

WeCare

Climate

Strawberry





Invested 5 MNOK in
"future solutions"

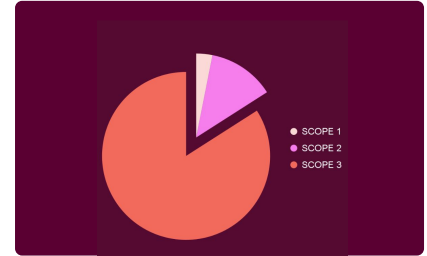
Completed improved annual climate calculations

	2019	2020	2021	2022
SCOPE 1				
Gas (heating & kitchen)	1,286	506	516	1,306
Refrigerants	11,337	13,964	4,240	3,119
Fuels (vehicles and machinery)	309	533	105	238
SCOPE 2				
Electricity	6,708	10,814	9,499	9,937
District heating	4,127	5,389	6,414	10,041
District cooling	279	330	379	198
SCOPE 3				
Waste municipal waste	221	5,679	5,448	2,374
Food waste				260
Staff commute	4,806	4,806	4,806	4,806
Business travel	1,482	233	254	1,270
Laundry (outsource)	4,375	2,566	2,566	5,693
Scope 1&2 residual emissions	2,000	2,981	3,187	2,838
Technical equipment	4,741	4,741	4,741	5,484
Calculations and KPI's				
Total tCO2e	44,296	52,612	42,240	49,403
Number of guestnight	11,249,306	6,724,695	8,727,493	13,299,413
Emissions per guestnight	3.94	7.82	4.84	3.63
GHG emissions per guestnight	3.32	4.72	2.43	1.94
Number of Meals	205	202	215	222

Published 1st ever Emissions Report on website



Complete Scope 3 calculations for the 1st time



Climate achievements

Issued carbon footprint reports to top 10 clients

SVENSKA KYRKAN
KYRKOKANSLET

5397
TOTAL GUEST NIGHTS

9252 KG
TOTAL CO2e* EMISSIONS

2023 CARBON FOOTPRINT REPORT

Being one of our cherished and valued customers, we hope and believe you share our commitment to transparency and sustainability. To help you understand the actual climate impact of your stays with us, we are pleased to provide you with your personal (and/or) footprint report.

Your carbon footprint encompasses the emissions associated with stays at our hotels during 2023. Calculating and communicating our emissions is a part of our efforts to reach our climate goals of becoming climate neutral in our own operations by 2030 and to halve the emissions from our value chain by the same year.

Our aim, is to provide you with valuable insights that can support your own sustainability goals. By offering this report, we hope to demonstrate our commitment to transparency and transforming the hospitality industry to a more environmentally responsible industry.

THANK YOU for choosing Strawberry. We look forward to your continued partnership as we collectively work towards a more sustainable future for our planet.

METHODOLOGY

To ensure the accuracy and reliability of our emissions calculations, we adhere to internationally recognized standards.

Our calculations are based on the **Greenhouse Gas Protocol**, which is an established international standard for measuring greenhouse gas (GHG) emissions. In accordance with the standard, our calculations are specific to each individual hotel and cover all GHG emissions from sources that we owned or controlled by the hotel, and indirect emissions associated with purchased energy (known as Scope 1 and 2 emissions). The purchased emissions in the report can be reported as Business Travel emissions under Scope 3 in your own GHG accounting.

In addition, we calculate emissions based on the **Meal Carbon Measurement Initiative (MCMI)** methodology, which was developed by the hospitality industry to provide consistent and transparent reporting of the carbon footprint associated with hotel stays. This report can be used for fairly comparing between hotels and is available upon your request.

Our total corporate emissions will be presented in our annual sustainability report available on our website.

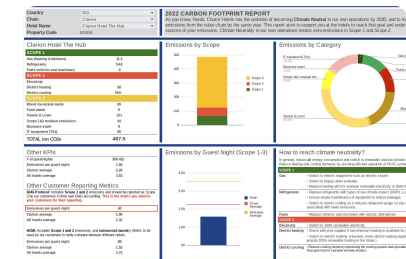
1.71
tCO2e
per guest night

28%
less than the
industry average

*The emissions are reported as "factor double reported", which is a way for disclosing different greenhouse gases in a common unit. For any quantity and type of greenhouse gas, tCO2e signifies the amount of CO2e which would have the equivalent global warming impact.

Strawberry

48 decarbonization projects launched.



