

# 2023 Annual Sustainability Report



TerraNova  
Scandinavia

Haman  
Scandinavia



Authentic  
Scandinavia



Authentic  
Europe

# RESPONSIBLE TRAVEL CREATED BY LOCALS



## OVER 50 YEARS OF EXPERIENCE

Haman Group (est. 1964) offers a wide range of services for travel agencies, groups, and independent travelers. From personalised itineraries and specially curated tours to guaranteed departures, we have over 50 years of experience in creating unforgettable trips to Scandinavia and Europe.

The following five companies are part of Haman Group: Haman Scandinavia, Cities+Tours, Terra Nova Scandinavia, Authentic Scandinavia, and Authentic Europe. Our colleagues are spread across four different offices. Our main offices are situated in Oslo and in Stockholm, and we also operate field offices in Tromsø and Cologne.

In 2020, Haman Group have started working towards a Travelife for Tour Operators & Travel Agents Certificate in Sustainable Tourism. In June 2022, we were awarded Travelife Partner Status, an important step on our journey to sustainability. In June 2024, we hope to receive our Travelife Certified Status.

We aspire to be Scandinavia's most reliable, innovate, and responsible travel provider.

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# TRENDS IN TRAVEL, TOURISM & SUSTAINABILITY

The regulatory landscape for sustainability is rapidly changing, with new frameworks such as the EU taxonomy and Corporate Sustainability Reporting Directive establishing European standards. These initiatives aim to enhance transparency and comparability in sustainability practices by mandating detailed disclosure of sustainability information by companies.

In addition to regulatory developments, the scope of sustainability is broadening. Biodiversity and circularity are gaining prominence as companies acknowledge the risks associated with biodiversity loss and linear business models. Stakeholders, particularly younger generations, are increasingly aware of sustainability challenges and their implications. This growing consciousness emphasizes the need for clear and authentic communication regarding sustainability endeavors.

A Euromonitor International Lifestyles Survey (2023) reveals that 63% of global consumers are interested in sustainable travel features, with over 90% willing to pay more for such options. These features include arts and heritage, immersion in local culture, nature and outdoor activities, sports and adventure activities, volunteer opportunities, eco-tourism, sustainable travel choices, quality dining experiences at destinations, and accessibility by car or train instead of flying.

Consumers are making more conscious travel decisions, driven by a better understanding of the environmental, social, and economic impacts of travel. They are actively seeking eco-friendly accommodations, ethical animal interactions, and carbon offset programs. Opting for off-peak travel seasons and less crowded destinations are ways in which tourists are embracing sustainability.

In addition to convenience, travelers are increasingly seeking authentic experiences. There is a growing interest in connecting with local communities and immersing oneself in their traditions. This trend supports the sharing economy, with vacation rentals experiencing a surge in popularity.



# CHAPTER 1: INTERNAL MANAGEMENT

# TIMETABLE



# STRATEGY

**Our ambition is to make sustainability a part of everything we do and integrate it in all our business practices and activities. We work towards 100% sustainable tourism purchasing and resource use reduction. We will continuously measure and strive to improve our performance. We want to be an active voice for increased knowledge on environmental issues and take part in discussions that related to our business and the tourism industry.**

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## OUR ENVIRONMENTAL WORK

In our environmental work we address the principle *Planet*.

In our operations, we strive select and create travel experiences that don't negatively impact the ecosystem and support conscious travel.

We have ensured our offices are well equipped to enable recycling. We have well-equipped kitchens and a strong commitment to reducing single-use items, paper and electricity usage.

We have a strong commitment to environmental projects by annually offsetting carbon emissions from our business travel through South Pole. In addition we annually donate to The Swedish Society for Nature Conservation (SSNC) as well as support the Viking Museum Nordfjordeid.

## OUR SOCIAL WORK

In our environmental work we address the principles *People and Profit*.

We strive to be a safe, inclusive, and motivating workplace where our people will thrive and grow.

We have a strong focus on wellbeing and ensure all employees have good equipment, above average living wage, hybrid working, and flexible working hours, possibility to work from another location, and wellness contribution, with a possibility to choose between a bi-weekly massage or a training contribution.

