



ANNUAL CLIMATE PROGRESS REPORT 2022- 2023

This report evaluates our actions in reducing carbon and waste across our business and how we are working collectively to reduce the impact of our company. It also uncovers the takeaways which will inform our direction for 2024.

Reporting period: 1st June 2022 to 31st May 2023.

Carbon Footprint Analysis 2022/23

In May 2023, we achieved our second full year of carbon reporting with accurate figures for our carbon emissions over the last two years. We will use this information, along with this evaluation report, to update our Climate Action Plan with new goals for 2024 to keep us on track to cut emissions by 55% by 2030.

	Emissions June 2022 – May 23	Emissions June 2021 – May 22
Heating Fuel	42.8	60.4
Firewood	0.7	0.7
Cooking gas	1.3	1.3
Fuel for vehicles	6.7	6.7
Electricity	10.9 tonnes	10.3
Electric vehicles	0.3 tonnes	0.3
Water supply and treatment	0.8 tonnes	0.8
Business travel	2.6 tonnes	2.6
Catering	17.6	18.0
Total	84 tonnes	101 tonnes

OUR 2022-23 PLEDGES EVALUATED

Here we evaluate how we did in terms of the environmental pledges we made for 2022/23.

1. To continue to measure waste across the business as a means to maintain minimum waste production and identify ways to eliminate it further.

To calculate and reduce how much waste our business produces we have created a system to measure the average waste produced per guest per night.

How this works: Waste is separated into general waste, recyclable waste (tin, plastics, cardboard) and glass, and weighed. A data sample across two weeks in March 2022, where every single piece of waste from our catered chalets (and central kitchen) was measured, allowed us to work out the average waste per guest per night. We then calculate the total number of guest nights over the winter season and use this to calculate the total waste for the winter for our catered chalets. As no significant changes to our purchasing activity were



made in 2023 we used the same figures to calculate our waste. In March 2024 we will take a new sample set to ensure our calculations remain correct.

The waste generated by our self catered chalets is a tiny fraction of our catered chalets and our approach here has been very similar, except that we measure waste based on the number of bookings rather than the number of guest nights.

We estimate that our overall waste is down by 80% of what it was in 2021 (previous to the food and general waste measures described here) and we are as near to zero waste as we can be. In June 2022 we offset remaining waste by investing in sustainable schemes with Nu Cycle, we will do this every year to ensure we remain waste neutral.

2. Create incentive packages that help guests reduce the impact of their holiday.

We created an incentive package to reward guests up to 20% off the cost of their holiday for choosing sustainable travel and holiday options, including: opting out of having a hot tub, travelling to the resort by train and selecting a plant-based menu. Only a few people took us up on this offer, but we think it is a valuable exercise and we will look to promote the package to a wider audience in 2023/24.

3. Cut down the eco footprint of our hot tubs.

We introduced a Responsible Hot Tub Initiative (August 2022) to make hot tub use 'opt-in' only in summer, and to give winter and shoulder season guests the option of opting out. Guests receive a discount of £200 off the cost of their holiday for not using a hot tub. For summer 2023 we have had 77 bookings, out of these 33 opted in to use a hot tub. We saved 78 000 litres and 2.1 tonnes of carbon emissions from the bookings that did not use a hot tub. But, we are aware that some of this must be attributed to the fact that from 18th July – 31st October 2023, the Haute Savoie was in "drought" status and the refilling of hot tubs has not been allowed.

This has been another learning opportunity, we have found that there were still hot tubs usable in September, which had not had water changed since 18th July. Previously, we changed the water every week as standard practice, we now know we need to amend these practices depending on the season and usage of the hot tub.

So far two bookings have opted out of hot tub use in winter. It's no surprise that cold temperatures make hot tub reduction a more challenging issue in the cold months. Our approach is to continue to discuss the environmental affects of hot tub use on our communication channels, whilst we reward guests support in helping us reach our carbon reduction goals.

We introduced a fee for mid week water changes to encourage guests to look after the water, and specifically shower and remove sunscreen before entering the hot tub. This helped reduce mid week water changes, with no guests requesting this. We also improved information in chalets to help guests reduce heat loss, keep tub water clean and avoid mid week water changes. However, we think this could be improved and will be working on our signage over 2023/24.

We also replaced 40% of our hot tub lids to help maintain temperatures, and improved our drainage system to ensure all dirty water is responsibly disposed off. In particular one of our chalets needed the drains improved so no dirty water escaped into the environment – this has been done.

4. Develop a framework to improve traceability and measure the impact of the food we purchase.

We documented our key suppliers and made this accessible on our website [here](#). As a qualitative measure, we ensure our purchasing decisions take into account the environmental impact, animal and human welfare standards of each supplier or food item.



