

Strawberry

We Care
Annual report
2022



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Director of Sustainability

Harald Bjugstad Holm

We came into the year with a new Sustainability Strategy, covering long term plans onto year 2030.

We used the pandemic years to develop a system that takes our sustainability work closely integrated with our financial work - linking sustainability and finance in a unique way.

We recruited summer and fall, and writing december our team of 6 sustainability experts was in place. These experts, covering different topics and areas within sustainability, will be the centerpiece of our sustainability work, securing all parts of our company pulling in the same direction, making sure to reach our ambitious 2030 goals.

We strive to run the hotels in harmony with, not at the expense of, the world around us. In Strawberry we call this work WeCare. This work is based on three equally essential and symbiotic pillars: People, Planet and Community.

Key Initiatives 2022



WeCare department

One of the largest sustainable departments created within hotel industry.



Computer life extension with Chrome OS



PMI Go Green

Our environmental system rolled at at our hotels



Climate Fund

Internal fund for investments for the hotels in order to reach our target



Project Chorizo

EU funded project with focus on decreasing food waste



United with Ukraine



Ecovadis ISO 14001

Our external certifications proving that we are doing what we say we shall do.



Energy Campaign



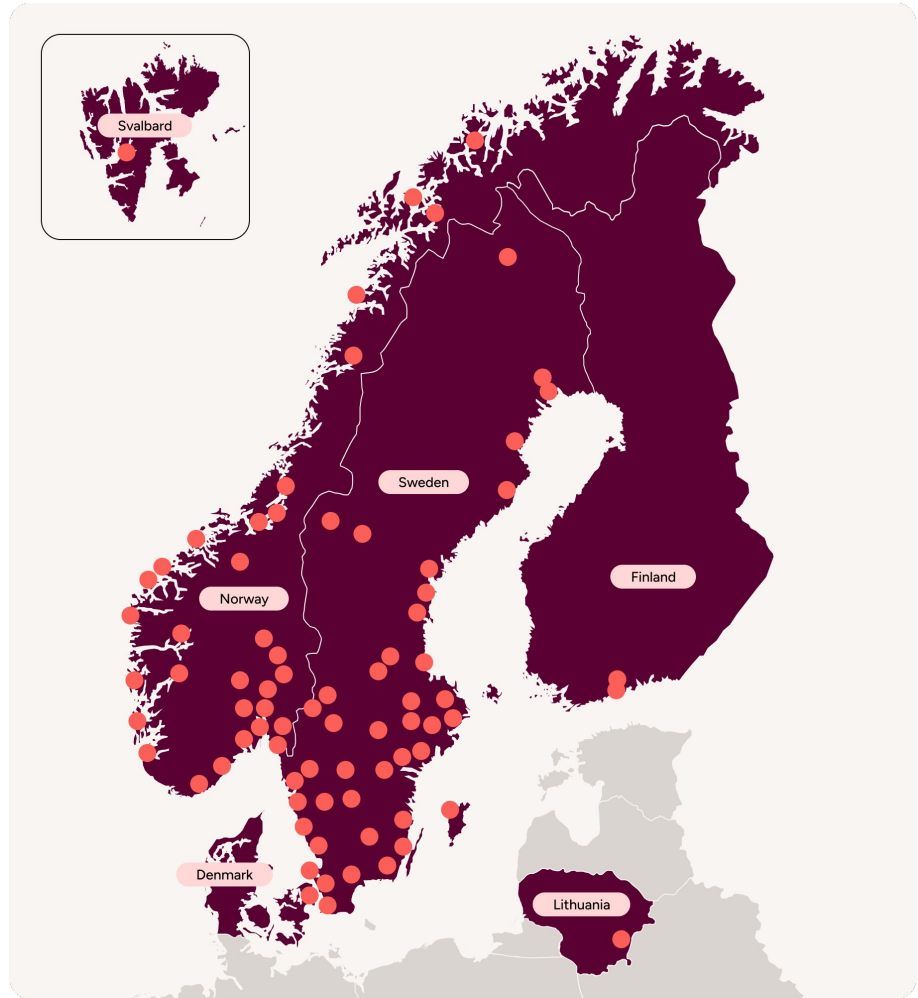
The Lonely Christmas Tree



Integrated Operation Sustainability perspective

226 hotels on more than 100 destinations

Strawberry has hotels in Sweden, Norway, Denmark, Finland and Lithuania.



WECARE STRATEGY

Our commitment

We urge the challenges we do see connected to the climate changes ongoing right now. As well we are the part of the situation we do also believe that we can be a part of the solution.

Our joint goal of being climate neutral in our own operation and halving the emission in our supply chain by 2030 is a proof that we work on a daily basis with this matter.

The Paris Agreement

1.



Limit the avg. global temperature increase to $<2^{\circ}$ centigrade + achieve net zero emissions by mid-century

2.



Enhance resilience and adaptation to climate impacts certain to occur

3.



Align financial flows in the world with these objectives

WECARE STRATEGY

Our commitment

With the focus of people and making sure that we have room for all we do our best in securing that everyone should be able to find a position.

As a hotel we create impact in the community our that hotel. Our responsibilities do not start or end by the entrance of the hotel.

It goes further than that making sure that we are a proactive part of the community both on a local and a global level.

Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS



1. WeCare Strategy

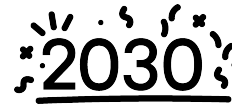
Overall storyline



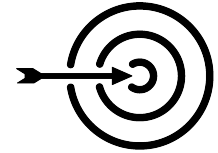
In the next 10 years, we will reach out to 200 million people.



Our ambition is to increase the life quality of these people - and the world around them.



This is done when we in 2030 can look back and say "we've made it".



We will lead the way, inspiring and enabling our GUESTS and EMPLOYEES to make the right choice.

WECARE STRATEGY

Pushing for change!

Strawberry has a vision to make the world a better place. With the philosophy to never settle and always push for change. And we do so with a warm beating heart.

Our commitment to sustainability is not just about words. Our actions will define our legacy, and we want future generations to know we did our very best.

We will create impact by being a frontrunner.



WECARE STRATEGY

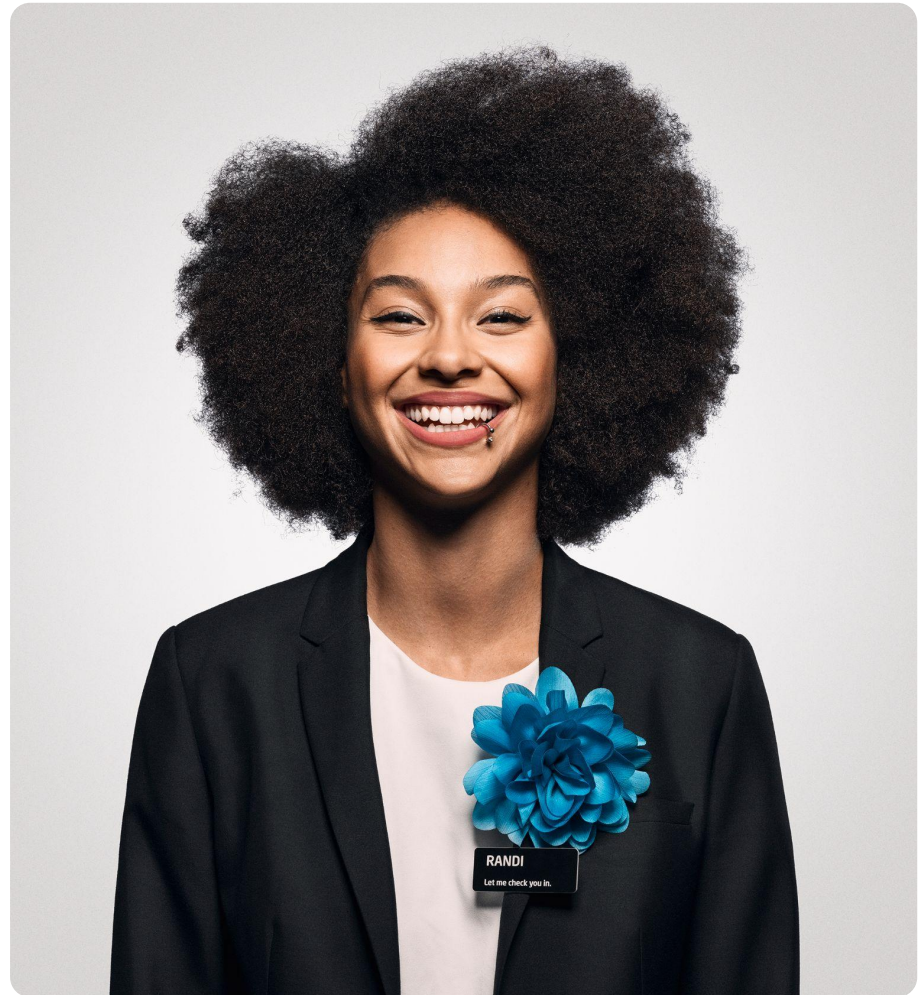
A rebel in the industry

We are built on the foundation of our core values - energy, courage and enthusiasm.

