



# Impact and Sustainability Report 2022/23



Note from our Founder and CEO

## Luke Errington

At **Swoop** we specialise in life-changing experiences in precious places: Patagonia, Antarctica and the Arctic.

To do this we rely on climate stability, clean oceans and biodiversity. The impacts of climate change are especially noticeable in our destinations, from the rapidly melting Patagonian and polar ice caps, to the increasingly extreme weather patterns in the already notoriously rough Drake Passage.

We have always had good environmental and social intentions but, like so many other small companies, when the pandemic hit in 2020 we were forced to look inwards and focus on survival. As the travel industry began to recover my team and I committed to an investment of our time, focus and resources on the sustainability of tourism in our destinations.

In 2023 we appointed a Head of Impact and Sustainability. We've reviewed and updated our policies and practices to incorporate B Corp's principles and recommendations. And we decided to publish this report, which sets out how we are addressing the challenges posed by the climate crisis, the steps we're taking to reduce our impact on the world around us, and the positive contributions we are making to the environment and the communities we work with.

We've looked long and hard at the negative impact of travel. But we've also thought a lot about what our adventures mean for

people. Visits to these destinations, guided by our expert partners on the ground, are transformative experiences. They're great in the moment, and for years down the line, as our customers live with a heightened appreciation for the natural world.

*"No one will protect what they don't care about; and no one will care about what they have never experienced."*

— David Attenborough

We want to lead by example and that means being a company that doesn't just talk about sustainability; it's the 'doing' that matters. In this report, we show the steps we're taking to reduce our own negative environmental impact, and that of our trips. We're ambitious in this, because we need to be; we all need to be. And we know that formalising and publishing our intentions in this report will inspire us even further to do our best over the year ahead.

This report is also an invitation to get in touch. We know we don't have all the answers, and we may not be getting it all right, so if you have suggestions for ways we can improve what we're doing, I'd love to hear from you - [luke@swoop-adventures.com](mailto:luke@swoop-adventures.com).

Thanks for reading.

Time is precious  
and our planet  
is fragile



We started Swoop to give people incredible experiences at the ends of the earth, and we've realised that our contribution must be far greater. Swoop is here to open hearts, broaden perspectives and inspire change.

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A wide-angle photograph of an Antarctic landscape. In the foreground, a large, flat, white ice field is covered with numerous small penguins. A few people are visible walking across the ice. To the left, the dark blue ocean is filled with many icebergs of various sizes. In the middle ground, a blue and white research ship is anchored. The background features snow-covered mountains under a cloudy sky.

# About Swoop

# Sustainable Travel



## Founding Swoop

It's been 23 years since Luke, our founder, first visited Patagonia. In the wilds of the Andes, he discovered his passion for trekking and a deep connection with nature.

Swoop was born in 2010; our name was inspired by the soaring flight of the Andean condor (a mighty bird – check it out). Wanting others to experience wilderness travel too, we began offering adventures to Antarctica in 2014. We added the Arctic a few years later.

## Positive travel

We firmly believe in the positive effects that travel can have on people. It engenders a greater sense of global citizenship. It's also good for destination communities that benefit socially and financially. Our trips take this one step further because they're adventures to the ends of the earth – beautiful, remote places that are a true privilege to visit.

## Impact of travel

As much as we celebrate these life-affirming experiences, we fully recognise their environmental impacts. Even our lowest-impact trip to Antarctica can leave a carbon footprint of as much as ~469 kgCO<sub>2e</sub> per cabin per day, and that's without the initial long-haul flight to Chile or Argentina.

We aren't shying away from any of this. Instead, we see an opportunity to use it to help our customers make the best choices, not just for their two or three-week adventure,

but as they return to their lives afterwards. In 2023, we'll be deepening our engagement with customers, talking more concretely and urgently to them about the negative impacts of travel. And we will more actively support them in reducing and mitigating their carbon footprint wherever they can, while of course encouraging them to soak up the many positives that come from ends-of-the-earth travel.

