

Husky Travels Oy

Arctic Circle Husky Park sustainability plan 2024-2025

24th October 2024

Introduction

Arctic Circle Husky Park is a company offering husky activities and experiences located in Rovaniemi, in Santa Claus Village. During summer and autumn, our services include guided husky visiting packages, husky trekking, and husky rides with summer carriage. In winter, we offer husky park visits, husky meet and greet, and husky rides with sledge. The Husky Park also has a small souvenir shop. We are offering activities year-round considering the safety of the dogs. This means, for example, that husky rides are not offered when the temperature is above 15 degrees. Depending on the program, we can accommodate a few to several hundred customers. Approximately 50,000 visitors come to Husky Park annually. We want to offer our guests authentic, responsible, safe, memorable, and joyful experiences with genuine Siberian Huskies all year round. Everyone is welcome, regardless of gender, religion, or age. We strive to be the customers' chosen husky service provider because we know we are responsible and continuously work towards that goal.

Commitment to responsibility work

Our company is committed to sustainability and works continuously towards the goals we have set. Compliance with laws, regulations, and other requirements is the minimum standard for us, and we are committed to exceeding current laws and regulations related to sustainable development. Arctic Circle Husky Park wants to be at the forefront of creating a sustainable tourism industry and inspire other operators, customers, and personnel to participate in sustainable development actions.

Our company has appointed an environmental and sustainability officer whose responsibilities include developing and promoting sustainable tourism and sustainability issues, as well as informing and training staff on sustainability matters. Wilma Lähde will hold this position from 2024 onwards. The environmental and sustainability officer's duties also include coordinating the activities of the sustainability working group. The working group is responsible for setting and implementing the company's sustainable tourism and sustainability goals. All staff are welcome to attend sustainability meetings held during working hours, where progress towards goals is reviewed and current issues are communicated. At these meetings, every member of staff can present their development ideas and perspectives on the matter. Company employees are an active part of the practical sustainability work, as sustainability work need to be made largely in Husky Park's everyday life. Husky Park is committed to informing travel agencies about our sustainability initiatives in their communications, and we are also collaborating with Visit Rovaniemi to develop sustainable tourism.

Responsibility goals 2024-2025

1. Bringing locality into the operation more comprehensively

- Increasing local knowledge among staff (Familiarization tour with Santa Claus Village service providers, guided tour in the Lapland Provincial Museum, more information in the induction folder)
- Mostly local products and handicrafts in souvenir shop

- In Kota-info, information for customers about the sledding history of Finland and the Nordic countries

Wilma Lähde, Katriina Vormisto, Emilia Erkkilä / autumn 2024 – spring 2025

2. Promotion of staff well-being at work

- Anonymous feedback channel through which ideas and development proposals can be shared
- Staff competitions: photo challenge, bus/cycling/carpooling challenge
- New and more comfortable staff facilities

Wilma Lähde, Katriina Vormisto / Autumn 2024- winter 24-25

3. Improving responsibility communication and employee engagement

- Updated website, where is more detailed and comprehensive information about our responsibility
- Certificates more prominently displayed in our ticket sales
- More visible responsibility communication in Park's everyday life
- More information about our responsibility work in customer's info sessions
- Anonymous feedback channel where you can leave ideas and development ideas
- More comprehensive social media responsibility communication plan

Joona Heinonen, Wilma Lähde, Katriina Vormisto / Autumn 2024 – during 2025

Certificates

Arctic Circle Husky Park has received the Green Activities certificate, the Key Flag mark and the Sustainable Travel Finland certificate.

The current state of competence and its growth

To enable responsible operations, we must continuously develop our expertise. Our goal is to be a sustainable operator of husky activities, and we want to ensure the continuation of our operations for decades to come. We develop our own expertise by closely following Green Activities and Sustainable Travel Finland news and participating in webinars related to sustainable tourism and corporate responsibility. We train our personnel on sustainability issues during their work induction. As a new operating model, starting in autumn 2024, we intend to organize annual sustainability and safety training for our personnel. We inform our personnel about our sustainability work also in environmental meetings and through the company's internal communication channels.