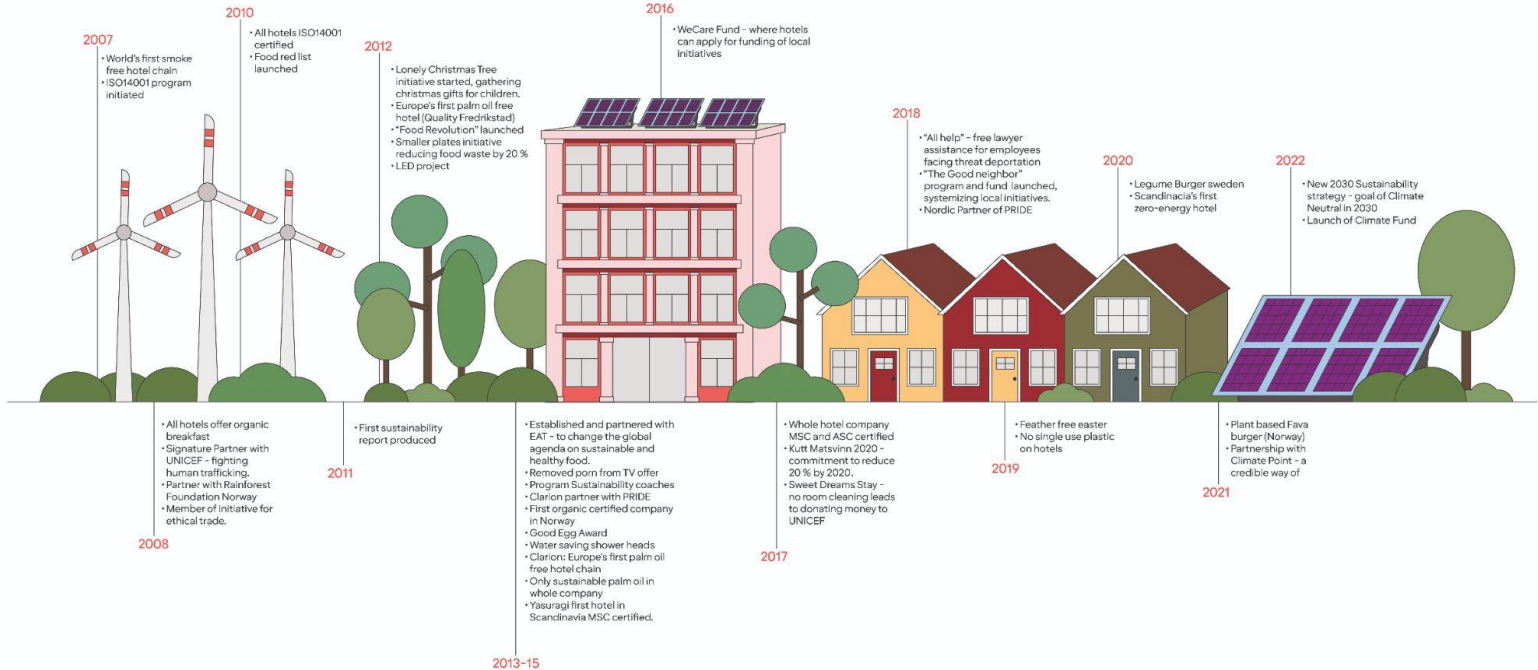
We strive to be a different hotel company, a rebel in the industry, with a warm beating heart. Our ambition is not only to change the hospitality industry, but to make our world a better place to live, work and travel through.

There are two things we value more than anything - our **PEOPLE** and our **PLANET**. Our work goes far beyond ourselves. Through our **COMMUNITY** work we strive to make a real impact outside our steps.

This is our culture. And it is in the heart of everything we do.



Sustainability highlights last 15 years



2. WeCare People

Our framework is based on three pillars: People, Planet & Community



PEOPLE

As one family with a warm beating heart we want to create the best possible environment for people to thrive. We want to be a force for good, pushing for change and sharing our values with people around us.



PLANET

We aim to be climate neutral in our own operations in 2030. To do that, we have two strategic focus areas - Buildings and Food & Beverages.



COMMUNITY

Our way of making a real impact outside our steps, contributing to make the world a better place.



WE CARE PEOPLE

We are a force of good that always push for change while creating a culture with room for all.

We do so by focusing on what is on developing a diverse workforce.



WECARE PEOPLE

Culture

We care by building a culture that inspires and empowers people to be a force for good in the world.

A strong community-feeling foster a culture of collaboration and problem solving, where we dare to speak up and take action. When staying true to our strong values, *energy*, *courage* and *enthusiasm* we strive to have the strongest loyalty in the industry.

And of course, when there's something to celebrate, we make sure to have some fun!

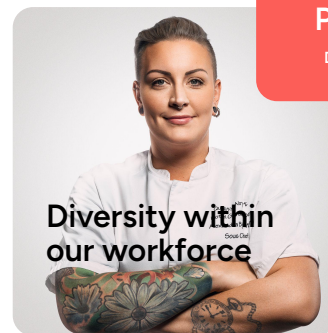
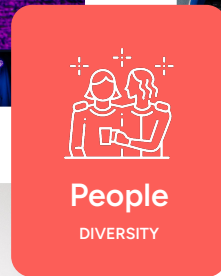
WE CARE PEOPLE

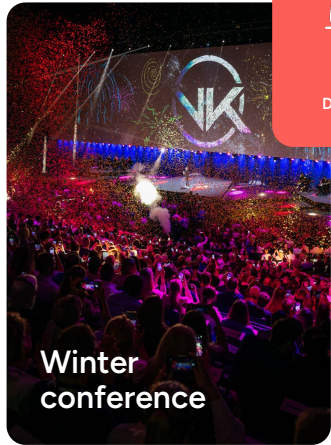
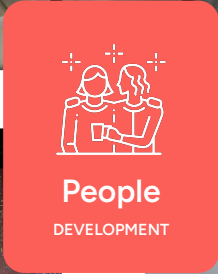
Diversity, Equality & Inclusion

We care by appreciating uniqueness, fairness and environments that make people feel welcomed, respected and valued.

Our overall ambition is to be the market leader in diversity and inclusion. One topic close to heart is LGBTQIA+ rights, and that is why we are one of the main sponsors of Pride since 2015.

We value diversity and believe that people from different cultures and backgrounds make us smarter, more efficient and more creative. We will increase our employee loyalty with systemised internal recruitment and equal opportunities for all.





WE CARE PEOPLE

Development

We care by maximising skills, strengths and abilities through development opportunities that never end.

We help our people develop their unique talents by learning about what they do best and what they can do to maximise their potential. We recognize that having the right mindset and knowledge is key to performing well at your job.

That's why we invest in our leadership development program Unleash that gives our leaders tools to bring out the best in people, as well as our digital platform Motimate with an individual learning program and digital courses.

Strawberry Impact Management System

During 2022 we started the development of our internal system called “Strawberry Impact Management System” to integrate our sustainability work in all existing platforms in use in all of our hotels.

Each environmental aspect and routines will be covered and spread out in different meetings and routines ongoing for the entire year.

The Strawberry Impact Management System aims to integrate sustainability in all existing platforms in use in all of our hotels.

WeCare will provide a work frame as a guide for the hotel management when it comes to their sustainability compliance routines.



WECARE PEOPLE

Apprenticeship Program

Our own apprenticeship program for aspiring chefs.

It is created for all pupils attending cooking school, this is the apprenticeship to choose. We want to build chefs with strong foundations and high ambitions and make them excel in their future careers.



WECARE PEOPLE

Oslo kollega

We have a cooperation with Oslo kollega where we together have the opportunity in supporting the way back to a functional working life. The attendances have various backgrounds.

In 2022, we had 51 participants on training in the Comfort Hotel® Børsparken. 4 of them went on to practice within NCH/Strawberry, of these 4 all got jobs. In total, we had a mediation of 58%.



The mediation rate is based on the number of discharges in AFT (Arbeidsforberedende training), i.e. the proportion of participants in a measure who go on to work, studies or other measures, divided by the total number of discharges.

In the VTA measure (Long-term arranged work), we currently have no statistics on the placement rate for participants who have been set up at Comfort Hotel Børsparken. The reason is that everyone who was initially placed there is still at the hotel (6 pcs). Our strategy is to build these participants' skills and work experience over a longer period before we proceed with mediation to VTO (Constantly arranged in ordinary work).

WECARE PEOPLE

PRIDE

We have room for all!

At Strawberry, we care a lot about diversity and we work hard for equal rights and opportunities. That is also why we through many years have been one of the main sponsors for PRIDE in the Nordic countries.

At Strawberry, diversity is synonymous with good culture. People with different backgrounds, skills, religions, sexual preferences and languages help to create better solutions, workplaces and guest experiences. That is why we are proud to raise the rainbow flag so high for PRIDE!

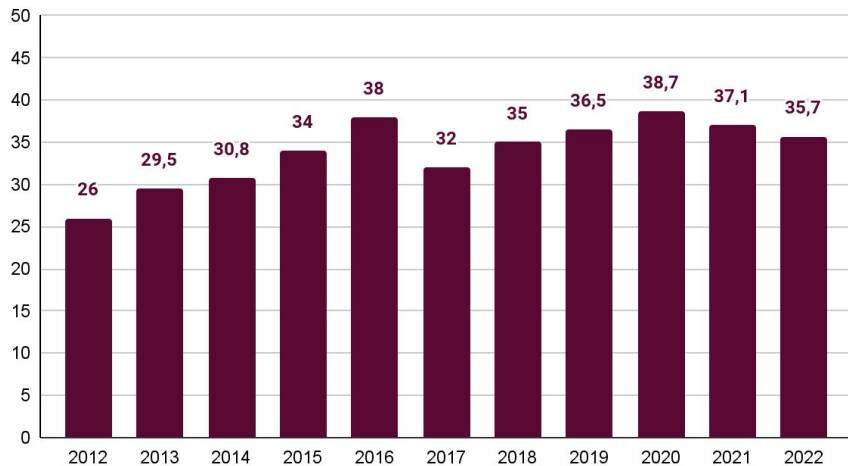


Key figures people:

Diversity

While many people see strength in numbers, we want to show strength in diversity. Many nationalities, combined with a high proportion of non-Nordic leaders, is one of our most important competitive advantages.

