Sustainable-ish

# Impact Report 2022

## A Word From The Owners



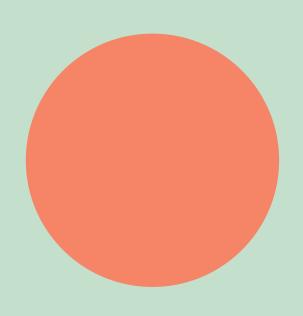
This process of reporting and being transparent is, to be completely honest, uncomfortable. It highlights, that with only the best intentions, our plans, beliefs and commitments get derailed and delayed, again and again, by simple economics and capacity.

Our 2022 Sustainable-ish goals got knocked off course for another consecutive year by our financial, and therefore operational struggles. Two out of three of our core business locations were restricted by local financial and political issues for much of 2022 which in turn reduced the time and resources of Soul & Surf who's focus again, became survival.

Many of our 2022 goals have been rolled over to 2023 and in some cases 2024. But we did improve, we did achieve things and we did the best we could with what we had.

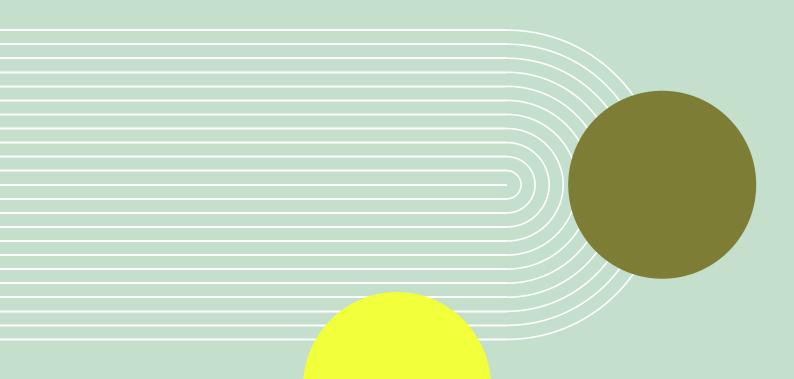
− Ed, Sofie & Kit





#### Sustainable-ish

By doing something, making public pledges and commitments, by reviewing, improving, reducing, measuring and compensating we will become sustainable-ish.



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# How We're Making An Impact



#### What this report is about...

- Starting somewhere.
- 2 Identifying our priorities.
- 3 Doing SOMETHING.
- 4 Keeping track of what we do.
- Making mistakes and learning from them.
- 6 Connecting with other folks that can help us achieve our goals.
- Creativity, collaboration and care.
- Being part of a global network framework, that allows us to sync our goals with global sustainability targets.



## Our Sustainable-ish Plan

We don't see how a travel company can actually be sustainable. And feeling like we are always failing could make it easy to give up. We accept that sustainable travel is a process, not an actual goal and that keeps us working towards being the very best that we can be.

Making real change starts now. We are using the UN's Sustainable Development Goals to structure a plan that allows Soul & Surf to develop in a Sustainable-ish way - using our business as a vehicle to add more than it takes.

#### **Our 4 Primary Goals**



Experiences that are rooted in goodness.









# 202

Year In Review



## Good Health & Well Being



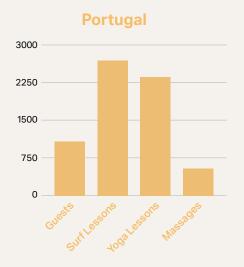
## Experiences that are rooted in goodness

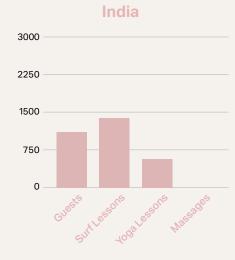
Surfing, yoga, meditation, therapies and sunshine food. It's what we do. Soul & Surf are committed to delivering experiences that are rooted in goodness.

Throughout 2022 we continued working towards our Sustainable-ish plan. And promoting and enabling good health and wellbeing is what we do and we did it... lots.

