>2,214,615 kg</b>	CO2e offset
<b>88.2</b>	score achieved with B Corp
<b>77</b>	eNPS from employee satisfaction survey
<b>90%</b>	of travellers stayed in an accommodation with a 'sustainable excellence' award
<b>53 kg</b>	average carbon footprint per person per night (kg of CO2e)
<b>1st</b>	Equity and Diversity survey launched
<b>24</b>	staff took part in 'pollinator' days



# WHO WE ARE

# OUR JOURNEY SO FAR



- 2010 50 Degrees North is launched in Melbourne, Australia.
- 2011 First employees hired.
- 2015 New team and company headquarters are established in 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; Donates 10% of profits; Moves to a bigger office space in Melbourne.

# OUR LOCATIONS

- ⊙ Our headquarters
- Our offices
- The countries we operate in







## MISSION STATEMENT

Sustainable tourism and responsible travel are at the forefront of 50 Degrees North's philosophy. We aim to create and maintain sustainable business practices that not only provide economic benefits for the local populations in our destinations, but also respect and protect nature, cultural heritage, and local values, with the aim of preserving all of these for future generations.

## KEY VALUES & VISION

- Spreading wealth by promoting lesser-known destinations and local places, and encouraging travel during the low season to combat overtourism.
- Supporting local people and their businesses to ensure socio-economic benefits and sustainability for local communities
- Partnering with operators who adhere to strict environmental, quality, and safety standards set by recognised national certification schemes. For example, choosing Strawberry hotels (formerly Nordic Choice) certified under ISO 14001 environmental standards.
- Promoting low-emission transport options, such as trains, public transport, electric vehicles, electric snowmobiles, and ships with strong emission reduction strategies.
- Minimising impact on local nature, wildlife, and culture by respecting destination limitations.
- Actively contributing to the preservation of local nature, wildlife, cultures, and landscapes.





## SUSTAINABILITY POLICY

Our Sustainability Policy outlines our company's commitment to environmental management (including issues such as resource consumption and wildlife protection), and cultural and social issues (such as supporting local businesses and cultural preservation).

This policy helps to give clarity on the key issues we face as a company, and it provides a clear blue print on our approach to sustainability within 50 Degrees North.

This document can be found [here](#).

In 2023, we were proud to achieve B Corp certification.

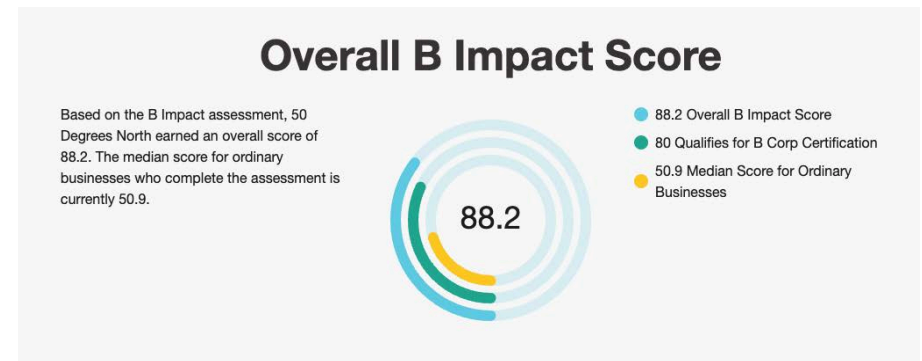
B Corps are a new type of corporation that use the power of business to solve social and environmental problems. The pathway to B Corp certification involved an exhaustive assessment of our impact on our employees, customers, the environment, and the communities we serve. It necessitated adhering to strict criteria, from ensuring fair labour practices and environmental stewardship to prioritising transparency and social good.

## B CORP

We join a global movement of B Corporations that are leading a global shift to redefine business success and build a more inclusive and sustainable economy.

Becoming a Certified B Corporation marks a significant milestone, reflecting our dedication to sustainable and responsible travel. We are deeply committed to the well-being of our employees, customers, partners, local communities, and the preservation of our destinations.

### OUR IMPACT ASSESSMENT BY B CORP



Source

# TRAVELIFE PARTNER

Our Norwegian entity, 50 Degrees North Nordic AS proudly holds the Travelife Partner Certification, acknowledging our long-term commitment and leadership in sustainability and Corporate Social Responsibility (CSR). Travelife equips companies with the knowledge, solutions, and tools to drive positive change within their businesses and supply chains. We comply with over 100 criteria related to office management, product range, international business partners, and customer communication. The Travelife standard encompasses the ISO 26000 CSR themes, including environment, biodiversity, human rights, and labour relations, and is recognised as fully compliant with the UN-supported Global Sustainable Tourism Criteria.



