

IMPACT REPORT

2022

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Foreword by CEO

50 Degrees North was founded in 2010, at the tail end of the global financial crisis. Since then the company has grown from a small family company to a global business with over 50 employees and offices on 3 continents. Getting where we are today has been a long road, and a great achievement. We are well on our way to establish our business as one of the leading Nordic destination specialists globally offering boutique and high end travel experiences above the 50th parallel north. As an established business, we have also become more serious about our impact on the planet and have been rolling out a scheme of giving back.

The global pandemic came as a shock to the industry. It not only halted operations, but also our ability to give back. However, two years in hibernation has given us time to re-think our strategy and further develop as a business. And I am very pleased to say that we have emerged on the other side stronger, and a blossoming Nordic destination specialist and tour operator. The 2022 calendar year has seen us return to profitability, and we have built our business back up with now just over 50 employees in 2023 across our 4 offices in Minneapolis, Vancouver, Melbourne and Lillehammer.

During the 2021 UN Climate Change Conference (COP26) in Glasgow, 50 Degrees North signed the Glasgow Declaration, solidifying our commitment to the planet and our impact on it. In May 2022, we received the Travellife Partner Award, in recognition of our efforts towards sustainable travel and Corporate Social Responsibility. In 2023, we continue on this path, as we are submitting our application to become a certified B-Corporation, we are giving away 10% of our 2022 after tax profit (approx. NOK600,000) to a selection of charitable organisations, and we have introduced volunteering schemes for our employees.

Although we are experiencing exponential growth, 50 Degrees North is still a proud family run company with a very Nordic culture where passion, authenticity and trust form our pillars of success. We are excited about the future of tourism, and are keen to co-operate with the industry to fight for real action for the future of our planet.

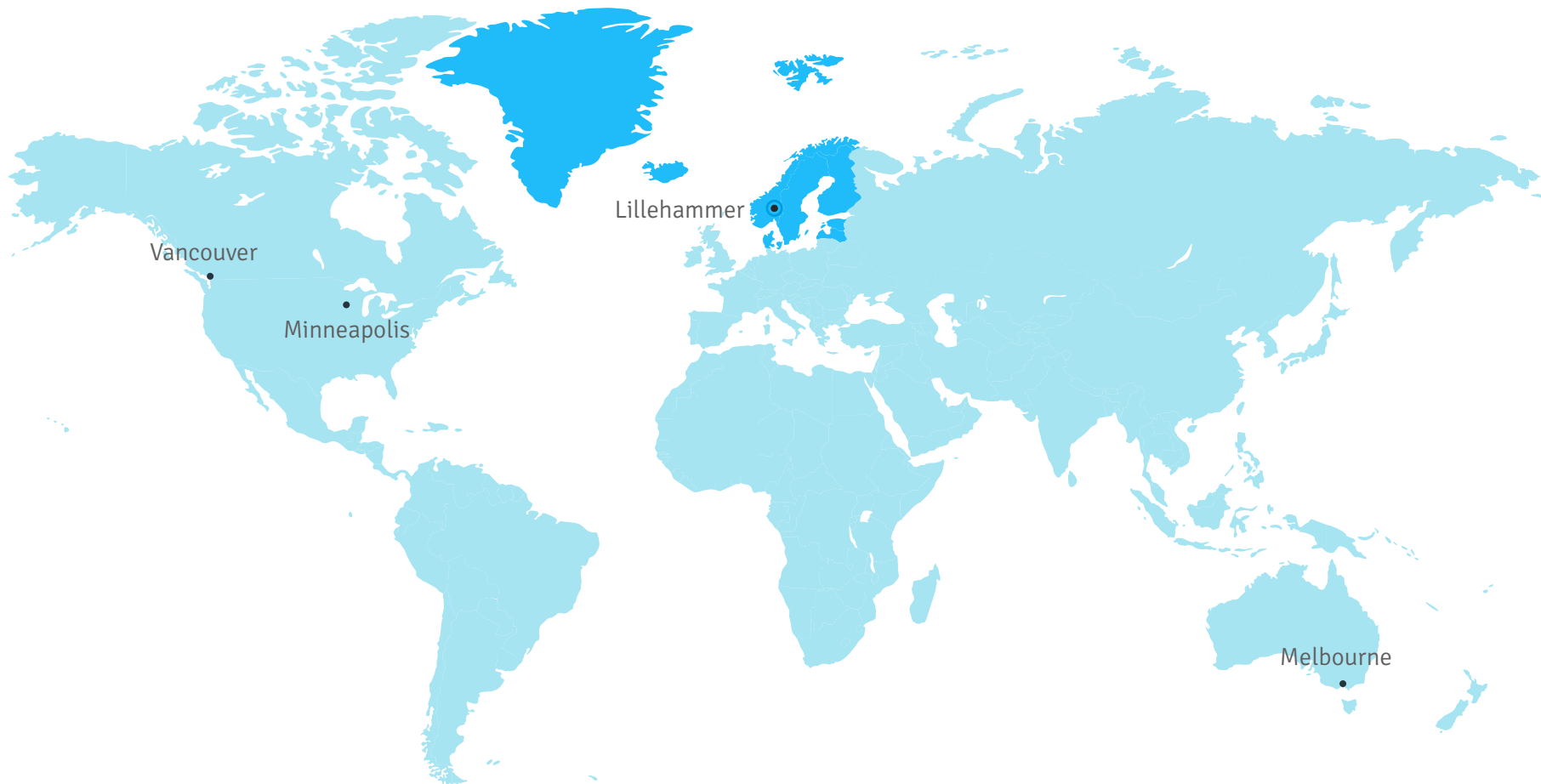
A handwritten signature in black ink, appearing to read "Tietse Stelma".