#### **Metrics**

2022 was the first year for a while that we operated somewhat normally. Our India and Sri Lanka seasons were slow starters due to Covid hangover geo-political effects but the number of people we shared a little bit of good with have grown.













#### **Testimonials**

We all know that Soul & Surf isn't about numbers - its about guest experience. We pride ourselves on delivering exceptional retreats... with soul. We love to hear what our guests think, as well as listen to the feedback that allows us to improve. Here's a sample from 2021:

#### Surfing

"Surf team was brilliant, so helpful and really amazing teachers. Really encouraging. Thank you!!"

"It has been such a nice experience with the surf sessions. I liked the routine you guys created including cleaning up the beach, doing a breathing exercise and an extensive warm-up."

#### Food

"Very inspiring and lovely food. Was just amazing!"

"We were so impressed with the food, every single meal exceeded our expectations. The quality and freshness of the food, creativity, flavour, and all the love that went into it was amazing. As a vegetarian raised by a chef I was literally in heaven!! Best part of the stay"

#### Yoga

"Really positive vibes and great tips."

"Great teacher with positive and communicative energy and good tips to enjoy daily practice a little more."

"The lessons were empowering and a perfect balance to surfing"

#### Stay

"Everything about Soul and Surf feeds your soul - the energy, the people, the decor, the food, the vibe, the surroundings, the familiarity of the subtle daily routines (there's a flow to the energy here), the tranquility and simplicity of the rooms. It all works together to create the perfect balance of adventure and peace.

It was the first place that offered us that perfect balance of surfing and social, as well as time to ourselves. We met some amazing people, had a great time surfing and 100% hope to be back in the future. Thank you!

Thank you so much for creating such an amazing experience and having wonderful people in your team."

#### Massage

"Amazing. I felt so relaxed after. Great value and a wonderful experience."

"Incredible experience that I will never forget. It was absolutely worth it."











## Responsible **Consumption & Production**

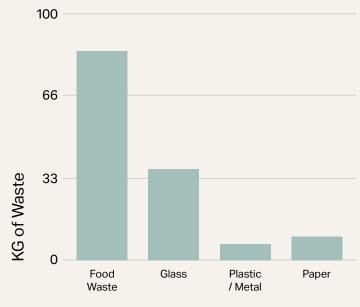


#### **Waste Reduction**

As part of our Sustainable-ish plan we are working towards zero waste and a circular economy. Clearly, this is a big challenge so first we needed to figure out exactly HOW to do that. Here's our thinking:

- Through auditing & analysing our waste on each site where we operate.
- Creating waste reduction plans for each site, then educating and training teams.
- Create a waste reduction programme for our customers to follow.

In 2022 we did our first waste audit in Kerala whilst we had 32 guests. This serves as our baseline understanding for our waste production in Kerala.









#### Composting

Whilst plastic waste is notoriously bad for the environment - made from the waste product of fossil fuels production (ethanol), never degrading with 8 million tons of it ending up in the ocean per year - our waste audit in Kerala showed that food waste was our number one, which is similar to our Portuguese location.

Our aim for the next year is to find out if we can make our own compost on the property or find partners in the region where we can deliver our compost weekly.















### **Climate Action**



#### Climate Action Plan

Reduction of greenhouse gas emissions is our primary goal when it comes to Climate Action, but whilst there are no better alternatives we continue to compensate for the pollution caused by our holidays. Soul & Surf is collaborating with Mossy Earth to offset any emissions we cannot reduce. We began in 2020 by planting trees for every customer, small steps. We increased in 2021 and in 2022 we added the plating of Kelp forests to our portfolio.

#### **How Many Trees?**

Figuring out a way is to offset emissions is quite a mission in itself, despite there being a multitude of measurement tools and certifications.

We have found there is no perfect way of doing it, because wirh our business the variables are.. really variable. We just make sure we over compensate, by quite a long way. And we also make sure we don't just pay for carbon offsetting off the shelf. We partner with Mossy Earth to ensure we support projects which promote biodiversity, enhance the local area and almost offset carbon as a by-product.