# GOVERNANCE



# OUR PURPOSE & VISION

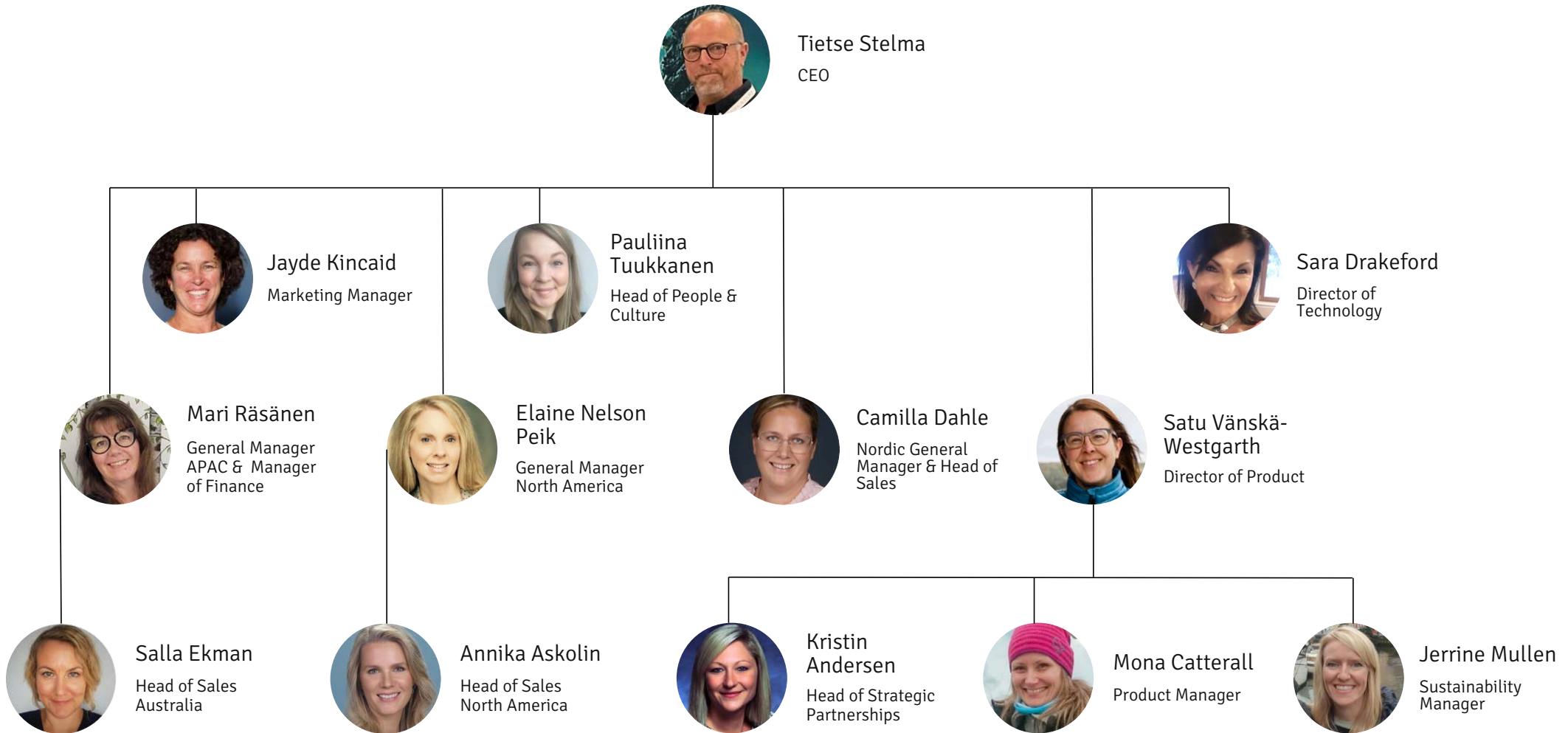
At 50 Degrees North, our governance framework is built on the principles of transparency, accountability, and integrity. Our purpose is to ensure that our governance practices not only support but also enhance our ability to deliver inspiring, authentic, and high-quality travel experiences. We believe that governance is not just about compliance but about fostering a culture of excellence and responsibility that permeates every aspect of our operations.

Through strong governance, we aim to build a resilient and sustainable organisation that remains true to our mission and values while continuously striving for excellence.

- 1 Ethical Leadership and Accountability:** We are committed to ethical leadership at all levels, ensuring that our decisions and actions reflect our core values of authenticity, respect, high quality, fun, passion, and honesty. We strive to be accountable to all our stakeholders, including clients, employees, suppliers, and the communities we operate in.
- 2 Stakeholder Engagement:** We recognise the importance of engaging with all our stakeholders. Our governance structure ensures that their voices are heard and considered in our decision-making processes. This includes amending our official articles of association to incorporate stakeholder considerations in all decisions.
- 3 Transparency and Reporting:** Transparency is key to building trust. We are dedicated to providing clear and comprehensive reporting on our performance, including our sustainability efforts. This includes our commitment to donating 10% of after-tax profits to high-impact non-profit partners and our pledge to reduce our carbon emissions by 50% by 2030 and become a net-zero travel company by 2050.
- 4 Sustainability and Impact:** Our governance practices are aligned with our sustainability goals. We aim to measure, reduce, and offset our carbon footprint, with a clear strategy towards achieving net-zero emissions. We integrate sustainability into our governance to ensure that our business practices support our long-term vision and mission.
- 5 Innovation and Continuous Improvement:** We foster a culture of continuous improvement and innovation. By investing in technology and creating a knowledge-sharing environment, we aim to enhance our operational efficiency and support our governance goals.
- 6 Freedom and Responsibility:** We promote a governance model based on the principles of "freedom and responsibility". This model empowers our people, encouraging self-discipline and passion while maintaining a strong system of checks and balances.



