



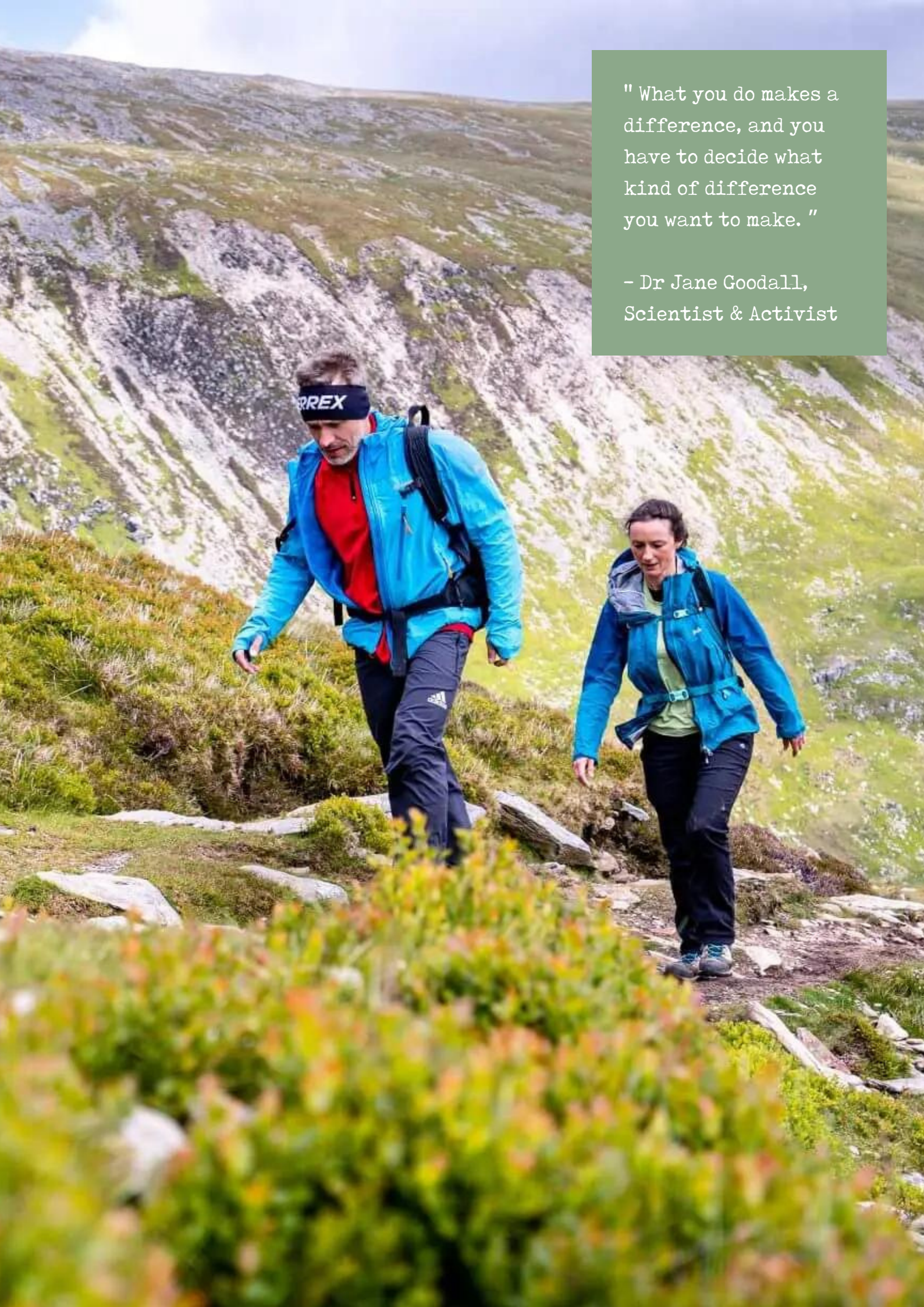
# CARBON IMPACT REPORT

FY 2020/21



"What you do makes a difference, and you have to decide what kind of difference you want to make."