We conducts our business in a way that creates employment, generates innovation, pays taxes, creates wealth and supports local travel enterprises by developing a stable year-around revenue stream.

# THREE P PRINCIPLE

With a conscientious and sustainable focus, we aspire to be Scandinavia's most reliable and innovative travel provider. We will achieve this by simultaneously working on the three P principle.

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Ensure that our operations benefit the company's employees as well as the community in which it conducts business.

Create employment, generate innovation, pay taxes, create wealth and support local travel enterprises by developing a stable year-around revenue stream.

 **PEOPLE**



 **PLANET**

 **PROFIT**

Create employment, generate innovation, pay taxes, create wealth and support local travel enterprises by developing a stable year-around revenue stream.

# HAMAN GROUP AND THE GLOBAL GOALS

The Sustainable Development Goals have been formulated by the United Nations as a roadmap to achieve a better future for all by 2030. Although all goals are by their nature important and relevant, we here present the ones that Haman Group can directly contribute to, through our business. We adapt our sustainability goals based on what the business looks like the destination we operate in. In operationalising the global goals and relevant sub-goals we are currently reviewing our group sustainability goals and targets, to ensure that all relevant aspects are covered.

## SUSTAINABLE DEVELOPMENT GOALS



# HAMAN GROUP AND THE GLOBAL GOALS

## 3 GOOD HEALTH AND WELL-BEING



With *Wellbeing* being one of our value words, we focus on the good health and wellbeing of our employees, our immediate environment, and the destinations we operate in.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Promote sustainable consumption and production patterns by backing suppliers who are deeply committed to sustainability and eco-friendly consumption practices.

## 8 DECENT WORK AND ECONOMIC GROWTH



We conduct business in a manner that fosters job creation, sparks innovation, contributes to tax revenue, generates wealth, and supports local businesses

## 13 CLIMATE ACTION



We offset our business travel annually, purchase 100% renewable energy for the offices, and yearly donate to support conservation practices.

## 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



We advocate for inclusive and sustainable industrialization, and we endorse sustainable innovations for the locations where we operate.

## 15 LIFE ON LAND



Promoting a sustainable use of our ecosystems and preserving biodiversity through our choice of suppliers. We annually donate to Naturskyddsöreningen.

## 11 SUSTAINABLE CITIES AND COMMUNITIES



Advocate for new, intelligent urban planning that creates safe, affordable and resilient cities with green and culturally inspiring living conditions.

## 17 PARTNERSHIPS FOR THE GOALS



To build a better world, we need to be supportive, empathetic, passionate, and above all, cooperative. We therefore prioritize clients and suppliers who hold the same values as ours.



# **CHAPTER 2: SUPPLIERS**



# USE OF SUSTAINABLE SUPPLIERS

In 2022 we committed to integrating sustainability not only in our internal management but also in our operations. Through ongoing communication with our suppliers, we have established a systematic approach to categorize them into four distinct categories: *Certified*, *Certification in progress*, *Own environmental policy*, and *No engagement*. The Purchasing Department has integrated this categorization into their annual contracting routine. They are periodically updating the company database Tourplan with the relevant category, allowing us to prioritize suppliers who share our sustainability values.



APPROXIMATELY 80% OF OUR SUPPLIERS ARE ENGAGED IN SUSTAINABILITY.



SO FAR, 50% OF OUR SUPPLIERS HAVE RECEIVED OUR EXPECTATIONS REGARDING A SUPPLIER'S SUSTAINABILITY ENGAGEMENT [APPENDIX 2]



ALL OUR TOURLEADERS HAVE PASSED THE TRAVELIFE GUIDE AND SUSTAINABILITY TRAINING



THE SUSTAINABILITY CATEGORIZATION HELPS CHOOSE THE MOST SUSTAINABLE SUPPLIER FOR TOURS, LEADING TO FULLY SUSTAINABLE TOURS MARKED WITH A SPECIAL LOGO ON WEBSITES