Issued hotel-specific carbon footprint reports for all hotels

Summary of our work with climate

Ambitions & Goals

We are committed to taking action to avoid the worst impacts of climate change by doing our part to limit the rise in global temperatures at 1.5°C above pre-industrial levels. By 2030, we commit to reach net zero emissions in our own operations and to reduce the emissions from our value chain by 50%. In carbon accounting terminology, this means we will reach net zero emissions in Scope 1 and 2, and reduce our Scope 3 emissions by 50%. Across all scopes, we will more than halve our emissions by 2030 relative to a 2022 baseline. By 2050, we will reach zero emissions across all three scopes, doing our part in meeting the Paris Agreement.

Activities

Climate Reporting

In 2023, we continued to strengthen our climate reporting by adding more emission categories and continuing to improve data quality. Transparency is a key value to us and we decided increase our reporting of our carbon footprint.

Our journey towards net zero emissions

- **Launched our first Emissions Report** showcasing our corporate emissions and methodology.
- **Developed carbon footprint reports for all hotels** to understand the starting point to reach our climate goals and identify focus areas for reduction efforts.
- **Piloted carbon footprint reports** to our corporate customers with their annual carbon footprint from overnight stays at our hotels.

Complete Scope 3 calculations

For 2023, we have calculated our total Scope 3 emissions through a spend-based analysis. This screening-level approach gives us the opportunity to estimate our total GHG emissions and identify focus areas. We will continue to improve the data quality by adding activity data from our suppliers instead of spend-based estimates.

Climate Fund

We launched our Climate Fund in 2022, and so far we have initiated 48 decarbonization projects across our portfolio. We have also invested in 4 start-ups that provides us with solutions that will support our climate targets.

-20% CO₂e

reduction in Scope 1&2
compared to 2022.

48

decarbonization projects
at hotels initiated

4

start-ups invested in.



Emissions

For the first time in Strawberry's history we now have a full understanding of our total Scope 3 emissions, enabling us to have a complete picture of our overall emissions. For 2023, we conducted a spend-based analysis to understand the overall impact of our business activities. 90% of our total emissions fall into Scope 3, which includes activities that typically lie outside our direct operational control. Of those Scope 3 emissions, 80% is related to purchased goods and services such as purchases of food and furniture.

We are committed to reaching net zero emissions for Scope 1 and Scope 2, and reducing our Scope 3 emissions by 50%. To reach our goals we are targeting our emissions in two main areas.

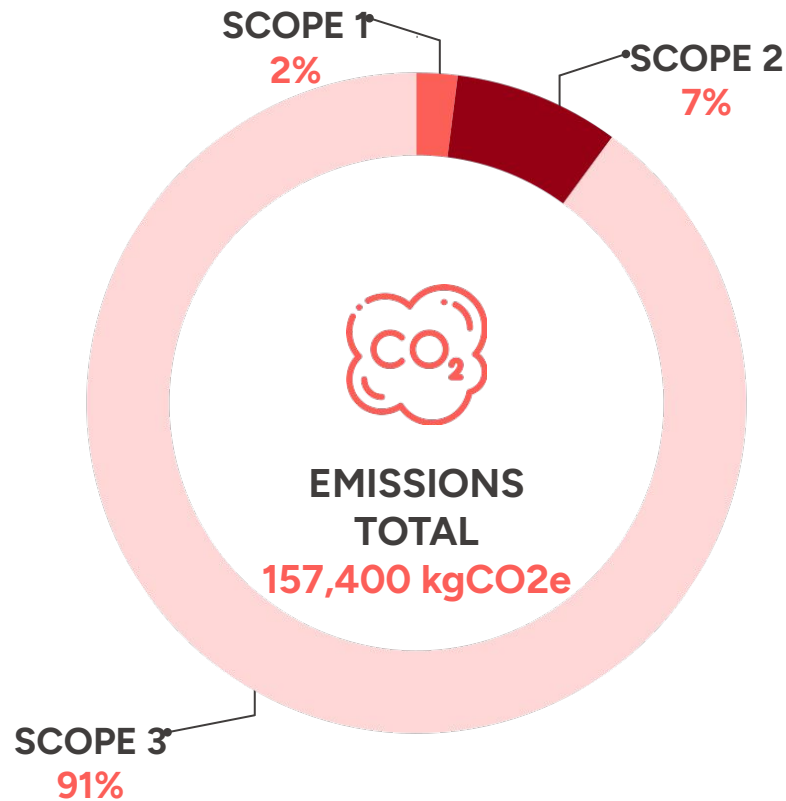
Decarbonization of our operations

We continuously strive to enhance the efficiency of our buildings, which in turn reduces our emissions. Our Climate Fund supports further investments aimed at lowering emissions from building operations. You can read more about our Climate Fund later in this report.