5. Cut the amount of meat on our catered menu by 10%.

In May 2022 we implemented significant changes to the menu to reduce meat. Now all starters are vegetarian and only four of the 15 courses served on our main menu contain meat. Where we do have meat on the menu, it is locally, ethically and sustainably produced, and we use our chefs' creativity to maximise the flavours.

Through these methods we achieved a 26% reduction of overall meat purchased (meal deliveries and catered chalets) compared to last year. That's 156 kilos less of meat purchased in comparison to last year.

6. Reduce waste and improve the recycling system in our self catered chalets by:

As standard all chalets now have reusable shopping bags and food containers. We also installed composting instructions and bins for guests to use in all but two of our new self catered chalets, which was overlooked in the rush to complete the chalets in time for the new season. Our pledge for 23/24 will be to ensure this is achieved across all chalets, with improved, more compelling signage on recycling and composting.

7. Review, upgrade and introduce (where not already in place) energy and water saving products in chalets (light sensors, reduced flow taps, rechargeable batteries, low-flush systems in toilets)

We continue to assess this on a chalet by chalet basis and work with chalet owners when investment is required.

8. Cut down on the use of napkins and where used ensure they are of the compostable variety

We used fabric napkins almost every night in the catered chalets and reduced the quantity of paper napkins by 50%. Afternoon tea still uses paper napkins, these are made from recycled paper. However, they are recyclable but not compostable.

9. Investigate and introduce sustainable ways to cool our chalets.

We supplied our chalets with electric fans. Although these do run off electricity, they use far less energy than air con systems. However, this is an area we will continue to monitor.

10. Increase our fleet of electric vehicles

Due to issues in the supply chain and financing of electric minivans we have been unable to purchase a van for transporting guests around resort. Whilst we await movement in this area, we have reduced our lift service by working with guests to better manage and pool lifts. Our guest welcome talk acts as a prelude to this and other environmental measures employed across our chalets.

For general transport around resort by staff – including shopping and meal deliveries (our business model requires food to be delivered to our chalets from our central kitchen daily during winter) – we rely on two electric vehicles – a Skoda Enyaq and Renault Kangoo ZE.

11. Increase the sustainability of our procurement strategy by standardising a system across the business, which prioritises:

- **repairing goods (over buying new)**
- **purchasing goods second-hand**
- **buying from local businesses and services**
- **purchasing from socially just and environmentally responsible businesses**

We've made great progress here through the employment of a full-time maintenance manager. Having a person take charge of the maintenance of our chalets has meant items are better maintained and repaired, increasing the longevity of household goods and furniture. We've also managed to reuse second-hand goods and accomplish upcycling projects that would not have been possible previously. For example, our chicken



run was fixed with components left over from a building project and this season new book shelves will be created from old AliKats' signs.

For white goods we work with our local Gitem store to repair items and, when a new purchase is needed, source high scoring items on the The Repairability Index – the French system which awards a score based on the ease of repairing electrical and electronic items.

12. Not to buy any goods from Amazon.

We have made a massive 85% reduction on expenditure with Amazon!

13. Reduce the emissions relating to our suppliers and partners (sales agents, ski hire, airport transfers etc).

We greatly appreciate our network of local suppliers – many of which are small businesses created in Morzine. We also believe that measuring carbon impact must become the norm for every organisation. We want to approach this in a respectful manner and support our suppliers in their carbon plans in every way we can. Our new pledge is to identify ways to support our suppliers so they too can reach their carbon goals.

14. Make our mountain holidays more accessible and inclusive.

We've not yet had the opportunity to add a chalet to our portfolio that includes disabled access, but we are keen to make this move when a suitable chalet becomes available.

15. To avoid employees working long hours during peak holiday season.

We have introduced successful measures to ensure employees are engaged, rewarded, and well-rested. Specifically, employee practices introduced in 2022 included:

- Reduced employee working hours by 25% compared to the previous year whilst keeping pay the same. We hired 5 additional team members: an extra driver, a maintenance person, a resort manager and two 'flexi-hosts' (chalet hosts which float between chalets according to resourcing needs)*
- Capped working hours at 46 hours per week*
- Employees receive 2 full days off per week (an extra ½ a day from last year)*
- On change-over days (when properties are cleaned and prepared for new guests) our team has a 2 – 3 hour break*

16. Maintain our zero food waste across the business.

Through our extensive composting and permaculture practices we have maintained zero food waste across the business.

17. Find further to ways reduce plastic and dirty waste that can't be recycled

We have managed to get our waste down to a very minimal amount, and we are still chipping away to make small adjusts to our operations to reduce this even further. We have removed sous vide dishes from the menu in order to save plastic in the cooking process, and curated our breakfast offering to deepen usage of home-made products and include hardly any branded (packaged) items. We have also purchased a meat slicer so charcuterie can be sliced on our premises to further reduce packaging.