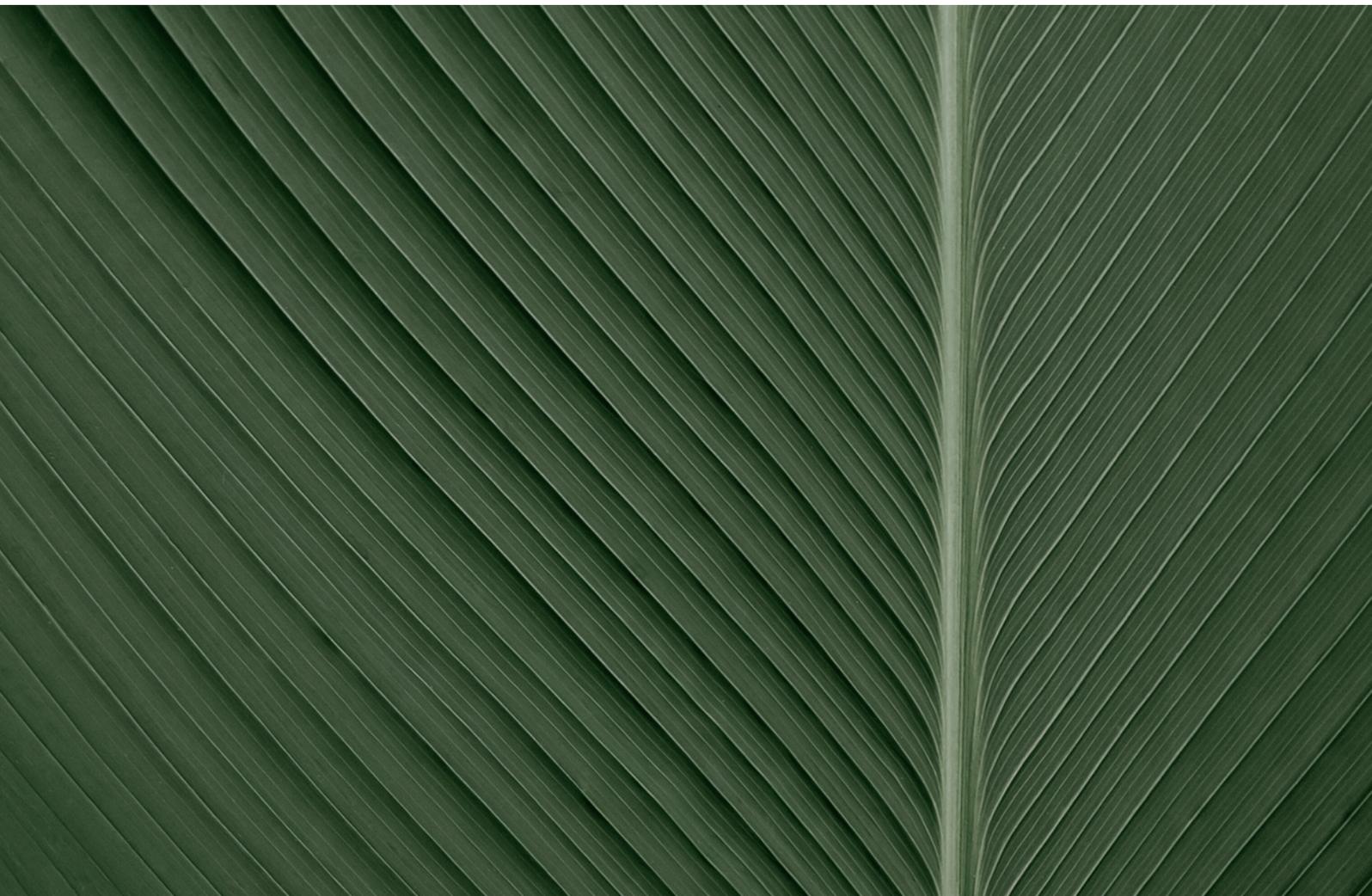
WE HAVE CREATED A LIST OF SENSITIVE EXCURSION TO ENSURE WE FOLLOW ALL NATIONAL AND INTERNATIONAL GUIDELINES WHEN USING THEM



OUR ONGOING DIALOGUE WITH TOURPLAN INVOLVES CREATING REPORTS TO MONITOR PROGRESS IN OUR SUSTAINABILITY JOURNEY, PROMOTING ACCOUNTABILITY AND TRANSPARENCY.