Percentage employees with non-nordic background

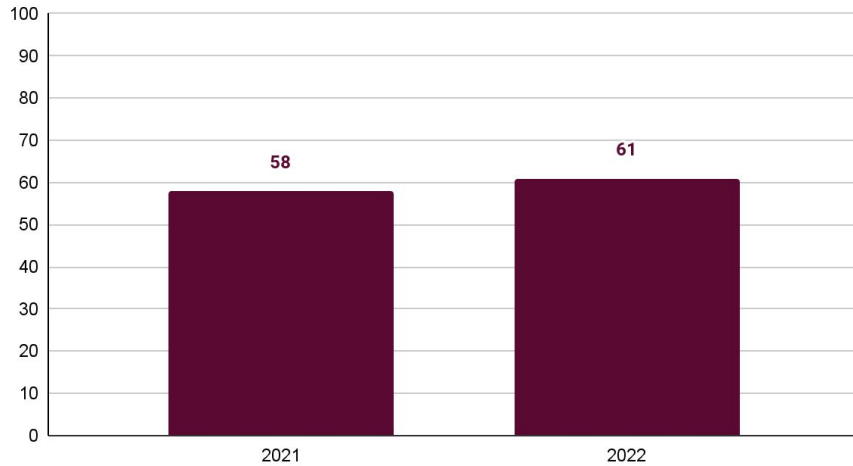


Key figures people:

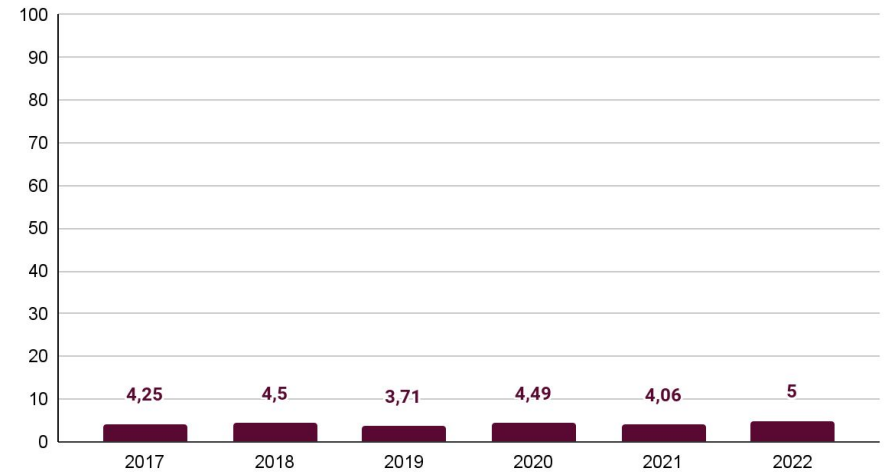
Well-being

The main reason our guests come back again and again is our happy, friendly and satisfied employees. We measure our employee satisfaction through our system "Your voice" which is based on the eNPS scale.

Employee survey your voice (eNPS scale)



Percentage sick leave

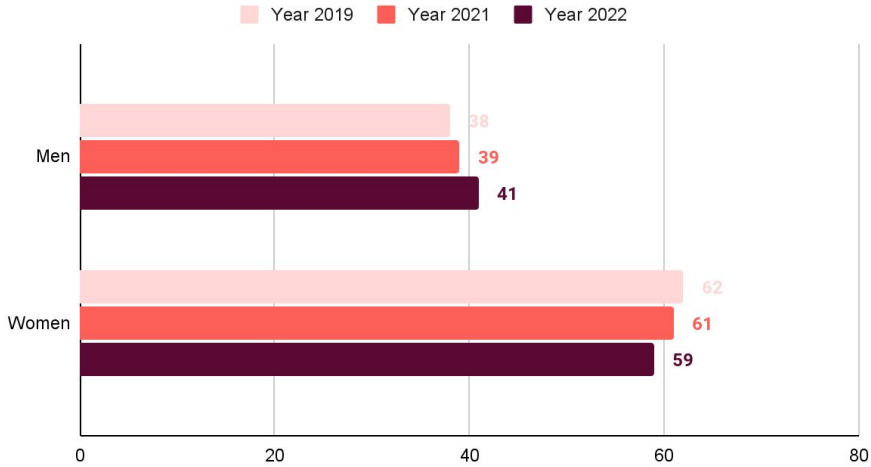


Key figures people:

Equality

At Strawberry, gender equality is important. It produces results. We are a company where women and men have equal opportunities.

Heads of departments %

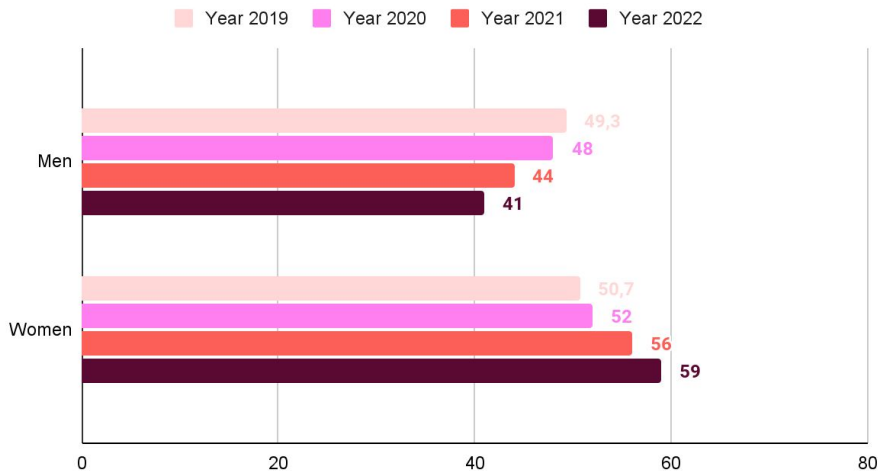


Key figures people:

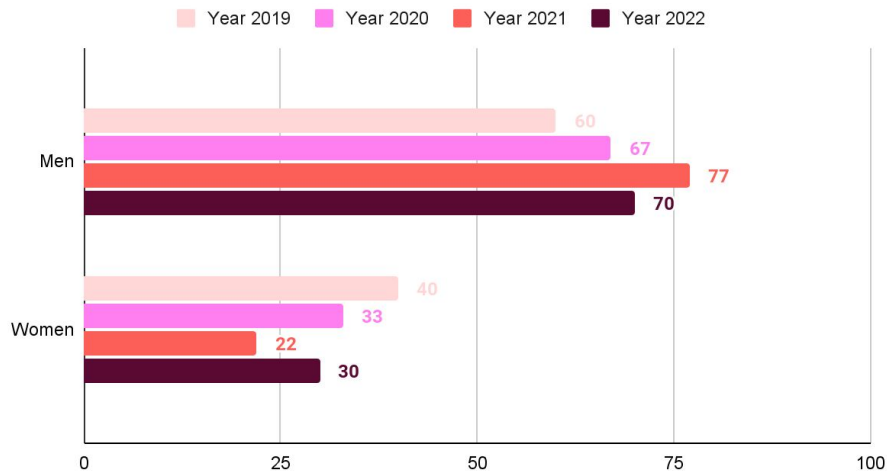
Equality

The success of our equality work is clear when it comes to gender distribution at the General Manager level. In Sweden, there is a majority of female directors, while in Norway there are still some more male directors. When it comes to to the Executive Management, we strive to reach our 40%/60% equality target.

General Managers %



Executive Management %



3. WeCare Planet



WE CARE PLANET

At Strawberry, we share a common goal of leaving behind a sustainable planet for future generations.

We do so by focusing on what is on the plate, and in the glass, and how our buildings are built and operated.

By 2030

**Climate neutral in our own operations
50% reduction in value chain emissions**

STRAWBERRY

WE CARE PLANET

Climate goals for 2030

In carbon accounting terminology, this means we will reach net zero emissions in Scope 1 and 2, and reduce our Scope 3 emissions by 50% compared to 2019, which puts us ahead of the Paris Agreement.

Greenhouse gas emissions inventory; to achieve our goals we first need to understand where our greenhouse gas emissions comes from. This is why we complete a greenhouse gas (GHG) emissions inventory annually. 2019 was the first time Strawberry reported on its greenhouse gas emissions. Over the years, we have refined the data collection process with improved data coverage and quality as a result.





WECARE PLANET

Standard

We use an accounting standard called ***The Greenhouse Gas Protocol***. It helps us calculate and report our emissions in a consistent and transparent way, making it easier to compare our performance with other organizations. By tracking our emissions over time, we can identify areas for emission reductions and share our progress.

We also calculate our emissions according to the ***Hotel Carbon Measurement Initiative***, which is a methodology developed by the hospitality industry to calculate and communicate the carbon footprint of hotel stays and meetings in a consistent and transparent way.

