

**The Apollo vision is to minimize the negative effects of tourism and to make the positive effects exceed the negative ones.**

Sustainability & Corporate Social Responsibility Report 2020



# About the report

Der Touristik Nordic AB, part of Der Touristik, has been working dedicatedly with sustainability for many years throughout all entities included in the group. Apollo's first sustainability strategy was established in 2009 and Apollo was Travelife certified, as the first tour operator in Scandinavia, already in 2015. **This sustainability report encompasses the Apollo organization in Sweden, Denmark, Norway and Finland and supports the local Nordic Annual Report for 2020.**

The report covers the sustainability strategy and work of Der Touristik Nordic. But as Apollo belongs to a large group, all sustainability work has a global group dimension reflected in strategy, code of conduct, policies and goals.

All data in this report has been gathered January to December 2020 if nothing else has been stated.



## A word from the CEO

**A**s part of the second largest tourism organization in Europe, with a presence in many destinations around the world, it is key for us to act sustainably. Apollo's work is dedicated, honest and longterm. Being aware of the negative sides and implications of tourism and travel, **our vision is that the positive effects shall exceed the negative effects as exploitation, pollution and the extensive use of common resources.** Apollo believes in cultural and human interchange and the opportunities created by tourism. Tourism fights unemployment, contributes to increased welfare and increases diversity.

Last year our industry went through the most challenging year in history. The ongoing pandemic made us all aware of how vulnerable our societies are and the importance of certain key values; cooperation, openness and solidarity.

Sustainability is a prioritized matter for Apollo. Last year we refined our sustainability strategy and connected our goals closer to the UN sustainability agenda. We have prioritized four of the UN goals for sustainable development, where we believe that we can make the biggest difference.

I would like to take the opportunity to thank all our employees, our partners around the world and all customers that travel with us. Together we shall make it possible to continue to travel and experience the world with full respect to our globe, to humans and to animals. Our sustainability focus is as strong as ever and we will continue to work proactively to improve our sustainability work.



Leif Vase Larsen, CEO



**” Apollo’s work is dedicated, honest and long term.**

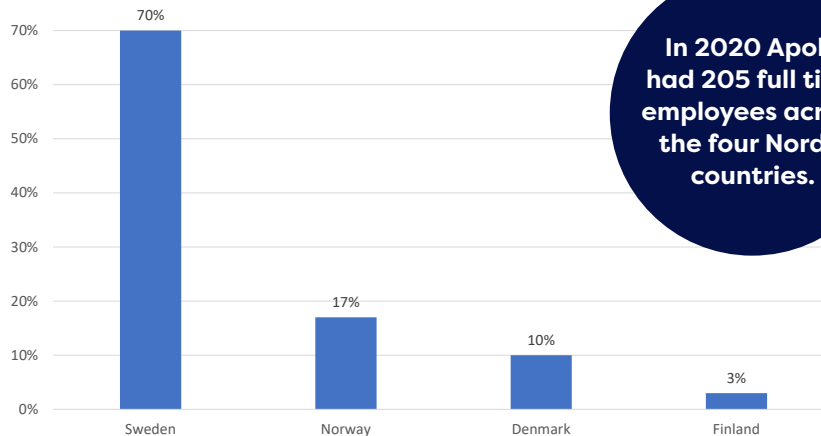


# Our Business

Apollo started in 1986 as a tour operator specialized in Greece. Apollo is today one of the leading travel companies in the Nordics. Since 2015 Apollo is a part of the German group REWE with over 300 000 employees. The REWE group has a strong tradition of working systematically with corporate social responsibility.

Apollo offers a variety of travel packages, such as sun and beach, fitness trips, cruises and city trips. Apollo also offers self-packaging where the customer is offered the opportunity to freely choose length of stay, airlines and accommodation in thousands of different hotels around the world.

Apollo, together with the airline Novair, the specialist agencies Golf Plaisir, Lime Travel and Xtravel, as well as the sports resorts Playitas, form the group DER Touristik Nordic. Apollo operates in four source markets Sweden, Denmark, Norway and Finland and has approximately 1 000 000 travelers a normal year. However, 2020, due to the pandemic the total number of customers were reduced to approximately 120 000.



**In 2020 Apollo had 205 full time employees across the four Nordic countries.**



# Apollo sustainability strategy

## Vision

Being aware of the negative sides and implications of tourism and travel, Apollo has a vision which aims at **“minimizing the negative effects and maximizing the positive effects of tourism”**. Apollo believes in cultural and human interchange and the opportunities created by tourism.