Tietse Stelma
CEO and Co-founder



Our locations

- Our headquarters
- Our offices
- The countries we operate in



Company snapshot 2022

Ownership



Mari Räsänen

Finance Lead
GM Australia

Ownership:
10% of AUS

8 years in
company

Location: AUS



Tietse Stelma

CEO
Founder

Ownership:
90% of AUS
90% of NOR
100% of USA

13 years in
company

Location: AUS



**Satu Vänskä-
Westgarth**

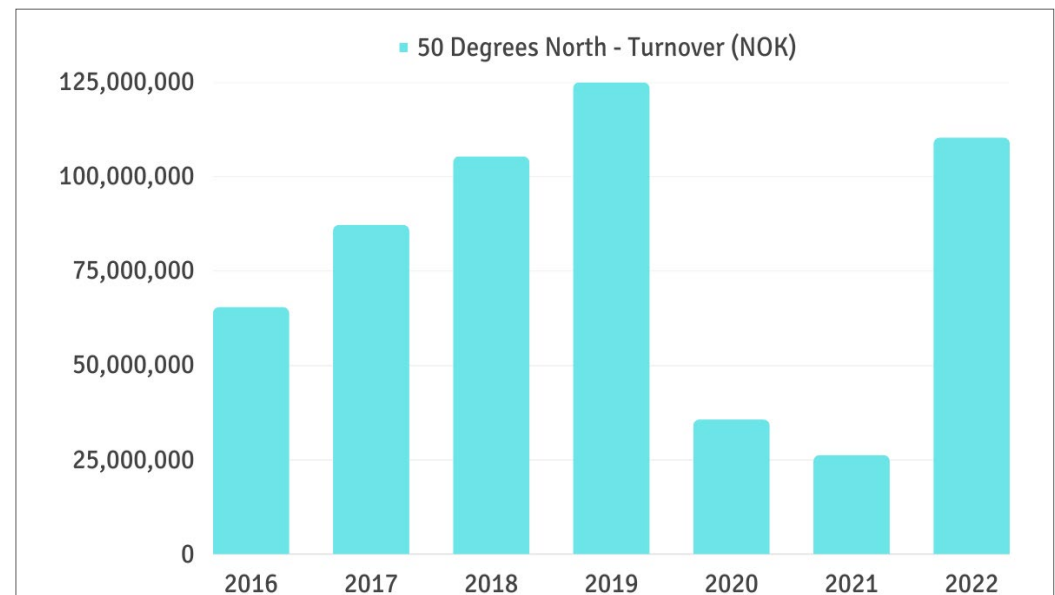
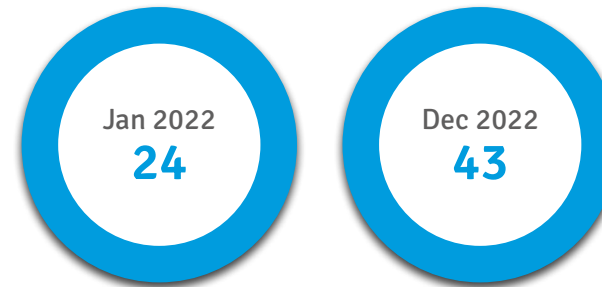
Product Lead
GM Norway

Ownership:
10% of NOR

8 years in
company

Location: NOR

Number of staff



Our **journey** so far

The story of 50 Degrees North started in 2010 when Tietse Stelma and Jayde Kincaid, both veterans of the travel industry with 40+ combined years in adventure travel, wanted to promote and share their love of the Nordics. Tietse, originally born in Karasjok (Sami community in Norway), recognised a real lack of authentic, sustainable holidays on offer in the industry, and they have since made it their passion to share their love the Nordics with travellers from all over the world. The business started off in Jayde and Tietse's living room in Melbourne, Australia, and has since grown into an award winning operator covering four sales offices in 3 continents, with more than 50 staff, and the company continues to grow with 2022 being the biggest year to date.

Timeline

- 2010: 50 Degrees North is launched in Melbourne, Australia
- 2011: First employees hired
- 2015: New team and company headquarters are established in Lillehammer, Norway
- 2017: The Vancouver office is opened in Canada
- 2019: Company revamps its organisation and has a new strategy focused on people
- 2020: With approximately 50 employees across three continents, operations come to a temporary pause due to the global pandemic
- 2021: The Glasgow Declaration signed, committing 50 Degrees North to climate action
- 2022: Company invests heavily in growth. New office opened in Minneapolis, USA; 43 staff across four offices and growing rapidly
- 2022: Travelife Partner certification; 50 Degrees North releases Climate Action Plan



Our product



8

Countries

206

Multi-day itineraries

25

Escorted group tours

17

Premium mini-coach tours

25

Travel styles

95

Spring tours

123

Summer tours

91

Autumn tours

87

Winter tours

Traveller profile

Total number of travellers in 2022 2,733

Average spend per person NOK 38,500

Average length of a tour 6 days

Average group size 16 people

Most popular destination in summer Norway

Most popular destination in winter Finland

Typical traveller in Nordic summer 55+ couple

Typical traveller at Christmas Family of 4

Typical traveller in Nordic winter 55+ couple



Mission statement

Sustainable tourism and responsible travel are at the forefront of 50 Degrees North's philosophy. We aim to create and maintain sustainable business practices that not only provide economic benefits for the local populations in our destinations, but also respect and protect nature, cultural heritage, and local values, with the aim of preserving all of these for future generations.

Key values and vision

- Spreading wealth by promoting less visited destinations and local places, as well as promoting travel in low season (i.e. as an antidote to overtourism).
- Supporting local people and their businesses to ensure socio-economic benefit and sustainability for local communities (i.e. rather than multinational corporations).
- Preferring partnerships with operators who adhere to strict environmental, quality and safety standards set by recognised national certification schemes (where available). For example, choosing Nordic Choice hotels which are certified in accordance with the ISO 14001 environmental standards.
- Promoting low emission transport options, e.g. the use of trains and other public transport, electric vehicles, electric snow mobiles and ships with a strong emission reduction strategy.
- Respecting the limitations of the destinations by minimising our impact on local nature, wildlife. and culture.
- Actively contributing to the preservation of local nature, wildlife, cultures and landscapes.



Sustainability policy

In 2022, we launched our Sustainability Policy, which outlines our companies' commitment to environmental management (including issues such as resource consumption and wildlife protection), and cultural and social issues (such as supporting local businesses and cultural preservation).



This policy helps to give clarity on the key issues we face as a company, and it provides a clear blue print on our approach to sustainability within 50 Degrees North.