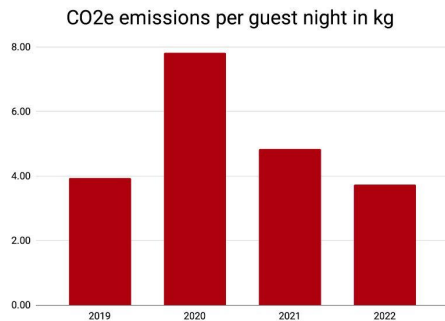
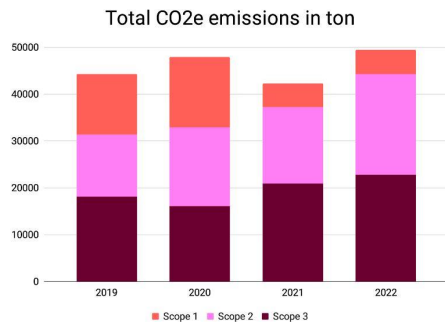
Even though we include a lot of Scope 3 categories, it is important to note that Strawberry does not currently track all Scope 3 emissions. The plan is to complete a full Scope 3 screening in 2023.

Scope 1	2019	2020	2021	2022
Gas (heating & kitchens)	1,286	506	516	1,669
Refrigerants	11,337	13,964	4,245	3,246
Fuels vehicles and machinery	309	533	185	238

Scope 2	2019	2020	2021	2022
Electricity	6,788	10,814	9,499	9,737
District heating	6,122	5,589	6,414	11,519
District cooling	279	330	379	202

Scope 3	2019	2020	2021	2022
Mixed municipal waste	121	5,639	5,448	2,359
Food waste				260
Staff commute	4,806	4,806	4,806	4,806
Business travels	1,482	233	254	1,270
Laundry (outsourced)	4,375	2,566	2,566	5,693
Scope 1&2 residual emissions	2,650	2,891	3,187	2,946
Technical equipment	4,741	4,741	4,741	5,494

Calculations and KPI's	2019	2020	2021	2022
Total tonCO2e	44,296	52,612	42,240	49,482
kgCO2e per guestnight	3.94	7.82	4.84	3.73
Number of Hotels	205	202	215	222



WE CARE PLANET

Climate neutral

2022 Greenhouse Gas emissions.
In the below tables and graphs, the result from our 2022 GHG emissions inventory is presented.


WECARE PLANET

What are Scope 1, 2, and 3 emissions?

To measure our emissions, we use a widely recognized accounting tool called The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard, developed by the World Resources Institute and World Business Council for Sustainable Development. This tool helps us calculate and report our emissions in a consistent and transparent way, making it easier to compare our performance with other organizations. By tracking our emissions over time, we can identify areas for emission reductions and share our progress in our annual report.

Throughout this report, we refer to Scope 1, 2 and 3 emissions. Each of these scopes represents a different category of greenhouse gas emissions and are defined in the GHG Protocol as:

Scope 1



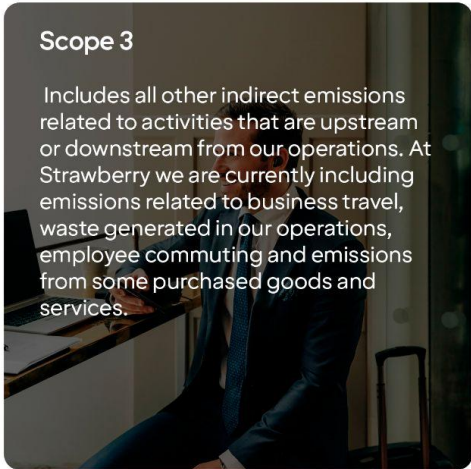
Includes direct emissions (i.e. emissions released into the atmosphere at our hotels and offices) from sources that are controlled by the reporting company. At Strawberry, this includes gas used for heating and food preparation, refrigerant leakages and fuels used by vehicles and machinery owned or controlled by Strawberry.

Scope 2



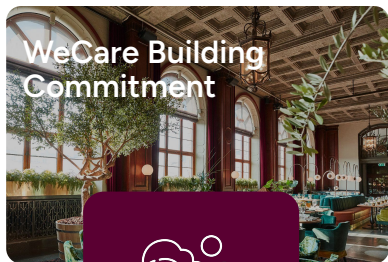
Includes indirect emissions from purchased energy. At Strawberry this includes purchased electricity, heating and cooling.

Scope 3

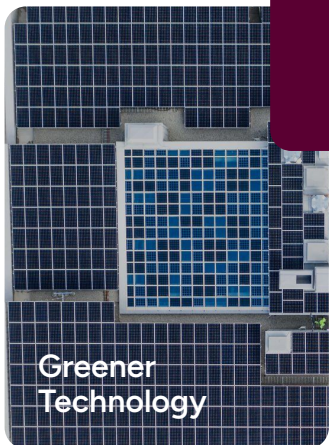


Includes all other indirect emissions related to activities that are upstream or downstream from our operations. At Strawberry we are currently including emissions related to business travel, waste generated in our operations, employee commuting and emissions from some purchased goods and services.

2019 was the first time Strawberry reported on its greenhouse gas emissions. Over the years, we have refined the data collection process with improved data coverage and quality as a result.



Planet
BUILDINGS



WECARE PLANET

Buildings

As we strive towards a sustainable future and climate neutral operations, our buildings take centre stage. By adopting a thoughtful approach to design, construction, and operation of our buildings we minimise our environmental impact.

Through our Strawberry Building Commitment, we set the sustainability bar on how we build and operate our buildings.

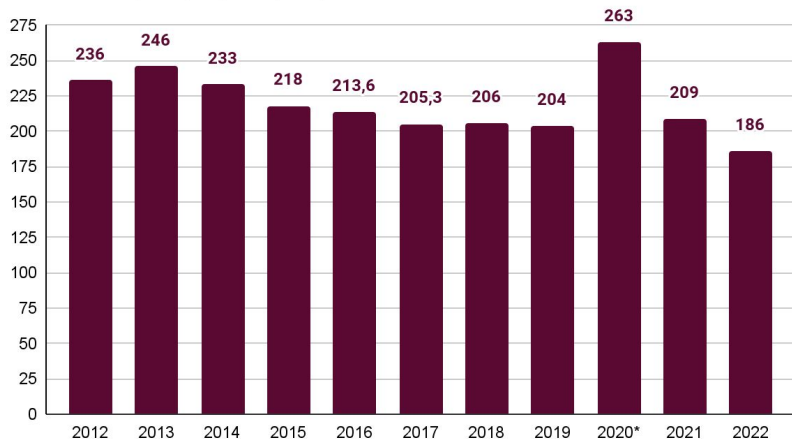
But to reach our ambitious goals we must find innovative ways to further improve our operations and reduce our emissions. That's why we launched the Strawberry Climate Fund with the aim to reduce emissions from our hotels and to fund greener technologies and smart solutions.

Key figures planet:

Usage

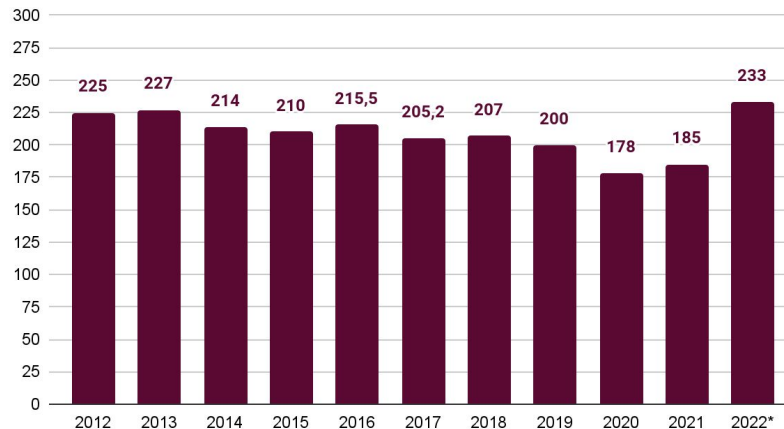
Higher expectations for comfort combined with ambitious environmental goals, requires more of us in terms of creativity, innovation and investment in order to reduce our environmental footprint. Our environmental work is never finished and we are working towards our goal of being climate neutral in 2030.

Water consumption per guest (litres)



*Higher water consumption during 2020 due to Covid-19 and fewer guests than normal.

Energy kWh per square meter:



*New and improved data collection from 2022.

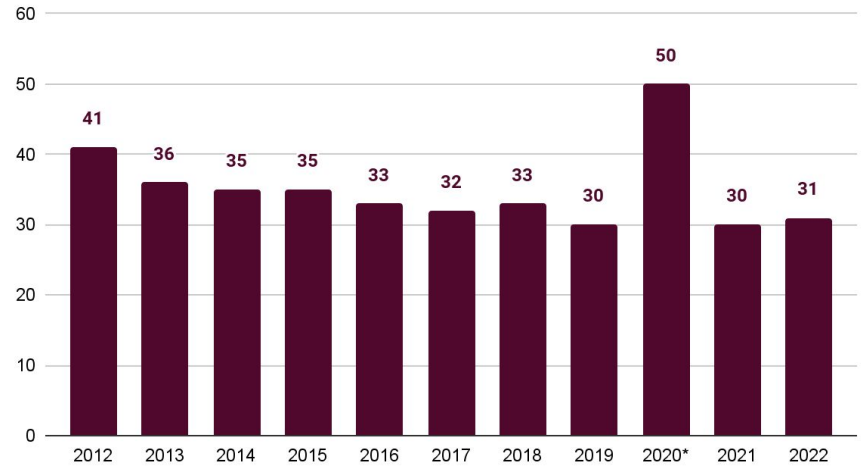


Key figures planet:

Chemical usage

Our chemical usage tracks how much chemicals we use at our hotels. Mainly for cleaning our rooms and other areas, but also for disinfection, technical maintenance and our pools.