- Dr Jane Goodall,  
Scientist & Activist







## WE'RE TAKING CLIMATE ACTION

When I co-founded Adventure Tours UK in 2018, it was to shine a spotlight on the UK's wild spaces that I love so much. But how could we encourage global travel for the benefits it brings to people and planet, without harming either? Responsible travel has been in our heart from the beginning and our decarbonisation journey is core to this.

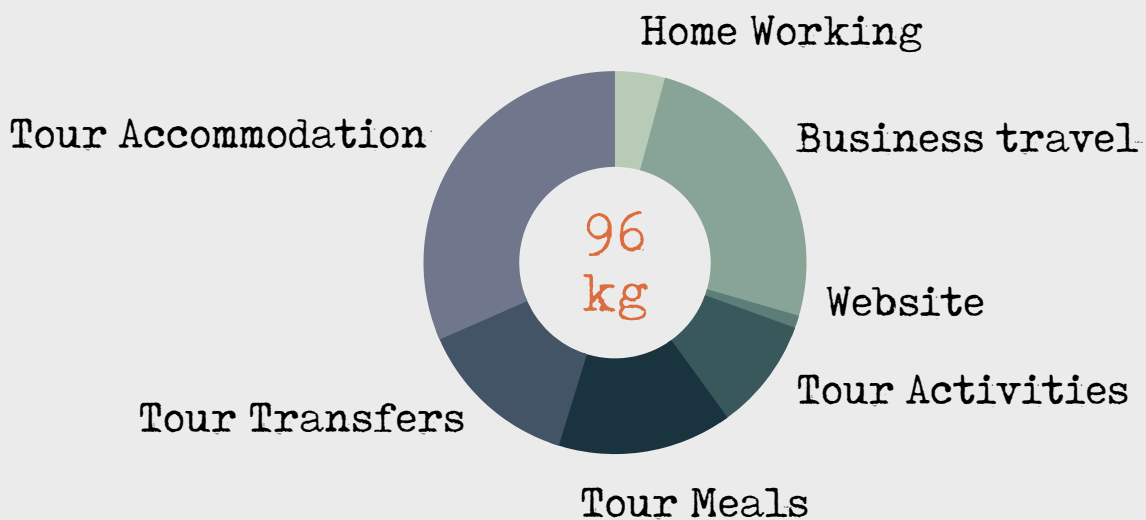
We carefully consider every element to deliver authentic adventures that don't cost the Earth.

- Claire Copeman, co-founder

# WE'VE MEASURED OUR CARBON FOOTPRINT

We worked with carbon consultancy ecollective to calculate our carbon emissions from 2019 to now. We measured the footprint of everything in our business and divided it by the number of guests to create the **average carbon footprint per guest:**

