



Adventurous
ewe

Impact Report

2023



PREPARED BY ADVENTUROUS EWE

STRIVING TO DO THE RIGHT THING

IMAGE: JIM & SUE, NAKASENDO TRAIL, JAPAN

WELCOME / CROESO

Impact Report 2023

Striving To Do the Right Thing

Jim Young, Founder & Director
Sue Blunt, Director & Head of
Sustainability



Here at Adventurous Ewe, we are incredibly grateful to do extraordinary things - to have a global connection with local people, to experience the wild, and to share those moments with fellow adventurers. We know that travel is a privilege, and only a small percentage of people on this planet get the opportunity to explore beyond their everyday world. That's why we believe in making every journey count.

Adventure is more than just reaching a summit or crossing a finish line. It's about connecting with people and nature, supporting local communities, sharing stories, broadening perspectives, and creating ripples of understanding and empathy across cultures. The impact doesn't stop when the adventure ends - it continues in the way we return home, inspiring others and fostering a greater sense of global connection.

Since Adventurous Ewe's very first trip, we've believed in the transformative power of travel - but only when done the right way. Adventure should be exciting, immersive, and responsible, giving back as much - if not more - than it takes.

For us, travel is about real connections, built on meaningful relationships with local communities, our amazing travellers, expert guides and crew, responsible partners and safe local operators who share our values. It means minimising our impact, respecting the people and places we visit, and ensuring that every adventure has a positive footprint so that future generations can experience the joy of travel.

We know there's always more to do, but with every step, every journey, and every traveller who joins us, we're committed to making real connections, positive impact, and lasting change.

Here's how we made an impact in 2023....

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1

Who we are



BIG ADVENTURES, SMALL BOOT-PRINTS

At **Adventurous Ewe** we are here to provide extraordinary adventure travel experiences across the planet in a safe, sustainable, meaningful and fun manner with real connections to the people we meet, the places we visit and the planet we explore. We're here to harness the power of travel to unite.

Based in North Wales, we create and deliver overseas expeditions and UK challenges whether they be trailblazing itineraries to remote pockets of the globe or classic bucket list adventures. We're passionate about igniting your adventurous spirit and achieving the extraordinary in some of the world's most incredible places. Whether a company, a charity, a flock of friends, private group or a solo traveller, we create and tailor adventures so that your journey also helps protect the planet through our partnership with the international NGO, [Cool Earth](#). We not only want to make a difference to your life, your experiences and your stories, but to the lives, communities and environments of this awe-inspiring planet.

2023 Impact at a Glance

2023

A Year of Benchmarking for Future Impact

In 2023, our focus was on recording key data and establishing benchmarks, laying the groundwork to effectively measure and reduce our impact in the years ahead.

Our Locations



Trip Itineraries

94+



Countries travelled to

24

All human powered trips

Cycling

Multi-Activity

Trekking

Mountain Trekking

Snowshoe & Winter Treks

Hike & Swim

Tailor-made

Low season

Our People



15

year of operation



2

Adventurous Ewe HQ Team



52+

Adventurous Ewe Leaders & Crew Globally



Our Social Media Community

Followers

1300+

+10%

Engagements

60,320

+15%

Website Traffic

8,760

+22%

People, Places & Planet Policy



Improving life through travel

Travel is a privilege, that's why we believe in making every journey count in the places we visit, the people we meet and the parts of the planet we explore.

Since founding Adventurous Ewe, an integral part of our vision has always been to have a positive impact on the society and environment in which we operate. Being able to offer a genuine layer of thought to what is being offered is what helps experiences transcend traditional ways of travel and really capture the imagination.

As such we have created our Big Adventures, Small Footprints – Making it Meaningful Tourism Policy for People and the Planet. This policy paves the way in which we carefully and passionately seek to improve life and connections through travel — for the people we meet, the places we visit and the planet we explore.

Aligning with the UN Sustainable Development Goals (SDGs)



Learn more at sdgs.un.org.

The above UN SDGs serve as a global framework for addressing poverty, gender equality, and climate change as a community. Our **People**, **Place**, and **Planet** plan aligns with 9 of the 17 goals, driving meaningful action in these areas outlined below:



Find out more on the areas we work on to achieve the above...

People, Places & Planet

Focus on People

Priority focus areas: Empowering people – from our core team and trusted local operators, to our supply partners, expert leaders and incredible travellers. We're committed to creating meaningful, respectful and supportive relationships at every step of the journey, ensuring that everyone involved in an Adventurous Ewe experience feels valued, included, and inspired.



PEOPLE



PLACES



PLANET

WHAT WE ARE WORKING ON

- Empower more women in the outdoors through skills, training, and leadership opportunities.
- Grow our female Leadership team and relaunch our UK Trainee Leadership scheme.
- Partner with sustainable local operators with recognised accreditations.
- Support local communities by integrating community projects into our trips.
- Boost local employment by prioritising locally owned accommodation, restaurants, and services.
- Introduce Low Season travel itineraries to support local communities year-round.
- Value our travellers' voices, sharing feedback openly through trusted reviews to ensure honesty, visibility, and continuous improvement.
- Share our 'Guidelines to Safety, Conduct & Responsible Travel' to our travellers, freelancers, staff for safeguarding and RT purposes.