18. To introduce a carbon offsetting initiative to our guests



For the 2022/23 winter season we successfully introduced a Carbon Neutrality Transport Contribution. The contribution (€9/person) reflects the average carbon emissions of a return flight from a European city to Geneva (our local airport) plus a return shared minibus transfer (c. 0.41 tonnes of CO2 per person for the return journey). This contribution is added to the cost of a client's holiday at the time of booking.

Guests were also given the option of opting out of this contribution (only 15% did), or altering it if their travel plans differed. Taking shared responsibility for guests' travel increased our carbon offset contribution from 120 tonnes in 2021/22 to 457 tonnes at the end of 2022/23. This contribution has been invested in the carbon reduction projects of Foundation GoodPlanet.

19. To continue to measure and mitigate our remaining carbon emissions through credible climate companies, whilst ensuring our primary focus and creativity is carbon reduction

Where we haven't been able to reduce our emissions we have invested in carbon reduction projects with GoodPlanet Foundation to absorb or remove carbon dioxide from the atmosphere. Although the calculation of our carbon emissions is used as an indication in this calculation, we do not claim that this process "cancels out", "offsets" or "neutralizes" our company's own emissions. By helping to finance these projects our intention is to contribute to global carbon neutrality. This keeps our primary focus and creativity on reducing and eliminating our own carbon emissions as a constant top priority.

20. Continue to champion the work of Montagne Verte

As founding members, President (Al Judge) and Vice President (Kat Judge), of the environmental association Montagne Verte, we are mobilizing change to find environmental solutions across our community. We are now aligning this work with all towns and villages within Haute Chablais region.

Ongoing projects include:

- On 12th June 2023 we took a group of Mayors from the 15 towns in the region on a field-trip to Zermatt, to discover and open up discussion about the eco-processes of the Swiss car-free resort that is leading the world in terms of achieving a climate neutral destination by 2050.*
- Morzine's first bio-waste scheme to divert food waste from landfill is now in operation! Bio waste is collected from restaurants, bars and businesses in a wagon pulled by a bicycle and taken to a central environmentally sound biowaste facility.*
- Representing Montagne Verte at various workshops and conferences with regional stakeholders, local government, schools and universities*
- Making train travel more affordable and increasing demand from UK travellers through The AlpinExpress Pass - a campaign to reward those who travel to Morzine by train with a range of discounts across accommodation, transfers, ski hire, restaurants and more.*
- Established a Morzine charity shop selling and repairing second-hand clothes and mountain gear, run by a permanent staff member*
- Co-branded (AliKats and MV) water bottles sold to our guests which prevents them purchasing plastic bottles (all the profits go to Montagne Verte).*
- As a member, AliKats give €2400 each year to Montagne Verte.*

21. Communicate the progress of our climate initiatives

We are continuing to share our progress through our website, blog and social media channels. We are also working in the wider travel community to share sustainability learnings and best practise. As members of



Seasonal Business in Travel (SBiT) for 5 years, we take a leading role in sharing challenges and best practice to helping businesses navigate sustainable issues. Furthermore, SBiT has appointed Al Judge (March 2023) to lead the sustainability strategy for the industry. This voluntary role offers the potential to have a huge impact on UK tourism. The objective of the first pillar of the strategy is to decarbonise travel between the UK and the Alps by making train and coach the preferred methods of travel to the Alps for UK tourists by 2030. The seed funding for this project has already been secured and work is underway to sustainably finance it through to fruition by co-opting commercial partnerships.

22. Support and celebrate the green wins of organisations, partners and friends

We have started talks with various partners who share our approach about creating further incentives for clients who choose sustainable products.

23. Maintain our commitment as a signatory to The Tourism Declares initiative

Our carbon goals and sustainability projects are aligned to the collective movement to accelerate the decarbonisation of the travel and tourism industry.

Conclusion

Over the last year we took big strides to reduce emissions in the area of hot tub use, heating our chalets and food production. With a solid environmental measurement and accounting system now in place, we will continue to find ways to reduce the carbon emissions we are responsible for, whilst finding ways to support the climate plans of our customers, suppliers and partners.

In 2022, we also turned our attention to social sustainability, with greater incorporation of our sustainability values into our employee practices to prioritise engagement, health and well-being at a level that greatly supersedes hospitality (and ski) industry norms. Achievements include a 25% reduction in working hours across the board, 2 days off per week, and a working week capped at 46 hours. As a result of these measures, 100% of employees surveyed in March 2023 report feeling well valued by their managers and 95% feel well cared for within our team. We aim to continue along this trajectory, as a company with purpose and not solely seeking profit.

Keeping communication open with our clients and peers, sharing sustainability best practice and leading local and high level projects towards the goal of decarbonising the travel industry is an area we are dedicated to continue to develop.

We welcome any suggestions, questions or thoughts on this report, please get in touch via info@alikats.eu.