

SUSTAINABILITY

AT 50 DEGREES NORTH





50 Degrees North, founded in 2010, specialises in creating **innovative, authentic,** and **responsible** travel experiences in the Nordic region and the Baltic states. Our vision is to be top-of-mind for sustainable tourism, valuing **people, passion, profit, and purpose** as our core pillars. As a **Certified B Corporation**, we balance purpose and profit, considering the impact of our decisions on workers, customers, suppliers, community, and the environment.

ENVIRONMENTAL SUSTAINABILITY



Reducing greenhouse gas emissions

As outline in our Impact Report for 2022 (2023 report pending), we reduced our Scope 1 and 2 emissions by 83% compared to our 2019 baseline. This was achieved by switching to renewable energy sources and implementing energy-saving policies, such as installing LED lights and purchasing energy-efficient appliances.

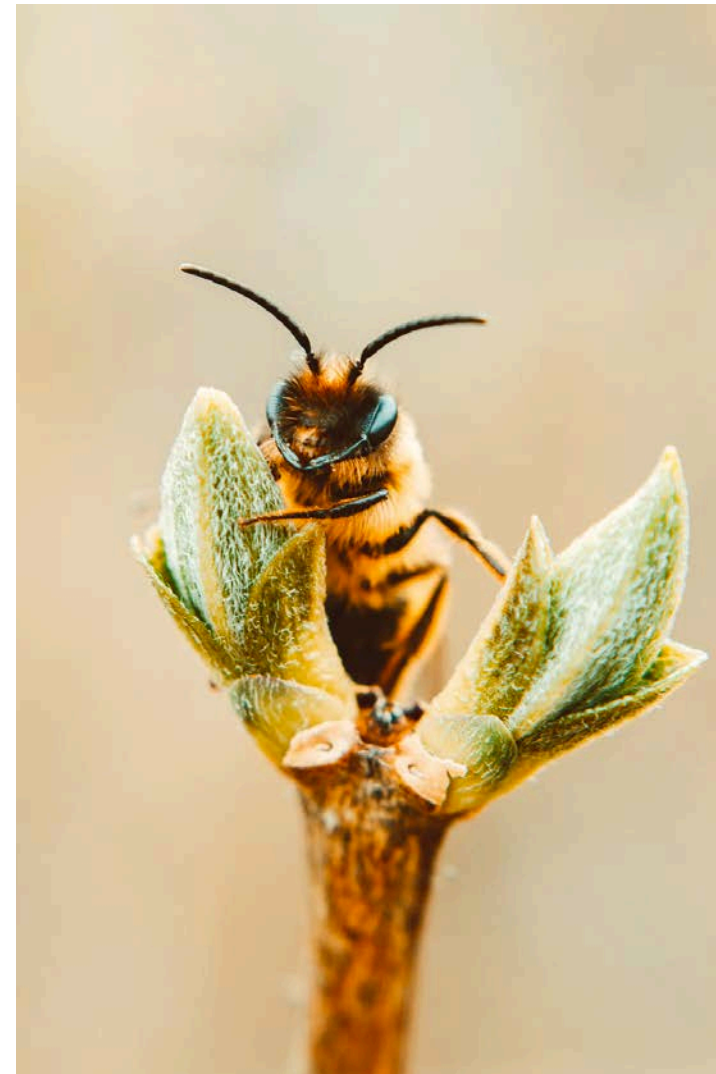
ENVIRONMENTAL SUSTAINABILITY



Promoting sustainable tourism

Our Sustainability Policy guides our preference for partnerships with operators adhering to strict environmental standards and promotes low-emission transport options like trains and electric vehicles. We offer environmentally friendly tours, such as kayaking around Norwegian fjords and glacier treks in Greenland, ensuring minimal impact on local nature and wildlife.

ENVIRONMENTAL SUSTAINABILITY



Supporting nature and biodiversity

We actively contribute to preserving local nature, wildlife, cultures, and landscapes. Our flagship charity, [La Humla Suse](#), focuses on counteracting biodiversity loss and promoting the importance of wild pollinators, particularly bumblebees, in Norway and across the Nordic region.

SOCIAL SUSTAINABILITY



Promoting inclusion and diversity

We champion women in the workforce, with over 75% of our company and 90% of our management team being female. We employ a diverse workforce, including 13 different nationalities, enriching our company culture and enhancing our service to clients.

SOCIAL SUSTAINABILITY



Supporting community programs

In 2023, we donated 10% of our post-tax profits to charitable causes. Each of our offices nominated a local charity, and we support these organizations through regional fundraising and volunteer days. One of our notable partnerships is with Clean Up Australia which provides free resources and materials to communities, schools and youth groups, supporting communities to clean up, fix up and conserve the environment.

