



Marmot Tours – 2025 Annual Sustainability Update

Introduction

Marmot Tours has been offering cycling holidays across some of Europe’s most beautiful landscapes for nearly two decades. Our mission has always been to provide our customers with unforgettable experiences while respecting the environment. As a proud **B Corp** and **1% For the Planet** member, we strive to balance profit with purpose, ensuring that our business operations have a positive impact on both people and the planet.

Sustainability is deeply embedded in every aspect of our business, from our operations to our interactions with local communities. We’re constantly evaluating and enhancing our sustainability practices, understanding that it is a journey that requires continuous effort.

In 2024, we took several steps to reduce our environmental impact, support the planet, and give back to the communities we engage with. This report provides a comprehensive summary of our sustainability efforts over the last year, showcasing the progress we’ve made and the steps we’re taking towards a greener future.

We believe that business can be a force for good, and our sustainability journey is one we are proud to share with our staff, clients, and the wider community. From reducing our carbon emissions to donating to environmental causes, we’re committed to operating in a way that is both socially and environmentally responsible.

Travel and Carbon Impact

Through 2024, our clients’ travel air miles totalled 8,998,556 km. This is equivalent to 1,765 tCO₂e greenhouse gas emissions.

We recognise that travel, particularly air travel, has significant environmental impacts. While this falls outside our direct operations and is not within the control of Marmot Tours, it is still an important consideration in our broader sustainability journey. To mitigate the carbon emissions associated with client travel, we balance these air miles through the use of verified ‘Gold Standard’ carbon credits.

Calculating our client travel emissions is a considerable step that not many companies take – in fact, many omit these emissions from their sustainability reports altogether. This may be because they don’t calculate it (most likely!), or they do calculate it but choose not to report or offset these emissions. By addressing this, we ensure that we are

fully transparent and proactive in managing the environmental impact of our operations, including the indirect emissions from client travel.

In 2024, our clients originated from 28 countries around the world: Australia, Bermuda, Canada, Switzerland, Germany, Denmark, Spain, France, Guernsey, Hong Kong, Indonesia, Ireland, Israel, Jersey, Kuwait, Monaco, Malaysia, Netherlands, Norway, New Zealand, Portugal, Singapore, Slovenia, Thailand, Taiwan, United Kingdom (UK), United States of America (USA), and South Africa.

Travel also plays a significant role in our operations, as we are committed to providing incredible cycling experiences across multiple European destinations. While we work hard to minimise our environmental impact, some level of travel is necessary for the logistics of running our tours.

- **Company Vehicle Mileage:** In 2024, our vehicles drove a total of 178,296 km, transporting staff, guides, and equipment to and from various cycling tour locations. This mileage is essential to ensuring our tours run smoothly and that clients experience the best possible service. This mileage is equivalent to 48.79 tCO_{2e} greenhouse gas emissions.
- **Staff and Guide Flights:** A total of 123 one-way flights were taken by our staff and guides within Europe for essential work travel. These flights were required to ensure that our guides and staff were able to travel to different locations to provide tours and maintain high service standards. This air mileage is equivalent to 40.49 tCO_{2e} greenhouse gas emissions.

The following figures detail the number of room nights used for our clients and guides in 2024:

- **France & Corsica** – 4,904
- **Spain & Tenerife** – 1,568
- **Italy & Sardinia** – 1,618
- **Slovenia** – 424
- **Austria** – 106
- **Switzerland** – 484
- **TOTAL**– 9,104 hotel room nights

These room nights are equivalent to 77.74 tCO_{2e} greenhouse gas emissions.

100% of the aforementioned emissions are balanced either through 'Ecologi' or 'Gold Standard'. While carbon offsetting isn't a long-term solution in itself, it is currently the most effective way for us to reduce our impacts while the technology and infrastructure necessary to provide sustainable alternatives continues to evolve. Offsets help us mitigate emissions in the interim, but we recognise that they don't address the root cause of emissions.

For example, electric vans are not yet a viable option in certain regions, like the European mountains, where there aren't sufficient charging stations. Similarly, air travel remains the only practical option for the vast majority of our clients, given geographical and logistical limitations. Offsetting these emissions ensures we're taking responsible action today, but we continue to push for innovation and infrastructure improvements to reduce emissions at their source in the future.

General Sustainability Initiatives

At Marmot Tours, we are committed to reducing our environmental footprint across all areas of our business. The following sustainability initiatives were implemented or reinforced in 2024:

- **Sustainable Water Bottles** – We provide our clients with water bottles made from sustainable plant-based bioethanol, reducing reliance on traditional plastic materials derived from petroleum.
- **Eco-Friendly Towels** – The towels gifted on our tours are made from 100% recycled polyester on one side and 100% cotton on the other, offering a sustainable alternative to disposable towels.
- **Refillable Water Containers** – We use refillable water containers in our vehicles and only purchase bottled water as a last resort. This reduces plastic waste and supports our goal of minimising single-use plastics.
- **Palm Oil Conscious Snacks** – Our Nakd snack bars are free from palm oil, while our Brynmor flapjacks are made with sustainably sourced palm oil to ensure that the palm oil used is responsibly produced.
- **Durable and Recyclable Bike Frames** – Our hire bikes are made from titanium, which not only lasts longer than carbon but can also be fully recycled at the end of their life cycle, unlike carbon alternatives.
- **Eco-Friendly Bike Maintenance Products** – We use Fenwick’s bike cleaner and foaming chain cleaner, both biodegradable and free from harmful solvents and acids, to ensure our maintenance practices are as eco-friendly as possible.
- **Bulk Purchasing and Reuse** – We buy liquid bike maintenance products in bulk wherever possible and refill smaller containers, reducing waste associated with single-use packaging.
- **Recycled Office Paper** – All paper used in our office is recycled. This helps reduce deforestation and promotes a circular economy.
- **Inner Tube and Tyre Recycling** – We collect punctured inner tubes and worn tyres, recycling them through responsible schemes in the UK.

