

Introduction

We have a clear goal in tourism – and beyond: We want people to explore the world by bicycle. Cycling holidays should become the number one form of travel in Europe. Our focus lies on sustainable, nature-based experiences that benefit both people and the environment. Cultural diversity and social interaction play a central role in this. Ecological values are just as important as fostering a strong awareness of sustainability among our customers — even beyond their journey.

In addition to promoting cycling as a form of travel, our business practices emphasize reducing plastic and paper use, relying on renewable energy, and consistently integrating regional food and culinary products. In doing so, we not only increase the vital economic value added in the European travel regions we offer, but also strengthen awareness and acceptance of sustainable practices in all our partner regions.

Cycling tourism itself already represents a particularly sustainable form of travel.

Getting around by bike is not only environmentally friendly, but also promotes the mental and physical well-being of our guests. Cycling travelers experience the landscape and local cultures in a profound way. Interaction with local communities happens gently and directly, enabling value creation at the local level. We aim to maximize these positive effects for both our guests and local populations, while minimizing negative social, environmental, and economic impacts.

These guidelines are intended to highlight the efforts we have already made in the name of sustainability and to define our sustainability goals for the coming years. The focus lies both on daily office operations and the sustainable development of our cycling tours. This policy is understood as a dynamic strategy and implementation document, supported and embraced by all employees in the company.

In doing so, the following overarching goals are particularly important to us:

Reduction of Paper and Plastic

The sustainable and mindful use of paper is a key concern for us. Over the past few years, we have managed to reduce internal paper consumption by 80%, primarily through the digitalization of internal workflows. In the coming years, we aim to further minimize our paper usage and reduce paper and plastic waste by 30%. To achieve this, we are focusing on the following areas:

- Optimization of printing processes within internal office workflows
- Ordering printed materials from external suppliers based on actual demand
- Raising awareness among staff for mindful use of printers and printing paper
- Digitalization projects in internal operations and customer-facing processes
- General office paper consumption, e.g., in restrooms and kitchen areas
- Selection of internal and external printed materials made from recycled paper
- Use of bulk packaging for ordered goods and promotional items instead of individual packaging
- Selection and procurement of refillable items for internal office use, wherever reasonable and practical

Energy and Water Usage

Our office already runs on 100% renewable electricity, and we have fully converted to energy-saving lighting. Nevertheless, we see further potential in the mindful use of energy and water. Our declared goal is to reduce energy consumption by 30% over the coming years. To reach this goal, we are focusing on the following measures:

- Using office IT equipment in energy-saving mode
- Efficient operation of air conditioning and heating systems
- Raising staff awareness about energy-saving practices
- Prioritizing sustainable options when purchasing new electronic devices
- Considering electric vehicles when deciding on new luggage transport solutions for self-guided cycling tours
- Choosing the most sustainable transport company for cycling tour transfers, depending on cost and comfort
- Consistently using Vienna's high-quality spring water for drinking

Social Responsibility

As a tour operator and employer, we are fully aware of our social responsibility toward our customers, partners, employees, and the people in the regions we operate in. To meet these expectations, we are currently — and will continue to be in the coming years — focusing on the following key objectives:

Internal (Office and Staff):

- Provide and promote training and development opportunities for employees
- Foster team building and team development
- Ensure social benefits and bonuses for employees
- Maintain appropriate office infrastructure to safeguard employees' physical well-being
- Enable and support participation in local community social projects
- Encourage a respectful workplace culture, regardless of gender identity or origin

Product-Related (Tours and Operations):

- Consistently integrate local products and services into our offerings and travel documentation
- Ensure that child labor and forced labor are strictly excluded from the entire supply chain
- Establish sustainability standards in collaboration with both existing and new partners

To embed these sustainability goals into our collective awareness, sustainability is a regular agenda item in team meetings, where we reflect on progress toward these objectives. The goals are continuously reviewed for feasibility and effectiveness. It is essential that every team member understands and supports these sustainability objectives. In addition, we provide low-threshold opportunities for employees to propose their own initiatives and actively contribute to sustainable practices.