## Sustainable development goals

In 2015, the UN adopted 17 priority goals for sustainable development (SDGs). These have provided guidelines and the possibility to assess and prioritize Apollo’s sustainability initiatives. Apollo aims to contribute to the UN sustainability agenda and by being Travelife certified Apollo has proved that there is a serious approach and work within all required sustainability areas; human rights, environment, animal welfare, human resources, procurement and more.

Apollo has chosen to prioritize four of the SDGs for the sustainability strategy that covers the entire customer journey. It takes off in the offices in Scandinavia, followed by the flight journey and ends up in the destinations – involving Apollo Staff at home and in destinations, suppliers and partners as well as customers. Based on the strategy an annual action plan is set and agreed for all Apollo source markets. The action plan holds both a Nordic and a local dimension. It further holds activities and goals both at home and at the destinations.

- Zero hunger
- Decent work and economic growth
- Responsible consumption and production
- Partnerships for the goals



# Policies and guidelines

## Code of Conduct

At the destinations Apollo encourages all partners to work with sustainability in a structured and organized way. All partners in the destinations, hotels and destination management companies are bound to follow and respect the Supplier Code of Conduct. It is part of the commercial agreement and any breach can lead to a termination of the cooperation. The code of conduct contains clauses and rules on everything from human rights to references to international and national laws.

The Code of Conduct also includes environmental requirements on all partners regarding energy and water consumption, handling and disposal of chemicals and animal welfare.

Basically, all hotels are checked by the responsible Contracting Manager prior to going into cooperation and the Suppliers Code of Conduct is gone through thoroughly on spot.

## Work Environment Policy

Apollo strives to create a work environment in which wellbeing is seen as natural and health risks are managed with awareness. The work is done together with the employees and the work environment is adjusted to the employees' needs in order to create and maintain a healthy and safe organization.

## Equality Plan against Discrimination and Degrading Treatment

Apollo emphasises the employees' equal rights and opportunities. The equal value of all individuals forms the basics of all work at Apollo. There is zero tolerance of all kinds of discrimination, harassment and degrading actions. The aim of the equality plan is to support the equal rights of all employees irrespectively of:

- Gender
- Transgender identity or expression
- Ethnicity
- Religion or other belief system
- Disability
- Sexual orientation
- Age

## Individual Development Policy

Apollo supports individual development and invests in training and development through learning platforms, films, study trips to destinations, workshops, agile work environment with standups, retrospectives and in IT programming in pairs. All staff should have at least one annual performance review and continuous 1:1 meetings with their managers are encouraged.



***" In the local society in the destination, Apollo continuously shares ideas and needs related to sustainable work. This I am very proud of."***





**Apollo offers 69 Travelife and 48 Green Key certified hotels. A goal over the years has been an increase of 2 % yearly.**

## External audit

### Travelife

Operated by ECEAT-projects, the Travelife system provides online training and practical tools for sustainability planning, management and reporting. Upon compliance with the Travelife standard for tour operators and travel agencies, the travel company can obtain the “Travelife Certified” status. The Travelife management requirements comply with ISO 14001 and EMAS III standards. The performance requirements include the full set of ISO 26000 and OECD Corporate Social Responsibility guidelines which include labor conditions, human rights, environment, biodiversity and fair business practices.

In 2014 a decision was taken to strive for a Travelife certificate for tour operators and in early 2015

Apollo was acknowledged for its work with the certificate. In 2017 the Travelife certificate was renewed and thus valid for another three years. In 2021 a new Travelife evaluation round will take place and so far in every round the criteria and requirements have increased in number and severeness.

### Certified hotels

During the pandemic year unfortunately many of the Travelife and Green key certified hotels did not manage to keep their certificates. Apollo today offers 69 Travelife and 48 Green Key certified hotels. A goal over the years has been an increase of 2 % yearly.

Due to the pandemic this work of pushing and rewarding hotels that get a certificate shall be em-

phasized. Strict sustainability requirements apply for Apollo’s conceptualized hotels where they either already shall have a certificate or are in the process of getting one.

### Local partners and destination management companies

Local partners and destination management companies (DMCs) are also included in this work and lately a significant number of Apollo local DMCs managed to get the acknowledgement of a Travelife certificate. Acknowledged for its work with the certificate. In 2017 the Travelife certificate was renewed and thus valid for another three years. In 2021 a new Travelife evaluation round will take place and so far in every round the criteria and requirements have increased in number and severeness.