This document can be found [here](#).



Our certificates

In 2022, we received the **Travelife Partner Award**, recognition for the long-term efforts and frontrunner position of 50 Degrees North Nordic regarding sustainability and Corporate Social Responsibility.



The Norway team with our award



Our Sustainability Manager Jerrine Mullen collecting our Travelife award at the World Travel Market, London

Travelife aims to offer companies the knowledge, solutions and tools to implement positive change within their businesses and their supply chain. 50 Degrees North Nordic complies with more than 100 criteria related to an operators' office management, product range, international business partners and customer communication. The Travelife standard is covering the ISO 26000 Corporate Social Responsibility themes, including environment, biodiversity, human rights and labour relations; and is formally recognised as in full compliance with the UN supported Global Sustainable Tourism Criteria.

In 2022, we also continued our work towards becoming a **B Corp** in Norway, with our goal of becoming certified in 2023. B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

Examples of Our **green** tours

At 50 Degrees North, we hand pick every element of our tours, so our clients can be confident that they experience an authentic and sustainable experience on every trip. In addition to this we have curated a range of tours which showcase the very best of sustainable holidays in our region

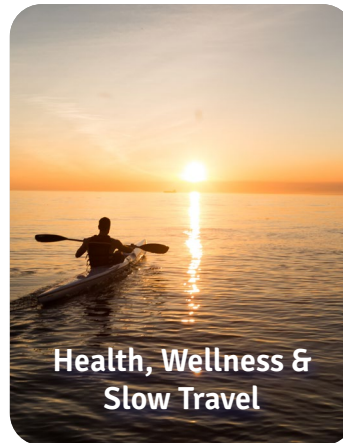


Representing a new style of travel in the Nordics for independent travellers. For a few days on each itinerary, clients will share transfers in our premium mini coaches. Not only does this allow the traveller to traverse hard-to-reach areas of Norway outside of the more traditional and busy routes, but it helps to distribute wealth to more

modest local economies and combat over-tourism, all the while reducing the need for private transfers and helping to reduce emissions. We currently have 17 tours to choose from.



Our region offers some of the most spectacular scenery in the world, and what better way to experience it than by bike, foot or even kayak? From glacier treks in Greenland to kayaking around the Norwegian Fjords, we offer a wide range of environmentally friendly ways to experience the destination while leaving the car at home. Last year we expanded our range of active tours to include 22 fantastic options to choose from.



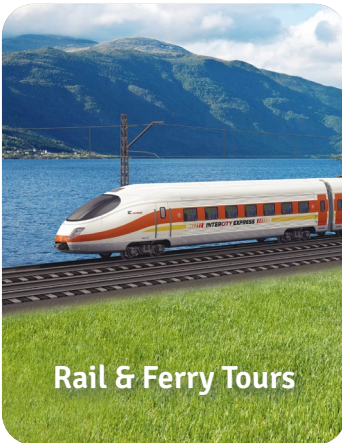
In today's hectic world it is more important than ever that we take time to look after our body & mind. In Scandinavia the connection between mind, body and nature goes back hundreds of years, and is celebrated not only through sacred rituals, but the rich abundance of seasonal wild foods and honouring the vastly distinctive yet equally important seasons. We have 13 suitable tours available.

Examples of Our **green** tours



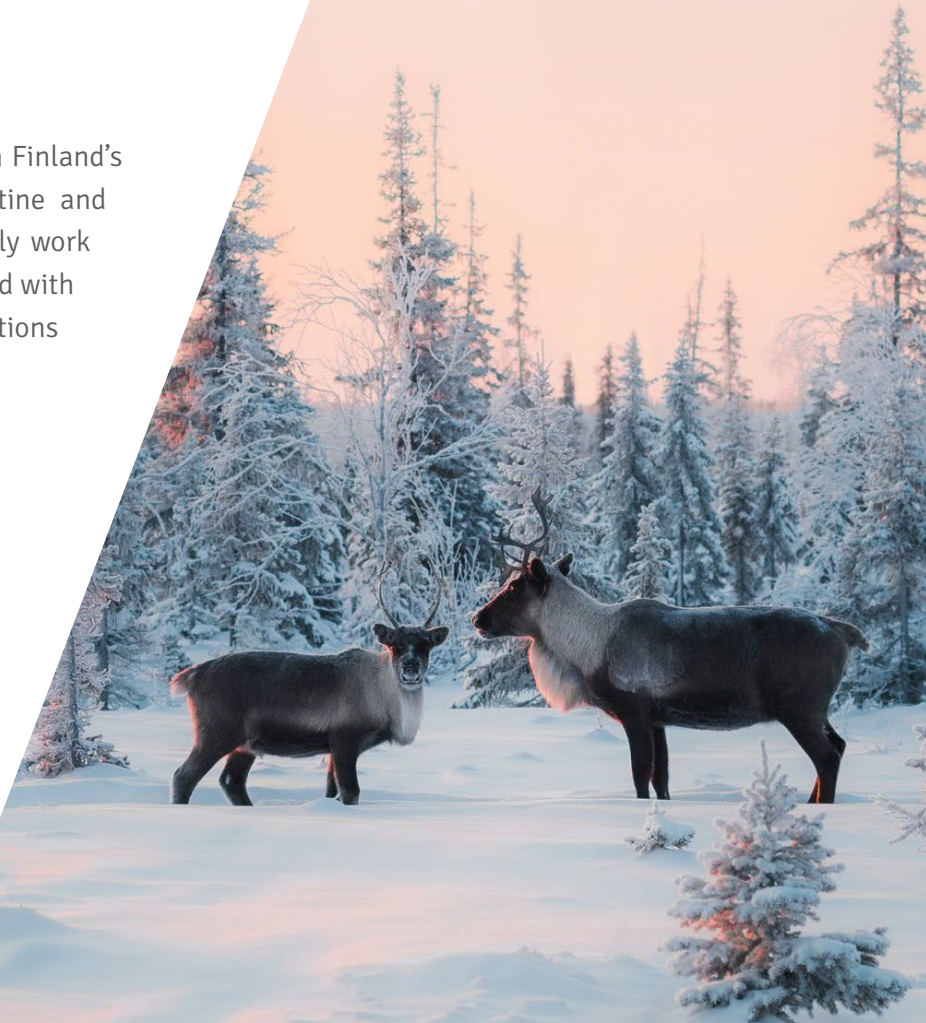
Wildlife Tours

From kayaking with whales in Norway to bear safaris in Finland's taiga forests, our region has some of the most pristine and untouched wilderness in Europe. We are careful to only work with partners that have taken animal welfare seriously and with 28 wildlife tours on our website, we offer a range of options that responsibly showcase the best of Nordic wildlife.