## Perspective changing travel

A change in perspective is one of these, sometimes unexpected, positives. These adventures have the ability to shift attitudes and actions of our customers towards greater environmental responsibility. For some, the experiences completely reshape the way they live their lives. For others, it simply means them taking greater account of the climate and the environment, day-to-day. And they tend to tell their friends about this, too.

**Our success must be measured not just by how satisfied our customers are, but by the extent to which they become ambassadors for change.** We value the trust our customers have in us. And we're well-placed to guide them towards trips, itineraries and partners that have lower carbon emissions and a responsible approach to mitigating and managing impacts on wildlife and landscapes.

# Our team

We're a dedicated and spirited team of people who love the outdoors. Almost 20% of Swoopers (the name we give our staff) live in Patagonia and near the gateway to Antarctica. So we have a deep connection with the area and a real drive to protect it, both for itself and for future generations to explore. It's one of the reasons we're committed to a sustainable future for the adventure travel industry.



# Our principles for progress

We believe that as a small travel company we need to act in the following ways to have the most impact:

## **Be bold and challenging**

We must not accept ‘business as usual’. We must be unafraid to boldly use our voice to challenge our partners, the wider industry and governments.

## **Prioritise and deliver urgently**

The climate crisis is now an emergency. So we need to urgently deliver on our ambitions, prioritising initiatives we can implement quickly and investing in those that will make the biggest difference.

## **Learn and educate**

We will continue to learn from our partners, our competitors, our customers and the wider industry to improve our practices. We’ll share knowledge to move the industry forward.

## **Collaborate**

We can’t achieve our ambitions unless we reach out. Change is needed from our partners, our suppliers, from governments, so we must work with others to find and invest in solutions and changing practices.

## **Be transparent and open**

Transparency can be uncomfortable, but we are up for honest conversations and real accountability.



# Positive impact - the story so far

B Corp has served as a useful guide for prioritising and delivering actions for people and planet. Highlights of our activities include:

## For the environment:

- 📍 We're on board with [Tomorrow's Air](#) – a community of people and businesses that support carbon dioxide removal projects. Since March 2020 we've funded the removal of 29 tonnes CO2e from the air, because we know it's one of the most important ways of retaining a safe warming limit for people and the planet.
- 📍 We've funded **carbon avoidance and renewable energy projects** with [Ecologi](#), a local company, which specialises in high-quality offsetting projects and international tree planting.
- 📍 We're putting in place a more robust **mitigation strategy** that aims to engage and involve our customers making it clear to them why and how they need to mitigate.



POSITIVE IMPACT - THE STORY SO FAR

For us to do what we do best, we need a thriving team with a real sense of Swoop community. The pandemic gave us an opportunity to reflect on the mental and physical health requirements of our global team and our responsibility as an employer.

For our people:

- 📍 We've formalised our flexible working policy, to accommodate where and how Swoopers work best.
- 📍 We've introduced our Swooper Wellbeing Programme based on feedback from formal wellbeing reviews. It includes reducing the working week to 37.5 hours, conducting 360 degree reviews and providing manager coaching.
- 📍 We've created a Togetherness Team which brings our global team together through active and motivational events. For example, team walking challenges that help us all experience the incredible places our adventurous Swoopers enjoy.

It's clear that in 2023 we must move faster to protect our destinations for future generations. And we must continue to look after our employees and the communities we're connected to.



# Positive impact - our ambitions for 2023

We expect 2023 to be a big year. We'll be learning as we go and reporting progress on our five focus areas:

## **Build climate awareness**

Talk to every customer about the environmental impact of their travel and what they can do to reduce it, as well as their footprint post travel.

## **Go beyond net zero**

We must do everything we can to reduce our own emissions and the emissions of our trips. At the same time, we'll continue to fund renewable solutions and remove CO<sub>2</sub> from the atmosphere, because offsetting will never be enough by itself.

