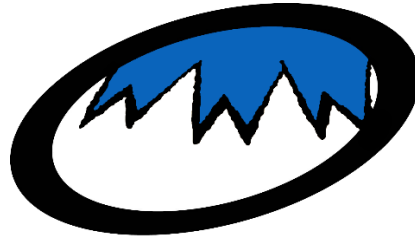


Go Wild Ltd. t/a adventure.ie

Sustainability Policy 2024

This document will be reviewed annually.



adventure.ie
#SustainableAdventure

1. Vision/mission/company ethos

It is our vision that adventurous activities, lifestyles, and products are sustainable into the future, leaving minimal or positive impact on the environment, society, and the economy. Our mission is to be at the forefront of driving change across industry.

We believe in Sustainability for the Environment: We strive to limit our product range to those from suppliers with proven track records in terms of ethics, the environment and quality. We aim to establish as mainstream, the rental economy in outdoor equipment and apparel. We strive to have the lowest possible impact on the beautiful locations we visit. We seek to invest in impactful projects for climate change through membership of reputable, certified partners.

We believe in Sustainability for the Economy: Working cooperatively with other small, local businesses both at home and in destination countries. Using suppliers whose own values reflect ours, doing their best to uphold the spirit contained within the 17 SDGs.

We believe in Sustainability for Society: Through education (our own and our teachings) on respect for the natural environment, personal responsibility, supporting local businesses and small providers, and through volunteer work. In this way, we are working towards the creation of Sustainable Adventure opportunities for all.

Our Goals:

As per our mission statement:

- Educate ourselves, current and future adventurers.
- Drive sales of courses, trips, rentals and environmentally sound equipment and apparel.
- Build and maintain strong relationships with our staff, our customers, and other local businesses.
- Invest in appropriate SDG related projects and our people, either with time or funding.

Go Wild Ltd. t/a adventure.ie is aware that its business activities impact upon the environment, and we are committed to alleviating those negative impacts.

2. UNWTO definition

At Go Wild Ltd. t/a adventure.ie, we believe that *sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, n.d.)*. We therefore aim to reduce our negative effects and increase our positive impacts.

3. Continuous improvement

Sustainability is a journey of continuous improvement, and we are aware that we still have a lot to learn and put in place. We already put sustainability at the core of our business decisions by considering what impact those decisions may have on the environment and communities in which we operate. We are also aware that by increasing our offering, this growth will increase our impact.

This policy is a working document which will be reviewed at least annually, updated as necessary where potential new efficiencies are available to us, and as we learn.

By end of Q2, 2022, we calculated our GHG emissions (scopes 1, 2 and part of scope 3) for our baseline measurement year (2019) and partnered with a reputable offsetting partner. (See section 6 below). Scope 3 emissions, the largest source of GHG, remain challenging to quantify as data from our suppliers is not freely available in many cases. Where possible, we favour suppliers who are transparent and doing their best also.

By end of Q2, 2023, we calculated our GHG emissions for 2022. For 2022, we additionally included air travel undertaken by our clients to reach our host destination. We recognise that, though flight travel itself is not supplied by us, it is used by our clients to get to our host destinations. As such, our emission offsets are larger than the previous year.

By end of Q2, 2024, we will complete 2023 calculations using the accounting facility provided with our South Pole account. These include food & beverage data separate to accommodation. We anticipate again that our offsets will be larger for 2023 as we roll-out offsetting to other areas of Adventure.ie Explore.

Current year (2024) measurements will see more accurate food data to our GHG emissions calculations, along with an increase in the provision of vegetarian meals on appropriate trips to reduce our footprint. We will continue to offset client flights ex. Dublin. Flights are the single biggest emitter and one we have limited control over if we want our business to grow.

We will continue to petition suppliers for a copy of their sustainability policies and access to CO2e data for items they supply us with, whilst acknowledging that life-cycle analysis data can often be misleading. We will provide clients and potential clients with an approximate carbon footprint per trip by end 2024. Slow travel advice will be offered on our website by end 2024.

4. Measuring and reducing negative impacts

4a. Energy consumption

To reduce our electricity usage, we:

- We aim to regularly (every 2 months) measure and review our consumption using electricity monitors on appliances. We do not have our own meter in our current premises, therefore we measure via socket monitoring & average consumption of energy saving lights.
- Use energy saving light bulbs (in place).
- Reduce office storage heating temperatures from April to October.
- Turn off (permanently) unnecessary storage heater in shared kitchen & hallway.
- Use only necessary appliances, replacing appliances at their end of life with higher energy efficiency appliances.
- Wear additional clothing, e.g. a hat, or do an active work task if feeling chilly before turning on heaters. Localise heating to work area.
- Shut down all appliances, computers, monitors, printers etc. completely. Appliances are shut down fully by staff and not left in standby mode.
- Switch off at socket/unplug all charging cables once rechargeable devices are fully charged. This includes but is not limited to: phones, laptops, headtorches, radios, power banks etc.
- Natural, open air-drying of washed tents and other kit.

- Operate a flexible work from home policy for admin work, where we strongly encourage that home energy is sourced renewably, and that employees commit to complying with this consumption policy. WFH also reduces commuting.

4b. Water consumption

To reduce our water consumption on our shared premises we:

- Discourage use of toilet by visitors by not mentioning it unless asked.
- Clients are invited to bring their own reusable, filled water bottle on activities and we will inform them prearrival where they can refill their bottles locally.
- Will discuss potential of water saving measures with the landlord/leaseholder.