# CHAPTER 3: CLIENTS



# SUSTAINABILITY WORK WITH OUR CLIENTS

In our client interactions, our focus is on delivering information, expert advice, and guidance. With a unique view from the perspectives of both buyers and sellers, we have the knowledge to create outstanding itineraries while emphasizing environmental sustainability. Our suggestions frequently involve proposing alternative routes, promoting off-peak seasons, and suggesting quieter paths. We have extensive knowledge about the places we recommend and are committed to maintaining high standards of quality and responsibility.

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ATTENDED ROADSHOWS IN USA, CANADA, AND AUSTRALIA. WE HAVE ONE MORE COMING IN THE UK.



ATTENDED WORKSHOPS AND FAIRS, SUCH AS ITB, ITW, SWEDISH WORKSHOP, AND RDA FAIR.



REGULAR COMMUNICATION WITH CLIENTS ON OUR ONLINE CHANNELS



IN 2024, WE WILL IMPLEMENT A CENTRALIZED AFTER-TOUR SATISFACTORY SURVEY, WHERE WE WILL ALSO ADDRESS MATTERS OF SUSTAINABILITY AND RESPONSIBLE TRAVEL



PUBLISH NEW BROCHURE TOURS ANNUALLY TO INSPIRE FRESH TRAVEL ROUTES AND ADVOCATE FOR RESPONSIBLE TRAVEL.



# **KEY ACHIEVEMENTS**





As part of our Travelife commitment all Haman Group employees have passed the Travelife Basic Sustainability training.



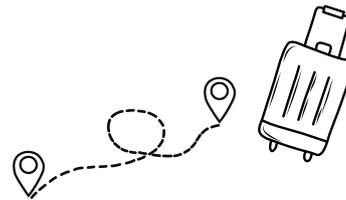
We donate SEK 10,000 annually to the Swedish Society for Nature Conservation/ Naturskyddsöreningen



As the Haman Group celebrates its 60th anniversary, Haman Scandinavia FIT have made a significant commitment towards sustainability. In honour of this milestone, for every booking we receive for our Nordic Signature Collection, we will donate 60 Norwegian kroner to a carefully selected sustainable initiative from the charity South Pole. Our collective aim is to raise a total of 60,000 Norwegian kroner by the end of 2024.



We offset all our carbon emission from business related travel annually through a carefully selected initiative from SouthPole.



In 2023, employees participated in more than 40 FAM trips and numerous site inspections to enhance product quality and expand their knowledge.



in 2023, we have reduced our paper consumption by over 60%.