## **Offset our trips**

We have measured the carbon of our trips and are best placed to help customers fund mitigation solutions across traditional offsets such as funding renewable energy projects, nature-based solutions and carbon removal.

## **Invest in communities and nature**

We must ensure we are doing the right thing by the communities we visit and the communities in which we live and work. We must also invest in restoring and supporting natural habitats. So we'll invest our time and money in meaningful conservation and community-based projects.

## **Be transparent and accountable**

This is key to making sure that, as a company, we are not greenwashing or rolling back our ambitions.



# Our 12-month goals

We’ve appointed a *Head of Impact and Sustainability* who is leading our B Corp application. With our *CEO* they’re helping embed environmental and social decision-making into the heart of Swoop and leading the delivery of our impact and sustainability 12-month goals:

## For the planet

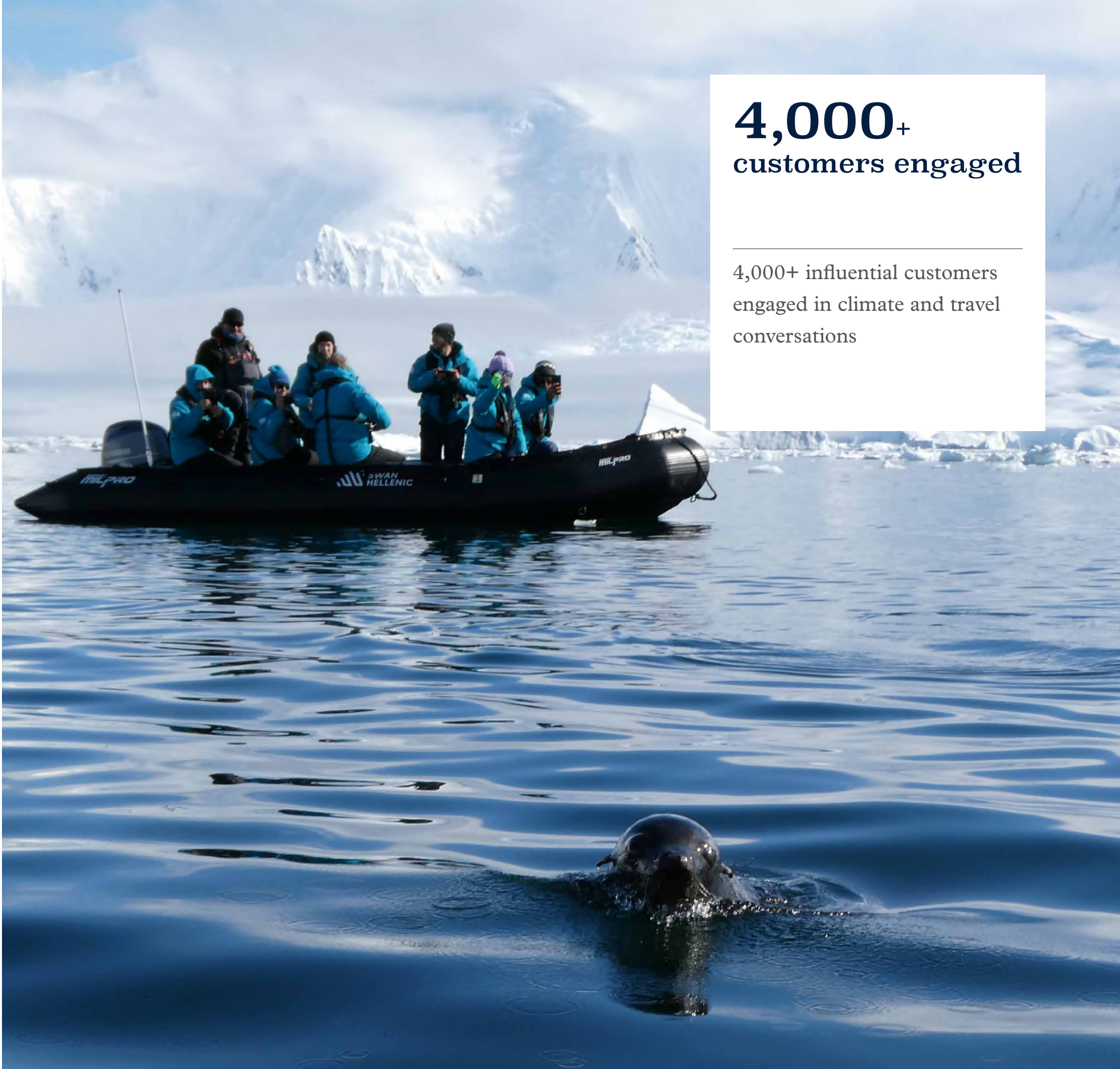
1 Swoopers help customers understand and mitigate the impact(s) of their travel.