People, Places & Planet

Focus on Places

Priority focus areas: Partnering with locally owned accommodations, guides, and suppliers to keep tourism income within the destination; supporting community-led initiatives; designing itineraries that avoid over-tourism by travelling outside of peak seasons and seeking lesser-trodden paths; and fostering genuine connections between our travellers and local communities to promote cultural understanding and mutual respect.



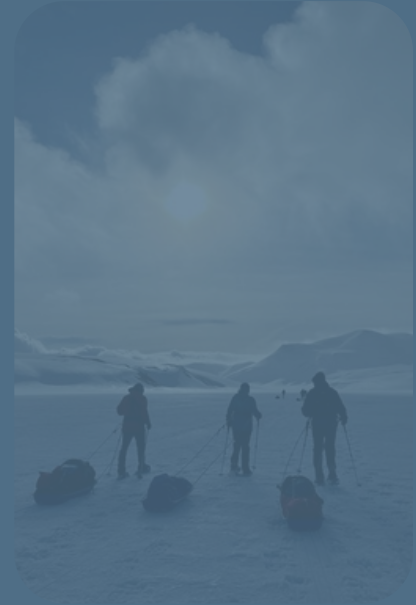
PEOPLE



PLACES



PLANET



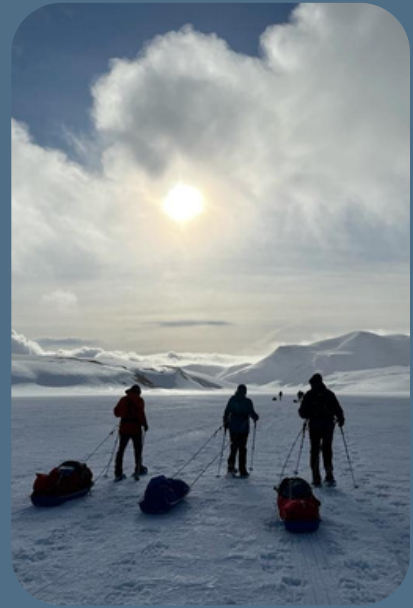
WHAT WE ARE WORKING ON

- Further reduce both direct and indirect distribution of single use plastics on our trips.
- Roll out revised 'Sustainable Travel & Operations Contract' to all our local operators.
- Create an Overtourism policy to guide our action on new trip development and help prioritise where we may need to change.
- Increase and diversify the way our itineraries and operations support local projects and conservation efforts.
- Introduce our 'Low Season' travel to help ease pressure on peak-season hotspots and natural environments, supports local communities with year-round income, and offers travellers a more authentic experience with fewer crowds and deeper connections.
- Facilitate low-impact travel in fragile areas.
- Educate and empower travellers and staff to uphold our Leave No Trace policy on every itinerary.
- Further embed sustainable and responsible procurement in all our operations.

People, Places & Planet

Focus on Planet

Priority focus areas: Minimising our environmental footprint through responsible trip design; reducing single-use plastic by providing free Water-to-Go bottles on all overseas trips; working towards carbon measurement and reduction across every trip; recording and reducing waste across all UK events; support conservation projects through our partnership with Cool Earth and inspiring conscious travel choices among our flock to help protect the fragile environments we explore.



PEOPLE



PLACES



PLANET

WHAT WE ARE WORKING ON

- Conducted a waste audit for UK trips to reduce disposable and consumable goods.
- Transition to a zero-waste-to-landfill for all UK operations.
- Continue to support Cool Earth, international NGO that funds Indigenous communities to protect endangered rainforests in order to help protect ecosystems.
- Calculate on-trip carbon emissions for our top 10 trips, with plans to expand.
- Transition to nature positive tourism – reduce our impact and restore where possible on each itinerary.
- Collaborate with other adventure travel operators to amplify impact.
- Commission a third-party audit of our Animal Protection Policy with a roadmap for implementation.
- Continue to supply all overseas travellers with a free AE Water-to-Go bottle to help eliminate our single use plastic use.

2 Our Communities



At the heart of our journey is a **deep commitment** to uplifting communities and honouring our planet. In 2023, our actions - from aiding earthquake relief in Morocco to sharing sustainable resources across diverse destinations - spoke volumes. Now, as we look ahead to 2024, we invite you to experience a world where every trip connects you with local stories, authentic adventures, and projects that make a difference.

Supporting our Communities in 2023

Morocco Earthquake: worked with Virgin Unite, Richard Branson and The Eve Branson Foundation with donation of tents, sleeping bags, clothes to affected villages in the High Atlas Mountains.

Issued 136 x Water to go bottles to minimise our single use plastic footprint in the destinations we travelled in 2023 (Morocco, Sweden, Iceland, Costa Rica, Nepal, Italy, Spain, Greenland, Slovenia, Tanzania).

Donated £2758 to our climate change charity partner, Cool Earth (51% of target).



