CONSIDERATE



Climate Action Plan

Drafted January 2023

Updated July 2026

CONSIDERATE

Certified B Corporation

Climate Action Plan

Considerate Group

Introduction

At COP26, the Glasgow Declaration was launched with the aim of raising the climate ambition of tourism stakeholders and enabling the implementation of strong actions to support the global commitment to halve emissions by 2030 and reach Net Zero before 2050. To ensure its sustainability, competitiveness, and resilience, the tourism industry must address climate issues.

As a launch partner of the Glasgow Declaration and as a certified B Corp, Considerate Group places the highest value on playing our part in making the hospitality sector measurably and inspiringly more sustainable. This commitment sits at the heart of our day-to-day operations and defines who we are as a team and as a company. We ensure responsible management is adopted at every level at Considerate and with our client hotels and hospitality businesses through innovative, data-driven, and bespoke advisory services.

Pathways

Measure

At Considerate Group, we pride ourselves to be thought leaders in regard to making the hospitality sector measurable and inspiringly more sustainable. We aspire to lead by example, measuring and disclosing all our operational emissions in a verifiable, accessible, and transparent way. Therefore, we ensure our methodologies and tools are aligned to UNFCCC guidelines.

> "We commit to deliver plans aligned with these pathways to cut tourism emissions in half over the next decade and reach Net Zero emissions as soon as possible before 2050."

The first inventory of Considerate Group's greenhouse gas emissions was published in 2021, covering the company's baseline year 2019 as well as 2020. Going forward we will continue to quantify our carbon emissions annually following the GHG Protocol Corporate Standard and using the operational control approach. With our offices based out of a rental co-working space and being an advisory firm without any major company-owned assets (such as office premises, vehicles, etc), the majority of our emissions do not generally qualify as Scope 1 or Scope 2 emissions.

The most impactful Scope 3 emission categories on which Considerate currently reports are: emissions from rented office-spaces; homeworking emissions; travel emissions from employee commuting and business travel, including hotel stays; and digital emissions arising from the Considerate Group website, emails, the data management platform Con-Serve™, video conferencing, browsing, and cloud storage services.

Our pledge:

- We will monitor our progress against our Glasgow Declaration aligned emission reduction targets, with an annual internal Carbon Report prepared for management review.
- We will track travel-related carbon emissions avoided through sustainable travel options, clustering in-person client meetings and workshops, moving client engagements online instead of in-person, etc.
- Where data is available, we will report on progress towards reducing GHG emissions for our key clients (baseline vs. reduction progress).

Decarbonise

At Considerate Group we believe that decarbonising our business operations and achieving emission reduction in absolute terms is key. We constantly strive to improve our operations, adopt less harmful and less carbon-intensive practises and see the offsetting of unavoidable emissions only to be a complementary approach to achieve Net Zero across the sector.

As a growing company, we will work closely with our supply chain and technology partners as well as leverage the trusted working relationships we have built with our clients over the years, to help decarbonise the hospitality sector.

To operate in proximity to our most valuable clients and provide our services with minimal travel requirements, Considerate's headquarters in London are joined by a satellite office in the United States. Services are provided to clients around the world and are largely delivered digitally.

Actions we have taken to decarbonise our operations include

- Flexible working from home options for all employees to reduce emissions relating to daily commuting to and from the office.
- Fully adopting hybrid meetings and conference calls internally.
- We have a Sustainable Travel Policy which empowers employees to choose low-carbon transport options for business trips, even where these are longer or more costly than conventional alternatives.
- Wherever practicable, we buy second-hand or refurbished office and IT equipment as stated in our responsible purchase policy.
- We are tracking our digital footprint relating to emailing, browsing, hosting and computer use. Our team regularly collates best practice information on reducing the climate impact in the digital sphere.
- Our rented office space at WeWork in London uses 100% renewable electricity. We will provide guidance to employees to help them make informed decisions on domestic renewable tariffs.
- We actively encourage employees to avoid the use of single-use food and beverage items at Considerate's offices and provide reusable options for cutlery and kitchenware for take-away food.
- Partnership with the UNEP's Global Tourism Plastic Initiative where Considerate is part of the working group to put together key standards for the industry to reduce single-use plastics in its operations.