So... how many trees did we plant in 2022? We have planted 2004 trees in 2022.

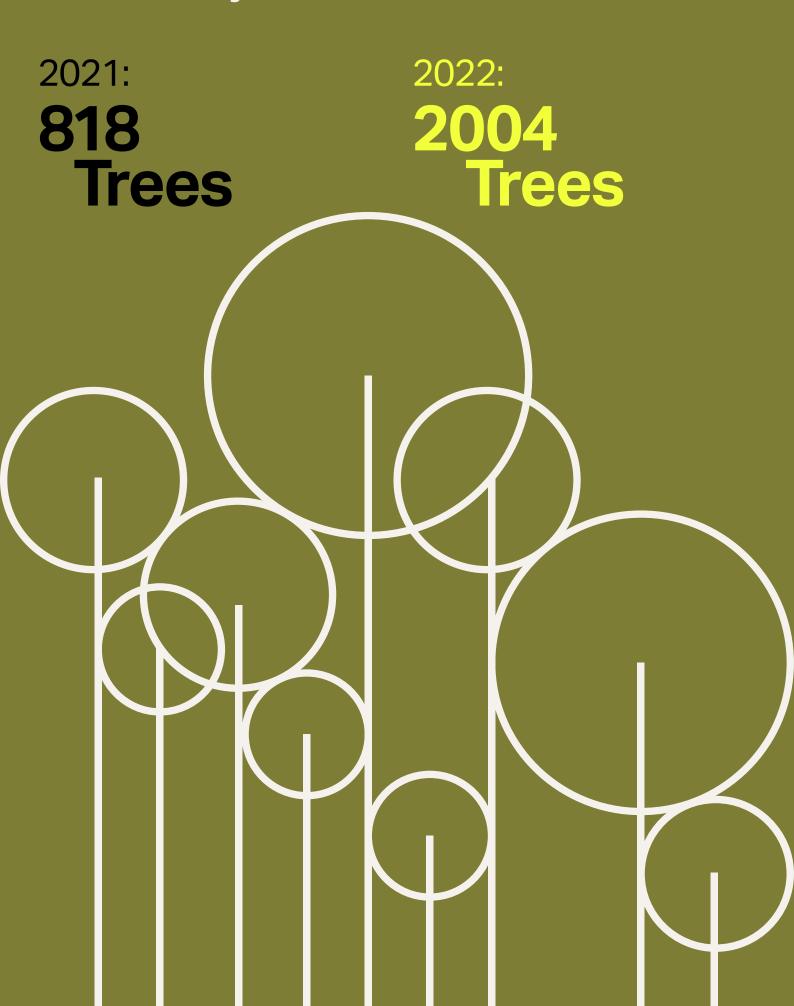








## **How Many Trees?**

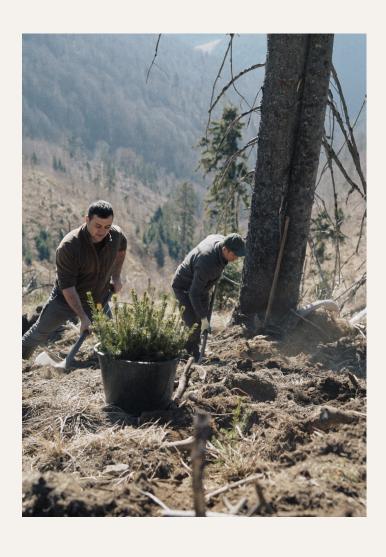


#### **Partners**

Mossy Earth restore ecosystems, promote biodiversity and mitigate the impacts of climate change. They are not only interested in increasing tree cover, but look for projects that take into account species diversity and functionality, how trees can provide ecosystem services like soil stabilisation and water purification, and their role in providing habitat for local flora and fauna.

#### In 2022 we:

- Continued with the UN's Climate Neutral Now pledge.
- Committed to the Tourism Declares a Climate Emergency group.
- Developed our partnership with Mossy Earth to offset business emissions.