£2758

Donated to our climate change charity partner, Cool Earth

136



Water-to-go Bottles issued to minimise single use plastic

10

countries visited free of the use of single plastic water bottles.



100's



tents, sleeping bags, clothes donated to The Eve Branson Foundation.

Whats Next for 2024

New trip itineraries created for 2024 which include supporting community projects and all locally owned accommodation places and restaurants.

Greenland Wilderness Adventure (local Inuit guide).

Dalai Lama Indian Himalaya Trek (used B-corp local tour operator & community projects supported).

IAPWA and StreetVet supportive trips (minimised number of domesticated animals in itinerary).

3 Our People



→ Looking after our people

Our People are Our Company

Our People encompasses everyone we connect with on our adventures – from the dedicated team at AE HQ and our incredible local operators who help shape and deliver each trip responsibly, to the staff and freelancers who bridge communication, share insights, and drive the continuous improvement of our experiences. It also includes our adventurers, with whom we share knowledge, stories and inspiration – creating a two-way exchange that helps us all grow, learn, and travel better together.

→ Our Progress



Our Female Leader's & Guide's

Our team is the vibrant heartbeat of our adventures and we continue to build on our female leadership levels. While we weren't able to reinstate our UK Female Trainee Leader Programme in 2023 due to capacity, it remains a top priority on our 2024 Action List.

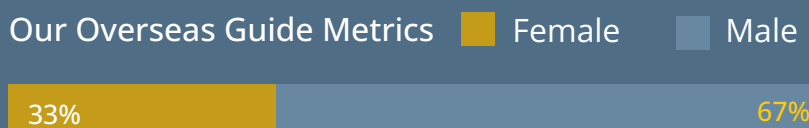
We're also committed to improving gender balance across our overseas trips by working closely with our local operators to increase the number of female guides. This focus is now embedded in the sustainable and responsible travel section of our updated operator agreements, helping us take real steps towards more inclusive and equitable adventures.

Our Female Leader's & Guide's Metrics for 2023

Our UK Leader Metrics



Our Overseas Guide Metrics



Empowering Women through Adventure

Building on the success of our all-female Mt Toubkal Winter Trek in partnership with the women's outdoor community, Adventure Queens in 2023 – which saw 14 incredible women take on the challenge – we're proud to be running this empowering trip again in 2024. Timed to mark International Women's Day, the trek offers women the opportunity to gain confidence in mountain environments while developing essential winter trekking skills to take forward on their own exploits.

We're also expanding our women's-only adventures with the launch of a new outdoor learning weekend: the Snowdonia SUP, Swim & Summit – combining water activities, peaks, camping skills and personal growth in one weekend. These trips are all about building skills, confidence, and community in the outdoors.

Our People



→ Our progress

Low Season Travel

In 2023, we launched Low Season Adventures to reduce overtourism, support local communities year-round, and offer quieter, more meaningful travel experiences. These unique itineraries promote sustainable exploration while spreading the benefits of tourism beyond peak season. The following Low Season trips were held in 2023.

5 Winter Toubkal Treks, 2 Kings Trail Snowshoe Expeditions & 1 Sahara Desert Trek. <https://www.adventurousewe.co.uk/trip-type/low-season/>

→ What's next?

Guidelines to Safety, Conduct & RT

Looking ahead, in 2024, we'll be sharing our new 'Guidelines to Safety, Conduct & Responsible Travel' with all travellers, freelancers, and staff via our free mobile travel app. This will ensure everyone is informed, aligned, and empowered when it comes to safeguarding, behaviour, and responsible travel practices.

Local Employment

We'll continue to boost local employment by prioritising locally owned accommodation, restaurants, and services across all existing itineraries – and committing to use only locally owned options for all new trips wherever feasibly possible.

Traveller Feedback

Traveller feedback remains invaluable. We'll keep encouraging open, honest reviews via trusted platforms - Google, Facebook & AITO - and evaluate reviews carefully to understand where we can improve – ensuring every voice helps shape a better, more inclusive experience.

→ Our struggles

Integration of Local Community Support

While we remain committed to supporting local communities, in 2023 we struggled to consistently integrate community-led projects into all our itineraries. Balancing logistics, timeframes, and traveller expectations sometimes limited our ability to include meaningful interactions or income-generating opportunities in every trip. In 2023 we managed the following with developing new itineraries:

- Dalai Lama Indian Himalayan Trek - two rural cooking demonstration in local community homes
- Bespoke Rwanda Cycling Challenge - school visits where group had funded the building of toilet blocks
- Greenland Wilderness Adventure - Inuit Local Guide
- UK SUP trips: All new SUP equipment purchased through local company in Wales - O'Shea
- North Wales trips: packed lunches purchased through local lodge who only use local produce with plastic free packaging.

In 2024 we will continue to strengthen & develop these connections and create more purposeful, community-focused experiences and support in all our trips.