Rail & Ferry Tours

Travelling through Scandinavia by Rail & Ferry is a spectacular way to travel, and it allows our clients to celebrate the journey just as much as the destination. Norway is already the world leader in electric cars and bikes, and each year more and more electric ferries and train services are launched. In 2022, we expanded our range and now have 23 tours that celebrate the best that travelling in the Nordics by Rail or Ferry has to offer.



Assessing our **supply chain**

At 50 Degrees North we specialise in creating authentic travel experiences full of unique accommodation options. Each one of our partners has been hand picked by our Scandinavian experts to ensure it meets our guiding principle of bringing economic benefit to local communities, and ensuring they leave as little trace on the planet as possible.

In accordance to our Sustainability Policy, we commit to this by preferring:

- Partnerships with operators who adhere to strict environmental, quality and safety standards set by recognised national certification schemes (where available).
- Accommodations that have a published and accessible Sustainability Policy.
- Accommodations that have a good sustainability practice in place, audited through site visits and additional external sources.
- Supporting accommodations that are locally owned and staffed, to ensure socio- economic benefit and sustainability for local communities.
- Accommodations and restaurants that incorporate elements of local art, architecture or cultural heritage; while respecting the intellectual property rights of local communities.

In order to ensure the highest level of sustainability in our partners, **we conduct an annual assessment of all accommodations used**, documenting those that have an accessible and published Sustainability Policy, or those that have been recognised by environmental certification schemes. These have been awarded our Sustainability Excellence award, and the results of our 2022 review can be found here.

In 2022 we assessed 247 accommodations.

We recognize and document accommodations which have been awarded recognised and authenticated environmental certificates, which includes (but is not limited to):



67% of 50 Degree North travellers stayed in an accommodation partner with a Sustainable Excellence award

+9 % increase on 2019 results

Examples of Our **green** partners

67% of traveller funds stays
in the destination and goes
directly to our suppliers



Conceived by celebrated Arctic explorer Børge Ousland, **Manshausen** is a private 55-acre island developed as a connection between people and nature. It offers an abundance of emission-free activities, such as kayaking and trekking, along with being home to the continent's largest colony of sea eagles. White Flag internationally certified, the island also holds the accolade of 'Scandinavia's first plastic-free island' after divers spent almost a week removing 300kg of plastic and waste from the sea floor.



The **Vasara reindeer farm** is home to Sami Nils-Matti Vasara, a 12th generation of Sámi reindeer herder who welcomes guests to 'live like a local' and experience his family's traditional way of life, including reindeer husbandry. Guest accommodations have been designed in the style of a traditional Sami hut, with the owners hand-making many of the items on site. They use recycled timber and reindeer antlers and skins, ensuring nothing goes to waste.



We celebrate and support brands who are pioneers in sustainable excellence. This includes the **Nordic Choice chain**, with over 200 environmentally certified hotels under ISO 14001, providing the blue print for sustainability reform in the hotel industry. Included in the brand is Hotel Solna, which has a vision to be the most sustainable hotel in the Nordics. It was recently certified as Scandinavia's first 'zero-energy' hotel, with elevators that create enough charge on the descent to power their ascent, and its 2500 sq metres of solar panels generate more energy than the hotel consumes.



29/2 Aurland, an architecturally striking former fishing lodge, was lovingly renovated in 2014 and is now home to husband and wife duo Bjørn and Tone. Nestled in the lush green valleys of Aurlandsen, Norway, this boutique hotel blends traditions with modern day touches. Food is high up on the agenda, with the majority of produce being harvested from their kitchen garden or community suppliers. They also work closely with their neighbour: Norway's only fully organic agricultural college.

Going electric

The Nordics are often hailed as some of the most sustainable countries to visit in the world. Part of this is down to their front-runner position when it comes to emission-free transportation, with more and more providers innovating in this sector to accelerate the transition to net zero by embracing the boom in electric transport.

At 50 Degrees North we are keen to champion this movement, and have incorporated many electric transportation options into our tours. On our Norway in a Nutshell range of tours you can experience 100% electric ferries, and many of the cities in Scandinavia now have electric buses, trams and trains which we encourage our guests to enjoy with city passes.

Here are some of our favourite new experiences that our travellers enjoyed in 2022.

ELECTRIC SNOWMOBILE SAFARIS

In 2022, 50 Degrees North teamed up with Aurora eMotion, the first and only electric snowmobile (eSled) safari provider in the world. Based near the Arctic Circle in Rovaniemi, Finland, Aurora eMotion's safaris give travellers the chance to experience the beautiful and pristine Arctic nature in a completely new and sustainable way: On an emission-free and silent eSled. This is a very unique way to experience the enchanting Arctic landscape - thrilling yet silent and peaceful.

SAILING THE NORWEGIAN FJORDS EMISSION FREE

The Norwegian Coastal Voyage has often been described as "the world's most beautiful voyage", and it is an iconic and important part of many of our clients visit to our region.

At the end of 2021 a new cruise line was launched, Havila, and with the new vessels came a welcome advancement for cruising in Norway; emission-free sailing in the fjords. Each vessel on their fleet have been fitted with LNG engines, electric engines combined with a battery package. The battery packs are the biggest installed in a passenger ship anywhere in the world, and allows them to sail up to four hours emission-free in the vulnerable fjords.

Guests can experience Havila on regular departures on our Bergen-Kirkenes coastal voyage routes.



SILENT WHALE WATCHING IN ICELAND

In Húsavík, you can now enjoy tranquil whale watching on Iceland's first electric boat tour. Two vessels, the Opal and Andvari have been fitted with battery powered engines that are charged from the 100% renewable hydro and geothermal energy that powers the majority of Iceland. Not only does this offer wildlife watchers a carbon-neutral and more enjoyable experience, but it's better for the whales too, with noise pollution from standard vessels cited as a serious problem for marine life.