# Environmental sustainability

## Flight transportation

The Apollo owned airline, Novair, exchanged its fleet in summer 2017 into Airbus 320, NEO. The fuel consumption reduction is significant and even higher than expected with reductions of approximately 20% based on the state-of-the-art equipment.

Between 2015-2019 Novair reduced fuel consumption with approximately 30%, including the effects from the change of fleet. During 2020 the Covid-pandemic had a massive impact on the business, and the fragmented production 2020 has not allowed a correct assessment of the continued fuel saving work within Novair. Over the last 10 years Novair is continuously involved in a number of European aviation projects aiming at increasing fuel reduction by selection of flight routes, take off, landing and taxiing procedures.

It is a fact that flying has a negative impact on the environment, but the charter model with a cabin factor of at an average 98% and the majority of the flights being direct flights without intermediate landings, must be considered as an utmost efficient way of flyintg.

Airline partners are selected with care and Apollo mostly works with big, established airlines with modern and fuel-efficient fleet such as SAS, Finnair, Emirates.

Reduced  
fuel consumption

**30%**

Cabin factor

**98%**



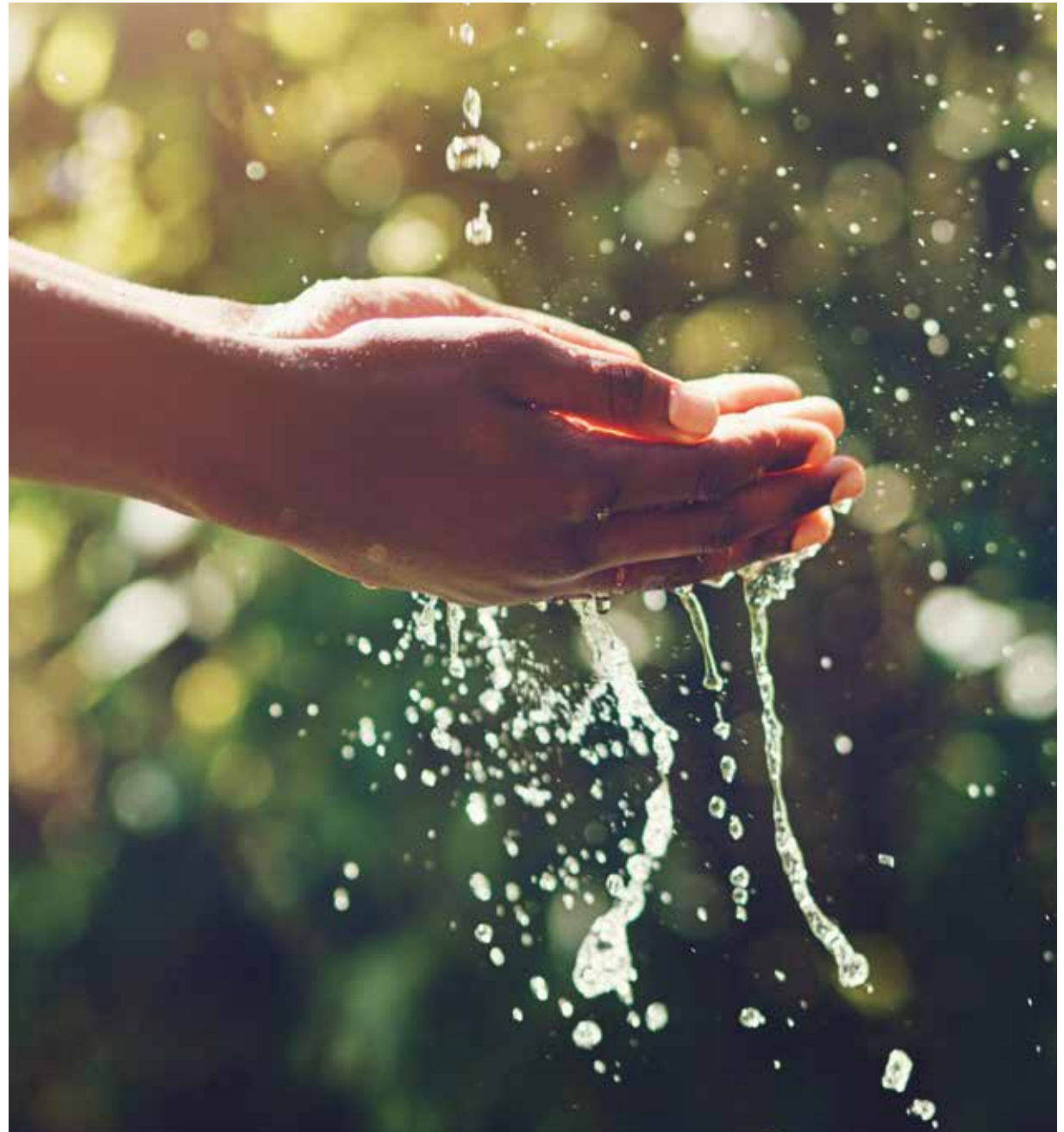
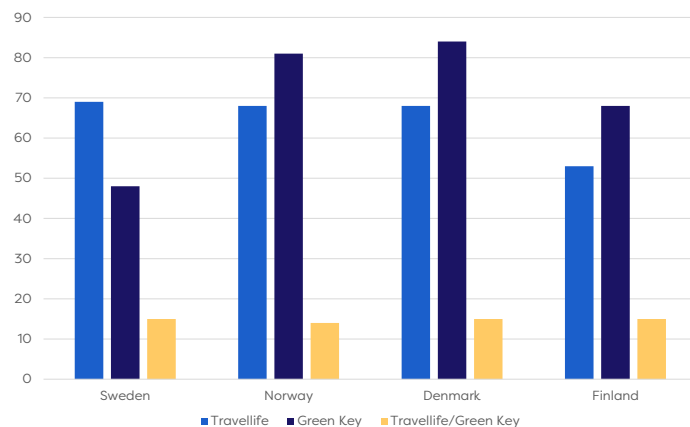