4 Our Travellers



➔ Our Progress

In 2023, our adventurers shared fantastic feedback about their experiences, with consistently glowing reviews across platforms like Facebook, Google, and AITO. These independent reviews reflect our ongoing commitment to delivering unforgettable, meaningful, and responsible journeys – and we're proud to maintain a consistent 5-star rating.

We'll continue to actively encourage feedback and use it to shape and improve our adventures, ensuring every trip is better than the last.

AITO Reviews

5 participants 100% recommended Adventurous Ewe in 2023 on AITO Review.



100% recommended (5 reviews)

Facebook Reviews

13 participants 100% recommended Adventurous Ewe in 2023 on Facebook Review.



100% recommended (13 reviews)

Google Reviews

100% of **29 participants** give Adventurous Ewe a 5/5 star rating in 2023 on Google Review.



5.0 (29 reviews)

Mt Toubkal Winter Trek, Morocco
by SLGriffiths, 19 May 2023
Holiday Rating:
★★★★★

Mount Toubkal Trek - Amazing once-in-a lifetime adventure

This trip was superbly organised from beginning to end. Accommodation was first class and the guides and crew were fantastic. The scenery took my breath away (literally, especially at the summit). I highly recommend Adventurous Ewe and I would definitely book with them again.

[READ FULL REVIEW](#)



Johnny Hobbs recommends Adventurous Ewe.

22 February 2023 · 🌐

Just returned from my 2nd trip with Adventerous Ewe. I can highly recommend them. Great company and Jim and his colleagues are such fantastic leaders.



Tate Parry

9 reviews · 1 photo

★★★★★ 2 years ago

I booked the Snowdonia Crossing for 20 people as part of a work trip. Adventurous Ewe was absolutely awesome from beginning to end. They bent over backwards to tailor the trip for us leading up to the challenge, it was fantastically ... [More](#)

5 Our Partners



Continuously striving to do more

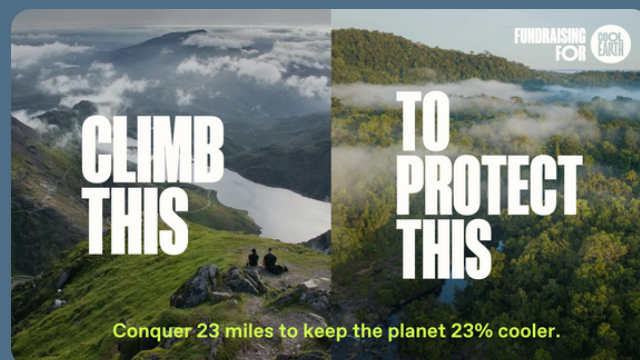
Our partners play a vital role in helping us deliver meaningful, responsible, and impactful adventures. Whether it's supporting ex-service personnel, promoting mental wellbeing, or tackling climate change, each partnership strengthens our commitment to our People, Places & Planet Policy. We're also continuously improving our trips on the ground – from introducing plastic-free packed lunches, to designing new events that inspire action and create lasting change. Together, we're creating adventures that go far beyond the trail.

Our accommodation partner in Snowdonia/Eryri, **Lodge Dinorwig**, has taken a great step towards sustainability by switching to plastic-free lunch packs for our most popular UK events – a brilliant reflection of our shared commitment to a greener future.

In collaboration with our climate change charity partner, **Cool Earth**, we created an exciting new event for 2024 – Race for Rainforest. This innovative fundraising challenge is designed to inspire action, boost support, and drive meaningful change for our planet. (See posters on the right.)

We proudly partnered with The Not Forgotten charity to develop and host a special event for ex-service personnel living with injury, illness, or isolation.

We continued to grow our fundraising and support for the mental health charity **Rethink Mental Illness** by expanding our event programme from one to two Snowdon Challenges and launching a brand new bespoke South Coast Trek – 25K in One Day. These events not only raise vital funds, but also promote mental wellbeing, awareness, and help create a better quality of life for those living with mental illness.



Our Partners



What's next?

Looking ahead, we remain deeply committed to empowering people – from our core team and trusted local operators, to our supply partners, expert leaders, and incredible travellers.

**On average
our
Trip Partners
have worked
with AE for
8 years**

We're dedicated to fostering meaningful, respectful, and supportive relationships at every step of the journey, ensuring everyone involved in an Adventurous Ewe experience feels valued, included, and inspired.

To further strengthen these partnerships, we are preparing to roll out a revised Sustainable Travel & Operations Contract to all our local operators. This new agreement – currently under review by our third-party legal team – sets clear expectations around sustainability, inclusivity, and responsible travel, and reflects our shared values in action.

We've also been collaborating with other Travelife Awarded operators to co-create new itineraries in less-visited destinations, helping to relieve pressure on popular hotspots while spreading the benefits of tourism more equitably. A great example is our exciting new Rwanda Cycling Adventure, which offers travellers a fresh, immersive experience while supporting local livelihoods and protecting natural heritage.



Our struggles

While we're proud of the progress we've made, we also recognise areas where we've faced challenges. We've not yet achieved our goal of increasing female representation within our Leadership Team, and our plans to relaunch the UK Trainee Leader Scheme post-COVID have yet to be realised. Both are now firmly embedded in our 2024 Action Plan.