2023 initiatives:

- Implement our trip offset process with organisations and projects that are meaningful to Swoop destinations.
- Implement our conservation funding plan so customers can continue supporting impactful initiatives and organisations on their return.
- Train Swoopers to understand the impacts of customers’ travel and to have the competency and confidence to discuss them.
- Integrate environmental information and recommendations into our customer communications.

4,000+  
customers engaged

4,000+ influential customers  
engaged in climate and travel  
conversations



For the planet continued

2 Embed environmental and social goals and initiatives into Swoop’s three-year plans for Antarctica, Patagonia, Arctic.

2023 initiatives:

- Collaborate with partners and industry experts to identify the most meaningful decarbonisation drivers for tourism in each region.
- Develop a three-year plan for shifting customer demand towards trips, regions, itineraries and holiday types that have a more positive impact.
- Understand each of our partners’ policies and practices on sustainability and positive impacts, and their ambitions over the next three years.
- Consider the sustainability of partner propositions when shaping our three-year product and partner growth plans.
- Engage with destination-specific NGOs and projects to potentially partner with over the coming seasons.

3 Develop our carbon reduction plan to deliver a reduction in emissions per customer per day, and reduce our Scope 1, 2 and 3 emissions.

2023 initiatives:

- Collaborate with partners to find the most meaningful decarbonisation initiatives.
- Train Swoopers to understand the difference in emissions for each part of an itinerary.
- Promote trips with lower carbon emissions per customer per day.
- Implement a business travel policy to guide Swoopers in making lower carbon travel choices.
- Work with our landlord to make greener choices to reduce our Scope 1 and 2 emissions.

4 Provide the least environmentally impactful options for every booking.

2023 initiatives:

- Develop sustainability criteria by which we will embed sustainability performance into our assessment and selection of operator and hotel partners.
- Be open; show the emissions for each part of a booking on our websites.
- Communicate emissions information to our customers, accounting for different levels of knowledge and interest.

5 Initiate or participate in conservation and social justice projects that are meaningful to us.

2023 initiatives:

- Implement the Swoop Volunteering Programme to support organisations in the communities we live and work in, and those we visit.
- Work with our partners, and even our competitors, on collaborative and meaningful projects that genuinely move our industry’s sustainability practices forward.

OUR 12-MONTH GOALS

For Swoopers

Our efforts here are championed by our *Chief Operations Officer* and our *HR manager*.

Provide a supportive, happy, thriving and connected workplace.

2023 initiatives:

- 📍 Develop and deliver our Swooper Wellbeing Programme.
- 📍 Provide the best training across all our business areas.
- 📍 Improve our professional development processes, helping Swoopers reach their potential and providing a clear route to progression.
- 📍 Build on our togetherness programme to ensure every Swooper feels supported within our global community.
- 📍 Conduct regular employee engagement surveys and act on the results.



For Swoop and our industry

1 Develop our company practices and improve our B Corp score.

2023 initiatives:

- Continue to work through the B Lab assessment, with a view to achieving B Corp status in 2023/24.
- Prioritise our activities supporting the five pillars of B Corp (Governance, Workers, Community, Environment and Customers).
- Focus on what makes the best and biggest positive difference to Swoopers, to our destinations, our customers, our partners and the environment.

