



FairAway

ACTION PLAN FOR A LIVABLE PLANET **2023**

JUNE 2023

OUR PLAN FOR A LIVABLE PLANET



"More than just a holiday!"

FairAway's Mission

.. is to drive sustainable development through travel experiences that mean more than just a holiday. We strive to limit the environmental damage of our travels as much as possible and to make the greatest possible positive contribution to nature, animals & the local people.

Following the Climate Summit in Glasgow in 2021, FairAway signed the **Glasgow Declaration on Climate Action in Tourism**:

We declare our shared commitment to unite all stakeholders in transforming tourism to deliver effective climate action. We support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050. We will consistently align our actions with the latest scientific recommendations, so as to ensure our approach remains consistent with a rise of no more than 1.5°C above pre-industrial levels by 2100.

Our Commitment

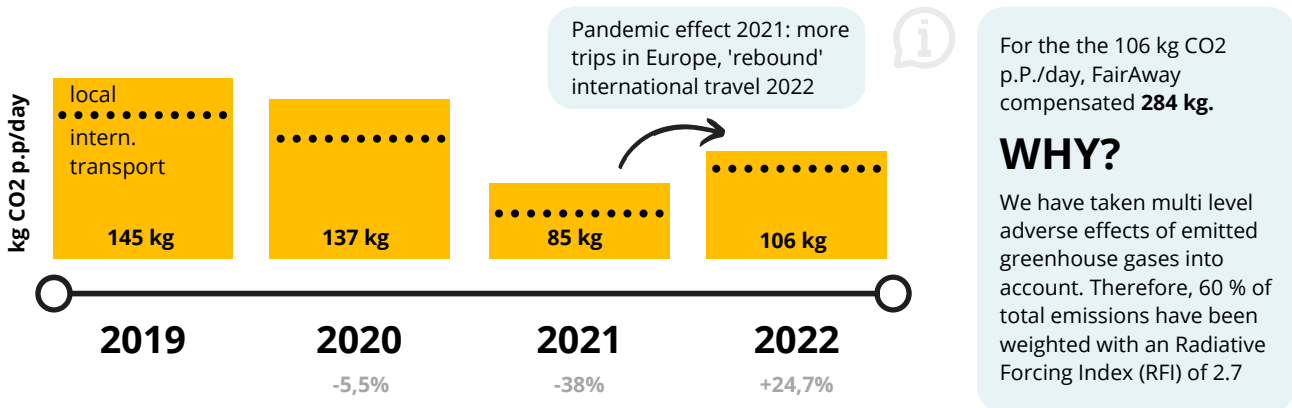
- We report at least once a year on the progress and results of our actions in the climate plan.
- The climate plan is geared to the following chain of actions: **measuring, reducing, regenerating, collaborating** and **financing** . This is how we ensure that climate actions are consistent across the industry.
- We revise and set goals to reach the targets at least once every year.
- We share information publicly, transparently show our approach and actions & invite others to collaborate or share feedback.



MEASURE

Since we launched in 2016 we have been measuring and offsetting 100% of all CO2 emissions, **including** those of our clients' independently booked international flights, which account for up to 90% of emissions on our trips.

Being a mostly digital business, scope 1 & 2 emissions only play an underlying role. The focus of our measurement is on scope 3 emissions mainly caused by carrying out tours as well the international transportation to the destination. There is currently no standard framework for measuring local emissions of (FIT) tours per destination. We use a framework developed by South Pole Group for local emissions and will create our own using Carmacal 2.0 by Traveilfe.