Additionally, we've struggled with effectively communicating our social and environmental commitments and achievements across our wider team – particularly with our UK freelance leaders and overseas operators. Improving this internal dialogue is a key priority moving forward, ensuring that everyone who represents Adventurous Ewe shares the same vision, values, and understanding of the impact we aim to make.

We also recognise that our external communications haven't consistently reflected the positive change we're working towards. In 2024, we're committed to sharing more regular and transparent updates that highlight both our successes and the areas we're working hard to improve.

As always, we'll continue to build partnerships that open doors – working with local and international organisations to create opportunities for people to thrive in the destinations we're so fortunate to explore.

Together with our partners, we're shaping the future of adventure travel – one that's bold, inclusive, and genuinely responsible.

6 Our Places



Protecting the Places That Shape Our Adventures

Our Places focus is all about protecting the incredible environments we explore. In 2023, we worked to embed sustainable procurement, reduce single-use plastics, support conservation, and ease pressure on hotspots through our new Low Season adventures. We also began drafting out our revised Sustainable Travel & Operations Contract, the need of an overtourism policy, and continued to educate and empower our teams and travellers to leave a lighter footprint on every journey.

→ PLACES What we did well

Reduce single use plastic on all trips

As part of our commitment to reducing single-use plastic overseas, all AE travellers received a free Water-to-Go bottle before departure – a thank-ewe and a step toward cleaner, more sustainable travel.

For UK events, we provide large refill stations at all venues and highlight this in kit lists to avoid the need for single-use plastic bottles entirely.

Low impact travel

Our adventures are naturally low impact, with most being human-powered – whether trekking, cycling, or paddling through wild places. While flights remain a key element of our overseas trips, we're actively reducing internal flights and prioritising train travel wherever possible. In 2023, we made this shift on trips like the Kings Trail Arctic Snowshoe, Dalai Lama Indian Himalayas Trek, and Sri Lanka Top to Tail Adventure, with more changes to follow.

Our Director, Jim, did this journey in 2023 to lead by example



Our Places



→ Our progress

Low Season Travel

In 2023, we introduced Low Season Adventures to help protect the natural environments we explore by easing pressure on popular destinations during peak periods. By travelling at quieter times, we reduce environmental impact, avoid overcrowded trails, and create space for more mindful, respectful exploration. The following Low Season trips were delivered in 2023.

5 Winter Toubkal Treks, 2 Kings Trail Snowshoe Expeditions & 1 Sahara Desert Trek. <https://www.adventurousewe.co.uk/trip-type/low-season/>

→ What's next?

Leave No Trace

Looking ahead, in 2024, we'll be sharing our new 'Guidelines to Safety, Conduct & Responsible Travel' with all travellers, freelancers, and staff via our free mobile travel app. This will ensure everyone is informed, aligned, and empowered when it comes to responsible travel practices including our 'Leave no Trace' ethos.

Local Operator Agreements

To further strengthen our positive impact on the places we visit, we are preparing to roll out a revised Sustainable Travel & Operations Contract to all our local operators. This new agreement – currently under review by our third-party legal team – sets clear expectations around sustainability, responsible travel, and positive impact on the places we visit.

→ Our struggles

Integration of Local Conservation Projects

While we remain committed to protecting the places we visit, in 2023 we faced challenges in consistently integrating local conservation initiatives across all our itineraries. Balancing logistics, timings, and traveller expectations meant we couldn't always include these elements meaningfully in every trip. In 2024, we'll continue to embed local conservation and sustainability initiatives into more of our adventures and strengthen these connections through our revised Sustainable Travel & Operations Contract issued to all local operators.

Overtourism Policy

In 2023, we were not able to formalise our Overtourism Policy due to limited capacity. While this guidance is not yet written, we remain acutely aware of tourism hotspots and consciously avoid developing new itineraries in heavily visited areas, especially during peak times. This considered approach has been part of our decision-making, but we recognise the importance of formalising it and will prioritise completing and implementing our Overtourism Policy in 2024.

7 Our Planet



Protecting the Planet That Powers Our Adventures

Our Planet is at the heart of every adventure we run. We're committed to reducing our impact and restoring where possible—through waste reduction, zero-waste-to-landfill operations, carbon tracking, and strengthened animal welfare standards. We support rainforest protection with Cool Earth, collaborate with like-minded operators to amplify impact, and provide all overseas travellers with a free Water-to-Go bottle to help eliminate single-use plastics across the journeys we share.

→ PLANET What we did well

Water-to-Go bottles

As part of our commitment to helping the planet, members of the flock who join us for a big overseas expedition will receive a free Adventurous Ewe Water-to-Go bottle. It's our way of saying thank-ewe while making a real difference in reducing single-use plastic consumption, particularly in developing countries.

Made in the UK from plant-based materials and equipped with NASA-developed filtration technology, these bottles allow our travellers to safely drink from any non-salt water source - keeping them hydrated and reducing reliance on purchasing bottled water on our trips.