This experience is featured on our Snæfellsnes & North Iceland self-drive tour.

Our **climate** action plan

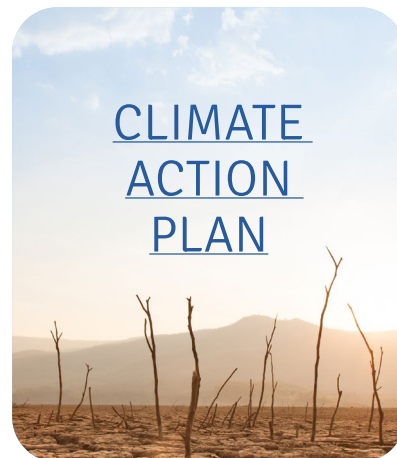
The planet is in crisis. Science has shown that in order to avert the worst impacts of climate change, global temperature increase needs to be limited to 1.5°C above pre-industrial levels. The planet is currently around 1.1°C warmer than it was in the late 1800s, and emissions continue to rise. If we do not act now CO2 emissions from tourism alone could rise 25% or more by 2030.

In 2021, 50 Degrees North, along with 300 other tourism companies, became one of the founding signatories of the Glasgow Declaration. Formed collaboratively between leading tourism organisations such as the United Nations World Tourism Organisation, UNEP and the Travel Foundation, it unites the travel industry in a shared commitment to limit global warming to 1.5 degrees above pre-industrial levels and commits its signatories to reducing greenhouse gas emissions by 50% by 2030 and achieving a net-zero sector by 2050. This is the most ambitious, but important, movement within the travel industry to combat climate change, and one we are committed to play our part in.



Glasgow Declaration
Climate Action in Tourism

In 2022, we released our **Climate Action Plan**, a simple 5-step process which communicates how we plan to achieve this goal.



Measure



Reduce



Offset



Collaborate



Evolve

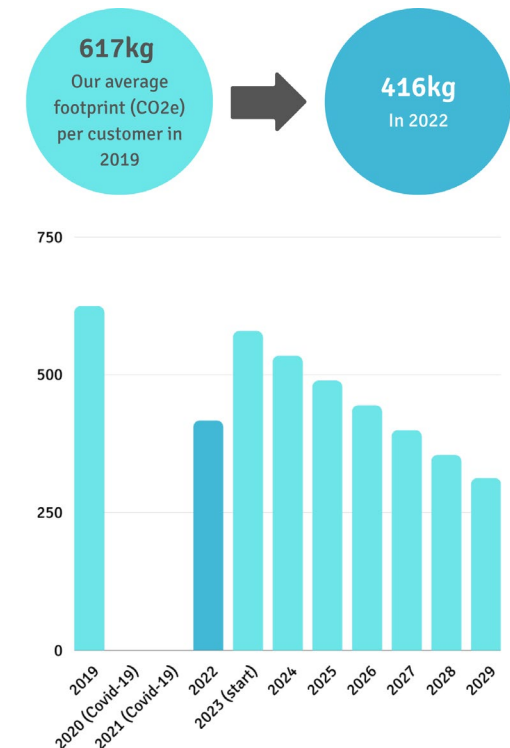
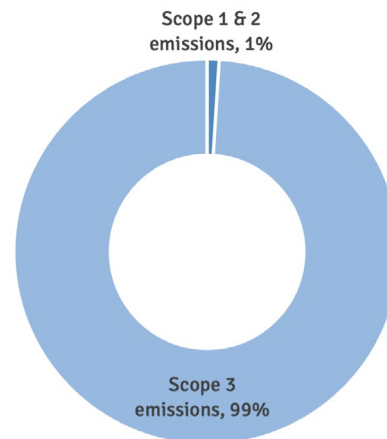
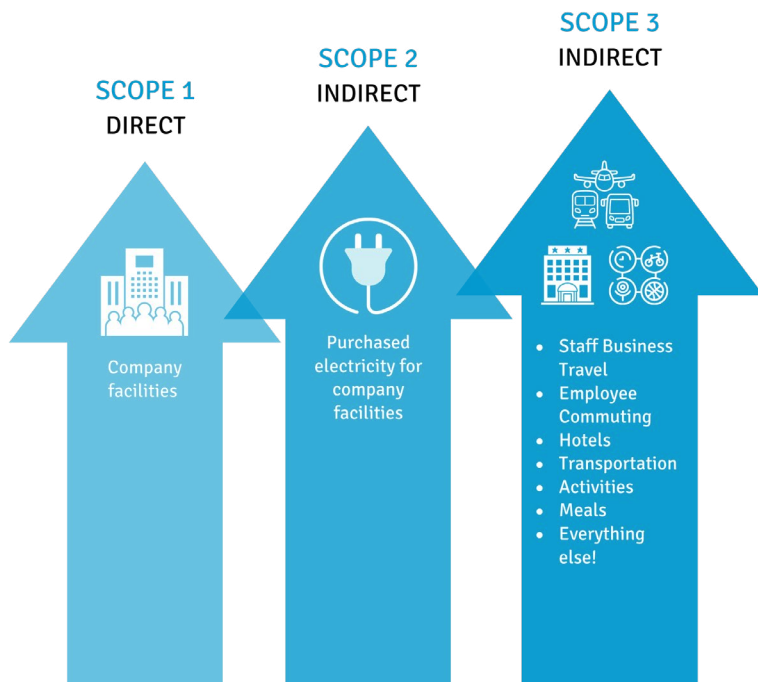
Our climate action plan: 2022 results

In 2022 we collaborated with the carbon consultancy [ecollective](#), who used GHG protocol to measure the entire carbon footprint of our company, from the emissions we generate from our offices (Scope 1 and 2 emissions), to the tours themselves (Scope 3 emissions), using 2019 as our 'base' year for calculations.

The results showed that the vast bulk of our emissions are Scope 3 emissions, and therefore those generated by our tours.