#### **2022 Climate Targets**

To be completely honest, our 2021 goals were seriously curtailed by the second year of Covid travel restrictions, the shrinking of our UK company team to the bare minimum in order to survive and our limited remaining resources doing all we could to keep the company afloat. Many of our 2021 goals have been rolled over to 2022 and in some cases 2023.

#### **Targets Achieved**

#### **Targets Not Achieved**

Soul & Surf by train in Portugal and India.

In 2022 we measured our UK business emissions, including all our team's travel.

Total Emissions = 46.36 t CO2e Last year = 59.08 t CO2e

biodiversity projects.

In 2022 we will offset any remaining UK company emissions through Mossy Earth membership, which will also support

Total Offset/Sequestered = 501 tonnes CO2e by planting 2004 Trees

Added Kelp regeneration support in Portugal via donations to Mossy Earth as part of our goal to support projects local to the areas in which we operate.

In 2022 we will do waste audits and waste reductions plans in each location to reduce waste.

In 2022 we will encourage & reward customers for travelling to

Waste audits done in Kerala & Sri Lanka butste reduction plans reviewed in Kerala with really good results except for 2 items we cannot get without plastic. In Sri Lanka it is more diffic were not done in 2022 in Portugal. Wault and in Portugal we did not improve our waste reduction plan.

In 2022 we will also offset our customer's stay on-location through one-tree-per stay planting with Mossy Earth.

Total Offset/Sequestered = 501 tonnes CO2e by planting 2004 Trees

In 2022 we will create a special line of T-shirts that helps support the Mossy Earth / ReGeneration Surf kelp restoration project in Peniche.

In 2022 our team's travel itineraries will be optimised and fewer flights, direct where possible and longer stays will be prioritised to reduce air travel as much as possible.

In 2022 we will Connect with and support local protection/conservation organisations in India and Sri Lanka

We began talking to the Lanka Environmental Fund in 2002 but did not begin supporting them until 2023.

We drew a blank with a corresponding Indian organisation. The only one on 1% For The Planets approved list did not respond to any emails, calls or attempts to contact them.

In 2022 we will continue to work from home as much as possible to cut local commutes significantly. We worked from home mostly with short scooter rides to S&S Sri Lanka.







#### **Targets Achieved**

#### **Targets Not Achieved**

In 2022 we will inform and encourage travellers to take direct flights and use airlines with the most modern and efficient fleets. We will encourage customers to use the "Greener Flights" filter on Sky Scanner.

In 2022 we offered online courses and retreats to our customers as an alternative to travel.

In 2022 our team's travel itineraries will be optimised and fewer flights, direct where possible and longer stays will be prioritised to reduce air travel as much as possible.

In 2022 we will encourage guests to offset their travel with Mossy Earth.

In 2022 we will Commit to sharing our progress, ideas, successes and failures so that our peers and customers can hopefully learn from our progress and our mistakes.

In 2022 we will continue to train our local staff on our sustainable-ish goals to ensure we work together.











## **Life Below** Water



#### Ocean Education & Activism

The ocean is our life source, as surfers, and humans, we depend on its health and vitality.

#### As a business we:

- Continue to donate 1% of gross income to Surfers Against Sewage through 1% for the Planet.
- Support Take 3 for the Sea marine litter and 30% of the Ocean Protected by 2030 campaigns across our platforms.
- In 2022 we began to add Ocean education, literacy and activism into our surf programme, integrating "Life Below Water" targets into the soul surfing experience.
- Our Sustainable-ish campaigns highlight the Sustainable Development Goals we are working towards, but we focus on Ocean Education & Activism, as we believe it's the most relevant and important to us, and our guests.













#### The Soul Of Surfing Programme



We began updating our surf school teaching in 2020, because we had the time (Covid) and because we felt it was high time for a revolution.

We have developed the Soul of Surfing as framework which integrates, what we believe to be, the four pillars of "soul surfing":





We have produced some resources to go deeper into these topics, and are developing more as we speak and will give our guests access to this content beyond the beach lessons and their stay. We now run Soul of Surfing beach sessions and hotel based workshops and talks several times a week in all our locations.