# 2023 MANAGEMENT STRUCTURE

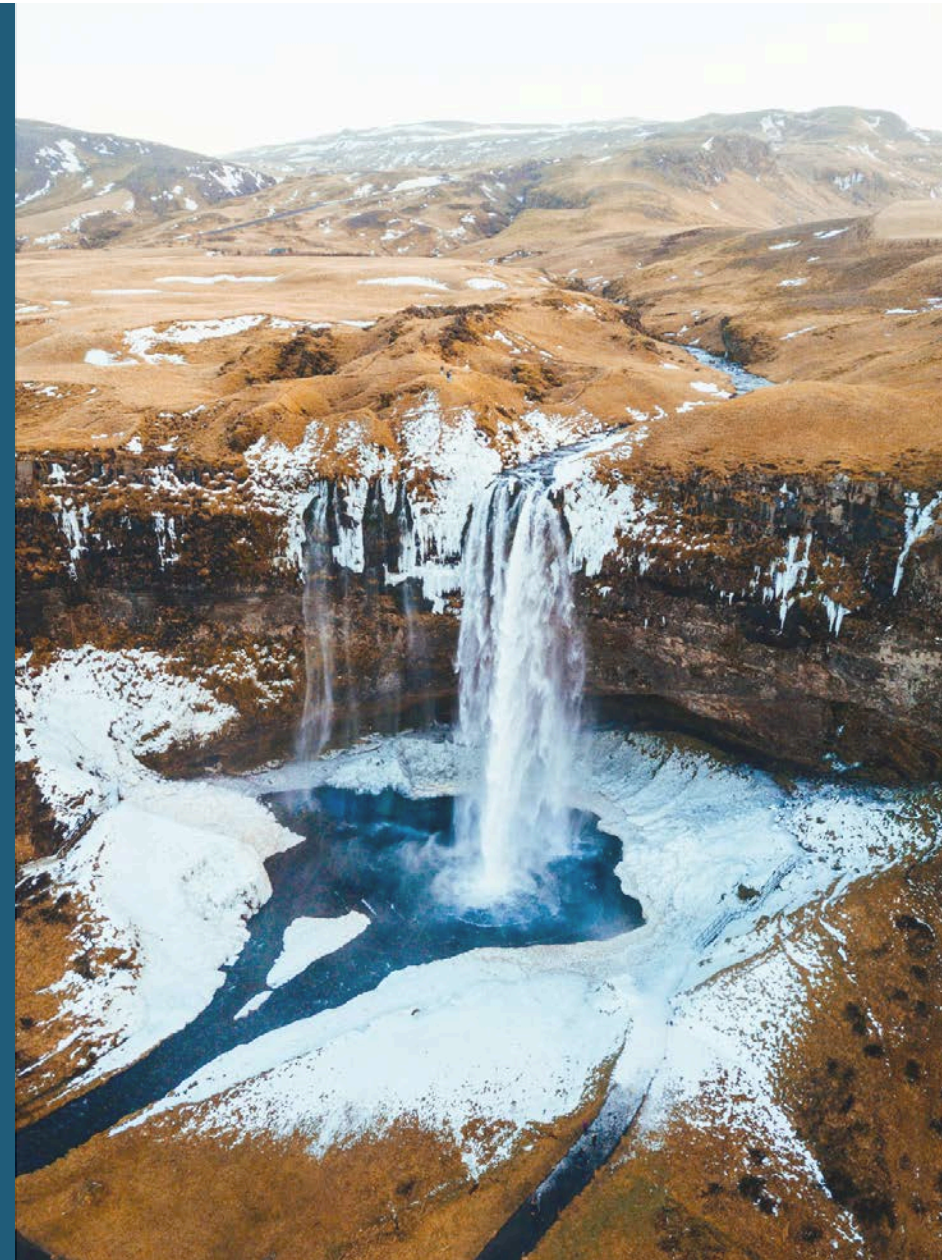




## 2023 ACHIEVEMENTS

- Achieved B Corp certification
- Conducted Board of Directors review of social and environmental performance
- Signed a board resolution committing to adopting a legal form that requires consideration of all stakeholders
- Adopted and developed the first equity, inclusion, and diversity survey
- Enhanced learning opportunities for staff

As a proud B Corp, we will continue to develop our certification, ensuring that we continuously assess and improve our internal processes and sustainability efforts. In 2024, we will further integrate social and environmental goals into our organisation and products.



# PEOPLE



# OUR PEOPLE

At 50 Degrees North, our people (encompassing everyone who contributes to our operations and on-the-ground support) are integral to our purpose, vision, and the ultimate success of our company. We strive to create a workplace where our people can thrive and feel free to be their true, authentic selves.

In 2022, we focused on rebuilding our business after the pandemic. By 2023, we experienced accelerated growth, and both our business and staff numbers rapidly expanded as a result. During this time, we focused on building back better by introducing and developing several key initiatives to support our people, ranging from professional development to wellness and staff benefits.