We're proud to be one of only two UK adventure travel operators offering these bottles at no extra cost - turning our sustainability promises into practical action on the ground.

Our Director,
Jim, leading by
example



Our Planet



NATURE

Our progress

UK Waste Audit

We're committed to reducing waste across all our events. In 2023, we launched a waste audit initiative by tracking all disposable and consumable items generated during our UK trips. The National 3 Peaks Challenge emerged as the highest-impact event in terms of waste, primarily due to large volumes of individually packaged food consumed during transfers. As a result, we made the conscious decision to no longer promote or market this event.

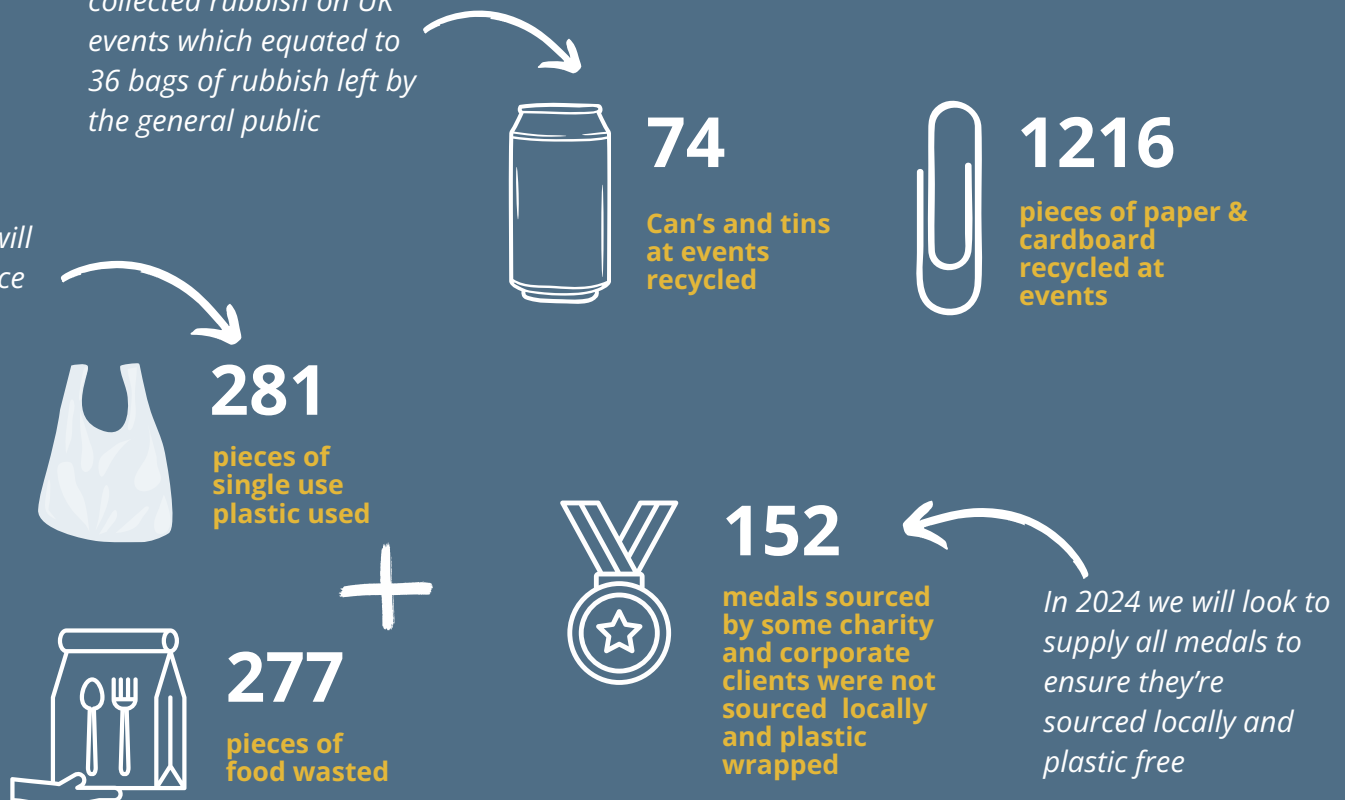
Our audit also highlighted that many corporate and charity-supplied medals were individually wrapped in single-use plastic. Moving forward, we'll encourage clients to use our local Welsh supplier, who provides beautiful slate medals without plastic packaging.

We've also made positive changes to our most popular UK event, the Snowdon Challenge, including introducing plastic-free lunch packs and removing tea and coffee service to eliminate excess waste from paper cups and milk cartons.