Grams per guest night



*Higher chemical consumption in 2020 due to Covid-19.

Strawberry Climate Fund

A fund to finance the development of climate-friendly solutions, both at our hotels and for the industry as a whole.

Strawberry





WECARE PLANET

28 climate projects

In April 2022, we launched our very own Climate Fund in order to reduce carbon emissions in our own operations, as well as to finance the development of climate-friendly solutions within the hotel industry.

In 2022, we donated 17 million NOK to the fund. 12 MNOK was allocated to 28 decarbonization projects at our hotels and the other 5 MNOK was invested through our investment partner ClimatePoint to support start-ups and entrepreneurs that are solving climate challenges across the travel industry.

2022 in numbers: through our first round of projects, we estimate to achieve annual energy savings of 1.3 million kWh and carbon savings of 413 000 kg CO₂e.

Below are some examples of projects.





WECARE PLANET

Clarion Collection Atlantic

Through installing direct driven EC fans, in Sandefjord the hotel reduces their electricity consumption by 100,000 kWh annually. Direct driven EC (electronically commutated) fans are more energy-efficient and consume less energy than traditional AC (alternating current) fans.

This makes them an excellent choice for HVAC (heating, ventilation, and air conditioning) systems in hotels and helps to reduce the hotel's carbon footprint.





WECARE PLANET

Clarion Hotel The Edge

By installing low-flow showerheads and washroom faucets, Clarion Hotel The Edge is expected to reduce its annual water consumption by 8 million liters.

The result of that will be 3 million liters of water that no longer need to be heated.

This will enable the hotel to save 140,000 kWh of electricity.

WECARE PLANET

Quality Hotel Arlanda XPO

By upgrading the ventilation system in the old part of the hotels, Quality Hotel Arlanda XPO will be able to better control ventilation when conference rooms are not in use.

This, together with more efficient fans will help to reduce electricity consumption by 278,000 kWh annually and reduce the use of district heating.



WECARE PLANET

Clarion Hotel® The Hub

At Clarion Hotel® The Hub in Oslo, a 250-sqm solar cell installation on the roof will generate around 30,000 kWh of electricity per year.

There will be a similar solar cell installation on the roof of Quality Hotel™ The Box in Linköping. This is expected to generate around 42,000 kWh of electricity per year.





WECARE PLANET

2022 energy crisis

In 2022, energy was on top of our agenda. War in Europe, the sabotage of Nord Stream 1 & 2 gas lines and lingering pandemic effects had major consequences to the energy market, ultimately leading to high energy prices.

Throughout the energy crisis, we saw increased operational costs and the risk of electricity shortages during the winter.

As a result, we put large efforts into reducing our energy consumption through two internal energy initiatives:

- Internal energy campaign
- A-Team, our energy project

WECARE PLANET

Internal Energy Campaign

To support our hotels and do our part during the energy crisis, we launched an internal energy campaign with the goal to increase energy awareness among our staff and equip them with practical tips on how they can contribute to energy reduction.

Energy reduction is not just about more efficient buildings and equipment. It is also about all the choices we make in our daily work at the hotels. Training the workforce and management and involving them in energy-reduction initiatives is an effective way to increase energy awareness and change mindsets and behaviors in the workplace.

2022 in numbers: at the end of the year, 2 months into the campaign, 3700 employees had taken the energy training.

As part of the campaign we launched the following initiatives:

- Energy training mandatory to all staff through our internal learning platform.
- Energy webinars with our energy partner AFRY.
- Knowledge sharing with videos where the hotels shared their best practices.

WECARE PLANET

A-Team, energy efficiency project

In September of 2022, we started the project with 12 hotels in Norway and Sweden with the aim to include additional hotels in the coming years. The participating hotels received support and concrete tools from AFRY's energy experts to save energy by optimizing and streamlining the operation of the hotels' technical systems, competence development of staff and action plans for continued efficiency.

The project is kicked off with an energy audit at the hotel. In the first phase of the project, measures for operational optimization and behavioral changes are implemented. In the second phase, we invest in capital projects that will further reduce energy consumption.

2022 in numbers:

- 12 participating hotels
- 1,067,000 kWh in energy reductions achieved.



Our hotels are our local heroes.

Planet initiatives at our hotels. Every year, hundreds of local initiatives are happening across our hotels, supporting our goals of making a real difference.



WECARE PLANET

Clarion Hotel Umeå

At Clarion Hotel Umeå, we embrace a zero-waste approach that leaves no resources untapped.

Our partnership with Västerbottenssåpa exemplifies this commitment. The used frying oil from our hotel is repurposed by Västerbottenssåpa to create cleaning soap.

This innovative collaboration not only eliminates the need for oil disposal costs but also provides us with a sustainable cleaning solution.

It's a truly synergistic arrangement that results in a triple win for the environment, our hotel, and our valued partner.

WECARE PLANET

Clarion Hotel Amaranten

Clarion Hotel Amaranten has established Kungsholmens Sustainability Network with the aim to promote sustainability and environmental awareness in Stockholm's Kungsholmen district.

This is a forum where a network of business leaders in the district discuss sustainability challenges and opportunities to collaborate around sustainability.

The network meets four times a year for productive discussions around promoting a greener community.



WECARE PLANET

Aronsborg conference center

Aronsborg conference center, have taken a holistic approach to sustainability. Staff are actively engaged through biannual "Environmental Days," that are designed to foster awareness and engagement, featuring a series of lectures, hands-on workshops, and meaningful discussions centered around sustainability.

The hotel has their own herbal garden which of course uses no pesticides and other chemicals, and have the luxury to serve homegrown herbs in the restaurant. Also the hotel is housing eight colonies of bees that helps out to pollinate herbs, apple trees, cherry trees and other flowers in the surroundings.

The result is own produced honey at the breakfast buffet.



WECARE PLANET

Food & Beverages

As one of the biggest operators within food and beverages in the Nordic countries, what we do matters. We strive to help our guests in a more sustainable and healthy direction.

We focus on increasing fruits and vegetables, plant based options, reducing red meat, and avoiding environmentally damaging produce. All while not compromising on taste.



WECARE PLANET

WeCare Food Commitment

The WeCare Food Commitment consists of Fairtrade and organic coffee, organic eggs, and our internal red list of fish and meat we do not serve. We also use nudging to increase plant based food, serving a healthy and more sustainable meal to our guests.

We are actively fighting food waste with the goal of 50% reduction by 2026. We use smaller plates, and are moving towards more plated lunch. We use Too Good to Go to sell excessive food at reasonable price.

We constantly push this area through innovation projects with partners and suppliers, piloting the food solutions for tomorrow.



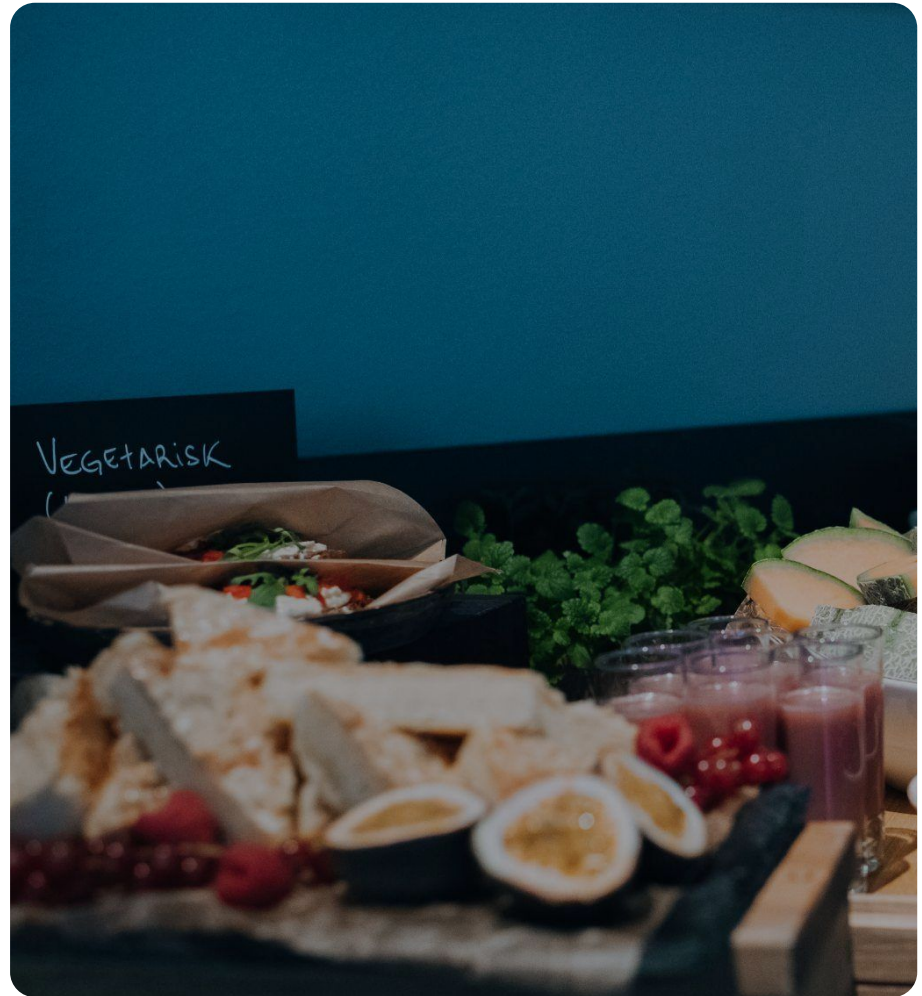
WECARE PLANET

EU funded food waste project

Strawberry is one of 15 international partners in 9 countries, joining a large scale food waste project funded by the EU. The project is called Chorizo and the name comes from the shortening of the project and that is: Changing practices and Habits through open, responsible, and social innovation towards zero food waste.