Our goal is to reduce the 'per customer' CO2e footprint per passenger by 50% by 2030, and have set a rough target of a 7% reduction year-on-year to do so. We do not however expect this process to be linear, some years we will make more progress than others. But by tracking our emissions year on year, and setting targets that can evolve over time, we hope to steadily make advancements on our companies journey to de-carbonization.

As our Climate Action Plan was not released until the end of 2022, our goals and targets will not come into effect until 2023. However, in order to continually understand, learn from and improve our impact, we have measured our emissions for 2022, and the results can be found herewith.



2022 results explained

Scope 1 & 2 emissions



How did we achieve this?

Since 2019, we have been working hard to reduce the environmental footprint of our office operations, and we have implemented a number of measures to do so. This includes switching to mostly renewable energy across our main offices and implementing detailed policies for staff on how to conserve energy. This has led to a sharp fall in our Scope 1 and 2 emissions from our 2019 baseline target, and we hope to continually make small advancements to bring this down further (see our goals on the next page).

Scope 3 emissions



How did we achieve this?

2022 was not a typical year for us. The regions we operate in were still recovering from Covid-19, and as such, many areas still had travel restrictions in place. We had to adapt as a result of this, and our usual booking patterns reflect this. 2022 saw a drop in passenger numbers by 22%, which partially explains the drop in kg CO₂, however it does not paint the whole picture. The remaining fall in emissions can be largely attributed to the rise in bookings for Iceland (which at the time had fewer travel restrictions in place) and as a result saw a drop in the number of Nordic coastal voyages and internal flights booked, which typically emit high volumes of emissions.

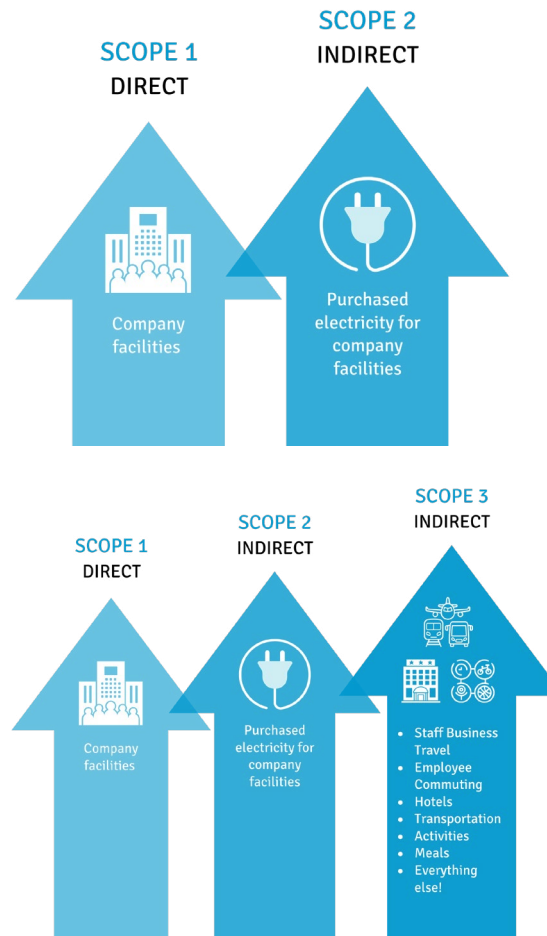
As our booking trends return to normal in 2023, we expect to see an increase in bookings to the Nordics and as a result a greater volume of cruises and internal flights. We will however begin to implement our Climate Action Goals to stay on track to reach our overall target of a 50% reduction in carbon emissions by 2030.

We believe that an avoided emission is better than an offset emission, which is why our Climate Action Plan is focused primarily on ambitious reduction goals. While we strongly believe that offsetting is not the solution in itself, contributing towards verified CO2-mitigating projects should still be seen as a positive action that can be taken alongside robust reduction strategies that are aligned with UN climate targets.

This is why in 2022, we partnered with the climate solution provider [CHOOOSE](#), supporting only gold-standard certified carbon projects. Founded in 2017 and headquartered in Norway, CHOOOSE is an international team of entrepreneurs, engineers and climate experts who work to accelerate the adoption of a range of climate solutions, from carbon removals to nature based offsets. Through CHOOOSE, we have made climate contributions towards not only our 2022 Scope 1 & 2 emissions, but have also backdated and made additional contributions for 2019, 2020 and 2021.

We commit to keeping vigilant of the climate compensation and offsetting industry to ensure we are only supporting verified projects which offer genuine regenerative solutions.

CHOOOSE



2022

We purchased climate compensations towards our 2019-2022 office generated emissions (Scope 1&2). This totalled 29,000 kg Co2e.

2023 goal

In 2023, we pledge to make climate compensations towards not only our Scope 1& 2 emissions, but also the emission of every one of our tours. This is an estimated 2,500,000 kg of CO2e in 2023.

Through Chooose, we are proud that our contributions will be used to support the construction of the Odayeri landfill facility in Turkey, which will capture methane and other harmful gases released from landfill sites. Not only does this prevent them from entering the atmosphere, but these gases will in turn power turbines to generate clean energy, replacing energy that would otherwise be generated by fossil fuels.

Carbon Footprint **Labels**

50 Degrees North has been working hard behind the scenes to be the first Nordic Tour Operator to launch carbon footprint labels on its tours.

On 35 of our most popular and iconic experiences, you will now find a published carbon footprint for that tour, which is an overview of how much carbon that particular trip generates from what is included, such as the accommodation, transport, meals, activities and even the tour guide. By clearly labelling our tours with the carbon emissions they generate, it helps our customers to understand the sustainable impact of that tour, and it shows us as a business where reductions can be made.

2023/2024 goal

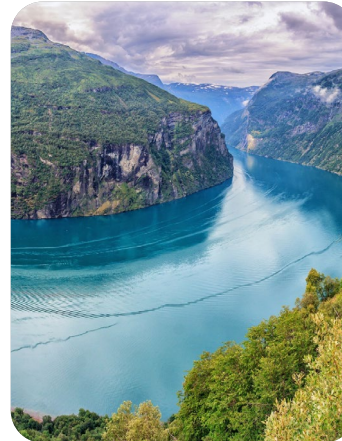
We aim to publish the carbon footprint of all 206 of our tours



Scandinavian Capitals - by rail & ferry

The best of the Nordic capitals combined with the dramatic fjord & mountains of Norway.