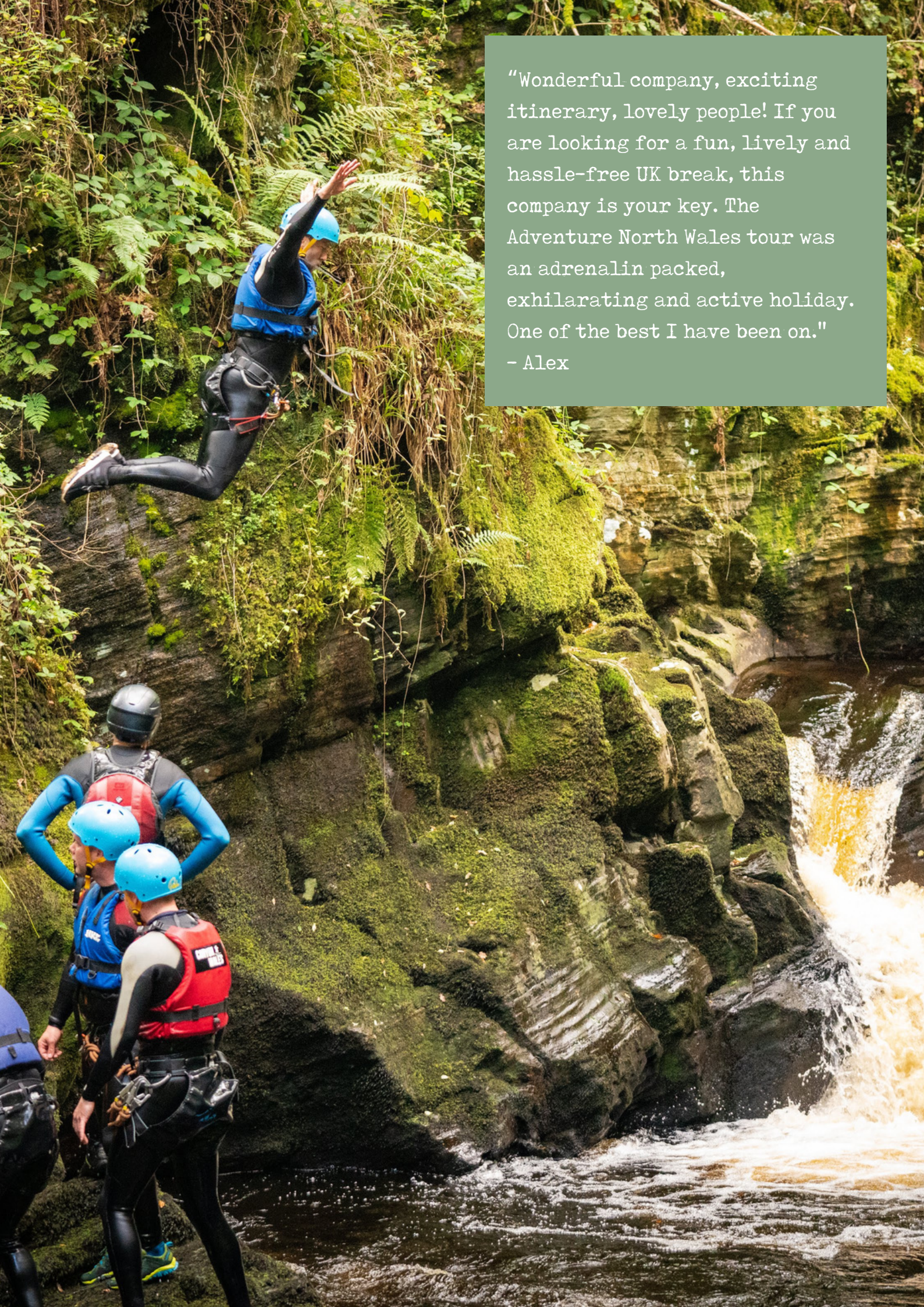
**FY 2020/21:**



Our vision is for a world where everyone can travel with a smaller and smaller carbon footprint each year. So as our business grows, we'll make sure our average footprint per guest decreases. In FY 2019/20 it was 72kg - this was abnormally low due to travel restrictions during the Covid lockdowns.