The purpose of this project is to change both guest and staff behaviour in order to find new ways combating food waste.

We learn from the best and work with the best, always searching for new ways of doing things, always punching for change.





WECARE PLANET

Small steps may have big impact.

We constantly aim to develop, make available and facilitate solutions that contribute to the reduction of the climate footprint.

By replacing dairy butter with the new “Mills No1 Normalsaltet”, the goal is a 40 per cent lower CO2 footprint on butter.

This in turn can provide an annual reduction of 200,000 kg of CO2 equivalents (~1 % of our total corporate CO2 emissions).

		
Mettet fett	- 26%	39 %
Salt	- 10%	1,0%
Klimaavtrykk CO2e pr kg	- 43%	5,4kg
holdbarhet	+25%	114 dager
		91 dager

**tall fra første ordinære produksjon*





WECARE PLANET

Sustainable Food

As a result of the pandemic, due to the tight economy during this time, we had to lower our standards in some areas.

Single plastics were for the most part already removed in 2019, but both packaging and portion sizes had to be used to a larger extent during the pandemic period to maintain infection controls and routines set by the government.

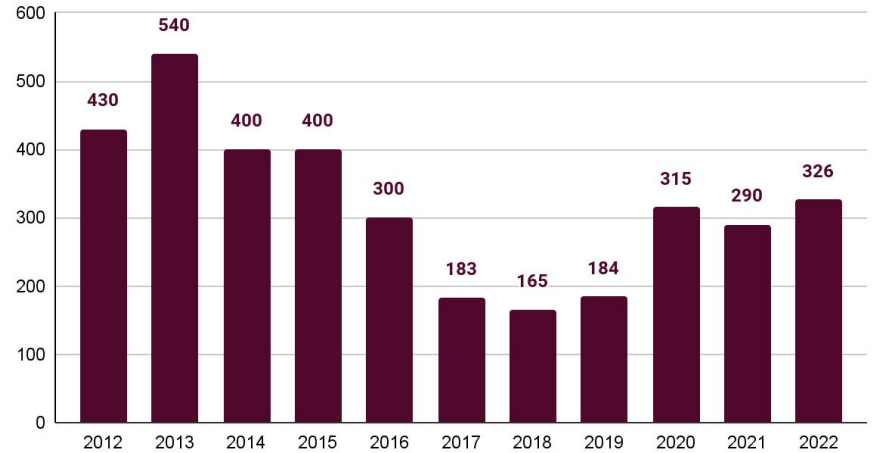
During 2022 we have started the work on restarting, rebuilding and moving forward and we will continue this work with ambitious goals to become a frontrunner in the industry in regard to food standards.

Key figures planet:

Food waste

Today we have a large amount of food waste that comes from plates. One way of decreasing this is to create engagement by our guest to inform about their impact and how they can help us reduce this figure.

Grams per guest

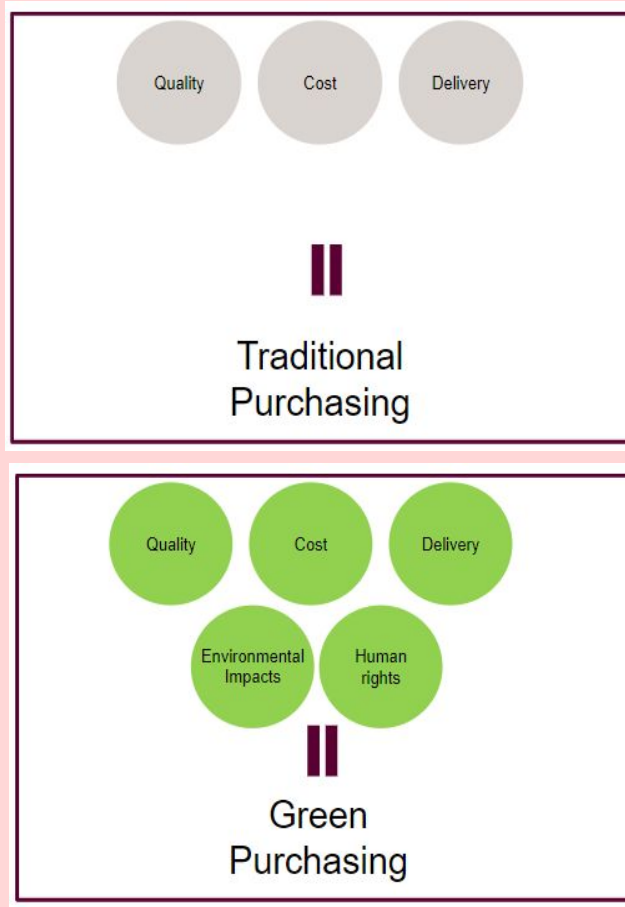


WECARE PLANET

The Shift towards Sustainable Procurement

A visit at Strawberry should be positive and smart, both for our guests and society. Delivering fantastic hotel experiences, made with care for people and the environment, is important for us.

The old way in procurement was focusing only on quality, cost and delivery. At Strawberry we are also including environmental and social demands for our suppliers.



WECARE PLANET

Procurement

The Transparency Act came into effect on July 1, 2022, and aims to ensure transparency regarding larger businesses handling of negative consequences related to fundamental human rights and decent working conditions in connection with service delivery. Strawberry is subject to the Transparency Act and has made it possible for anyone with questions to contact them for more information.

The Norwegian Transparency Act obligates Strawberry to:

- Conduct due diligence assessments in accordance with the OECD's guidelines for multinational enterprises.
- Account for our work in due diligence assessments related to human rights and decent working conditions.
- Respond to information requests from the public.

Risk Based Approach -
Category level

388 Contractual
agreements

Over 200 000 products

Membership



WECARE PLANET

PMI GoGreen our Environmental Management System

PMI Go Green is our environmental management system, it is located as a module in our financial system.

The purpose of this is to constantly keep track of the consumption linked to the occupancy of the hotel. If the consumption is not well aligned with occupancy the hotels will not reach their environmental targets.

In PMI GoGreen we measure the consumption of energy, water and chemicals, and the amounts of waste, food waste and towels and linen. The hotels can also compare their consumption figures with each other and share best practice.



What we measure



ENERGY

All the energy consumption in the hotels are reported into PMI GoGreen.



WATER

In 2022 we signed an agreement with a vendor that automates data input of water usage. With their solutions we can measure the water consumption on an hourly basis, and it is reported automatically into our system. We also get alerts if the water consumption in a hotel increases, so we can detect and fix leakages faster. More and more of our hotels are now using the system.



WASTE

Our waste suppliers reports the amount of each waste category automatically into PMI GoGreen.

That enables the hotels to compare the amounts and their sorting rates

What we measure



FOOD WASTE

In 2022 we decided to improve the measurements on food waste, and we signed an agreement with a foodwaste system supplier.

They deliver weights that we will use to measure the amount of food waste, separated into different categories. The measurements are automatically transferred to our management system PMI GoGreen. During 2023 these weights will be rolled out on almost all our hotels.



TOWELS & LINEN

All the textiles used in the guest rooms are now measured and reported into PMI GoGreen.

The system helps the hotels to make better forecasts on the amount of textiles needed.

This helps to reduce the stock in the hotels, and thereby also the consumption.



CHEMICALS

The cleaning chemicals bought from our central suppliers are measured and reported into PMI GoGreen.

The hotels are now able to measure and compare the amount of chemicals used per guest night.



WECARE PLANET

All hotels are certified

In Strawberry we require a high operational standard when it comes to environmental footprint.

That is why we require all hotels being certified. We use ISO 14001 and Green Key. Both have external auditors making sure that we do what we say.

We do also comply with Eccovadis, "Grön Punkt" and "Initiativ for Etisk handel" in Norway.

4. WeCare Community



WE CARE COMMUNITY

We are much more than a hotel chain - we are a chain of impact.

Our way of making a real impact outside our steps, contributing to make the world a better place.

WE CARE COMMUNITY

Planet Community

Our goal is to be a front runner in the transition to a fully sustainable travel industry. Through our community we explore new solutions that will help us reach that goal.

We do this in three ways. We work closely with our partners and suppliers to find innovative solutions and initiatives. We are completely transparent with the results of our sustainability work. We invest in sustainable solutions for the industry through our Climate Fund.

That will allow us to continue to give our guests the best possible experiences while minimising our emissions and environmental impact.