## 2023 IN NUMBERS

**77**

Employee Net Promoter Score (eNPS)

**92%**

of our management are females

**14**

new staff members. Our team grew by 25%.

**17**

new roles were created

**4**

staff were promoted or made lateral moves internally

**833**

healthy, sustainable meals provided to staff

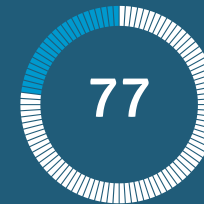




## eNPS - EMPLOYEE SATISFACTION

We measure the satisfaction of our staff through annual surveys. In 2023, we enhanced this process by adopting the Employer Net Promoter Score (eNPS), a scoring system that helps companies measure and improve employee satisfaction and engagement. The eNPS indicates how many of our staff would recommend 50 Degrees North as a place to work. Having a standard scoring system that is widely acknowledged allows us to have a consistent metric to improve year-on-year and enables us and our stakeholders to benchmark our satisfaction rates against the industry.

These surveys provide insights into how our staff feel about various aspects of the business and their roles, helping us identify areas where we can make changes to genuinely enhance our workplace.



Employee Net Promoter Score (eNPS):

Through the survey we were able to identify and initiate a number of key areas in which to make improvements

- We introduced a more structured salary, with solid salary bands for each role.
- A new bonus system was developed and implemented for all sales staff
- Reducing workload was identified as an area in which we could improve, therefore new roles such as Sales Assistant were created to work between Sales Consultants and Sales Admins and to ease work pressures.

## FLEXIBILITY



50 Degrees North is a family-owned company where flexibility and time with family outside of work are highly encouraged. We understand that traditional working shifts often do not align with family life or other influences that may require a shift in working schedules. Therefore, we are keen to promote flexibility to help our staff find a balance that works for them. This right applies to all our people, including part-time staff and those working on a casual basis, and it is not a barrier to professional development within 50 Degrees North.



## HEALTH & WELLNESS

We are committed to providing a healthy workplace, and all of our workers have access to a range of health and wellness benefits. In 2023, we also applied flexibility to this initiative, recognizing that each office has different requirements and preferences, and it was important to adapt what we offer to suit these needs.

We have provided access to a gym for our US and Australian offices, and our Norway office continues to enjoy weekly yoga sessions during office hours.

We offer a weekly lunch in all offices, focusing on nutritious, sustainable options and supporting local independent businesses. In 2023, we provided 833 meals across our offices.

# PROFESSIONAL DEVELOPMENT

We understand that learning and development are crucial for equipping our staff with the skills, knowledge, and expertise needed to adapt to change and excel in their roles. Our Training Fund, established in 2022 and rolled out in 2023, is available for all staff to access. We provide the flexibility for staff to select courses and programs they feel will help them develop the skill set relevant to their role and advance their personal career development. Additionally, we provide two working days for each staff member to study. In 2023, we rolled out company-wide access to FutureLearn, an online platform offering thousands of short courses and certificates on a range of subjects.





# DIVERSITY EQUITY AND INCLUSION



In 2023, we launched our first ‘Diversity, Equity, and Inclusion’ survey to help us unveil underlying diversity and inclusion issues we might not have been aware of and guide us on our journey to becoming a more inclusive organisation.

Combined with our staff satisfaction surveys, this initiative helps us identify ways to remove any barriers and create a workplace where our people can thrive. One example is the adaptation of our Melbourne office to suit those who require a calmer working environment, such as creating ‘quiet rooms,’ providing noise-cancelling headphones, and conducting acoustics measurements by a sound engineer to improve office acoustics.

In 2024, we will continue on our journey by expanding our learnings to include all management teams and ensuring we take the appropriate actions needed to enhance inclusivity and support for all.



# COMMUNITY

## 2023 IN NUMBERS

**NOK  
350,000**

donated to  
flagship charity  
La Humla Suse

**24 staff**

took part in  
'pollinator' days

**90%**

of travellers  
stayed with  
accommoda-  
tion partners  
with a  
Sustainable  
Excellence  
award

**1st**

equity and  
diversity survey  
launched

**~72%**

of our clients'  
funds stay in  
the  
destination



## PARTNERS

90% of 50 Degrees North travellers stayed in an accommodation with either a Sustainable Policy or Environmental Certificate:

- Norway: 90%
- Finland: 94%
- Iceland: 85%
- Sweden: 100%
- Denmark: 97%

This represents a 22% increase from the 2022 results and a 31% increase from 2019, when we started documenting these figures.

At 50 Degrees North, we work closely with a range of accommodations and unique properties. Our dedicated team of Scandinavian experts understands which options will not only be a perfect fit for our customers but will also bring positive benefits to local communities while minimising their impact on the environment.

In accordance with our Sustainability Policy, when selecting accommodations, we prefer:

- Partnerships with operators who adhere to strict environmental, quality, and safety standards set by recognised national certification schemes (where available).
- Accommodations that have a published and accessible Sustainability Policy.
- Accommodations that have good sustainability practices in place, audited through site visits and additional external sources.
- Supporting accommodations that are locally owned and staffed to ensure socio-economic benefit and sustainability for local communities.
- Accommodations and restaurants that incorporate elements of local art, architecture, or cultural heritage while respecting the intellectual property rights of local communities.