## Carbon offsetting

Climate Neutral Group and the brand Green Seat is a partner with whom Apollo works since 2010 for the carbon offsetting of own business trips. Green Seat is also one of the players presented on the Apollo web site as a possible choice for customers for their carbon offsetting when travelling abroad. All possibilities are exposed on the Apollo web sites.

During 2019 major analyses were carried out on the effects of carbon offsetting referring to flight travels. Apollo then came to the conclusion not to proceed with mandatory offsetting for clients but to continue to offer the opportunity if desired. As a result, Apollo decided to identify and evaluate another form of sustainability activity with more direct impact on emissions. This revised part of the strategy will be launched during 2021.

Later the same year the criticism from authorities, specialists and media towards travel companies and airlines who have implemented and marketed carbon offsetting became immense and the value of the carbon offsetting activities and related projects were thoroughly questioned.



## Apollo Offices

Significant measures have been taken to adapt and improve processes and routines, procurement and consumption behavior in the Apollo offices and branches in Scandinavia. Strict procurement guidelines have been set and the environmental and sustainable aspect is a compulsory part of the procurement policy. Areas that have been covered: office material, cleaning material, coffee and fruits, printing and copying, service agreements etc.

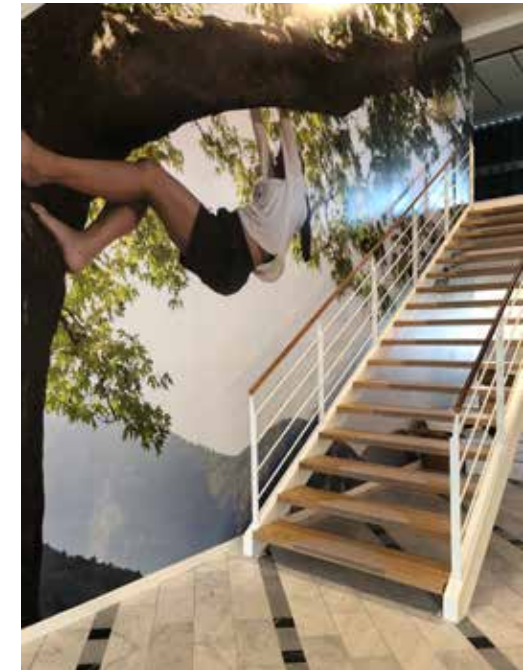
All corporate agreements have compulsory clauses on the necessity of having a functioning sustainability work.

All cans and tins are recycled as well as food and paper. Batteries and bulbs are collected separately. Low energy lamps are a must. Unnecessary traveling is avoided and online meetings are used instead. Paper reduction is key in a digital environment and goes well with the Apollo sustainability strategy.