Charitable Support Through ‘1% For the Planet’

As part of our commitment to environmental sustainability, we contribute 1% of our revenue each year to a range of organisations that are making a real difference in the fight against climate change and environmental degradation. Here is an overview of the charitable organisations we supported in 2024:

- **City to Sea**
City to Sea is a UK-based environmental charity that works to prevent plastic pollution at its source. Through education, campaigning, and the promotion of reusable alternatives, City to Sea has been instrumental in reducing plastic waste and raising awareness of its harmful effects on marine life and ecosystems. The charity also leads innovative projects such as the Refill Scheme, which encourages businesses and individuals to refill their water bottles to reduce single-use plastic waste.
- **Avon Needs Trees**
Avon Needs Trees is a grassroots organisation dedicated to reforesting the Avon region in the UK. By planting trees and restoring natural habitats, the charity is helping to combat climate change, improve biodiversity, and create a more sustainable future. Their work focuses on creating local woodlands that will provide long-term benefits to both the environment and the communities that surround them.
- **Gold Standard Foundation**
The Gold Standard Foundation is an international non-profit organisation that

certifies carbon offset projects. They ensure that carbon credits purchased for offsetting emissions lead to genuine environmental and social benefits. Their projects span renewable energy, reforestation, and community development, ensuring that every offset contributes to a more sustainable world.

- **Surfers Against Sewage (SAS)**

Surfers Against Sewage (SAS) is a UK-based charity that focuses on tackling plastic pollution in the oceans and protecting the UK's coastal environments. Through grassroots campaigns, beach cleans, and environmental activism, SAS works to raise awareness of the importance of keeping our oceans clean and free from plastic waste. Their efforts have been instrumental in driving legislative change and community action on environmental issues.

- **The Rivers Trust**

The Rivers Trust is a network of environmental charities working to protect and restore rivers across the UK. The charity focuses on improving water quality, restoring natural habitats, and addressing issues like pollution and over-extraction. Their projects are vital for safeguarding water resources and supporting the health of local ecosystems. By improving rivers and wetlands, The Rivers Trust is helping to create a cleaner, more sustainable environment for future generations.

These donations are a testament to our commitment to supporting organisations that protect our planet. By working with these charities, we contribute to projects that address pressing environmental issues such as plastic pollution, deforestation, and water conservation.

Wider Impacts

Paper and Plastic Reduction

- Previously, each client received a printed information pack containing 15 sheets of paper, with a total of 1,220 packs distributed annually. This equated to 18,300 sheets of paper used per year.

To improve efficiency and sustainability, these printed materials were replaced with a mobile app in 2024, which now provides all necessary trip information, including:

- Daily ride details
- Restaurant and hotel information
- Interactive maps displaying live van locations and client tracking
- Access to GPS files with route details

This transition has consolidated all essential information into a single digital platform, eliminating the need for physical documents while improving real-time coordination.

In addition to reducing paper consumption, this initiative has significantly decreased plastic usage. Previously, each printed pack was enclosed in a plastic wallet, and an additional plastic bag was provided to protect the notes from moisture. By moving to a digital format, the following reductions have been achieved:

- 1,220 plastic wallets eliminated
- 1,220 plastic bags removed

By eliminating the use of 18,300 sheets of paper, this initiative contributes to forest conservation. Based on estimates that one tree produces approximately 8,333 sheets of paper, the transition to a digital system has saved approximately 2.2 trees per year.

This change aligns with broader sustainability objectives by reducing material consumption, minimising waste, and improving operational efficiency while maintaining a high standard of service for clients.

Updated guide phones – Circular economy

In 2024, eight of our guide phones were upgraded using iGo Life refurbished devices rather than purchasing brand-new ones. This approach supports a more circular economy by extending the lifecycle of existing electronics, thereby reducing demand for raw materials and lowering the environmental impact of manufacturing new devices. Choosing refurbished phones helps minimise electronic waste by keeping devices out of landfills, where hazardous materials can cause pollution. It also significantly reduces the carbon footprint associated with new device production, including energy-intensive mining for rare earth metals, water consumption, and transportation emissions. By lowering resource extraction, this initiative lessens the environmental and social impacts linked to mining materials such as cobalt, lithium, and gold. Additionally, prioritising reuse over replacement promotes responsible consumption, setting a precedent for more sustainable technology choices within the organisation. This transition reinforces a commitment to reducing waste, conserving resources, and supporting more sustainable business practices.

Looking Ahead

Looking ahead to 2025, we remain committed to reducing our carbon footprint and enhancing the sustainability of our operations. We will continue to evaluate our environmental impact, explore new ways to reduce waste and emissions, and maintain our commitment to supporting charitable causes that have a positive impact on the planet.

Our sustainability journey is ongoing, and we are dedicated to finding innovative solutions to protect the environment while delivering the high-quality, memorable cycling experiences our clients expect. We're excited about the future and the role we can play in helping to create a more sustainable world.

Thank you for your support in helping us make a difference!

