

## **UTC Tour Operator non-financial report year 2023**

### **Introduction**

The past year, 2023, was a year in which our awareness in the area of sustainability matured, and we matured with it. What follows is the non-financial report for 2023, which reflects our efforts and aspirations towards sustainability. The document marks the beginning of systematic annual reporting. As this is our first non-financial report, it will not include comparisons to previous activities.

### **Sustainable management**

- ✓ We took part in a training course on sustainability as a prelude to our planned certification.
- ✓ We co-organized a training course for school and education headmasters, in which one of the panels was devoted to sustainable transport of pupils on school trips.
- ✓ During regular meetings with staff, we educated them about sustainable transport and our long-term policy.

### **Caring for employees**

- ✓ We have introduced salary ranges into our recruitment advertisements.
- ✓ We have increased the promotion of private healthcare packages to our employees.
- ✓ We have introduced one remote working day per week.
- ✓ We organized 3 joint team-building trips.
- ✓ We organized 45 communal meals in the office.
- ✓ We subsidized a hearing aid for an employee.

### **Sustainable supply chains and local products**

- ✓ 95% of our service providers are businesses in our voivodeship, making a significant contribution to the local economy.
- ✓ 99% of our fulfillment is handled by local service providers, which helps us minimize our carbon footprint.
- ✓ We supply our offices with the necessary products no more than once a week.
- ✓ When supplying offices, we purchase bulk packaging to minimize the use of plastic.

## **Environmental protection and climate action**

- ✓ By digitalizing most of our marketing materials, we have reduced paper consumption by 50%.
- ✓ We have reduced the production of promotional gadgets by 50%.
- ✓ We have changed our policy for trips to trade fairs and meetings with contractors, reducing the use of paper promotional material by 80%.
- ✓ We have reduced the number of pick-up points on our tours, so the vast majority of tourists traveling with us leave from a single pick-up point, reducing our carbon footprint.

## **Community activities**

- ✓ 99% of our guides are from local communities, confirming our commitment to local business development.
- ✓ 100% of the meals funded for our employees came from restaurants in our close vicinity (within 1km of the office), confirming both our commitment to developing local businesses and our desire to minimize our carbon footprint (meals could be delivered to us on foot).
- ✓ We donated a cardboard box full of souvenirs from our information point to the primary school's common room to be given to pupils as prizes during competitions organized by the common room.

## **Protection and promotion of cultural heritage**

- ✓ We organized a competition for primary school pupils (another edition of "Tour with class") for an artwork - a postcard from the most beautiful city in Poland. The objectives of the competition were:
  - to broaden knowledge of Poland and its tourist attractions;
  - popularising knowledge of history, geography, and nature;
  - developing the creativity of preschool and primary school students.
- ✓ We established cooperation with a new museum in our city - the Vodka Factory Museum, contributing to the promotion of the history of the place Fabryczna 13.
- ✓ We have introduced a tour of the Schindler's Factory Museum to our offer, which contributes to the promotion of an important place on the map of Krakow and the history

of the Jewish community in our city. During the tours, we always use local, licensed guides.

### **Summary and plans for the future**

In 2023, we have made significant progress in terms of sustainability.

In the years to come, we intend to enrich our offer with local attractions, and expand the catalogue of destinations on offer with a focus on promoting cultural heritage and supporting local employees.

We also plan to improve our environmental and climate protection activities.

We want to promote and report on our sustainable tourism activities more transparently.