The head office has been made more efficient, more energy saving actions taken and recycling has been given extra focus and precaution.

At the destinations a major project was launched and completed in 2020 in order to reduce the paper consumption. Almost all information that previously was printed is now digitalized.

2019 the goal was to reduce the consumption per employee (kWh) with 5 % compared to 2018 and Apollo managed to decrease it with an average of 7 %. 2020 was a transitional year where the major aim was to handle the pandemic. Since most employees did not work from the offices, the reference year for future goal setting and activities will be based on 2019 figures.





## Strategic partners

Apollo has during the last years created a number of strategic partnerships, selected to cover the different areas of the company sustainability work, such as human rights, sex tourism, animal welfare etc. These partnerships are valid on a Nordic level and in addition to this every local source market can choose local partners and projects.

The partnerships include a lot of dimensions such as training, seminars, donations, lectures and customer activities.

### SOS Children's villages

Since 2004, Apollo has a cooperation with SOS Children's Villages in the Swedish market. As part of the company's CSR strategy, the protection of children and children's right is prioritized and the

commitment to give children the opportunity to a safe childhood and education is strong.

2015 Apollo became a partner company for SOS Children's Villages on a Nordic level. Every year money is donated directly to the work for children's right to a safe upbringing. Apollo's travelers can also donate money in connection with their travel booking.

Both donations and collecting funds from customers are parts of the agreement and Apollo gives the freedom to SOS to decide how to allocate the donations within their villages.

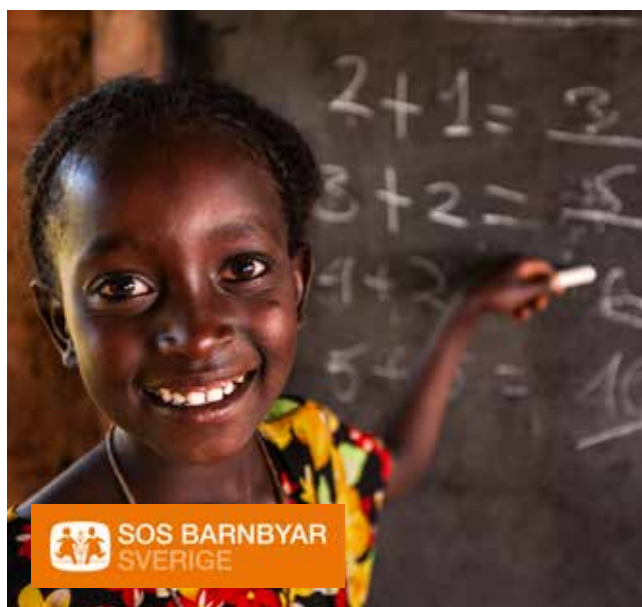
### ECPAT

In 2001 Apollo signed the Code of Conduct. This

means that Apollo is committed to have a policy against child sex trafficking, that all staff are trained and that customers are informed on sex trafficking and how to prevent it.

### World animal protection

Since 2014, Apollo has a long term collaboration with World Animal Protection (WAP) committed to the welfare of animal and nature. Unnecessary involvement of animals in excursions, abuse of animals, unnecessary exploitation of nature in excursion activities are examples of areas, where Apollo has cooperated and has been advised by WAP. As a result elephant riding was removed many years ago as well as swimming with dolphins and other activities where animals are used in a negative and totally unnecessary way.



## Local initiatives

Apollo has committed to support local initiatives at the destinations. Since 2019 Apollo has an agreement with the orphanage in the Epirus area in Greece – Kivoto - Ark of the world. Apollo customers can donate money and toys/education material or visit the orphanage and support their local shops by buying their own produced products.

2020 an extensive work was performed, identifying local partners at the destinations. Several local initiatives were identified and will be launched summer 2021. Some examples: cooperation with an organization in Zakynthos focusing on the preserving of the sea turtles, a kennel in Rhodes and a kennel in Skiathos.

Apollo takes an active role in lobbying and the education of local markets and partners.

### Anti bribery and corruption

Apollo Code of Conduct for employees contains guidelines of how to behave and act in relation to business partners, suppliers and customers.

Apollo expects all its suppliers to comply with all international, national and local laws, regulations and codes relating to antri bribery and anti-corruption. This is stated in the DER Code of Conduct for employees and the supplier Code of Conduct that all partners have to sign.



Summer 2021  
the goal is to have  
four ongoing local  
initiatives.