**Our target for FY 2021/22 is 92 kg CO2e per guest.**



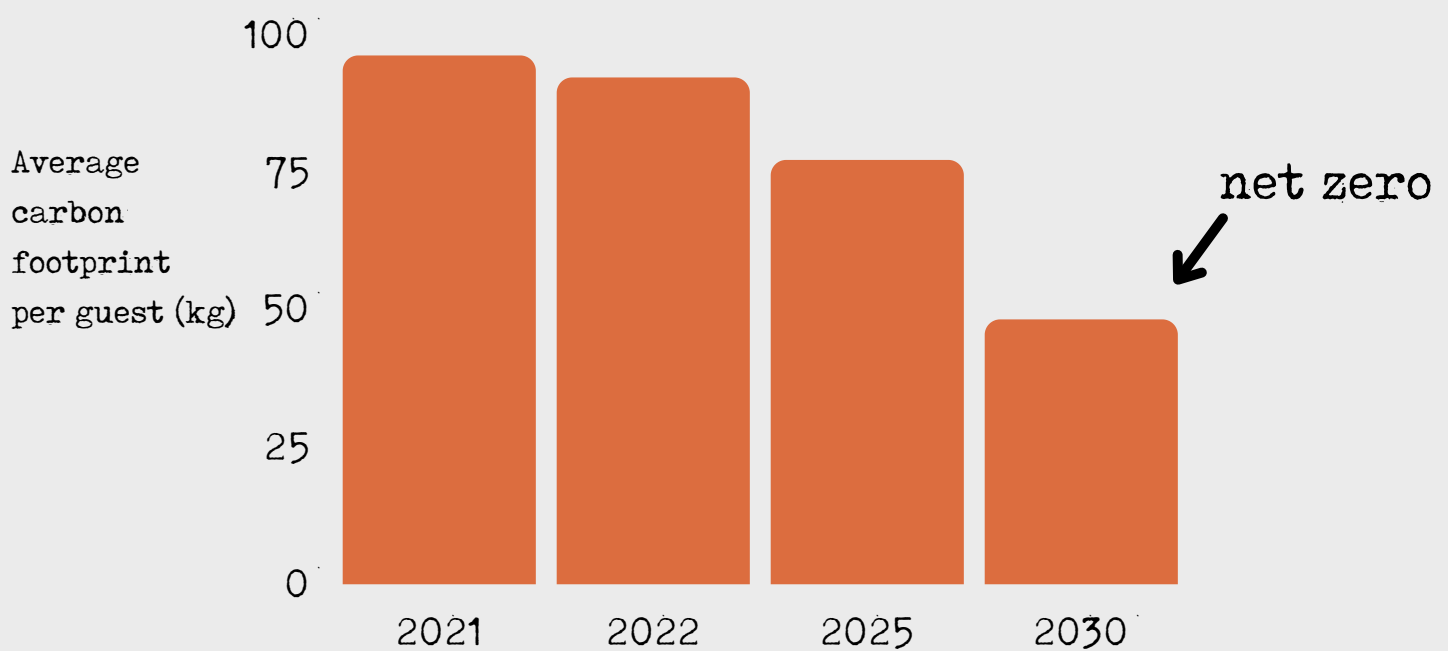


"Wonderful company, exciting itinerary, lovely people! If you are looking for a fun, lively and hassle-free UK break, this company is your key. The Adventure North Wales tour was an adrenalin packed, exhilarating and active holiday. One of the best I have been on."  
- Alex



# WE'RE REDUCING OUR IMPACT

We're working hard to reduce our carbon emissions each year to reach net zero by 2030.



## WE'RE GOING TO DO THIS BY



Working with our local partners to join us on a decarbonisation journey



Maintaining zero Scope 1 & 2 emissions & reducing Scope 3 emissions by >50% by 2030



Making it easier for customers to make better carbon choices





WE AIM TO REDUCE  
EMISSIONS BY  
**>5%**  
EACH YEAR

# WE'VE CREATED SUSTAINABLE HOLIDAYS

Our adventures are sustainable by nature. Every part of each trip is designed to have minimal impact on the planet, from the food you eat on your trip, to the lights we use in our office.



We never knowingly use single-use plastics on our trips. Everyone is given an aluminium bottle on arrival, to use throughout the trip and beyond. Our packed lunches use paper bags and other recyclable and reusable wrap.



We work with local, independently-owned businesses to ensure we support the rural communities we work in. We've made a commitment to ensuring at least 80% of the cost of each trip remains within the destination.