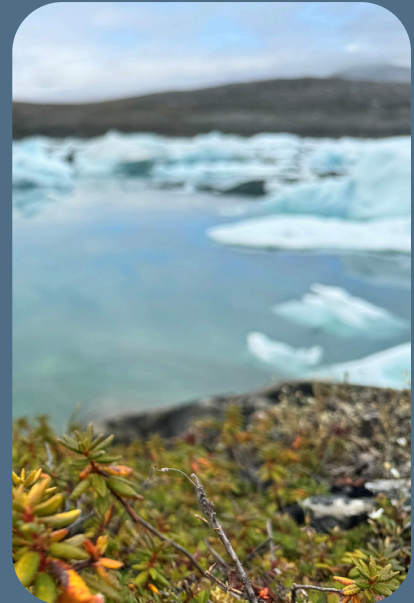
Additionally, all overseas travellers receive a free Water-to-Go bottle to help eliminate the need for single-use plastic water bottles. Together, these steps are helping us reduce our environmental footprint while still delivering memorable, responsible adventures.

Our Leaders also collected rubbish on UK events which equated to 36 bags of rubbish left by the general public

In 2024 we will look to reduce both these number



Our Planet



PLANET

Our progress

Collaborating for Greater Impact

We're proud to be part of the AITO Sustainable Tourism Committee, working alongside other like-minded adventure travel operators to share knowledge, exchange feedback, and develop practical tools and resources. Through this collaboration, we're helping to amplify positive impact across the industry and continuously improve our own sustainability practices.



Our struggles

Zero Waste to Landfill

Following our 2023 Waste Audit, we recognise that our goal of transitioning to zero-waste-to-landfill across all UK operations may have been too ambitious at this stage. However, the audit helped us identify key areas where waste can be reduced, and we remain committed to continual improvement. Our new target is to reduce waste on UK trips by 25% year on year, with a strong focus on more sustainable practices and responsible consumption.

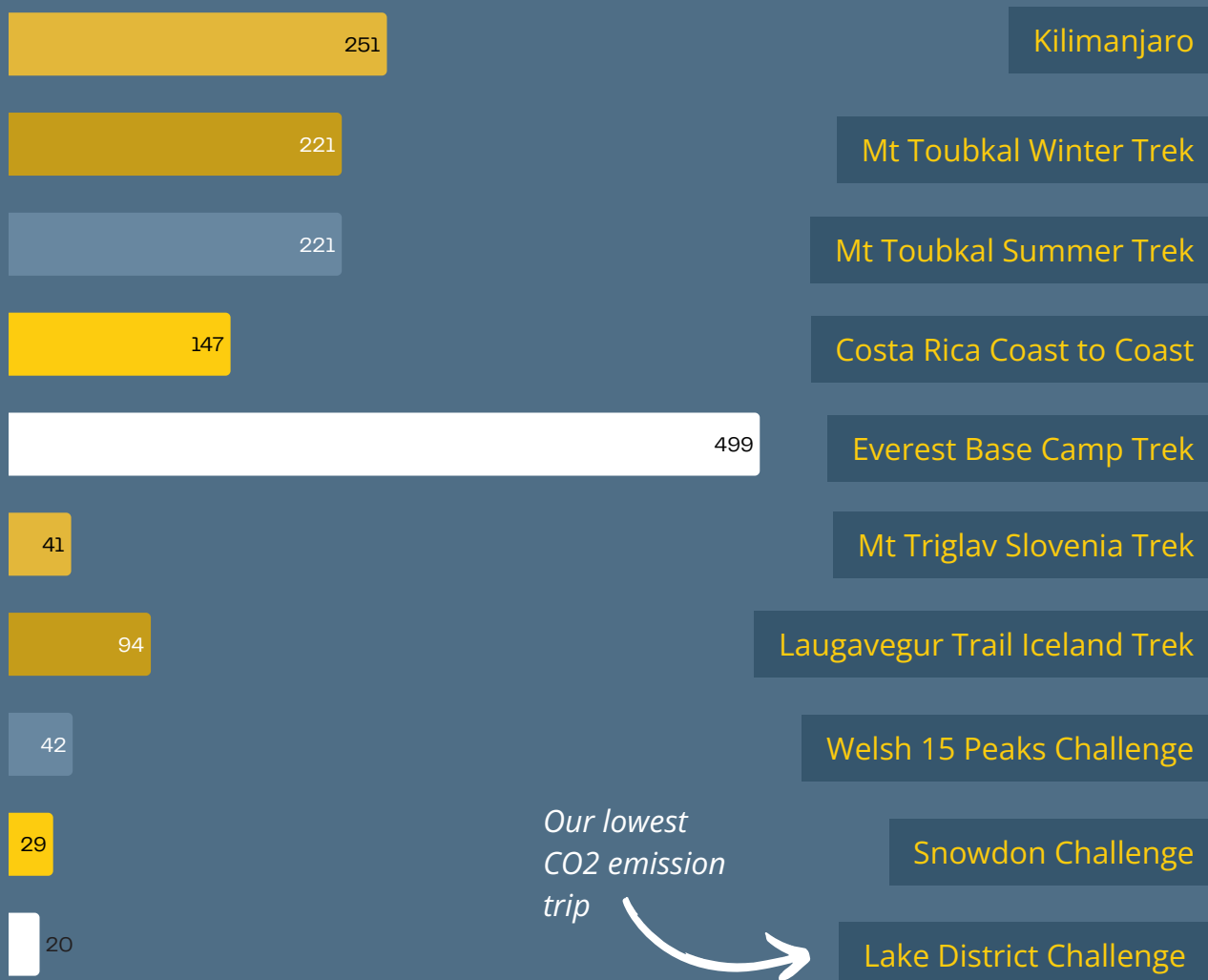
Animal Welfare & Nature Positive Travel

While we successfully wrote our Animal Protection Policy in 2023, limited capacity meant we were unable to commission a third-party audit or begin full implementation. Similarly, our ambition to transition to nature-positive tourism - reducing impact and restoring where possible - proved challenging to roll out across all itineraries. Both remain key priorities in our 2024 Action Plan as we work towards more responsible and regenerative travel practices.