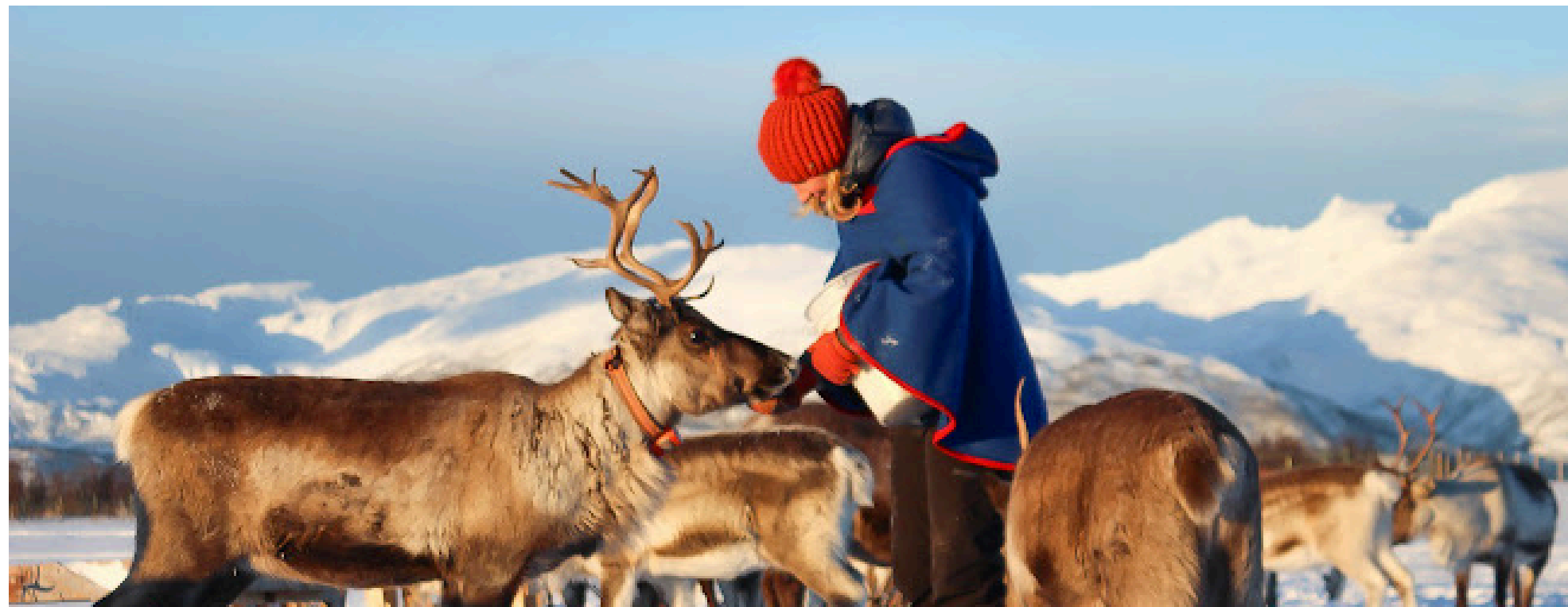
SOCIAL SUSTAINABILITY



Reducing the adverse effects of overtourism

Reducing the adverse effects of overtourism helps maintain the quality of life for local residents in popular destinations. By encouraging travel to less-visited areas, it reduces the strain on infrastructure and resources, helping to preserve the social fabric and cultural heritage of those communities.

ECONOMIC SUSTAINABILITY



Supporting local economies

By promoting travel to lesser-known locations, the economic benefits of tourism are distributed more evenly. This helps support local economies, particularly in areas that may not typically receive as much tourism revenue.

ENGAGING OUR CLIENTS



Educational resources and transparency

We believe that informed clients are empowered clients. Among other things, we publish carbon footprints for our most popular tours, allowing clients to understand and evaluate the emissions associated with their travel choices. By 2025, we plan to publish the carbon footprint of most of our tours, promoting transparency and encouraging clients to make informed, responsible travel decisions.

ENGAGING OUR CLIENTS



Promoting sustainable travel options

Our itineraries prioritise low-emission transport options such as trains, electric vehicles, and ships with strong emission reduction strategies. We actively promote off-season travel to reduce overtourism and support lesser-known destinations, which helps spread economic benefits more evenly and reduces the environmental impact on popular destinations. By choosing local accommodations and service providers, we ensure that clients experience authentic, responsible travel while supporting local communities and economies.

ENGAGING OUR CLIENTS



Supporting community and cultural preservation

Our tours are designed to respect and preserve local cultures and environments. We engage clients in activities that support these goals, such as visiting indigenous Sámi people in Norway, Sweden, and Finland and learning about their customs and traditions. These experiences not only provide deep cultural insights but also support and preserve the unique Sámi heritage as well as fostering a deeper appreciation and understanding of the destinations among our clients.

RECOGNITION AND AWARDS



Our sustainability efforts have not gone unnoticed. Receiving the hard-earned B Corp Certification and awards such as the Travelife Partner Award highlights our dedication to environmental and social responsibility.

WHAT YOU CAN DO



- Choose low-emission transport options
- Travel off-season
- Stay in eco-friendly accommodations
- Support local economies
- Engage in responsible wildlife experiences
- Learn and respect local cultures
- Minimise waste and recycle
- Reduce energy and water use
- Carbon offset your travel
- Stay informed and make informed choices

Learn more at
www.fiftydegreesnorth.com/sustainable-tourism