STATUS QUO

- Offset **100% of CO2**-emissions, 60% of which are compensated at an **RFI of 2,7**
- Calculation using South Pole and ANVR standards
- Development of KPIs to measure local impact of our trips on top of emissions
- Average trip duration: 16 days
- Add destinations within Europe: reachable by train

GOAL 2023

- Create new matrix to measure emissions of land arrangements
- Reduce emissions per person and day by at least 5%
- Implement impact measurement framework ([FairReisenSkala](#))
- Offsetting through atmosfair (Gold Standard & VCS certified, corresponding adjustments verified)

REDUCE

Offsetting is not the solution! Systemic change is necessary involving governments, business and individuals alike. We recognise that air travel is the most environmentally harmful component of our tours, and unquestionably the largest share of the total environmental footprint of our business activity.

STATUS QUO

FairAway

- Average annual reduction of CO2 emissions between 2019-2022: **-6,26%**
- Non-flight share makes no more than **9,6%** of total CO2 emissions
- Introduction of impact score "FairReisenSkala": guide & nudge travelers towards sustainable choices
- Develop a Carbon Management Strategy within the SUSTOUR programme.
- All business trips within Europe are taken on trains. Trips outside Europe are extended with annual leave to no less than 14 days and once per year.
- HomeOffice is encouraged, financial contribution to public transport offered for the commute to work

- Shared office at a sustainable CoWorking Space with minimal resources needed.
- Offer only vegetarian/vegan food options at business events
- Adding destinations within Europe & focus on promoting train travel
- Incentive: cover 50% of the train transfer to the airport

Customers

- Across several touchpoints: encouragement to travel longer and less often.
- Average duration of **17 days** in holiday destination out of Europe (+1 compared to 2022)
- Directive for local agencies: choose ground transport over domestic flights
- Predominantly stay at small-scale accommodation or eco-friendly lodges

GOAL 2023

- The average duration of tours outside Europe will be increased to 18 days.
- Slow travel & longer stays are encouraged.
- Full integration of impact measurement (incl. automated calculation & customer communication).
- Reduce number of domestic flights by 10%.
- Integrate sustainable nudges from the FairReisenSkala framework into the booking procedure.
- Foster incentives to encourage travellers to use a train or the public transport to the airport.
- We will add only European destinations & promoting more train travel.

SUSTAINABLE INVESTMENTS

Climate change has a particularly large impact on countries in the Global South. Despite the socio-economic benefits we strive to support in those countries, we must account for the ecological costs the privilege of travelling carries.

Compensation project:



[Vietstar Municipal Solid Waste Treatment Facility](#)

UNFCCC project details:



[Project 5556 : Avoided methane emission through aerobic composting](#)

STATUS QUO

- Offsetting of 100% of scope 1, 2 & 3 CO2-emissions through Gold Standard projects with South Pole Group.
- Implementation of Impact Measurement framework '[FairReisenSkala](#)' across all platforms

GOAL 2023

- Increase offsetting standard through cooperation with German benchmark atmosfair.
- Improve dialogue with local partners to identify and support regional initiatives.
- Include customers in raising further funds on a voluntary basis
- Collaborate & explore opportunities to utilise Sustainable Aviation Fuel (SAF)

ADVOCATE FOR CHANGE

Urgent collaborative action is needed! If small and big businesses work together more closely we can make change happen. We're happy to collaborate and being transparent about our actions & findings for a greener and fairer tourism industry.

STATUS QUO

- Sharing best practice strategies within pledges to the EU parliament.
- Local partners are integrated in the strategy via regular stakeholder dialogue (individual & monthly peer-to-peer sessions).
- Engagement in industry wide exchange program 'Nationale Plattform Zukunft des Tourismus'.
- Support of climate initiatives through our social media channels.
- Collect resources and share best practices with partners via internal online-platform.
- Active membership: forum anders reisen (federation for sustainable tour operators).

GOAL 2023

- Foster ongoing EU-wide dialogue with players from the touristic supply chain through voluntary pledges.
- Strengthen partnerships with local agencies to improve destination-specific solutions.
- Spread the word amongst our networks in Germany.
- Conduct further research and publish more content about climate action.
- Collaborate on & apply blueprints.
- Continue lobbying for sustainable travel within national exchange program 'Nationale Zukunft des Tourismus'.