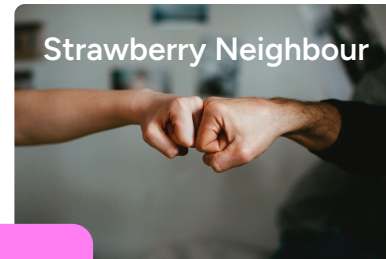
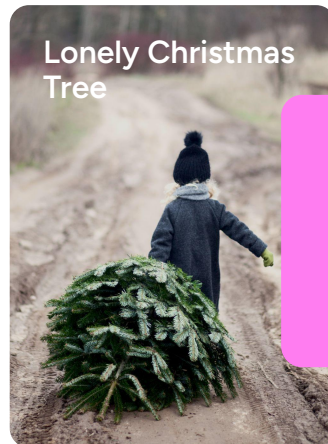
WECARE COMMUNITY

People Community

We proudly stand up for what we believe in and we include our social responsibility in our daily operations by doing more for our guests, our employees and the community.

We strive to make a real change in the community we work and live in through a variety of different projects. As a large organisation we can make a change for real.

Since 2010 we have donated over half a million christmas gifts through our initiative lonely christmas tree. Strawberry Neighbour aims to make a difference and add value for people and the environment in their neighbourhood. Through our new partnership with the Nobel Peace Center, we take a stand in an increasingly polarized world.



WE CARE COMMUNITY

The Lonely Christmas Tree

We invite everyone to donate christmas presents and place them under the christmas trees in our hotels. Donations are made to a variety of organisations including Talita, Svenska Kyrkan, Stockholms Stadsmission, Frälsningsarmen, Blå Kors and Rädda Barnen.

We have collected 25,439 gifts & 16,843 nok in total in 2022 which were donated to our hotels' chosen charities.

Clarion Hotel Gillet has broken their own record of 1246 gifts to 3927 gifts in 2022. The presents were donated to Uppsala Stadsmission & Ronald McDonald Hus i Uppsala.

Since 2012 we have collected more than 500.000 presents, gift cards, and monetary donations combined.



WECARE COMMUNITY

The Strawberry Neighbour Fund

We love our communities and we want to support and participate in worthy neighborhood projects.

Hotels can apply for funding for their own projects through the The Strawberry Neighbour Fund.

However, this year, we included recommended themes as criteria for application. The projects should revolve around loneliness, mental health, poverty, personal development, and child welfare.

We have received 32 applications from our hotels, where 15 of them were granted funding for their Strawberry Neighbour projects for the year 2023. The winners were announced during the Strawberry Tour in various cities in Scandinavia.



WE CARE COMMUNITY

Musikhjälpen

Our Musikhjälpen collections raises over 200.000 SEK! We helped collect donations for this year's cause "for a safer childhood on the run from war" by auctioning an inspirational keynote with Petter Stordalen as well as a digital collection bag where ten gift cards of SEK 10,000 were raffled off. In total, our initiatives generated SEK 217,600 for Radiohjälpen.





WECARE COMMUNITY

Support Ukraine

Strawberry decided to skip gift-giving in 2022 to HQ employees and support the victims of the ongoing war in Ukraine instead. 210,000 NOK was donated to UNICEF. United with Ukraine - On February 28, 2022, NCH launched the #UnitedWithUkraine initiative together with UNICEF.

During the fundraising campaign, members of the Nordic Choice Club have donated over 15 million bonus points, which corresponds to NOK 500,000 in financial support.

On top of this, guests and Nordic Choice have donated NOK 1,000,000 - which together amounts to NOK 1.5 million. The initiative takes place in Norway, Sweden, Denmark and Finland, and the hotel company will continue the collection at over 200 hotels in the Nordics.





WECARE COMMUNITY

The Chosen

1169 safe stay inspections have been completed since the beginning of the program. The program was put on hold from January 2023 until the new direction of the program was decided in April.

Strawberry is all about creating a universe for our guests and by our guests - by adding the guest perspective. And so we have decided to involve our The Chosen members in developing some of our sustainability initiatives going forward.



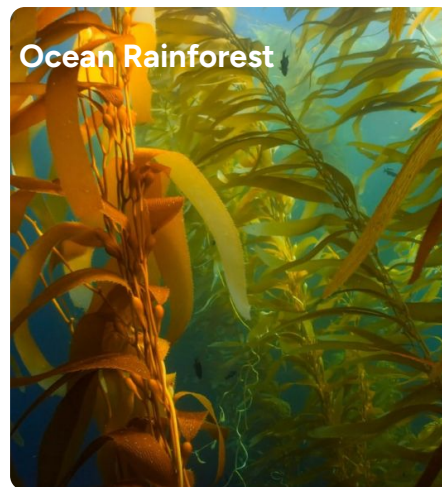
WECARE COMMUNITY

Investment in the future

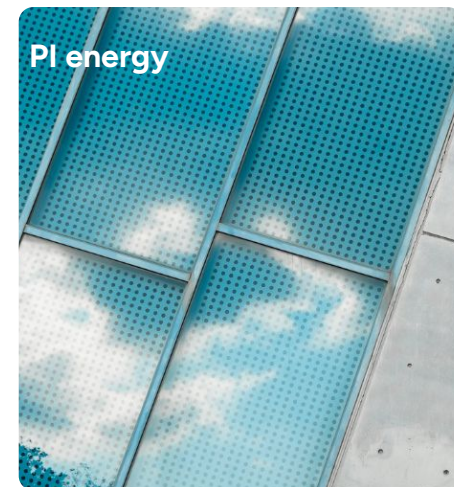
Through our Climate Fund, we have since 2022 committed 5 million NOK through ClimatePoint - our investment partner. ClimatePoint is a Norwegian startup calculating the future climate impact of investments. In 2022 we invested in two startups.

Ocean Rainforest grow high quality seaweed - both contributing to less CO2 in our oceans, and developing an area within "blue food". **PI Energy** creates affordable solar energy with the flexibility to provide power just about anywhere.

We also strive to be a customer to these companies, but also invite our competitors and the travel business as a whole to do the same. This will make us move faster towards our common goal: A sustainable travel industry.



Ocean Rainforest



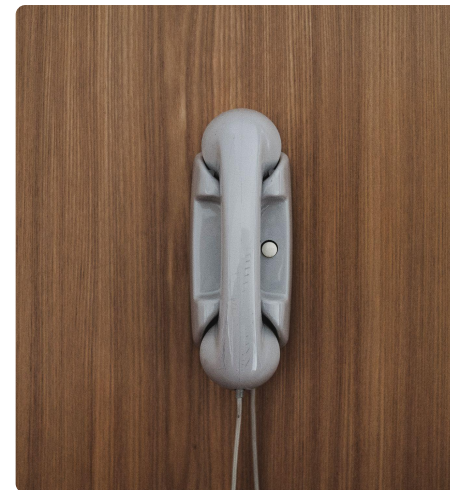
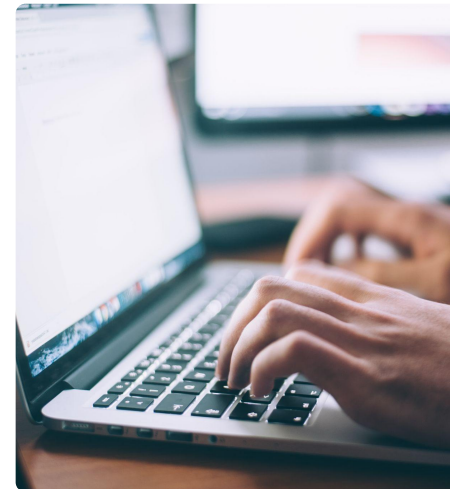
PI energy

WECARE COMMUNITY

Transparency

Whistleblow reported during 2022: 21.

There were none legally enforceable verdicts in 2022



5. WeCare Tech

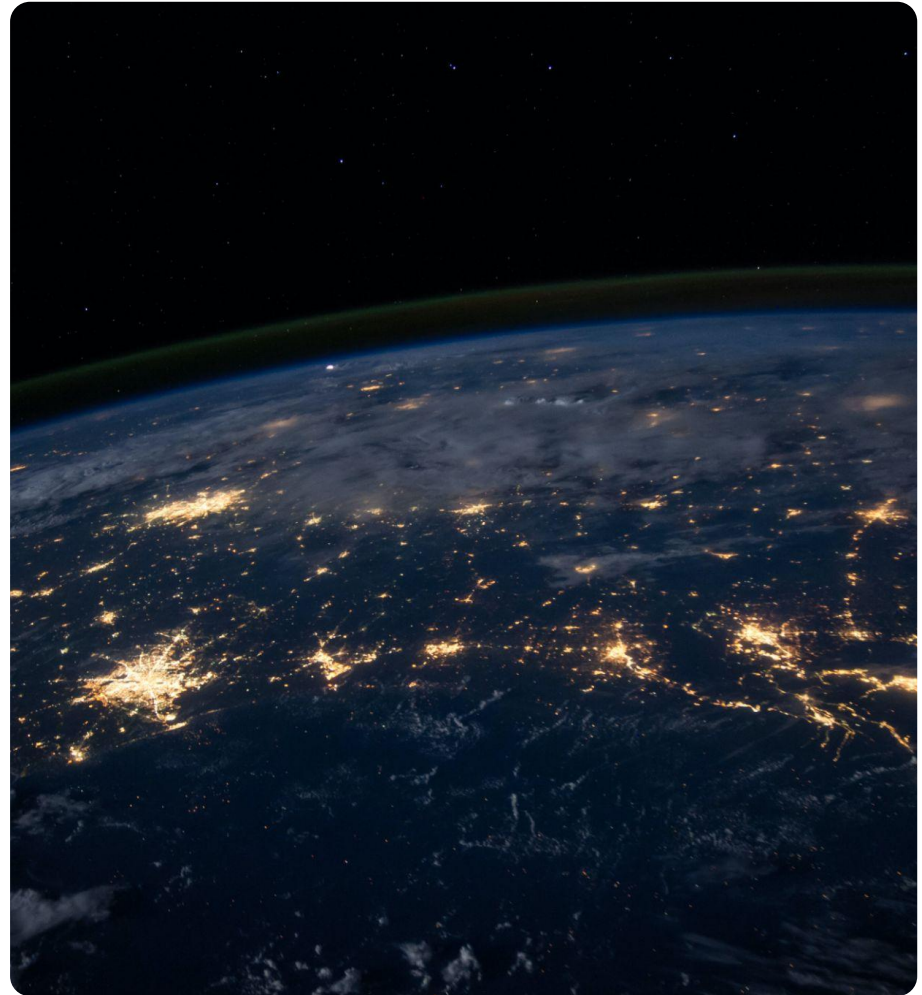
WECARE TECHNOLOGY

Tech - problem & enabler

Technology is both part of the problem and part of the solution to the climate crisis.

