



ANNUAL CLIMATE PROGRESS REPORT 2023-2024

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 2025.

Reporting period: 1st June 2023 to 31st May 2024.

Carbon Footprint Analysis

	Emissions June 2023 – May 24	Emissions June 2022 – May 23	Emissions June 2021 – May 22
Heating Fuel	45	42.8	60.4
Firewood	0.7	0.7	0.7
Cooking gas	1.2	1.3	1.3
Fuel for vehicles	5.9	6.7	6.7
Electricity	11.3	10.9	10.3
Electric vehicles	0.3	0.3	0.3
Water supply and treatment	0.8	0.8	0.8
Business travel	2.5	2.6	2.6
Catering	15.1	17.6	18.0
Total	82.8 tonnes	84 tonnes	101 tonnes

OUR 2023-24 PLEDGES EVALUATED

Here we evaluate how we did in terms of the environmental pledges we made for 2023/24.

1. Maintain and promote incentive packages that help guests reduce the impact of their holiday and reward sustainable travel choices, including: opting out of having a hot tub; travelling to the resort by train; selecting a plant-based menu. *Only a few people took us up on our incentive package, but we are looking at ways to make this more appealing and promote to a wider audience, as green rewards are an important part of our strategy going forward.*

2. Cut down the eco footprint of our hot tubs. *Our Responsible Hot Tub Initiative makes hot tub use 'opt-in' only in summer and gives winter and shoulder season guests the option of opting out. Guests receive a discount of £200 off the cost off their holiday for not using a hot tub. For summer 2024 we have had 118 bookings, out of these 70 (59%) opted in to use a hot tub. Winter is the bigger challenge, with 4 out of 319 bookings opting out of hot tub use.*

3. Increase the use of solar energy across our business and valley. *After finding a partner and installing Solar panels on our house (2023), we shared information on this process to help other businesses arrange installation. Around ten showed interest in working with our solar provider, so we hope to see results and for this to be passed on to more companies.*

4. Build renewable energy for heating (and electricity) into every new chalet contract (our properties are leased). *Good progress here. We have identified a company that replaces oil fired boilers with air-source heat pumps to convert our last remaining oil-fired heating system (in chalet Ferme a Jules) over to air-source heat pump. We are working on a 3 year credible plan to promote switching to an air-source heat pump with a new chalet owner we hope to work with.*

5. Keep meat consumption to a minimum. *We have had another good year in the kitchen developing menus with minimal meat, continuing with a 26% reduction in meat purchased (based on a 10 year average).*

6. Improve the composting and recycling system in our self catered chalets by ensuring every chalet has composting bins and improved instructions on recycling and composting. *We're happy to be able to tick this box.*

7. Increase our fleet of electric vehicles with the purchase of an electric mini-van for slope runs and general transport of guests around the resort. *This is still being assessed, with issues in the supply chain and financing of electric minivans making it difficult to move forward. 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 – we rely on two electric vehicles – a Skoda Enyaq and Renault Kangoo ZE.*

8. Improve sustainability information across our chalets to make signage more noticeable and compelling to encourage planet considerate behaviour such as turning off lights, taking the bus, recycling rubbish etc. *This has been done comprehensively across our chalets.*

9. Repair items, prolong the life of goods and upcycle materials as much as possible. *Tick! Our full-time maintenance manager oversees the maintenance of our properties and adopts sustainable values as standard practice.*

10. In 2022 we made an 85% reduction on expenditure with Amazon, and pledged to continue this. *We've met this pledge and kept to a minimal spend, which is no more than last year.*

11. Support our suppliers and partners in their environmental goals to reduce emissions and environmental impact. We believe that measuring carbon impact must become the norm for every organisation and we want to support our suppliers to help them reach their environmental goals. *Much of our best practice and learning is passed on to suppliers and local businesses through our work with Montagne Verte. We are finding this to be the most effective way to make an impact on a large scale. For example, our Carbon Neutrality Transport Contribution initiative – whereby each guest makes a €9 contribution to go towards the carbon impact of travelling to resort – is now being adopted by businesses across the valley to be invested in Montagne Verte's Sustainable Mountain Futures Fund. This means visitors to the area are now contributing towards climate adaptation locally, enabling Montagne Verte to work on projects such as encouraging train travel, improving local transport options and supporting businesses and residents to reduce their carbon impact and prepare for the future.*

12. Uphold our commitment to zero food. *Tick! Extensive composting and permaculture practices maintain zero food waste across our business.*

13. To continue our carbon neutrality transport contribution to enable guests to measure and mitigate the carbon produced by their transport to resort. *Successfully continued with guests contributions going towards the Sustainable Mountain Futures Fund.*

14. To continue to measure and mitigate our remaining carbon emissions through credible climate companies, whilst ensuring our primary focus and creativity is carbon reduction. *Our carbon emissions were slightly less than last year as we continue to tighten our processes to reduce them further. We will publish our carbon mitigation certificates in December.*

15. Communicate the progress of our climate initiatives and ensure our plans are evolving continuously based on learning and sharing, this involves sharing best practice examples that can be adopted by individuals and businesses. *We continue to share our progress on our blog and social channels. We also entered and won the SME category at The Global Good Awards, which was a fantastic platform to share our story, progress and ideas in purpose-driven sustainability with a cross-industry, global audience.*

16. Support and celebrate the green wins of organisations, partners and friends in the travel and mountain sports sector by sharing their products and stories on our channels. *We have created partnerships with a series of like-minded organisations, including Brew Tea, Delphis Eco, Ellis Brigham and EcoSki to maximise the reach of our message. We are bringing together a number of ambassadors under a new Bluebird scheme, designed to highlight, discuss and promote positive environmental action.*

Conclusion

Having made big strides in reducing emissions between 2021 and 2023 in the area of hot tub use, heating our chalets and food production, the last year has been about refining these processes and finding ways to support the climate plans of our customers, suppliers and partners.

Through our work with Montagne Verte we are sharing our sustainability learnings and best practice with other businesses in the Haut Chablais, and helping to lower the impact of tourism in the region. As a leading **member of Seasonal Business in Travel (SBiT) we are helping the travel industry navigate sustainable issues, most prominently the strategy 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. This strategy is now engaged and ongoing.** Leading local and high level projects towards the goal of decarbonising the travel industry is an area we are dedicated to continue to develop.

Over the coming months we will be looking at ways to increase our investment in environmental protection significantly. Our aim is to create a business model that restores and builds rather than exploits and destroys. Adopting a more holistic economic view, we wish to channel our resources towards the health of the planet and its inhabitants.

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