Carbon Footprint: 470kg CO2e



Beautiful Norway

Independent visit to the mountains, fjords and valleys of Norway.

Carbon Footprint: 183kg CO2e



Greenland Adventure Break

Remote glamping experience in a luxury camp.

Carbon Footprint: 82kg CO2e

Our **green** offices

At 50 Degrees North, we are committed to minimising the negative environmental impacts of our office operations and staff activities, and have developed a number of initiatives and policies to do so.



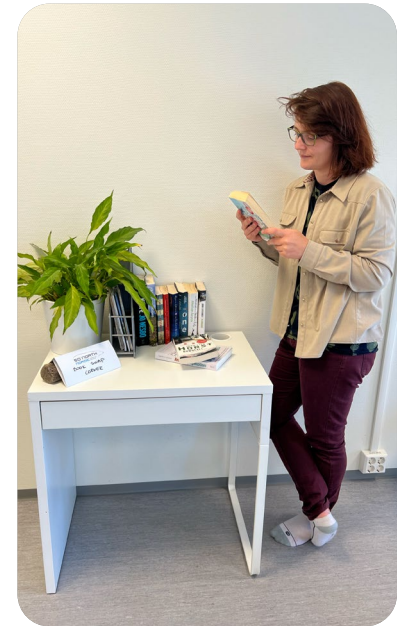
In 2022 we became a paper-free office, which included stopping the print of over 10,000 brochures each year, the equivalent of 56 trees



We introduced a single-use coffee cup ban across all global offices

Our Green Office Policy

In order to ensure the highest standard of environmental sustainability in our offices and home offices, our Green Office Policy was introduced as a blue print for our staff to follow. It details best practices for environmental management such as; paper, waste, energy and water reduction. It also details our corporate travel reduction policy, encouraging the use of virtual meetings where possible and promoting the use of public transport.



In 2022, we were able to reduce our Scope 1 & 2 emissions (the emissions from the electricity we use in our offices, and any other purchased fuels) by a huge 83%, based on our baseline year of 2019.

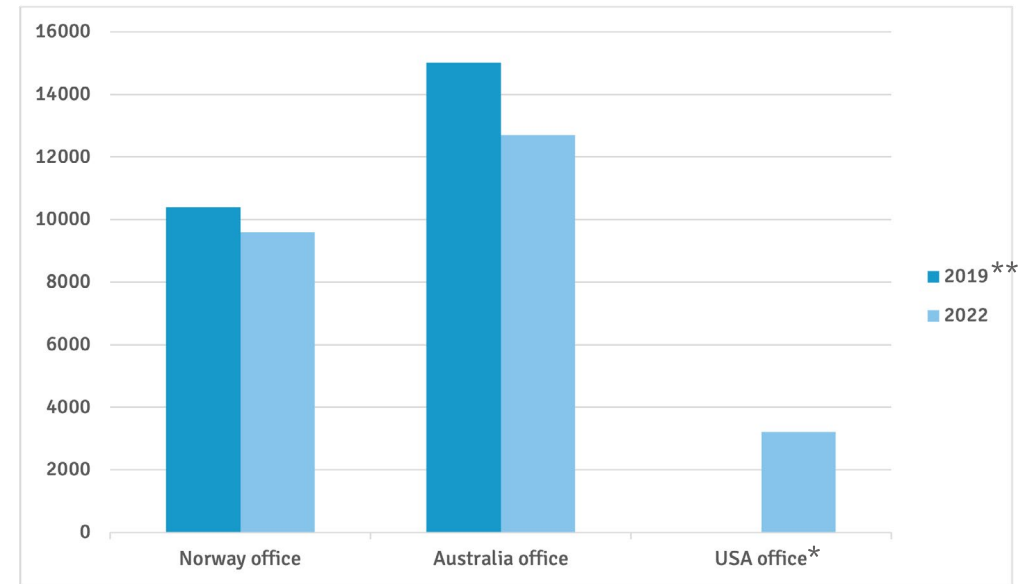
This was achieved by switching to mostly renewable energy and implementing detailed and thorough energy reduction policies in our offices. This includes energy saving initiatives such as installing LED lights, only purchasing energy efficient new appliances, and applying temperature controls and timers to office equipment and environments.

Australia office
100%
renewable energy
consumption

Norway office
90%
renewable energy
consumption

USA office
34%
renewable energy
consumption
(shared office
space)

Energy use (kWh)



*USA office had not yet been established in 2019. Our USA office is shared office facility, so we are limited in being able to apply our own energy reduction policies. Our Canadian office space was not operational in 2022.

**2020 and 2021 data not available due to Covid-19 pandemic and the closure of all offices.



Establish a team of 'Green Champions' within each office, to spearhead sustainability within each office.



Introduce a list of local suppliers and vendors for each office to encourage supporting local businesses.



Increase the amount of renewable energy consumed in the Norway office to 100%.



Conduct an audit on all staff travel to understand the impact of our commutes.

2023 goals

Giving back

In 2022, we expanded our programme of giving back by pledging 10% of our post-tax profits to charitable causes, and by focusing our charitable support to include two of our key values of:

- Supporting local people and their businesses to ensure socio-economic benefit and sustainability for local communities
- Actively contributing to the preservation of local nature, wildlife, cultures and landscapes

As a Nordic tour operator, **our flagship charity, La Humla Suse**, was selected as part of our wider ambitions of counteracting biodiversity loss in the regions in which we operate (and therefore have the greatest impact), and also as part of our long term goal of climate regeneration.

In addition to this, as a global operator with offices around the world we feel strongly that we should play an active part in supporting local communities and taking part in civic engagement. This is why each of our offices was asked to nominate a local charity which we pledge to support through regional fundraising and giving each of our staff 1 day a year to volunteer with.

OUR 2023 GOAL:

Donate 10% of profits

1 paid work day
for volunteering
each year





La Humla Suse is a Norwegian non-profit that works to promote the importance of wild pollinators, in particular bumblebees, in Norway and across the Nordic region. Bumblebees are important pollinators for many plant species, and are essential for the plants spread and therefore survival.