- Partnership with the World Sustainable Hospitality Alliance (WSHA) and the Global Sustainable Tourism Council as part of a co-ordinated private sector effort to accelerate the transition to a more sustainable future.

Regenerate

Much harm has been done to the planet's eco-system and we are facing both a climate and ecological crisis. At Considerate, we want to make positive change by helping to restore and protect ecosystems that often form the backbone of tourism operations. Through the regeneration of natural ecosystems, we plan to support nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply. As many tourism activities are based in areas and regions most immediately vulnerable to the impacts of climate change, we want to ensure that the sector can support affected and at-risk communities in resilience building as well as adaptation to align and balance travel experiences with nature and conservation.

- We are currently offsetting our residual carbon emissions through a monthly membership with Forest Carbon, which offsets 25 tonnes of CO_2e per year through tree planting across the UK (certified under the Woodland Carbon Code). Going forward, we pledge to periodically re-assess our carbon offsetting strategy and invest in the implementation and scaling up of nature-based solutions which sustainably manage, protect, and restore ecosystems.
- Offsetting of business travel emissions is included as part of the travel costs in client contracts.
- We increasingly work with our clients to identify and deliver nature-positive solutions within their own operations and developments, helping to embed biodiversity protection and ecosystem restoration alongside our core sustainability advisory work.

Collaborate

Considerate Group is a data-driven advisory company for our clients in the hospitality sector and has long-term, multi-level partnerships and collaborations with key players in the field such as the SHA (Sustainable Hospitality Alliance), the Sustainable Markets Initiative (SMI), Surrey University, WTTC (The World Travel & Tourism Council), GreenKey, Stark Software International, and Energiequelle. Considerate continuously works on building strong, collaborative, and trusted relationships based on sharing of evidence with stakeholders and clients so that we can ensure our plans are as effective and co-ordinated as possible. Strengthening governance and capacity for action at multiple levels, including national and sub-national authorities, the civil society, large companies, and SMEs, is what sets us apart.

- As a knowledge broker, we provide accurate and non-misleading information on climate impact of tourism, greenhouse gas emissions and carbon offset activities to our clients.
- We help our clients to integrate climate change adaptation and mitigation considerations into their business strategies.
- Being an integral part of the local community is key to us as a B Corp. We therefore encourage all staff to participate in volunteering activities and offer one to two days of paid time per year for volunteering activities.
- We collaborate with clients and partners to implement innovative new approaches to improve circularity.
- Considerate dedicated a whole, specific service line to this goal, by employing the data intelligence platform Con-Serve™ and reporting services.

- Integral to our approach is the provision of targeted tools and resources required to upskill and address knowledge gaps, such as:
    - Blog posts (building on our Communication Strategy and measuring reach)
    - Toolkits (tailored by topic and to reach wider employee groups in different businesses)
    - Workshops on ESG strategies (we will empower our clients to be sustainability champions and change makers in the hospitality sector) and Carbon Reporting (encourage, enable, and support businesses and destinations to measure and disclose emissions according to best practice guidelines)

Finance

As part of our annual operational planning, we ensure that organisational resources and capacity are sufficient to meet the objectives set out in our Climate Action Plans, including the financing of training, research, and effective tools to accelerate the transition to a net-zero hospitality sector.

- We have adopted and implemented a Responsible Purchasing Policy and Supplier Code of Conduct that guide and assess all procurement decisions, ensuring environmental, social and ethical considerations are systematically applied to supplier selection
- We have allocated and track financial and internal resources for training our staff as part of their ongoing personal development plans. Training and expenditure in staff training is included in our financial reporting. This allows us to deliver impactful projects across all levels of the team and for all clients.