We have been operating on a sustainable foundation already for quite a long time. This is clear when examining our operations in relation to the general state of sustainable tourism in Finland, as presented in the Sustainable Travel Finland report. We strictly comply with all applicable laws and monitor potential changes to them. We follow changes in the dog-related service industry by being members of the Finnish Siberian Husky Association and the Kennel Union, and by collaborating with other dog entrepreneurs. In addition, we are members of the Finnish Entrepreneurs, which provides broader information on potential legislative changes related to business operations. Our company is committed to anti-corruption practices. This is reflected in our operations through the equal treatment of all

customers, with the same rules applying to everyone. The commission system we offer to our operator clients is based on seasonal sales and customer numbers, and is the same for everyone. We always inform our clients openly and clearly about the commission system. We do not accept bribery, nor do we practice it ourselves. We strictly commit to the laws and proper methods in promoting our business. In tenders and recruitment, we choose the best product or applicant which serves the company best possible ways.

Measuring and evaluating responsibility

Carbon footprint

Our company, Husky Travels Oy, calculated its carbon footprint in the spring of 2024 as part of the Finland Chamber of Commerce's Climate Program. The calculation was performed for the period April 1, 2023 – March 31, 2024, and covered our two locations: Arctic Circle Husky Park and Pure Lapland. Our calculated carbon footprint for mandatory Scope 1 and Scope 2 emissions is 19.27 tCO₂e. When including some Scope 3 emissions, the carbon footprint is in total 85.51 tCO₂e. The calculation included the following areas:

- Emissions from the company's own cars (Scope 1)
- Purchased electricity and heating (scope 2)
- Travelling to work (scope 3)
- Business travel (scope 3)
- Purchased products: Dog food, laptops, computer monitors, computer keyboards, smartphones (Scope 3)

In addition, the company's ordered transportation (Scope 3) was identified as a significant area and therefore should be included in future calculations; however, it was excluded from this calculation due to the difficulty in obtaining data. Emissions from purchased products (Scope 3) were only partially calculated for the most significant aspects, but the aim is to expand the calculation to better cover investments and purchases in the future.

Our company's largest emissions during the accounting period stemmed from our purchased dog food (Scope 3), the fuel consumption of company cars (Scope 2), and our employees' commutes (Scope 3).

As part of Finland Chamber of Commerce's climate program we will develop a greenhouse gas emission reduction plan where we set targets for reducing our carbon footprint and ultimately achieving carbon neutrality. Future actions for Arctic Circle Husky Park include at least switching entirely to emission-free electricity and supporting employee carpooling and the use of public transport.

Measuring the achievement of sustainable tourism

Our company will follow and evaluate sustainable tourism improvements actively, so that our sustainability work would be impactful and purposeful. We set sustainability targets for each year, which have been presented previously, and we continuously monitor achievements on those. Sustainable tourism is also generally measured by monitoring electricity and water consumption, the quantity and quality of purchases, and fuel consumption. It is also important to monitor the currency of insurance, safety plans, and staff training. We keep records of accidents and risk situations, so we monitor the safety of our operations through them and react if we notice significant changes or clear risk factors in our area. These also serve as indicators for us of the achievement of sustainable and responsible tourism. Company sustainability meetings also always review progress, potential

challenges, and their solutions. The meetings are an important tool in assessing the achievement of sustainable tourism. In our operations, we also utilize the sustainable tourism indicators of Sustainable Travel Finland and the criteria of Green Activities. These indicators and criteria serve as guidelines for our company's sustainability work, and we have partly used them as a basis to the setting of our current sustainability goals.

Responsibility communication

In our communication, we encourage our customers to choose a responsible husky safari option, such as ours. Our communication aims to be transparent and honestly inform our various customer groups about our operations. Information about our sustainability work is communicated to B2C customers on the company's website, social media channels (Instagram, Facebook, TikTok, and YouTube), and in company marketing. Company posts highlight sustainability, for example, by describing the well-being of the dogs and the work done to promote responsibility. Sustainability is also emphasized in advertisements (newspapers, flyers, Instagram, Google, and Facebook ads) through logos and direct communication.

At the Husky Park, sustainability work is highlighted through information boards, guided tours, and informational sessions led by our guides. At the park, we have also strived to make sustainability work interesting and attention-grabbing. For example, the park's trash cans feature dogs humorously encouraging customers to dispose of their waste properly and recycle. Information on using public transport to reach Rovaniemi, Santa Claus Village and our Huskuy Park is provided on our website. We always prioritize informing customers about public transport options and assist them in finding suitable connections. B2B customers are informed about sustainability and development projects via email newsletter at least twice a year, as well as in price lists.