4c. Waste production

We commit to continuing to *measure* our waste production in kg every 3 months and do the following to *reduce* consumption:

- Education of staff and clients regarding waste management & segregation.
- Education of staff with regard to personal use of single use plastic items.
- Avoid replacing single use plastic with other single use items by examining processes. Eg. Lunch wrap on trips had been replaced by paper bag, we now request that clients bring a lunchbox.
- On all outdoor activities and events, we adopt the Leave No Trace principles, and we apply them indoors also.
- Education regarding Leave No Trace principles in action (including human waste) and what this looks like in practice.
- Encourage use of reusable lunch containers among staff and clients and encourage composting of any food-waste.
- Encourage using reusable (hot and cold) drink containers among staff and clients.
- Zero use policy regarding the supply of single use plastic drinks bottles. We do not supply bottled water/drinks on our activities or events. By working with us on this goal, our clients have saved thousands of single-use plastic bottles. We aim to measure this going forward.
- In destination countries, we educate staff and clients of expectations and obligations regarding waste management. We encourage removal of packaging in country of purchase. We clean and segregate waste using composting and recycling facilities locally where suitable facilities are accessible. Where suitable facilities are not accessible onsite, we pack it out.
- Segregation of waste, (mainly packaging generated by the retail element of our business), into reusables, recyclables and non-recyclable waste. Some packaging is re-used. Recyclables generated in Ireland are taken to Avoca Recycling Centre, Wicklow and/or returned to supplier representatives if they are members of the European Outdoor Group's Single Use Plastic recycling initiative.

5. Ethical purchasing

At Go Wild Ltd t/a adventure.ie we are committed to:

- Purchasing only items essential for the successful provision of our services.
- Continue our zero-tolerance policy on the purchase of single use plastic products for business use.
- Unfortunately, apparel from all suppliers is currently wrapped in soft plastic bags for protection. We commit to continuing to liaise with manufacturers regarding the re-use, return, reduction and elimination of soft plastics currently used by them.
- Sourcing stock from manufacturers who produce their products responsibly is at the core of our retail values. Furthermore, within a manufacturer's range, we commit to choosing, as far as possible, only products which carry reputable ecolabels such as Fair Trade, Bluesign Standard fabric, Carbon Neutral etc. We recognise that our suppliers are at different stages

of their own sustainability journey, so where ecolabels do not yet apply, we commit to choosing only products in their range which contain a high percentage of upcycled and/or recycled materials.

- Working with local, county-based suppliers first, then Irish, then European, then globally in that order.
- Further information can be found in our purchasing policy.

6. Carbon offsetting

At Go Wild Ltd t/a adventure.ie we are committed to reducing our carbon footprint as much as possible and to offsetting the remainder with a trusted partner. We currently work with South Pole as recommended by the Sustainable Tourism Network, Ireland.

We began to offset our emissions in June 2022 for scopes 1, 2 & part of scope 3. As mentioned in [section 3, Continuous improvement](#) above, we expect our offsets to increase as a result of growth whilst we aim to decrease the carbon emissions of our premises and on a per trip basis.

We prioritise reducing our impact first by:

- Our commitment to implementing this policy in full.
- Our commitment to continuous improvement and refinement of measuring, monitoring, reduction and reporting within the context of a small, family business.
- Measuring and using the lowest form of GHG emitting travel where possible.
- Replacing vehicle with an electric vehicle at end of life.
- Using responsible courier/transport services who share our carbon reduction goals where choices are available to us.

South Pole were criticised in early 2023 for over-selling of forestry based carbon credits in the REDD+ Kariba Project as certified by Verra. You can read about it in this [Guardian article](#). South Pole released this [response](#). Although planting of native trees is an important biodiversity measure, due to the lack of permanence around tree-planting as a carbon removal/offsetting tool, we do not invest in tree-planting for offsetting purposes. The projects we invested in were not involved. Based on today's knowledge, we are currently satisfied that South Pole are being transparent and are committed to making this emerging market a more regulated place.

7. Responsible sustainability marketing

Just like you, we're human. We know we can't always get things right. We are learning as we go and striving to do our best. We are genuinely open to engagement with anyone who can offer substantiated guidance to us on this journey. If you know of a better way, please share that information with us. We commit to honestly communicating on our website and through our marketing where we are on our journey, the improvements we have made and what we are currently working on.

8. Social responsibility

We support the local communities we work in by:

- Volunteering with local charitable organisations. E.g. [Glen of Imaal Mountain Rescue Team](#).
- Contributing financially and/or with product to local events, clubs or individuals. Examples from 2023/2024: Wicklow Educate Together football team jerseys, Lap of the Gap 2023, B.I.G. North Pole Science Expeditioner - Edel Kiernan.
- Supporting guide education in the Atlas Mountains in consultation with head guide.
- Supporting Greenlandic sustainable development of the Arctic Circle Trail.
- Encouraging our clients to buy food and refreshments local to their booked activity with us.

- Encouraging our clients to stay overnight local to their booked activity with us, where appropriate.
- Advising our clients on public transport options open to them.
- Advising our clients on car-pooling options & where to park vehicles responsibly.
- Advising our clients on responsible, sustainable behaviours appropriate to their activity or trip with us.

9. Supporting Biodiversity

We support and conserve biodiversity by:

- Membership of the [European Outdoor Conservation Association](#).
- Continued support of the All-Ireland-Pollinator Plan 2021 – 2025 in our garden and encouraging others to do the same.
- Following guidelines issued by conservation officers and rangers with NPWS, Mountaineering Ireland and Leave No Trace Ireland.
- Continued professional development of our team.

Signed by:



29/04/2024



29/04/2024

General Manager

Date

Head of Sustainability

Date