To document and track some of these measures, we conduct an annual assessment of our key accommodation partners, documenting those that have an accessible and published Sustainability Policy or those that have been recognised by environmental certification schemes. The results of that assessment can be found [here](#).

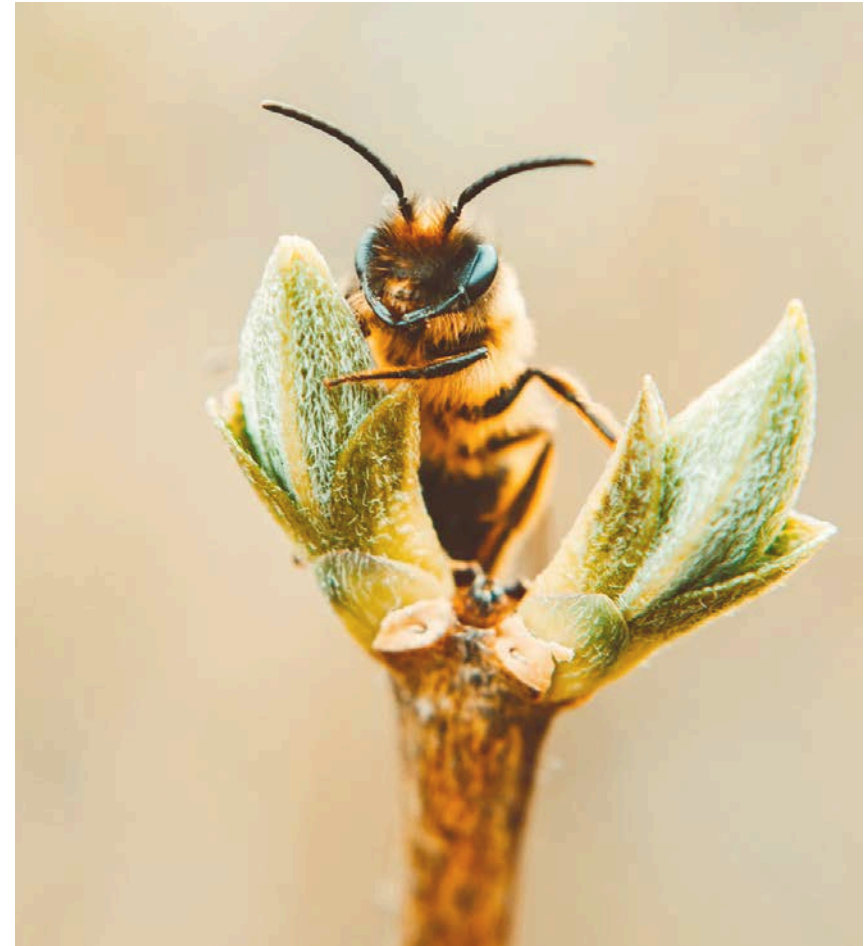
In the last year, this number has leapt substantially, partly due to our focus on prioritising sustainable options but also due to the number of partners we work with that are advancing considerably in this sector.

\*In 2023, we surveyed 123 accommodations, focusing on our main accommodation partnerships (those that received stays of 20 nights or more).

## OUR WORK WITH CHARITABLE ORGANISATIONS

In 2022, we pledged to deepen our community support by donating 10% of our 2023 post-tax profits to charitable causes.

La Humla Suse, a Norwegian non-profit, was selected as our flagship charity, and the first of the charities that we will be making a contribution to from our 2023 profits. They work to promote the importance of wild pollinators, particularly bumblebees, in Norway and across the Nordic region, and to secure their habitats. Bumblebees are important pollinators for many plant species and are essential for the plants' spread and therefore survival. They were selected as part of our ongoing commitment to counteracting biodiversity loss in the regions we operate and as part of our long-term goal of climate restoration.



## 2023 DONATIONS



In 2023, we were able to make a donation of 350,000 NOK. With this contribution, La Humla Suse has been able to make several key advancements in their mission.

The most significant effect of the contribution was their ability to bring on board a biologist on a full-time basis. This has allowed them to achieve several key milestones:

- The biologist allows them to dedicate more time and resources to their work and respond to more requests for guidance and assistance.
- They can better prioritise political advocacy efforts, effectively influencing policy decisions and advocating for environmental and wild bee population benefits.
- They can undertake new initiatives and expand existing ones, offering more in-depth and frequent training sessions for new business partnerships and their on-the-ground teams in various locations.

The remainder of our 2023 charitable donations, to the sum of approximately NOK 614,000, is still to be donated to nominated charities. This donation will be made later in 2024 and will be announced on our website as they are made.



## STAFF PARTICIPATION

As part of our community outreach efforts, a focus for 50 Degrees North is to involve our staff in the projects we support. This not only gives our staff the opportunity to take part in civic engagement, but also helps them gain a greater understanding of our key values, which is a vital part of being on the 50 Degrees North team.