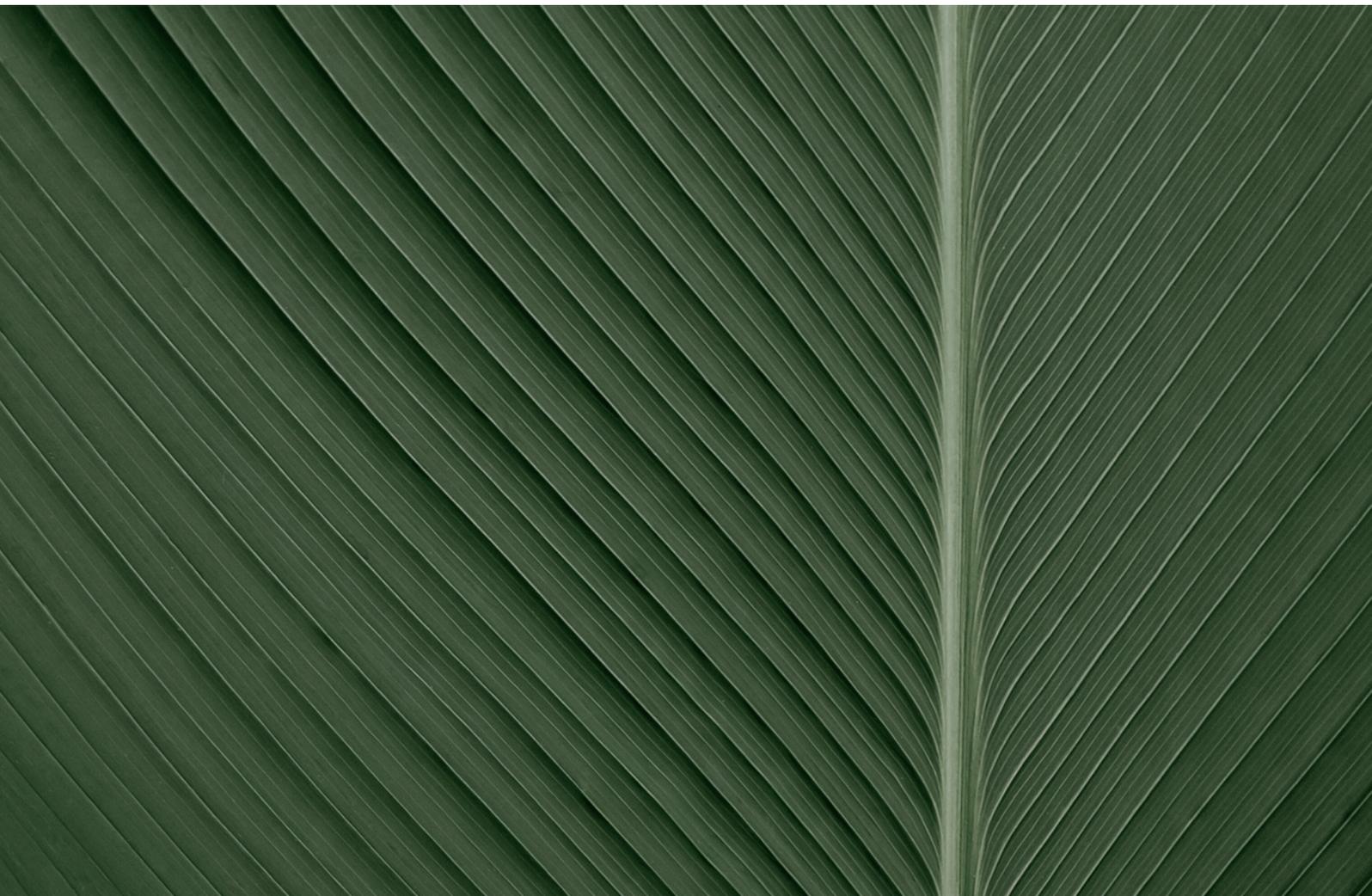
We have colleagues from over twenty different nationalities, each bringing their own cultural and linguistic diversity to the company.



In 2024, Haman Group will celebrate 60 years of excellency in responsible travel arrangements.



# APPENDICES



# APPENDIX 1:

# SUSTAINABILITY POLICY HAMAN GROUP



**This Policy establishes the framework for identifying, monitoring, and improving aspects of a company's environmental and social performance. It gives details as to what the company intends to achieve over a medium period (e.g. 5 years), and has both an internal and external function:**

## **1. Internally**

It shows the company's commitment to sustainability, promotes goals to all employees, and describes their individual role in the development and implementation of sustainability. As a result, sustainability becomes a basic and intrinsic part of the company. The Policy should express unity of purpose by integrating all of the company's efforts towards sustainability into a single document.

### 1.1 Social Policy & Human Rights

- All employees can be member of a union.
- All employees can leave their employment through their own choice without penalty and according to the conditions mentioned in their contract and the local rules.
- The living wage of all employees must be equal to or above the legal minimum.
- Overtime hours should be determined and compensated based on agreement.
- All employees have the right to fixed paid annual holidays and sick leave.
- Health and safety supervisor should be assigned, and First aid sets are available in the office. Staff should be regularly trained on first aid procedures.
- Discrimination with regards to recruitment, conditions of employment, access to training and senior positions, advancement in terms of residency, gender, race, age, disability, ethnicity, religion/beliefs, sexual orientation is not allowed.
- The company obeys national rules concerning Minimum Age for Admission to Employment.
- The company offers different opportunities to develop knowledge of the products/destinations and reinforce the relations with suppliers to all employees equally.
- All employees must read and comply to the rules set out in the sustainability policy.