Our actions for sustainable tourism

Effects on the surrounding environment

The company operates in Santa Claus Village, surrounded by forest, and two winter trails (2 km and 5 km husky safaris) also partly traversing a bog nearby. Negative impacts from our operations arise during trail construction, when trees are cutted to clear the way and the terrain is modified for the trail base. However, new trails are rarely created, as we strive to use the same trails for as long as possible. The trails were last renewed in 2011 and will be next renewed in 2024. Trees have only been cutted from the park area when necessary, for example, to make way for buildings, customer paths, and fences. We aim to maintain our park area as natural and protect the biodiversity the best possible way.

The 1, 2, and 5 kilometer husky rides cross the road at two points. Otherwise, the routes of the husky rides run on land rented from the city of Rovaniemi, where there are no other operators. The road is not in public use, but there is occasional traffic. The road has good warning signs for cars and other travellers, and our drivers have good visibility of the road to prevent accidents. The husky hikes we organize also use the area's hiking trails and campfire sites. We travel with respect for other hikers, for example, by giving way with the dogs if needed, and we also allow others to use the campfire site. We do not leave any trash on the trails or at the campfire site, but always carry it out, and we also bring our own firewood for making campfires. Fires are never lit if there is active forest fire warnings.

A positive impact of our activities has been that our location is central for tourists, making it easy to reach our services by public transport. When customers visit Santa Claus Village, they don't need to travel to the other side of Rovaniemi just for a husky activity but can visit multiple places in one day. Many other businesses in the area would also have required more extensive tree clearing and land modification.

Climate change and biodiversity

Climate change impacts our operations negatively in the winter season and positively in the summer season. In the winter, the challenges include reduced snow and ice for husky rides, a shorter season if the climate warms, and varying weather conditions. In the summer, climate change brings extended heatwaves and variable weather, which also complicates organizing husky activities. However, climate change may have a positive impact as well, as tourists may shift from overly hot temperatured European countries to have vacations further north in the summer, increasing our demand during that time. To adapt to climate change, we have begun investing more in activities for the snow-free season. We are focusing more on promoting summer and autumn opportunities in our marketing, social media, and website, and creating new activities. One of these is summer cart rides, in which we have been among the pioneers in introducing them to husky tourism. This activity is also very suitable for the dogs, as long as the weather is cool enough. All of our activities are designed with the dogs' well-being in mind. For example, we do not offer husky hikes or rides if the temperature is too warm (over 15 degrees Celsius).

We are committed to recycle properly all discarded and broken items. Our waste sorting will improve further as Husky Park gets better recycling facilities during the fall 2024 renovation. In staff areas, we recycle metal, glass, plastic, cardboard, biowaste, paper, and energy waste. In customer areas, we provide recycling options for cardboard, returnable bottles and cans, paper, with plans to expand these options as new facilities are introduced.

We use entirely emission-free electricity, produced from renewable resources, with Lumme Energy as our provider. Starting in fall 2024, following the renovation, our buildings will be heated by geothermal energy. The new devices and water systems we'll be using are more energy-efficient and rank highly in environmental certifications.

We calculated our company's carbon footprint in spring 2024, and for Scope 1 & 2, the result was 19.2 tCO₂e. We are part of the Climate Program of the Finnish Chamber of Commerce, and in autumn 2024, we will create a plan for emission reductions, committing to achieving carbon neutrality by 2030. We also aim to promote biodiversity by keeping our park area and the surrounding trails as natural as possible, and we do not conduct any logging in our area. We want to protect the surrounding environment from erosion, which is why we use the same, already existing trails for husky rides for as long as possible. In summer 2024, insect hotels were built along the edges of our park area.

Dog's well-being

The living conditions of the dogs at Husky Park are kept excellent. We ensure this by following the regulations set by the government, such as providing enclosures of appropriate size, cleaning the enclosures carefully every day, ensuring the dogs receive sufficient food and water, and supporting their natural behaviours. We also have many employees whose tasks include maintaining the dogs' well-being. The dogs receive regular vaccinations and health check-ups, where their well-being and fitness are assessed continuously. They are groomed, and their nails are trimmed regularly. As enrichment, the dogs have toys in their enclosures and are also stimulated with bones, which help keep their teeth in good condition and clean. Each dog has its own insulated doghouse in the kennel as a resting place, where they can have a stress-free environment. The health of each dog is checked daily during cleaning.

We ensure that the dogs have social interaction with each other throughout the year. This is reflected in the placement of the kennels, the structure of sled teams, and the relationship between the dogs and the guides.

