

TRANSFORMATION TOWARDS A MORE SUSTAINABLE COMPANY



Sunweb Group

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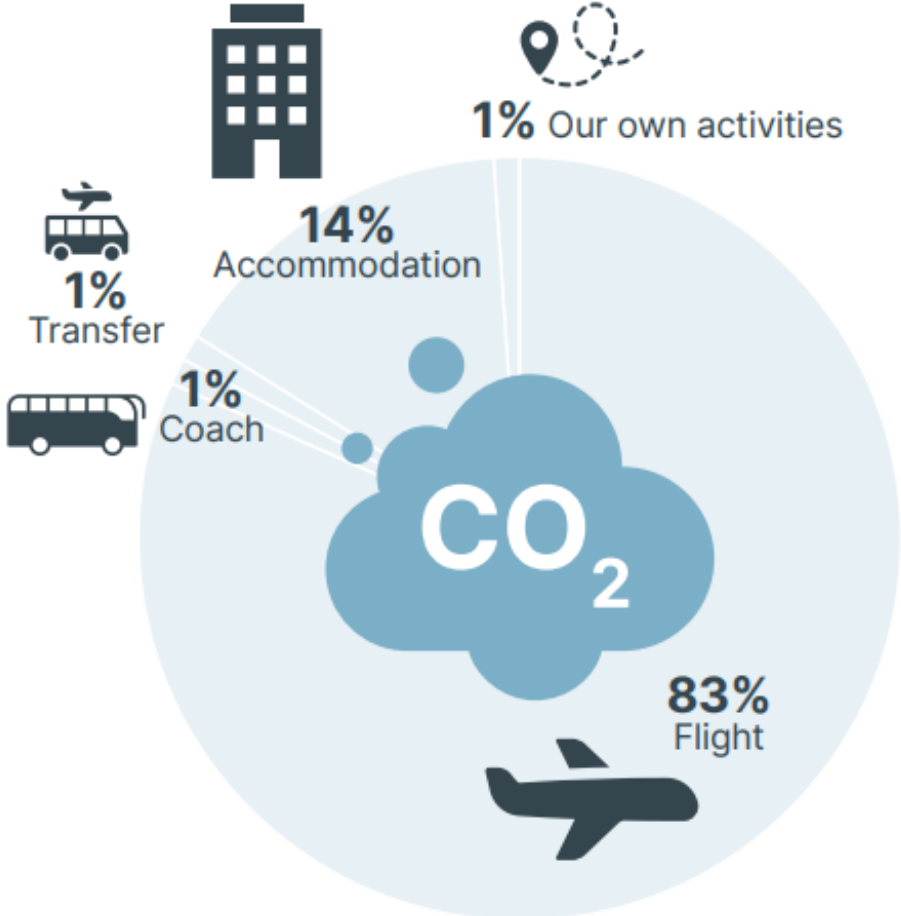
1. Sustainability at Sunweb Group
2. Sustainability strategy and key transition challenges
3. Why employee engagement?
4. Employee transformation



1. SUSTAINABILITY AT SUNWEB GROUP

SUNWEB GROUP CARBON FOOTPRINT

CO₂ emissions per business area, FY2022*



* Calculated based on internal data and ClimateCare CO₂ emission calculation model. Excluding rental car, self-drive and cruise travel as data is currently unavailable.







2. SUSTAINABILITY STRATEGY AND KEY TRANSITION CHALLENGES



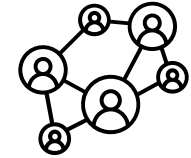


3. WHY EMPLOYEE ENGAGEMENT?

EMPLOYEE ENGAGEMENT & TRANSFORMATION

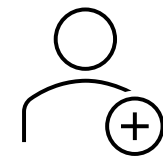
Becoming more sustainable is not a one-person job!

- Crucial for progress
- Awareness matters
- Reputation opportunity and risk



Sustainability engagement also important to employees.

- Important for retention and attraction
- Nearly half of office workers (46%) seek employer commitment to ESG, with one-fifth (20%) rejecting job offers over misaligned values (KPMG, 2023)

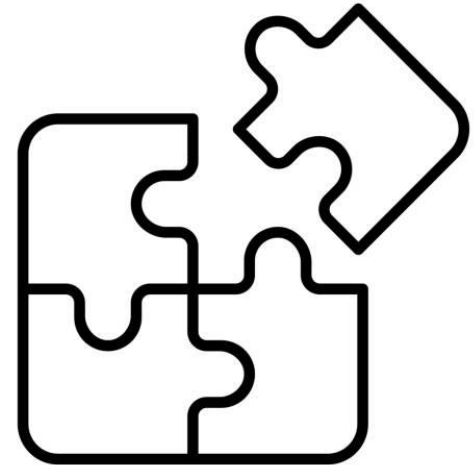


CHANGING EMPLOYEE BEHAVIOR

“In order to take action and build solutions, we first need to understand the problem.”

1. Importance of understanding
2. Behavioral design principle
3. Strategic implementation

However.. we don't need converts, we need action.





4. EMPLOYEE TRANSFORMATION



OUR MISSION

Protect Our Winters UK helps *passionate outdoor people* become *effective climate advocates* to achieve *systemic solutions to climate change*, protecting our world today and for future generations.



About Better Places

"Create a better world through tourism"

Social enterprise
B Corp
Mission driven

- Support and promote local initiatives
- Lower the CO2 emissions of traveling
- Protect, respect and travel plastic free