We use sustainable practices in our HQ. As a remote-working team, our home offices are totally paperless - there isn't a printer in sight. We're constantly finding new ways to reduce the impact of our operations, as well as our trips.



Our accommodation and catering partners are local people who use local produce, organically produced wherever possible. Many of our meals are vegetarian, and vegan options are always available.







# A CASE STUDY: WILD WELLNESS RETREAT

This 4-day rural escape immerses guests in the peaceful natural environment around Corwen, North Wales.

Almost all activities take place on site and most ingredients for meals are foraged or sourced from the farm shop only 3 miles away.

A LOW-IMPACT HOLIDAY BY DESIGN, IT INCLUDES:

<b>14.9KG</b>	+	<b>0.6KG</b>	+	<b>5.3KG</b>
8 locally-sourced meals, mostly plant-based		3 nights in beautiful off-grid bell tents		Minibus transfer to a local waterway to SUP

**= 22KG**  
PER PERSON



(That's 4% of the footprint of the same time in a Maldives hotel!)

THIS TRIP ALSO INCLUDES CARBON-FREE ACTIVITIES:

- Daily yoga classes - 0kg
- Stand up paddle boarding - 0kg
- Foraging experience - 0kg
- Stargazing under the dark Welsh skies - 0kg







# WE'RE GROWING A WOODLAND

Our priority is to reduce our carbon emissions. Once we've done what we can to reduce them, we plant trees to balance the emissions we can't avoid.

## CREATING LOCAL WOODLAND

It's easy to buy cheap offsets that plant trees abroad, but for us, that just didn't feel right. Founding a local project that supports our local community and biodiversity was really important to us.

We work with the Clwydian Range & Dee Valley AONB to ensure that we create a biodiverse habitat, not just a monoculture of trees. This not only absorbs carbon, but also enriches the local natural environment.

## NATURE NET POSITIVE

In November 2021, we planted 185 trees - a mixture of Birch, Oak, Wild Cherry and Crab Apple, along with a few Hawthorn and Holly for shrub cover. Over their lifetime they will sequester around 46,000kg of CO<sub>2</sub>e - this will mitigate our carbon footprint for the last two years (12,000kg of CO<sub>2</sub>e), more than three times over.

Each year we plant a tree for every guest who travels with us - this covers the emissions of their trip (+ some extra), along with enough trees to more than cover our operations.

This means we have a net positive impact on the planet and are supporting local wildlife at the same time.



TREES PLANTED  
SO FAR WILL COVER  
OUR CARBON

3.8

TIMES OVER



# WHY WE'RE NOT CARBON NEUTRAL

We're in a climate crisis and not taking action isn't an option. That's why the IPCC said we must reach net zero, and why we must all reduce our emissions as much as we can.

## A SUSTAINABLE SOLUTION

We're committed to reaching net zero carbon emissions by 2030. We're not trying to be carbon neutral. That's because to be carbon neutral certified you don't have to reduce your emissions, you just have to offset them. This is not a future-proof solution. There simply aren't enough carbon offsets to cover current global emissions.

## MAKING TRAVEL BETTER FOR EVERYONE

Carbon reduction is integral to everything we do at Adventure Tours UK. We've carbon labelled every single one of our small group tours so that our guests can make informed decisions about their holiday choices.

We're creating adventures that have a low carbon footprint by design so that adventuring with us has a positive impact on the planet.



A photograph of a dense forest with tall, slender trees. Sunlight filters through the canopy, creating a dappled light effect on the forest floor. The ground is covered in fallen leaves and low-lying vegetation.

WE AIM TO  
REACH NET  
**ZERO**  
BY 2030



# THANK YOU

Thoughts, questions, comments?

We love talking about our carbon reduction work and would be happy to share more details.

You can reach us at  
[hello@adventuretoursuk.com](mailto:hello@adventuretoursuk.com)

We look forward to hearing from you.

ecollective



This pdf had a carbon footprint of 0.6kg CO<sub>2</sub>e to create.