# Sustainability at DER Touristik Group

Status: October 2021

The tourism industry thrives on the cultural and ecological variety that can be found in the destination countries. The DER Touristik Group is aware of this responsibility and is committed to its "DER Welt verpflichtet" ("Dedicated to DER World") sustainability program.

DER Touristik Group promotes sustainable tourism through specific measures, in its own business operations but also regarding its products. For many projects, DER Touristik Group cooperates with partners or is engaged in industry initiatives, with the aim of implementing specific projects in the destination countries and making holiday offers more sustainable.

By the end of 2023, 25% of DER Touristik's core portfolio will consist of certified hotels. We have also defined requirements for responsible excursion programs and will continuously expand the range of products. We present particularly responsible travel experiences under our "Conscious Travel" product line (<https://www.dertour.de/nachhaltige-hotels>). For these offers, we have started to calculate and report the CO<sub>2</sub> footprint for each trip as an example. With the help of climate balancing, we want to inform our guests transparently about the climate impact of the various travel offers and at the same time specifically promote climate-friendly travel alternatives - this applies to travel, local transport and the selection of climate-friendly accommodations.

To make the emissions caused by travel as gentle as possible, we offer our customers the opportunity



**DER**  
Touristik  
Nordic

to offset the CO<sub>2</sub> emissions of their flight, car journey or cruise by investing in carbon offset projects in cooperation with the non-profit climate protection organization myclimate.

The DER Touristik Group's own hotel brands, DER Touristik Hotels & Resorts (DTHR) with its brands such as Sentido, Calimera, PrimaSol and Cooee, play a significant role in implementing the company-wide sustainability strategy. One focus is to certify all DER Touristik Hotels & Resorts to the Travelife Standard by 2023, remove 100% of single-use plastic from hotels, and continue to significantly reduce food waste.

DER Touristik Group has always been committed to protecting children and is a member of various industry initiatives. In addition, DER Touristik Group has signed "The Code", the code of conduct for the protection of children from sexual exploitation in tourism, and consistently implements the six criteria of the code, which is based on the UN Declaration of Human Rights and the UN Convention on the Rights of the Child. As part of its child protection program, DER Touristik Group trains employees of its own hotel brands, but also at its central locations and incoming agencies, as well as key partners, on children's rights, prevention options and reporting processes. We also provide our travelers with detailed information on child protection.

In addition, our goal is to protect animals worldwide from exploitation and neglect. To implement this endeavor within our means, DER Touristik has formulated an Animal Welfare Policy, in line with which the product portfolio will be gradually adapted to established animal welfare standards by 2023. The aim is to protect animals and yet enable vacationers to experience animals in vacation countries in a conscious and responsible manner.





Through educational measures, DER Touristik aims to create prospects for the future and empower local people to reduce poverty and inequality and improve opportunities for a self-determined life. The DER Touristik Foundation demonstrates how such resolutions can be put into practice with many successful initiatives.

The DER Touristik Foundation was founded in 2014 as a non-profit association. Since then, it has been committed to promoting the education of children and young people, the preservation of ecological habitats and biodiversity, and sustainable development aid. Through the DER Touristik Foundation, DER Touristik promotes social projects around the world. The supported projects are carried out in close cooperation with other charitable groups, foundations, and relief organizations. Every cent of donations flows into relief projects via the

foundation. The aim is to create long-term and sustainable benefits.

Since the foundation was established, a total of 83 projects in 21 countries have been supported.

Initiatives include for example the hospitality project Smiling Gecko in Cambodia. It provides young and socially disadvantaged Cambodians with theoretical and practical training at the farm-house lodge to qualify themselves for a job in the tourism industry.

Another example is Pimali in Thailand, a practical hotel training center for young Thais from disadvantaged backgrounds and orphans. The training allows them to acquire skills in various areas of the hospitality industry and put them into practice during a six-month internship.

DER Touristik also supports nature protection and animal welfare in travel destinations through projects that benefit the local population and contribute to global sustainability goals:

In South Africa's Kruger National Park, the anti-poaching-unit Black Mambas consists of 36 young women from local tribal communities. They are successfully fighting for the continued existence of rhinos and other wild animals.

DER Touristik funds refresher training so that the women can maintain their status as wildlife experts. In addition to animal welfare projects, DER Touristik also supports environmental education programmes like the "Bush Babies Program" at schools in proximity to Kruger National Park. The program sensitises young people for the issue of nature conservation, animal welfare and food security.



**DER**  
Touristik  
Nordic