

# Sustainability at ASI Reisen

This document aims to complement the interview from November 17<sup>th</sup> 2022 at ASI Reisens office with Ulrike Katrin Peters

60 years ago, ASI Reisen was founded as an alpine school by Prof. Hannes Gasser with the vision to carefully **open people's eyes and hearts towards what the world has to offer - through travelling.** Today, ASI Reisen is a leading adventure travel platform offering more than 4.000 trips in 100+ countries. Responsible travel has always been the foundation of ASI Reisen and the idea of sensitising people strongly reflects in its activities today: ASI Reisen offers experiences that create added value not only for its guests, but as well for local communities.

**Our sustainability strategy** is based on three pillars: Reducing the environmental impact, increase appreciation and value creation, and being transparent and in constant dialogue. Having an active dialogue with all stakeholders and reflecting on actions enables ASI Reisen and its partners to work towards a more sustainable form of tourism. Seeing sustainability as a process, we are committed to continuously improving our products and taking responsibility for the impacts generated.

Our most recent achievement is that since September 2022, we are officially part of **the B Corp** Community. B Corp is one of the most thorough sustainability certifications that pioneers like Patagonia achieved as well. We are very proud to be part of this community that stands for an economy that benefits all people, communities, and the planet. This certification motivates us to continuously improve and increase our score until the recertification in 2025.

You can find more information regarding our certification here: <https://www.bcorporation.net/en-us/find-a-b-corp/company/alpin-schule-innsbruck-gmb-h>

To give you an idea on our concrete actions within our sustainability strategy:

## Reduction Environmental Footprint

- **Reduction and compensation of all ASI Original emissions:** For every ASI Original trip we calculate the CO2 emissions generated per guest and compensate 100%. This measure is already included, because we strongly believe that taking responsibility for our actions should not be an option, but the norm. Of course, CO2 compensation is not a solution, but the second option. We continuously analyse all our Originals according to their emissions and try to improve them accordingly. The emissions that cannot be reduced are compensated by us.
- **Guidelines:** We implemented several measures: we do not offer inbound flights to and within destinations, we promote public transport and we offer the option for carpooling for our guests.
- **Commitment:** we are a signatory of the Glasgow Declaration and part of Leaders for Climate Action.
- **ASI Nest:** Our new office that was designed by the Norwegian Architect bureau Snøhetta, is built according to highest environmental standards. The design and implementation represents the core values of ASI: closeness to the environment and community.

## Increase Appreciation and Added Value

Our goal is to create experiences that generate added value not only to the travellers, but to the local communities as well.

- **Calculation of Added Value:** for all our ASI Originals we calculate the Added Value created, meaning the money that stays in the travel destination. This has several advantages: we can be transparent and through measurement take clear objectives to improve our impact.
- **Guidelines:** for our trips we work according to our internal guidelines. To make sure to generate the highest added value possible, we prefer local partners that are family owned and that are committed to improve their impacts as well.

### Transparency and Dialogue

Being transparent means taking responsibility, being accountable and conveying trust.

- **Transparent display of added value:** For all Originals we publicly display the added value generated – and how it is calculated. With this, we have full transparency with our stakeholders.
- **Partner Certification Programme:** We set the goal to only display trips of certified partners\* by 2024. We believe that a sustainability certification can be a great tool to ensure a high-quality standard and commitment to improvement. In this framework we are focussing on GSTC-recognised certifications that fulfil a high standard of criteria. More information on GSTC-recognised certifications can be found here: <https://www.gstcouncil.org/gstc-criteria/gstc-recognized-standards-for-tour-operators/>  
ASI Reisen is currently in the certification process with Travelife as well. We decided to join this movement together with our partners, even though we have the B Corp certification.
- **360 Degree Dialogue:** We are in constant dialogue with all our stakeholder which helps us to keep the topic of sustainability in tourism going and to understand the different needs and perspectives of our stakeholders.
- **Sustainability during our trips:** All our employees and guides are trained about sustainability and tourism. As our direct ambassadors to our guests, our guides make sure to integrate different topics of sustainability during the trips, even dedicating an entire day to the topic to raise awareness and open the dialogue with our guests.

\* Please note that we differentiate between ASI Original trips and Partner Trips. The Originals being entirely designed and organised by ASI whereas Partner Trips are designed by a local partner.

For any questions regarding sustainability at ASI Reisen, please feel free to reach out to Jasmin Hadorn, CSR Manager at ASI Reisen. [Jasmin.hadorn@asi.at](mailto:Jasmin.hadorn@asi.at)