Slowly, we are improving and developing these teachings across all of our locations and teams.









#### **Resources:**



5 Turning 6 Transitioning



#### **Beach Clean Ups**

In Kerala and Sri Lanka we clean the beaches on which we operate and recycle whatever plastic we can.



#### **Feedback**

"It has been such a nice experience with the surf sessions. I liked the routine you guys created including cleaning up the beach, doing a breathing exercise and an extensive warm-up."









## Secondary Sustainable Development Goals

This year we have focussed on our primary goals, but we're still keeping an eye out and developing partnerships so that we can work towards our secondary goals:



#### **Quality Education**

Help promote, support and develop surfing for women in India & Sr iLanka where there are cultural barriers around girls and women playing in the ocean.



#### **Gender Equality**

Follow the diversity, equity and inclusion model and use our Soul & Surf voice and platform to support social justice, inclusivity and diversity within our communities.



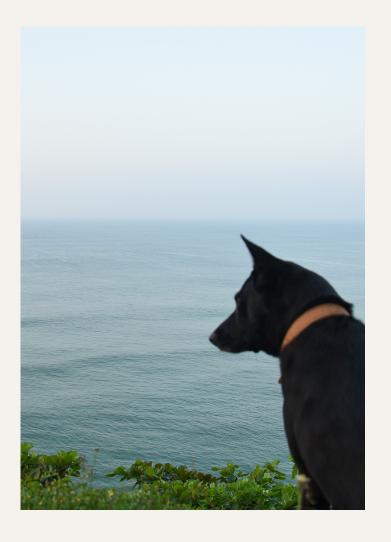
## Decent Work & Economic Growth

It's what we do. Continue to promote sustainable tourism which supports local communities and economies.





### Now What?



We feel a bit frustrated again, in 2022 we were still spending too much time and energy on struggling to survive, with a small core team and lots of fire fighting to keep the doors open we did not get as much time to develope our sustainability plans and goals as we had hoped. The fact we are only releasing this mid year illustrates the pressures we face elsewhere.

2023 is here now and, touch wood, the businesses we run are starting to settle again. Our teams are much more knowledgeable on the subjects and some really good new local initiatives are happening in Sri Lanka and Kerala that we can support.

– Ed, Sofie & The Whole Soul & Surf Team



## What's the plan for 2023?

This year already we have built upon the areas we started in 2022 in achieving our 4 main sustainable goals, we have found new partners and are looking for more to make progress on our secondary goals.

#### 2023 Climate Action Plan

In 2023 we will...

- Continue to measure our UK business emissions, including all our team's travel.
- Continue to offset any remaining UK company emissions through Mossy Earth membership, which will also support biodiversity projects.
- Continue to offset customers stay on location through one-off tree planting and kelp restoration with Mossy Earth
- Continue to encourage guests to offset their travel with Mossy Earth
- Optimise our team's travel itineraries and take fewer flights, direct where possible and longer stays will be prioritised to reduce air travel as much as possible.
- Continue to work from home or cycle to work to cut local commutes significantly.
- Inform and encourage travellers to take direct flights and use airlines with the most modern and efficient fleets. We will encourage customers to use the "Greener Flights" filter on Sky Scanner

- Continue to offer online courses and retreats to our customers as an alternative to travel.
- Do waste audits and waste reductions plans in Sri Lanka, Kerala & Portugal to reduce waste. Follow our waste reductions plans in Sri Lanka, Kerala & Portugal to reduce waste.
- Continue to train our local staff on our sustainable-ish goals to ensure we work together.
- Provide more sustainable travel tips and ideas with our customers pre-booking and pre-arrival.
- Expand our long-stay discounts to all locations to encourage long trips and less of them.
- We will be as plastic free as is possible in all locations.
- Commit to sharing our progress, ideas, successes and failures so that our peers and customers can hopefully learn from our progress and our mistakes.
- Connect with and support local protection/ conservation organisations in India