2 Be part of a thriving alliance with our partners and other trade organisations, because we’re a small company and can’t do it alone.

2023 initiatives:

- Connect with the right people and organisations to share expertise.
- Be prepared to stand up for what we believe in, using our platforms to share knowledge and call for change.
- Continually talk to our partners and trade associations about how we can make a difference together.
- Engage with our competitors; a healthy, low-carbon and green tourism industry is good for everyone.
- Be ready to learn from and, equally, to inspire and influence others in our industry.

3 Be held to account on our promises.

2023 initiatives:

- Be transparent in our communications and reporting, including around our metrics, impacts and progress.
- Measure our activities through the B Corp assessment and openly share our commitments and progress in an impact report.



# Conclusion

At Swoop we believe in the perspective changing experiences that our destinations offer, and our responsibility to heighten our customers' awareness of the climate and biodiversity emergencies. In 2023 we are acting upon this.

We are also investing in conservation projects, reducing our own emissions and, with this report, bringing transparency and accountability to our progress and commitments.

We'd value your feedback and recommendations for the action we might commit to in 2024.

Please do get in touch

[luke@swoop-adventures.com](mailto:luke@swoop-adventures.com)






# Appendix 1

## Swoop’s emissions

### 2022/23

We’ve worked with eCollective to measure our company emissions. eCollective are a UK-based carbon consultancy. They are experts in measuring and helping to reduce emissions within the travel industry.

We try to make our emissions data as accurate as possible but have inevitably used assumptions in certain areas which means that our emissions are still estimates. We will strive year on year to become more accurate. Read more about eCollective’s methodology [here](#).

-  **Our Scope 1**  
Emissions from the gas we used in our office in Bristol
-  **Our scope 2**  
Emissions from the electricity we used in our office in Bristol
-  **Our Scope 3**  
Emissions from everything else that forms part of our company emissions. Our home offices and our trip emissions fit in here.