Decarbonization in our value chain

Since 90% of our emissions come from our value chain, mainly from purchased goods and services, we are working with our supply chain partners to reduce emissions by:

- **Promoting Emissions Transparency:** We work with our suppliers to measure the environmental impact of their products, providing us with valuable insights into the carbon footprint of our purchases.
- **Enhancing environmental metrics in procurement:** We actively seek opportunities to incorporate environmental performance criteria into our procurement processes and plan to elevate these standards as our supply chain matures.



2023 Climate Reporting

Strawberry's climate calculations are conducted in accordance with the Greenhouse Gas Protocol, based on the 2023 calendar year.

Progress 2023 vs 2022

Scope 1

Scope 1 covers emissions from the combustion of gas for heating and food preparation, refrigerant leaks, and fuel usage by vehicles and machinery. In 2023, Scope 1 emissions decreased by 20% compared to 2022, exceeding our annual target on our path to net zero emissions by 2030.

Scope 2

Scope 2 includes emissions from purchased electricity, district heating, and cooling. In 2023, Scope 2 emissions also decreased by 20% compared to 2022, surpassing our annual target towards net zero by 2030. These reductions are attributed to a shift towards renewable energy sources and a cleaner energy supply.

Scope 3

Scope 3 encompasses emissions from our value chain, divided into upstream and downstream emissions, with the majority stemming from purchased goods and services. In 2023, total Scope 3 emissions increased by 13%, primarily due to operational growth and increased spending.

	2022	2023	% change
SCOPE 1	3,626	2,901	-20%
Gas (heating & kitchens)	968	718	-26%
Refrigerants	2,511	2,054	-18%
Fuels vehicles and machinery	147	129	-12%
SCOPE 2*	14,704	11,743	-20%
Electricity	5,667	4,496	-21%
District heating	8,850	7,111	-20%
District cooling	187	137	-27%
SCOPE 3	126,337	142,420	13%
1 - Purchased goods and services	101,038	115,390	14%
2 - Capital goods	7,027	6,633	-6%
3 - Fuel and energy-related activities	2,043	2,175	6%
4 - Upstream transportation and distribution	740	728	-2%
5 - Waste generated in operations	1,455	1,470	1%
6 - Business travel	902	1,237	37%
7 - Employee commuting	4,461	4,665	5%
14 - Franchises	8,673	10,123	17%

*Market-based emissions. Total location-based emissions were 16,970 ton CO₂e in 2022 and 18,203 ton CO₂e in 2023.

CO ₂ e per guest night	2022	2023	% change
CO ₂ e / guest night (Scope 1+2)*	2.04	1.74	-14%
CO ₂ e / guest night (Scope 1+2+3)	10.91	11.06	1%

*Includes Scope 1 and 2 for all operations and franchise hotels.

Strawberry Climate Fund

A fund to finance the development of climate-friendly solutions,
both at our hotels and for the industry as a whole.



Strawberry Climate Fund established for our hotels

In 2023, we continued our efforts with the Climate Fund in order to reduce carbon emissions in our own operations, as well as to finance the development of climate-friendly solutions within the hotel industry.

In 2023, we donated another 20 million NOK to the fund. In total, the climate fund has now funded 48 decarbonization projects at our hotels and supported 4 start-ups that are solving climate challenges across the travel industry.

2023 in numbers: through our two first round of projects, we estimate to achieve annual energy savings of 3 million kWh and carbon savings of 900 000 kg CO₂e.

Below are some examples of projects.



Strawberry Climate Fund Case 1

Clarion Collection Grand Hotel Bodø

In early 2023, Clarion Collection Hotel Grand Bodø conducted a water efficiency study to find ways to save water. The hotel's existing shower heads and water faucets were using a significant amount of water, and replacing them with low-flow alternatives had the potential for substantial water savings.

By replacing the shower heads and faucets with low-flow versions in 100 hotel rooms the hotel is estimated to save **2.6 million liters of water** per year. In the first 5 months of operation, the hotel could show a 30% reduction in actual water consumption per guest night. On top of saving water, this initiative also led to substantial energy savings as less water needs to be heated.