### 1.2 Environment and Community Relations

- All employees should focus on reducing the use of disposable and consumable goods (i.e. printing paper for our itineraries)
- In an average year pre-corona, we used 400 000 sheets of paper which equates to an average of 18 sheets of paper per day per employee. This is something that we will absolutely reduce. Our goal was to reduce paper consumption by a minimum of 50% within the end of 2022. Upon recent measurements we achieved this goal with over 65% reduction on our paper consumption.
- If printing is required, this must be double sided printing and printing machines should be on paper saving mode.

- All promotional materials, if needed, should be printed on environmentally friendly paper (recycled, FSC etc.).
- All brochures should be, as a priority, produced digitally
- The company aims to use ecofriendly and local produce such as seasonal fruits whenever possible.
- The company aims to buy only sustainable coffee and tea and encourage their employees to buy sustainable coffee and tea related products.
- All employees must contribute consciously to reduce their energy consumption. This can be done by example of switching off lights and electronic equipment when not in use. To keep windows and doors closed when heating/cooling system is on.
- All PC's and other electronic equipment should be set in power saver mode.
- During long sunny days in Oslo and Stockholm (April to October) all the lights must be switched off as much as possible to save energy.
- The company will purchase sustainable energy and low energy equipment whenever possible (i.e LEDs, individual lights instead of all office lights, fridge dishwasher etc.)
- Our company aims to reduce the water consumption and waste by installing water saving equipment such as in the toilets, taps, collected rainwater, or using eco-friendly program on electronic devices.
- All employees should follow the recycling rules that apply in the offices and follow the local waste legislation.
- Plastic bottles are not allowed in the office.
- All employees should be encouraged to reduce waste by using re-usable drinking bottles, re-usable coffee cups, double-sided printing if required and avoid paper towels.
- All employees should focus on re-use, recycle and reduce.
- Bulk purchasing should be mandatory whenever possible.
- All employees should recycle or properly dispose of batteries and substitute batteries by rechargeable solutions if possible.
- All employees should use sustainable modes of transport to travel from and to the offices. - Staff related business travel should be done by using the most sustainable modes of transport (public transport/bike) whenever possible. If not possible, appropriate compensation methods are implemented.
- Each employee must calculate and report their CO2 emissions after every business trip ([https://market.southpole.com/?utm\\_source=sp-website&utm\\_medium=referral&utm\\_campaign=compensate](https://market.southpole.com/?utm_source=sp-website&utm_medium=referral&utm_campaign=compensate))
- Each trip will be compensated at the end of the year.
- The company should give clear preference to rail travel for distances up to 500 km, if reasonable (staff related business trips)
- All employees should substitute on-spot meetings and sales calls with online meetings, webinars, online-workshops if possible.

## 2. Externally

It shows commitment to sustainability to customers, suppliers and tourism stakeholders and how the company intends to control the impacts of its products and services. It gives details how this will contribute to the company becoming a more sustainable tour operator.

### 2.1 Suppliers (e.g. Transport, Accommodations, Excursions and Guides)

- All travelers are encouraged to use sustainable modes of transport for transfers and excursions in the destination if not booked through the company.
- The company aims to give preference to sustainable alternatives in selecting transport options for transfers and excursions in the destination (i.e. electric cars, no private transfers if possible).
- The company should highlight and focus more on creating and selling sustainable packages/products (including transportation, accommodation and activities) for individual travelers.
- The company should encourage its partners to develop and implement a long-term strategy to improve sustainability. Our sustainability policy should be included in all contracts.
- We aim to give preference to eco-certified, locally owned and managed accommodation.
- We aim to give preference to eco-friendly activity and certified suppliers and to regularly evaluate their sustainable practices (minimum annually)
- We aim to only work with suppliers who treat wildlife properly and in compliance with local, national and international law.
- Visits to sensitive cultural/ecological sites should always be done with skilled and certified guides, and in respect to their cultural environment.
- The company should focus on promoting and selling activities that involve and support the local community, local environment and biodiversity.

## 2.2 Cooperation with Destinations

- Existing and new destination are informed about Haman Group sustainability engagement and expectations.
- Sustainability aspects in destinations are always considered in the selection process of new destinations.