We have a clear ambition to excel being transparent about the negative impacts from the production and use of technology and how we reduce those impacts.

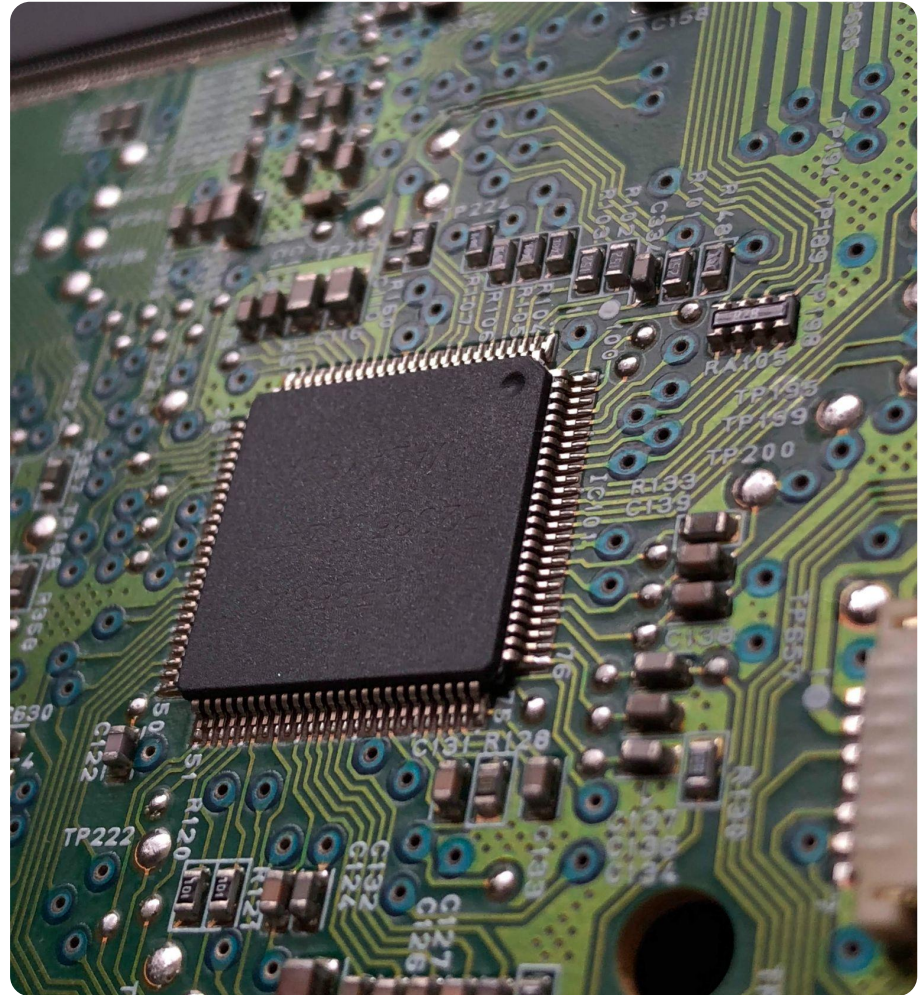
Technology and digitalization to create a better future for all the people we affect through our business and the for the



WECARE TECHNOLOGY

What are the issues

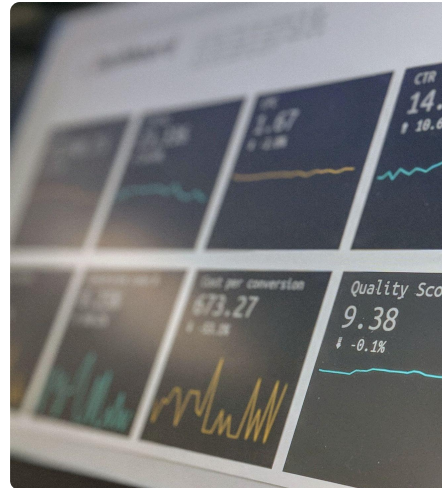
- Local environmental impact from production
- Depletions of resources
- Workers conditions in value chain
- Conflict minerals
- High GHG emissions
- Energy intensive



WECARE TECHNOLOGY

What have we done 2022

- Measured GHG emissions from Tech products and services.
- “Sustainable IT requirements” for tech suppliers standard for new technology suppliers.
- Evaluated Co2 footprint of IT products and services Avoided 1500 tonnes of Co2 emissions by going to Chrome OS for PC’s Complete tech report for 2022 in April.



6. WeCare Contact

wecare@strawberry.no

Appendix A: Greenhouse gas emissions boundary

Strawberry defines its organizational boundaries using the Operational Control Approach, as defined by the Greenhouse Gas Protocol. A company has operational control over an operation if it has the full authority to introduce and implement its sustainability policies. To fully understand our emissions, we are including all hotels that operate under the Strawberry umbrella, regardless of whether they are franchise hotels or not.

To determine the operational boundaries, Strawberry has identified direct and indirect emissions associated with our operations and categorized them into the three scopes defined by the Greenhouse Gas Protocol.

Scope 1 and 2 GHG emissions boundary

Strawberry targets to include all of our Scope 1 and 2 emissions. At this point, franchise hotels are included in Scope 1 and 2 even though we do not have full operational control at these hotels. Franchise hotels represent 32% of the total Scope 1 and 2 emissions.

The following sources of emissions were excluded and are estimated to constitute less than 5% of our total Scope 1 & 2 emissions:

- Wood for heating: Some hotels have fireplaces. Main purpose is to create a cozy atmosphere rather than for heating.

Scope 3 GHG emissions boundary

At the moment, Strawberry tracks only a portion of our Scope 3 emissions. Even though we pride ourselves in including more emissions categories than our competitors, we know that we have some way to go to understand our full Scope 3 emissions.

To improve the data coverage related to Scope 3 emissions, our next step is to conduct a screening-level assessment, which will help us identify the material emission categories within Scope 3. Once we understand which emissions are most significant, we will work with our supply chain partners to improve the quality of the data we collect.

As we improve data quality related to Scope 3 emissions, our emissions baseline may change. If necessary, we will adjust our base year emissions in accordance with the reporting requirements of the GHG Protocol.

Appendix B: Emission factors

The latest emission factors available at the time of the annual inventory compilation are used. Historical emission factors will not be adjusted unless new emission factors representing a significant methodology change become available. Where current year emission factors are not available, factors from the most recent available year are used.

Scope 2: Market-based vs location-based method

As per the GHG Protocol, two methods for calculating scope 2 emissions shall be used, a location-based method and a market-based method. We calculate our emissions using both methods and make both numbers available. The location-based method considers the average emission factors of the grid where the energy consumption occurs.

The market-based method reflects the GHG emissions associated with the choices a consumer makes regarding its energy supplier or product, for example purchasing 100% renewable energy. Market-based emission factors are based on contractual agreements such as energy attribute certificates (Guarantees of Origin) or supplier-specific information. Where no contractual agreements are in place, other default emission factors representing the untracked or unclaimed energy and emissions (termed the “residual mix”) are used.

Emissions related to the production of electricity, district heating and district cooling are reported as Scope 2, while other emissions related to other parts of the energy source’s life cycle are reported as Scope 3.

Energy Source	Market-based method	Location-based Method
Electricity	For electricity consumption with Guarantees of Origins (GO), the Scope 2 emissions are calculated as zero. For electricity consumption without GO the emissions are calculated based on supplier-specific emission factors related to remaining sales after all renewable energy has been excluded. If this factor is not available, the emissions factor for the “Nordic Residual Mix” is used. The residual mix represents the share of electricity supply for which the energy source is not proven through Guarantees of Origin.	To calculate the location-based emissions, the average emission factor for each country is being used.
District heating	For district heating, supplier-specific emission factors are primarily used, and secondarily a country-specific average for hotels where supplier-specific factors are not available.	To calculate the location-based emissions, the average emission factor for each country is being used.
District Cooling	For district heating, supplier-specific emission factors are primarily used, and secondarily a country-specific average for hotels where supplier-specific factors are not available.	To calculate the location-based emissions, the average emission factor for each country is being used.

Strawberry