The dogs' sufficient rest is guaranteed by keeping track of the running kilometers for each dog. Every dog has full rest days, and during workdays, regular breaks are taken, as sufficient rest and recovery promote muscle health. Even if a dog is eager to work, its workload and endurance are always assessed individually. Muscle soreness or stiffness in a dog can be observed by monitoring its movements in the sled team and when running free. Our guides always observe the dogs' endurance, and if a dog is having a bad day and does not want to run, they are allowed to return to the kennel. We aim to keep the composition of sled teams as balanced as possible so that dogs in lower condition do not have to overexert themselves, and well-conditioned dogs do not need to slow down. Dogs need exercise year-round. In the summer, the dogs are allowed to run freely in the running yard in small groups in the mornings, allowing them to release energy and interact with other kennel dogs. Customers may also take a short ride (1 km) during the summer and autumn, provided if the weather is cool enough.

Work motivation is extremely important for the dogs' mental well-being and the quality of their work. Motivation must be maintained individually, as dogs are motivated in different ways. A sled dog suited to its job loves working—running and pulling—but even good motivation must be maintained, as regaining lost motivation can be difficult. Motivation is maintained through variety, such as changes in routes, direction, different trails, and swapping positions in the team. To keep work motivation high, we sometimes relieve lead dogs of their responsibility and let them work in other positions. The use of the sled brake also affects motivation negatively, which is why we select the most suitable customers for each team. For example, elderly tourists are placed in calmer teams to minimize the use of the brake. Additionally, we plan suitable routes and difficulty levels for the customers and place slower teams at the back of the convoy.

As the dogs approach retirement, we begin searching for retirement homes for them, mainly through social media and among locals. The dogs always retire in Finland, as they are accustomed to the climate, and, for example, flying could be mentally stressful for the dog. During the selection process, the suitability of potential new owners is carefully assessed, and they must explain what kind of home they can provide for the dog. The dog is always placed only in a safe and suitable home. For example, we ensure that active dogs do not retire to people living in apartments who cannot provide the necessary exercise. We could improve the retirement process by more actively checking in on the dog's life with the new owner and maintaining more frequent contact. Retired dogs are allowed to stay at Husky Park for as long as it takes to find a suitable retirement home, and they can participate in activities according to their health and condition.

Developing the visitor experience

We currently collect customer feedback through TripAdvisor and Google. After a customer makes a reservation through our online store, they receive an email a few days after their visit, requesting feedback. There is also a poster at the Husky Park area encouraging customers to leave feedback online. Occasionally, we ask for feedback directly on-site or through social media. We respond to customer feedback by liking, giving thumbs-up, or replying with written responses. We use customer feedback to improve our operations and measure customer satisfaction. If feedback highlights areas that can be improved, we investigate the issue and actively address it.

The communication and content related to our activities are improved annually, considering both the dogs' and customers' needs based on feedback and experiences. An example of this is the development of the Husky Meet & Greet program, which was created based on customer feedback. Additionally, our

employees at Husky Park submit a short report at the end of each workday, detailing how the day went, whether there were any irregularities with the dogs or customers, and whether the customers were satisfied.

Equality

For us, all people are equal, and we treat everyone fairly. People with mobility impairments are assisted in moving around and can also participate in rides if they are able to sit. With the renewal of Husky Park, the area will be accessible from autumn 2024 onwards. However, during winter, heavy snowfall may pose challenges to accessibility, so special attention must be given to snow removal and sanding the area. In our marketing, on our website, and on social media, we emphasize that everyone is welcome, and we strive to create low-threshold services for everyone. We provide information on the difficulty level and accessibility of our services in the service descriptions.

In recruitment, all applicants are treated equally, and the selection is based solely on suitability for the job, regardless of age, gender, or religion. We always choose the best possible candidate for the company's benefit and act against corruption in recruitment. Our salary and bonus system is the same for everyone, encouraging team success and preventing inequality among staff. The equality of orientation is ensured through an orientation plan and the training includes discussions on the inclusiveness of our operations. Staff are instructed to contact Emilia Erkkilä if they experience harassment or bullying at work, and each case is handled individually.

Safety matters

Safety is very important at Husky Park, and we are continuously developing our operations in this regard. We operate under the Consumer Safety Act and have separate safety plans for both the winter season and the snow-free season. As part of their orientation, employees are required to read the safety plan and its annexes and confirm they have done so by signing a tracking list. All employees receive First Aid Level 1 training, and starting from 2024, safety training regarding Husky Park operations. These will be provided every autumn to ensure that first aid skills remain up to date and that safety considerations are integrated into daily work. The safety training covers common risk situations, accidents, and hazards that may occur during work and activities, how to prevent them, and how to respond when they arise. Fire safety at Husky Park is also addressed in the safety training. Any accidents or near-miss incidents are always documented, and measures are taken to assess how to prevent similar occurrences in the future. Additionally, at the end of each season, we review incidents to improve safety for the next season by developing both our operations and the area.