## 2.3 Customer Relations

- All customers are informed about Haman Groups' sustainability engagement/ expectations and we should always promote more responsible choices.
- The company treats all personal data in accordance with the General Data Protection Regulation (GDPR)
- The company ensures that product- and price information, promotion material and marketing communication is transparent, accurate and trustworthy.
- As local representatives, we do have a 24-hours emergency phone and are reachable 24/7 in case of emergency.
- All complaints should be treated according to our internal guidelines.



# APPENDIX 2

# EXPECTATIONS ABOUT SUPPLIERS' SUSTAINABILITY ENGAGEMENT

HamanGroup

At Haman group we consider sustainability to be an essential part in all our business operations. As part of our work to achieve a more sustainable environment, we have implemented principles for our work with suppliers which we think can make a difference. The supplier shall comply with applicable legislative and regulatory requirements within the areas of Environment, Health & Safety and Social & Ethical.

## Environment

- The supplier shall actively engage in aiming to reduce energy and water consumption.
- The supplier shall ensure that all wastewater discharged from the business is treated to meet national regulatory standards. The supplier complies with the national legislation concerning waste disposal.
- Visits to sensitive cultural/ecological sites should always be done with skilled and certified guides, and in respect to their cultural environment. We encourage that the disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation whenever possible. We also encourage our suppliers to buy as much as possible locally produced products (food, souvenirs etc.).

## Health & Safety

The supplier shall facilitate safe work methods and healthy work environment for its employees as well as follow the national regulations.

## Social & Ethical

- The supplier shall ensure that the living wage of all employees is equal to or above the legal minimum. The supplier obeys national rules concerning Labor and Employment.
- The supplier allows or tolerates no child prostitution at the premises and facilities of subcontracted accommodations. Haman Group will end the contractual agreement prematurely if the supplier does not take adequate measures to prevent sexual exploitation of children within the direct supply chain (e.g. accommodations and excursions).
- The supplier shall ensure that discrimination regarding recruitment, conditions of employment, access to training and senior positions, advancement in terms of resident ship, gender, race, age, disability, ethnicity, religion/beliefs, sexual orientation is not accepted.
- If the supplier's business involves captive/working animals in any form (e.g. Husky farm), they confirm that the "Five Freedoms for Animal Welfare", defined by WSPA and available at <https://www.responsibletravel.org/wp-content/uploads/sites/213/2021/03/sustainable-tourism-animal-welfare.pdf> are followed. Additionally, such businesses will ensure that all animals have been acquired legally and in accordance with the CITES ([www.cites.org](http://www.cites.org)). The promotion of souvenirs which contain threatened flora and fauna species as well as historic & archaeological artefacts will not be allowed.

**We, Haman Group, expect that our suppliers, as a minimum, work in a similar manner, towards similar goals and to implement clear sustainability policies. We also encourage our suppliers to stimulate their employees to participate in local or (inter)national sustainability training and education.**

# APPENDIX 3

## HAMAN GROUP'S DEFINITION OF A SUSTAINABLE TOUR

HamanGroup

Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”

[What is Sustainable Tourism? Here's the Definition | GSTC \(gstcouncil.org\)](https://www.gstcouncil.org/what-is-sustainable-tourism/)

Sustainability is at the heart of what we do. We aim to offer sustainable tours and products, that not only take full account of its current and future economic, social and environmental impacts but also addresses the needs of visitors, the tourism industry, the environment and local communities.

We aim to give our customers choices to select sustainable tours and have marked our sustainable tours with a symbol, as seen here below:



We define sustainable marked tours with the following criteria:

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**1. The tour/product includes service providers that have a strong focus on reducing the environmental footprint, have a valid sustainability certification or are actively engaged in sustainable development.**