In 2022, we pledged to support a number of regional charities through volunteering. For logistical reasons this was not able to be

carried out. As an alternative, our Norway and Australian offices took part in 'pollinator days' to support our flagship charity La Humla Suse.

In Norway, Sigrid Bakken Døsvik, CEO of La Humla Suse, visited the office, providing an introduction to pollinators and La Humla Suse's work. They conducted a 'bee walk' to survey the community and the team created a 'bee garden' for local pollinators, enjoyed by both staff and visitors.

In Australia, the social enterprise 'Friends with Honey' visited our office, educating the team about bees' roles in their hemisphere and local ecosystems. They learned to participate in the annual Australian Pollinator Count and enjoyed a honey tasting.

# ENVIRONMENT



## 2023 IN NUMBERS

**3**

'Green Champions' in regional offices

**53kg**

CO<sub>2</sub>e average carbon footprint per customer per day

**35**

Carbon Labels added to tours

**238,293**

NOK of carbon credits purchased for offsetting Scope 1, 2 and 3 emissions

**14%**

reduction in Scope 3 emissions (on 2019)

**2,214,615 kg**

CO<sub>2</sub>e offset





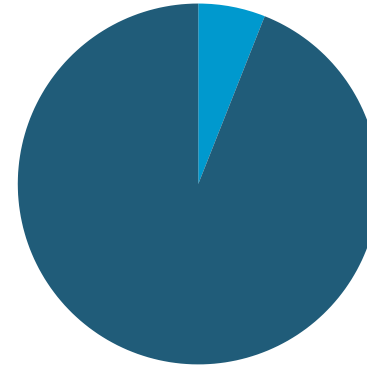
## 2023 INITIATIVES

As the threat of climate change and environmental damage advances, so must our response to the challenge of counteracting the impact we have as an organisation. 50 Degrees North is committed to making a positive impact on the planet, as such we endeavour to be part of the movement in the travel industry to change tourism, and the areas we operate in, for the better.

2023 saw a number of initiatives rolled out:

- We established a team of ‘Green Champions’ within each office. As our regional representatives, this team is vital for spearheading our policies, coordinating community days, and initiating further ideas. For instance, our Norway team also took part in “Grønn Lørdag,” a local event involving the donation of clothes.
- We introduced a list of local vendors and suppliers for each office to encourage supporting local businesses and highlight the most sustainable options.
- We conducted an audit on all staff travel to understand the impacts of our commutes. This highlighted that approximately 16% of our office emissions come from commuting.
- In August 2023, our Australian team moved into new offices in Melbourne. The new location was selected, in part, due to its close proximity to public transport and available bike facilities. This will reduce the need for cars and help lower our emissions.

# CARBON EMISSIONS



## 2023 Total Emissions

- Business Emissions 6%
- Trip Emissions 94%

During the 2021 UN Climate Change Conference (COP26), 50 Degrees North, along with 300 other tourism companies globally, became one of the founding signatories of the Glasgow Declaration. This commitment unites the tourism industry to reduce carbon emissions by 50% by 2030 and achieve net zero as soon as possible before 2050.

In 2022, 50 Degrees North released our Climate Action Plan, a five-step process detailing how we strive to achieve this. We do not expect this process to be linear; some years we will achieve greater reductions in carbon emissions than others. However, by learning, adapting, and collaborating with our stakeholders, we are committed to making the changes needed to drastically reduce emissions and halt the most devastating impacts of climate change.

See our [CLIMATE ACTION PLAN](#)

We work with the carbon consultancy [Ecollective](#) to analyse the carbon footprint of our company. This includes the emissions from our own business operations and those of our tours. We routinely analyse the results to understand how our emissions are being produced and how we need to adapt our Climate Action Plan to drive meaningful change.

The majority of the emissions produced come from the tours that we run. This is why our Climate Action Plan is focused primarily on reduction strategies that will allow us to bring these down.

As we do not book international flights, the emissions from those are not included on these results. However, with international flights making up to 88% of the emissions generated from joining our tours, we are mindful of ways we can try to mitigate these. Further details can be found on our Climate Action Plan.

## THE RESULTS: TRIP EMISSIONS

Our goal is to reduce the ‘average carbon footprint per customer per night’ CO<sub>2</sub>e footprint per passenger by 50% by 2030 (based on our 2019 base year, the year we started recording emissions), and we have set a rough target of a 7% reduction year-on-year to achieve this. This figure also takes into account the emissions generated from our own business operations. Our full methodology can be found [here](#).

In 2023, we recorded a significant reduction in overall emissions for both our business and trip operations, surpassing our annual reduction target of 7%. Our Climate Action Plan has enabled us to implement various changes within the business and the tours we run. This includes the introduction of Carbon Labels on 35 of our top-selling tours and focusing on working with accommodation partners that have robust sustainability credentials.