All employees, trainees, and volunteers are covered by insurance through the Turva insurance company, and the validity and coverage of these insurances are reviewed annually. We ensure workplace safety through orientation and active intervention, which we encourage among our employees. Health and safety are secured by designating areas for specific activities (e.g., dog care facilities, staff areas, customer areas), regular cleaning of the facilities, and limiting the number of people in the same space. Hand sanitizer is available at the entrance, and there are handwashing facilities in the area. We do not collect sensitive information from customers, nor do we share any data with third parties. Our website complies with GDPR regulations and is SSL protected.

Supporting Locality and Regional Sustainability in Our Operations

We participate in the local community's activities whenever possible and aim to promote sustainable tourism in collaboration with other operators in the area. Our goal is to ensure year-round operations, which benefits the region's economic sustainability and well-being. We are constantly working to make

our services diverse to encourage customers staying longer and attract visitors year-round, helping to prevent overcrowding during the winter months in the area. We collaborate with organizations such as Visit Rovaniemi and other local partners. When customers inquire, we recommend services and products from other local businesses.

In our operations, we primarily use local services, such as veterinary care, construction projects, and workwear. We employ individuals proficient in the Finnish language to support local year-round employment. We also collaborate with local educational institutions by offering internships and work placements, and we gladly participate in projects and research conducted by universities.

We design our tourism products to respect the local community and showcase local culture. With our expansion in 2024, Husky Park will have larger indoor spaces, including a bigger gift shop. Starting from the 2024-2025 season, the shop will offer responsibly produced products, primarily from local artists. We do not sell any endangered plant or animal species, nor do we offer historical or archaeological items. We also do not sell products that offend other cultures. Our products will also be available through an online store during 2025.

A key focus for our development is to better highlight local characteristics. Currently, this aspect is not sufficiently emphasized in our training, and as a result, it is not strongly reflected in our daily operations with customers. For the 2024-2025 season, we plan to include a tour of other businesses in Santa Claus Village and the Arktikum/Lapland Provincial Museum in our orientation. Additionally, we plan to expand the section on local nature, history, and culture in our orientation materials. Our company respects the local community by ensuring that our operations remain within designated areas, avoiding disruption to local residents. In activities outside the park, such as husky hikes, we consider other trail users and give way to them when necessary, ensuring everyone can enjoy the space.

Sustainability of Purchases and Financial Resources

Our company is committed to making responsible purchases and investments, as well as promoting the implementation of a circular economy. Our guidelines prioritize Finnish and local products, businesses, and services, as well as environmentally certified products. We aim to purchase long-lasting, high-quality products. By making smart and sustainable purchases, we also contribute to the company's financial sustainability. Year-round financial resources are ensured through good financial management and sufficient margins on services and products.

We always aim to purchase only what is necessary, and when items break, we try to repair them first. For example, we don't throw away dog harnesses when they break, as they can often be repaired multiple times before becoming unusable. We always strive to minimize waste and avoid using individually packaged products. We use reusable items instead of disposable ones in our operations. The park's buildings are made of wood, respecting Finnish history and traditions. We use environmentally certified products for cleaning and tissue paper. Our dog food is high quality and together with other products contain no meat from endangered species, and we verify this with the supplier. Our employees' workwear comes from the family business Temrex, which operates in Rovaniemi.

Human Resources and Employee Well-being

Husky Park employs an average of about 20 people year-round, with around 25 employees in total during the winter season. We aim to offer year-round employment to all our guides and office staff. However, many applicants only want to work during the seasonal period, so we also provide that option. Customer service staff are typically seasonal employees. Our year-round employees help ensure the quality and

continuity of our services, and we strive to create year-round jobs even when it is not always financially advantageous for the company. Our company seeks to find a suitable contract type and workload for each employee to maintain high work motivation and, consequently, good job performance.

Employee well-being is important to us, and we want to invest in it even more in the future. In 2024, we introduced new Smartum employee benefits for physical activity, culture, and massage services for year-round employees. This initiative encourages our employees to stay active and take care of their well-being alongside their work. Additionally, last season, we provided monthly bonuses for good performance. For the upcoming 2024-2025 season, we have developed the bonus system, and based on employee feedback, the bonus system will now be more personalized, allowing employees to influence their bonus amount through their own work.