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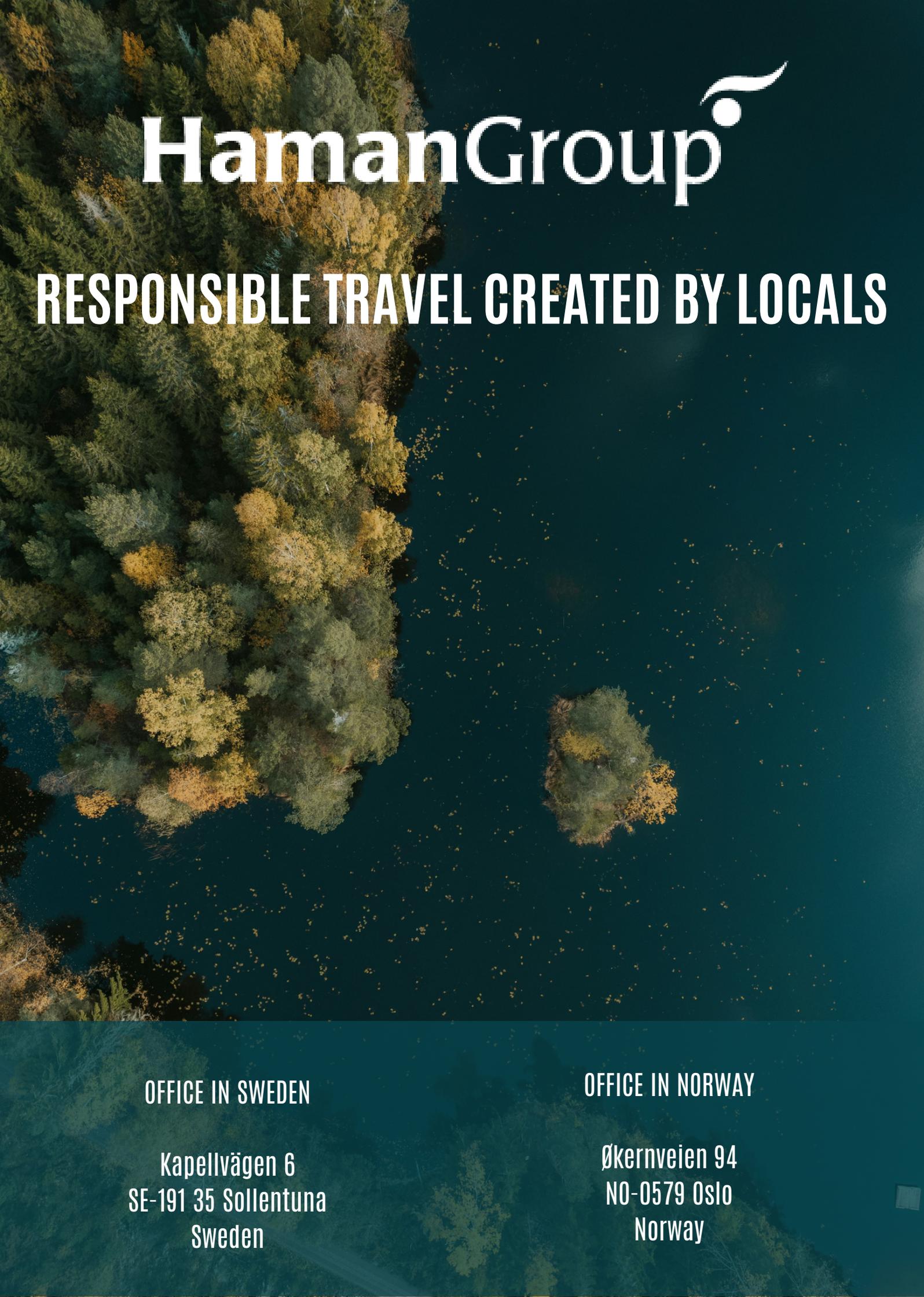
**2. The tour/product includes services that identify with our core values of sustainable tourism:  
Minimize the environmental footprint on our nature as much as possible.**

Use of public and environmentally friendly transport wherever possible

- Optimize space and size for private transports or busses wherever possible

Give an authentic and local experience

- Focus on public transport and train tours – travel like the locals
- Small Groups
- Local Authorised Guides
- Focus on small and locally owned establishments
- Focus on local food.
- Focus on local produced souvenirs.
- Encouraging to stay more than one night in the same hotel.

An aerial photograph of a forest with vibrant autumn foliage in shades of yellow, orange, and green. A dark blue lake is visible on the right side, with some fallen leaves floating on its surface. The overall scene is serene and natural.

# HamanGroup

## RESPONSIBLE TRAVEL CREATED BY LOCALS

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Sweden

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