The primary driver of this reduction is a significant decrease in the number and type of flights we book, including the decision to discontinue selling international flights. In 2023, we focused on

2019  
**99kg**

Average carbon footprint per customer per night (kg of CO<sub>2</sub>e)

2023  
**53kg**

Average carbon footprint per customer per night (kg of CO<sub>2</sub>e)

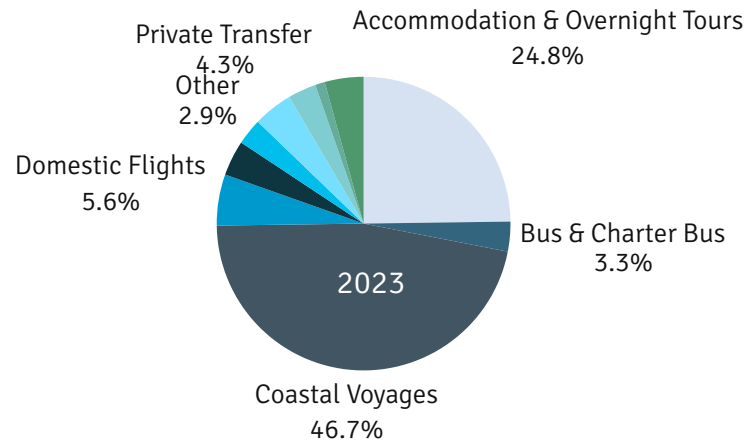
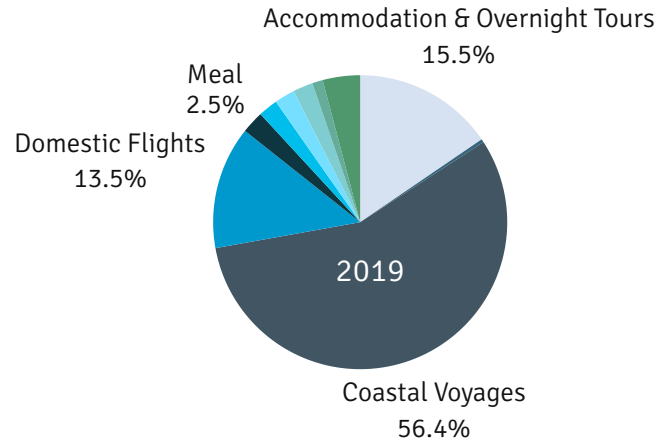
booking more carbon-efficient coastal voyages and expanded our range of tours that offer alternative forms of transport, such as rail or ferry. We have also noticed an increase in the number of clients booking our Escorted Tours, which feature shared transport facilities, and our [Signature Trips](#). This collection of tours offers a ‘hop-on hop-off’ form of transport exclusive to 50 Degrees North travellers, encouraging our clients to enjoy the journey by semi-private bus – a great low-carbon option.

We are at the beginning of our journey, and while we have seen a reduction in emissions (per person, per night), we fully acknowledge that there is still a long way to go. In 2024, we will continue to review our Climate Action Plan to understand how booking patterns have evolved and how we need to adjust our actions accordingly.



# TRIP EMISSIONS

<b>2019 Breakdown of Trip Emissions</b>	<b>kg of CO2e</b>
Accommodations & Overnight Tours	328,912
Bus & Charter Bus	7,383
Coastal Voyages	1,197,966
Domestic Flights	286,997
Meal	52,490
Other	45,567
Private Transfer	47,662
Rail	46,738
Rental Car	24,745
Day Tours	87,370



<b>2023 Breakdown of Trip Emissions</b>	<b>kg of CO2e</b>
Accommodation & Overnight Tours	515,670
Bus & Charter Bus	68,122
Coastal Voyages	972,243
Domestic Flights	117,217
Meal	80,999
Other	60,080
Private Transfer	90,371
Rail	65,026
Rental Car	22,114
Day Tours	88,878

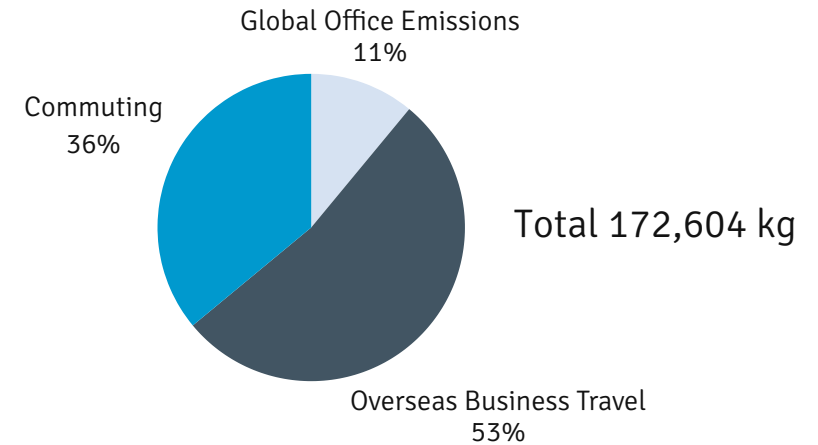
# THE RESULTS: BUSINESS AND OFFICE EMISSIONS

While our own business emissions make up a smaller proportion of the total emissions generated, they still play a significant role, and we are committed to reducing them as much as possible.