La Humla Suse's work includes extensive training and education programmes throughout the country, to spread commitment and connection to nature and the local environment, and show constructive and feasible ways to assist species diversity. Activities include hop walks, stands, encouraging urban 'green roofs' and helping to maintain landscapes.



Founded in 1969, **SPEC** (Practical Solutions for Urban Sustainability) is the oldest non-profit in British Columbia. Through their public education programs and advocacy work, they are dedicated to raising public awareness on environmental issues, and encouraging the community to integrate practices that lead to urban sustainability.



The Loppet Foundation is a non-profit organisation that connects people to the outdoors through experiences that grow community. The Foundation organizes 50+ sporting events each year, from biking, running to skiing and have helped thousands of adults and youth in North Minneapolis learn life-long outdoor skills, gain confidence in their abilities and enjoy an active lifestyle outdoors.



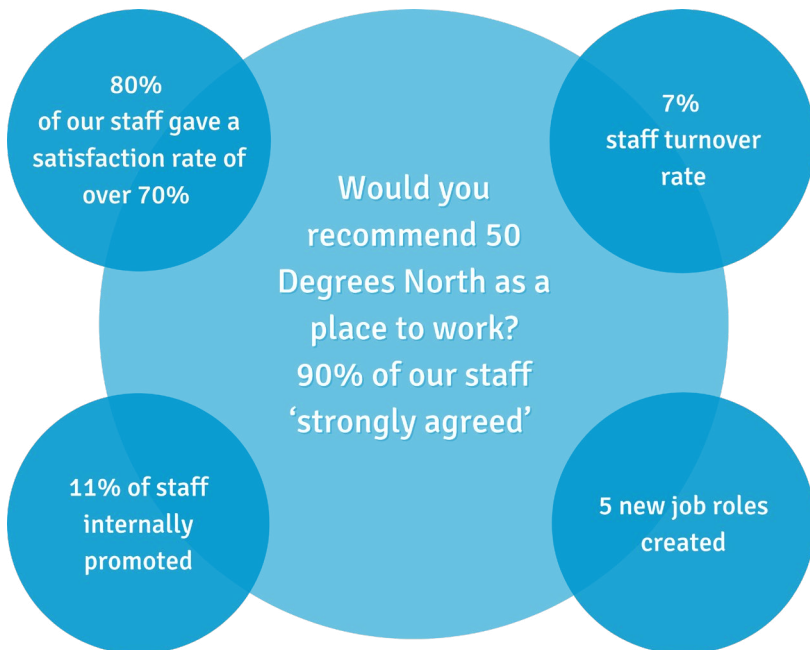
One of the country's most recognised and trusted environmental organisations, **Clean Up** Australia provides free resources and materials to communities, schools and youth groups all year round, supporting communities to clean up, fix up and conserve the environment. They provide practical solutions to help government, community and businesses to live more sustainability, and celebrate business models and systems which support a circular economy.

People - staff happiness and welfare

At 50 Degrees North, much of our success is down to our staff. We are a family owned company and strive to provide our staff a working environment that helps them thrive, both at work and in their own personal lives. The global pandemic forced us to reduce our workforce to the bare minimum in order to survive as a company, but moving forward we are committed to building back better, with improved benefits and opportunities for all. Putting staff happiness and welfare at the forefront of everything we do is one of the key principles of our business model, and in 2022 we continued our journey to uphold this value.

Engaging our staff through employment satisfaction feedback surveys, we have been able to identify and formalize a range of improved wellness and employment benefits, which we began to roll out in 2022 and pledge to strengthen and improve in 2023.

- Flexible working patterns to compliment and support lifestyle preferences
- Regular health and fitness activities suitable for each office, such as our Monday morning yoga sessions in Norway, or our monthly tennis lessons in our Australia office.
- Weekly nutritious lunches for all staff, and offering a range of healthy snacks
- A set allowance for each employee for professional development or continuing education, along with 2 paid days off a year to do so.



People - our superstar management team

We are proud to be a champion of women in the workforce. In 2022, over 75% of our company were female, and we had a superstar management team that was 90% female.



Tietse Stelma
CEO & Co-Founder



Mari Räsänen
General Manager
Australia



Satu Vänskä-Westgarth
Nordic General Manager &
Co-Owner



Elaine Peik
General Manager
North America



Salla Ekman
Head of Sales, APAC



Camilla Dahle
Head of Luxury Sales



Annika Askolin
Head of Sales, North
America



Jayde Kincaid
Co-Founder &
Marketing Manager



Mona Catterall
Product Manager



Jerrine Mullen
Sustainability
Manager

People - opportunities for all

At 50 Degrees North, we strive to celebrate difference, show respect for all employees, and publicly welcome ideas that are different from our own. As a Nordic specialist, offering genuine experience and expertise from employing a wide range of Scandinavian specialists is key to our ethos, and it enables us to provide a better service to our clients.

In addition to this, we recognise that having a diverse workforce with a range of different nationalities and cultures (not just Scandinavian!) allows us to be a better company; understanding different perspectives and continually challenging us to embrace and understand ways of thinking that may be different from our own.

In 2022, we employed **13 different nationalities** from a wide range backgrounds all of whom contribute towards making us a stronger, happier and more resilient company.



Meet our Intern, Naomi

We are proud to partner with education institutions and offer internships to students. Naomi is our 2022 intern, joining us from VIVES University College in Bruges where she studied Tourism & Leisure management. After her placement finished Naomi joined the team in Norway permanently as a Sales Administrator. Welcome Naomi!



2023 goal

In 2023, we will continue on our journey of equity, diversity and inclusion and our goal is to launch our first 'equity, diversity and inclusion' staff survey. This information will help us unveil underlying diversity and inclusion issues we might not have been aware of (for instance if the satisfaction rate of one gender or age group is significantly lower than the other), create accountability across the company, and allow us to be more strategic in the benefits we offer. We know real change takes time — and effort. Through starting our journey to be a more inclusive workforce, **we strive to be more self-aware, more accountable, and more prepared** to do the necessary work to become the company we want to be.

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