Strawberry Climate Fund Case 2

Clarion Collection Hotel Kompaniet

When the hotel faced a situation where their old refrigerators and freezers needed replacement they did not only focus on reducing energy consumption but also to address the environmental impact of outdated refrigerants with a high climate impact. The Global Warming Potential (GWP) is a measure of the climate impact of refrigerants and is often thousand times higher than for CO₂, meaning leaking refrigerants, even in small amounts, can have a significant climate impact.

In light of this, Strawberry is dedicated to transitioning to low-GWP refrigerants as part of our commitment to achieving our climate goals by 2030. At the hotel, this initiative reduce the climate impact from the refrigerants is reduced by **99.99%** and the energy usage is reduced by 95%.



Investment in the future

Through our Climate Fund, we have since 2022 committed 5 million NOK through ClimatePoint - our investment partner. Together we have set up two investment funds with the common goal: A sustainable travel industry.

The **Food and Agrotech** fund aims to decarbonize the entire agriculture value chain. As almost 50% of our total emissions are related to food and beverage, these investment are aligned with our 2030 strategy.

The **Building & Construction** fund aims to find new solutions across the construction industry's value chain. This can be new solutions that enable lower energy usage, fewer resources and less surplus materials.

In 2023 we invested in another four startups - below are two examples.



Food & Agrotech



Building & Construction



Down to Earth

Down to Earth, a Norwegian startup, specializes in assisting companies with carbon removal and storage initiatives. Carbon removals, what's that? Essentially, it's a method aimed at extracting carbon dioxide from the a and securely storing it. Down to Earth focuses on a natural approach, utilizing biochar to store carbon in the soil. This method not only sequesters carbon for up to 1000 years but also enhances soil quality in the process.

The Intergovernmental Panel on Climate Change (IPCC) has underscored the inevitability of employing carbon removal strategies to counterbalance hard-to-abate emissions if we are to limit global warming to 1.5°C. At Strawberry we consider it an integral component of our climate commitment. After achieving at least 90% reduction in emissions, we will employ carbon removals to ensure we achieve net-zero emissions. Through our investment in Down to Earth, we are supporting the development of this technology not only for ourselves, but the entire travel industry.

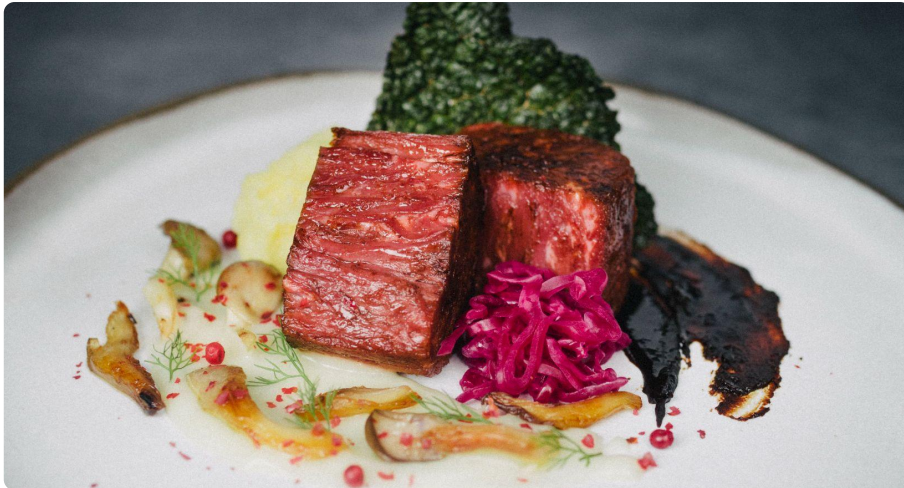


Juicy Marbles

Around 50% of our total emissions are related to the food that we serve. With the ambition to halve the emissions in our value chain by 2030 we need to act in our value chain. We have decided to enter into a partnership with Juicy Marbles to support the further development of plant-based alternatives, and be a frontrunner when it comes to offering more sustainable food choices in our restaurants.

What is Juicy Marbles? It's a soy-based meat alternative that resembles meat in appearance, texture, and taste. Not only it it a juicy and tender alternative to meat, it has a **93% lower climate footprint** than beef.

For us this is an important step in providing our guests with more sustainable food options. We believe in choices and we reduce our impact one meal at a time.





At Strawberry, we share a common goal of leaving behind a sustainable planet for future generations.

We do so by focusing on what is on the plate, and in the glass, and how our buildings are built and operated.

BY 2030

“Net zero emissions in our own operations”
“50% reduction in value chain emissions”

Strawberry

Contact

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Strawberry