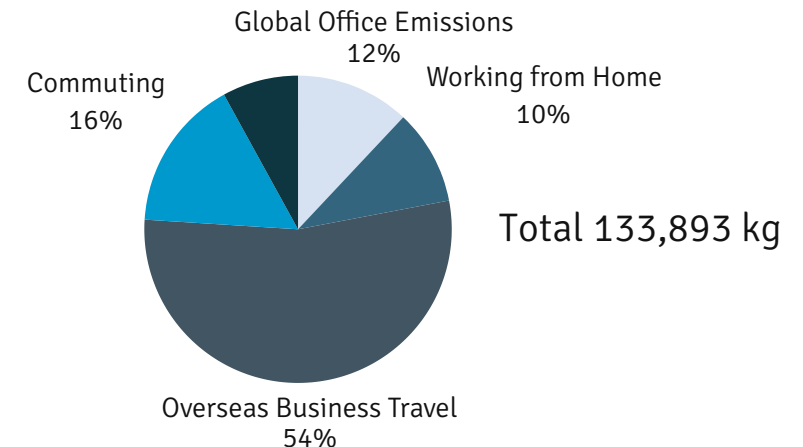
Since 2019, we have implemented several changes in our offices to help reduce emissions. Implementing detailed policies on energy conservation has been a key factor, but a change in our working patterns has also largely contributed to this reduction.

The global pandemic has been a catalyst for shifting from traditional office spaces to work-from-home environments. This, coupled with our culture of encouraging flexible working patterns, has led to a significant increase in the number of our staff who work from home. In 2023, we conducted our first audit on staff commuting to understand the associated emissions. The results show that overall emissions have dropped, even when accounting for the additional energy generated at home.

## 2019 BUSINESS EMISSIONS



## 2023 BUSINESS EMISSIONS



## CARBON OFFSETS & LONG-TERM GOAL

In 2023, in accordance with our Climate Action Plan, 50 Degrees North offset all emissions associated with our tours, totalling 2,214,615 kg CO<sub>2</sub>e. Through the Norwegian climate solution provider Choose, we purchased 238,293 NOK worth of carbon credits. These credits support Gold-standard certified offsetting projects that reduce carbon emissions while supporting communities and advancing international development.

While we believe that offsetting can positively impact carbon absorption, it should not distract from the most important action: Reducing emissions in line with UN goals - 50% reduction by 2030 and achieving net zero as soon as possible before 2050. This remains our priority and will be our key focus moving forward.

2,214,615  
kg  
CO<sub>2</sub>e  
offset in 2023



# CUSTOMERS

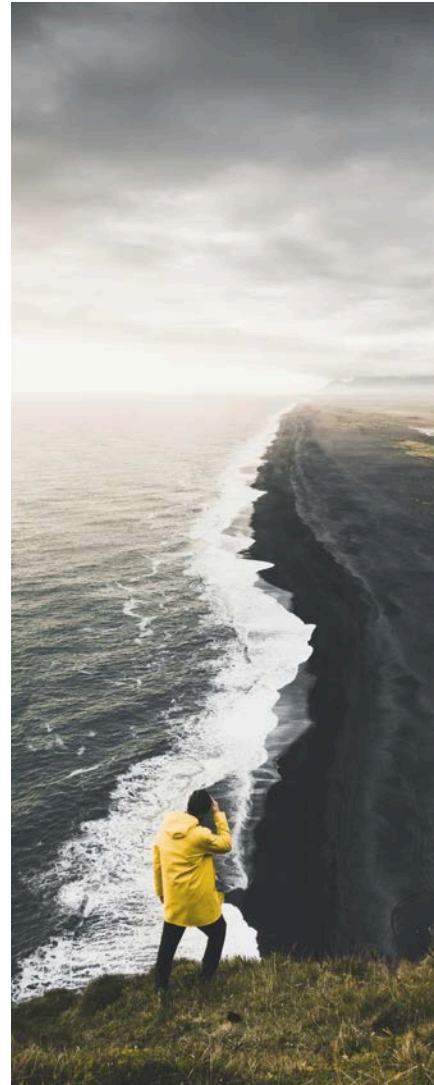




# CUSTOMER STEWARDSHIP

In 2023, we focused on enhancing our customer stewardship through improvements in data privacy and security, product quality, ethical marketing practices, and feedback mechanisms.

In 2024, we endeavour to increase customer awareness and involvement in sustainability efforts. We plan to develop educational content about sustainability practices and encourage customers to participate in eco-friendly initiatives, such as carbon offset programs.



**Data Privacy and Security:** Protecting customer data remains a top priority. In 2023, we strengthened our data privacy and security measures to safeguard personal information. We implemented enhanced protocols to ensure that customer data is secure and handled responsibly.

**Quality and Services:** This year, we continued our commitment to delivering high-quality products and services. We refined our offerings based on customer feedback to ensure they meet the highest standards and effectively address customer needs.

**Ethical Marketing:** We upheld our commitment to ethical marketing by providing transparent and accurate information about our services. Additionally, we collaborated with our IT team to enhance our email newsletter processes, ensuring that only relevant and desired communications are sent to our subscribers.

**Feedback Channels:** We actively engaged with customers through various feedback channels, including surveys and reviews. This year, we introduced new ways for customers to share their experiences and suggestions, allowing us to better understand their needs and make necessary improvements.



# THANK YOU!

Please contact us if you have any questions.

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