Our Carbon Footprint



Our Progress to reducing our carbon footprint
(kg of CO₂ emission per person)



Our Carbon Footprint Explained

Our carbon footprint calculations include emissions from local transport, accommodation, food, activities, leaders, crew, and office operations. The only element not currently included is international travel to and from the destination, as our travellers join us from all over the world and it's not possible to accurately track each individual's journey.

To actively reduce our footprint, we focused in 2023 on promoting and delivering lower-carbon adventures. This included 26 Snowdon Challenges, 13 Lake District Challenges, 5 Welsh 15 Peaks, 5 Winter Toubkal Treks, 4 Summer Toubkal Treks, 3 Mt Triglav climbs, and 2 Kilimanjaro expeditions.

Importantly, we made the conscious decision not to market our highest-impact trip – Everest Base Camp. These choices reflect our ongoing commitment to reducing environmental impact while continuing to offer purpose-driven adventures.



Our Carbon Footprint



What's next?

Looking ahead, we're taking our carbon accountability to the next level by partnering with third-party consultancy **Carmacal**. This trusted platform enables us to accurately calculate the complete carbon footprint of our trips – from accommodation and transport to food and activities – allowing us to integrate carbon management into our day-to-day operations.

Our next step is to measure and analyse the emissions from ten of our upcoming trips, including: Taj, Temples & Trails of the Indian Himalayas, Sri Lanka Top to Tail Cycle, Rwanda Cycling Adventure, Sahara Desert Trek, South Iceland Hike & Swim, Vietnam to Cambodia Cycling Adventure, Trek Georgia & The Caucasus Mountains, Kings Trail Arctic Snowshoe Expedition, Iceland Winter Hiking Expedition, and our Snowdonia SUP, Swim & Summit Weekend.

This deeper level of insight will help us make smarter, more sustainable decisions across all areas of our operations – ensuring we continue to offer extraordinary adventures with a lighter footprint.

FUNDRAISING FOR

9 Highlights of 2023



Donated to our climate change charity partner, Cool Earth.

£2758

Backing Climate Action with Cool Earth

In 2023, we proudly donated £2,758 to our climate action charity partner, Cool Earth, supporting their groundbreaking work backing Indigenous peoples to protect rainforests and tackle the climate crisis. In November, this funding directly contributed to a world-first initiative — providing unconditional basic income to individuals in the Amazon, designed in partnership with all-female Indigenous-led organisations. No middlemen, just real impact where it matters most.



136

Issued free Water-to-go bottles to AE's overseas travellers.

Refill Not Landfill: Water-to-Go Bottle Impact

Based on average daily water consumption and typical plastic bottle size, each traveller using a Water-to-Go bottle avoids approximately 32 single-use plastic bottles on an 8-day trip.

In 2023, we issued 136 Water-to-Go bottles to our overseas adventurers, saving an estimated **4,352** single-use plastic bottles from being consumed and potentially entering the waste stream — a small step with a big impact for the places we explore.

Highlights of 2023

Supporting Mountain Communities in Morocco Earthquake 8 September 2023



In the wake of the devastating 6.8 magnitude earthquake that struck the High Atlas Mountains in September 2023, we rallied alongside our local partners to support the 70 remote villages impacted - many of which were left with over half their population without shelter. With deep roots in the region, we worked closely with Jamal, our long-time local operator and President of the Asni region, and supported The Eve Branson Foundation's Morocco Earthquake Response Fund raising which generated a total of £8385 from 111 donations.

This fund provides both emergency relief and long-term recovery for the people of the Asni Valley - restoring homes, infrastructure, and vital cultural tourism initiatives that support Berber communities.

Thanks to the incredible generosity of our Adventurous Ewe community, together we donated, collected and delivered tents, sleeping bags, and essential gear in collaboration with Virgin Pilot Chris Hall, Richard Branson, and the Alpkit Foundation, helping to mobilise not just one, but multiple flights of donated supplies.

We remain committed to standing with the people of Morocco and will continue supporting The Eve Branson Foundation in 2024 and beyond, helping these resilient mountain communities rebuild and recover.



Thank ewe!

Thank you for taking the time to read this report. If you have any questions or would like to discuss our findings further, please get in touch....

📍 52 Ty Mawr Road, Deganwy, Conwy, LL31 9UB

📞 01492 588069

✉ sustainability@adventurousewe.co.uk

🌐 <https://www.adventurousewe.co.uk/>