In 2022/23 our total company emissions were

6,522  
tonnes CO<sub>2</sub>e

238  
tonnes CO<sub>2</sub>e

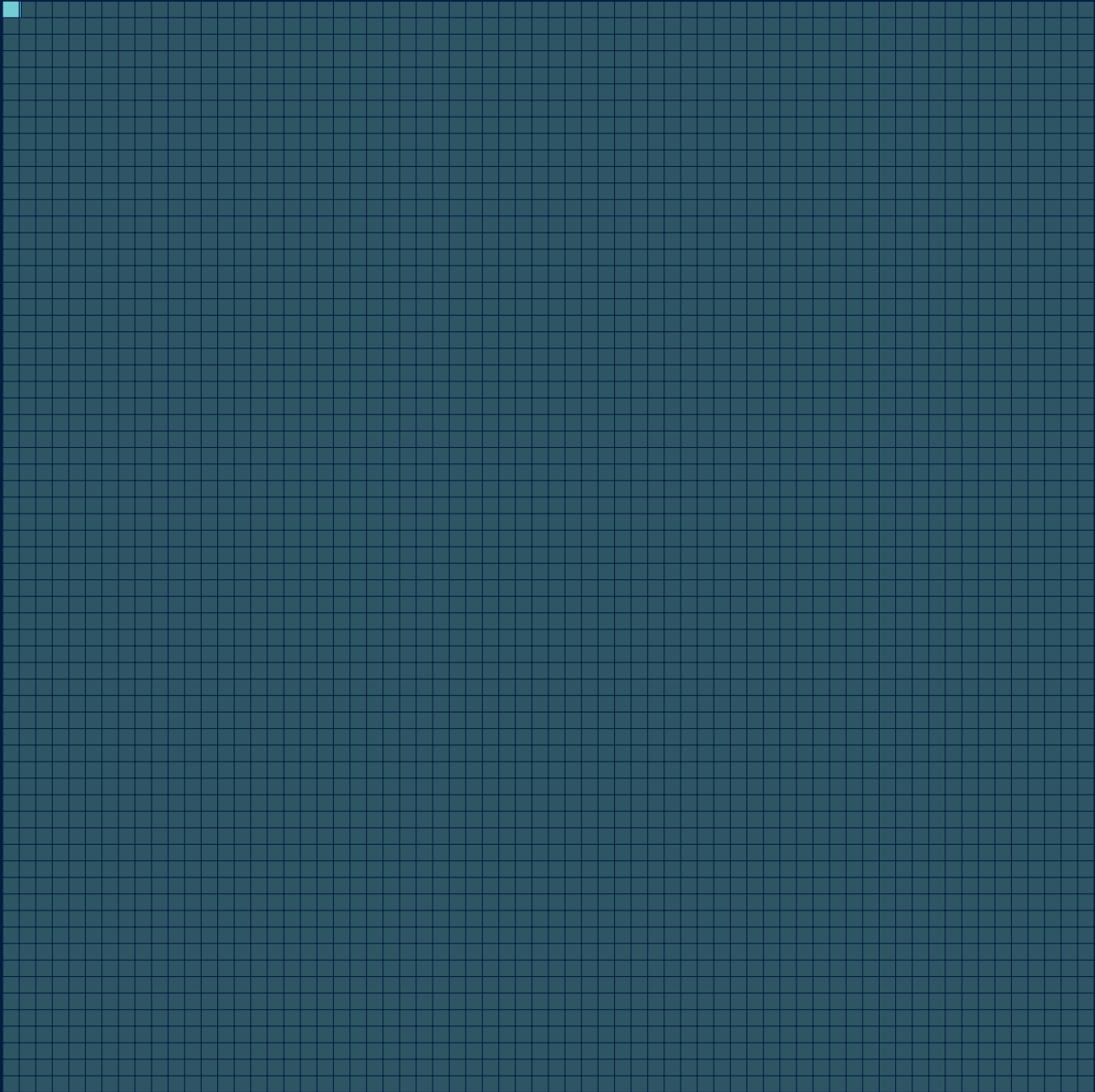
Annual emissions of our office and hybrid activities

We have a small base in Bristol, but each Swooper works in a virtual home office. We have estimated the energy use and emissions of these home offices, based on average weekly hours of work, the country the Swooper works in and, where we can, the energy provider they are using. In 2023, we’ll be rolling out additional initiatives to help our people understand ways of reducing their energy use and their impacts.

● Annual Scope 1 emissions  
1 tonnes CO<sub>2</sub>e

● Annual Scope 2 emissions  
0.2 tonnes CO<sub>2</sub>e

● Annual Scope 3 emissions  
6,521 tonnes CO<sub>2</sub>e



Our Scope 1 & 2 emissions are 0.02% of our total emissions. The above visualization is illustrative.

# Emissions by trips and HQ activities

Our Antarctica trips are 5 times more carbon intensive than our Patagonia trips, with most emissions coming from fuel burned by ships on the cruise (in comparison we had very few departing customers to the Arctic).

**Reducing these emissions is critical for the industry and we want to play a significant role in supporting and accelerating this.**

Our Carbon Reduction Plan will guide us in working with our partners and trade associations to find solutions.

From the end of this season, the International Association of Antarctica Tour Operators (IAATO) will require every operator to submit their end-of-season fuel totals. This information will enable IAATO to develop its climate strategy using actual data alongside science-based targets. In collaboration with our partners at IAATO and eCollective we will support and promote their carbon reduction initiatives.

eCollective’s analysis of our carbon footprint and [action plan](#)

Annual emissions of all Patagonia trips:  
**818** tonnes CO<sub>2</sub>e\*

Annual emissions of all Antarctica trips:  
**5,467** tonnes CO<sub>2</sub>e\*

Average Patagonia emissions per customer per day:  
**53** kgCO<sub>2</sub>e\*

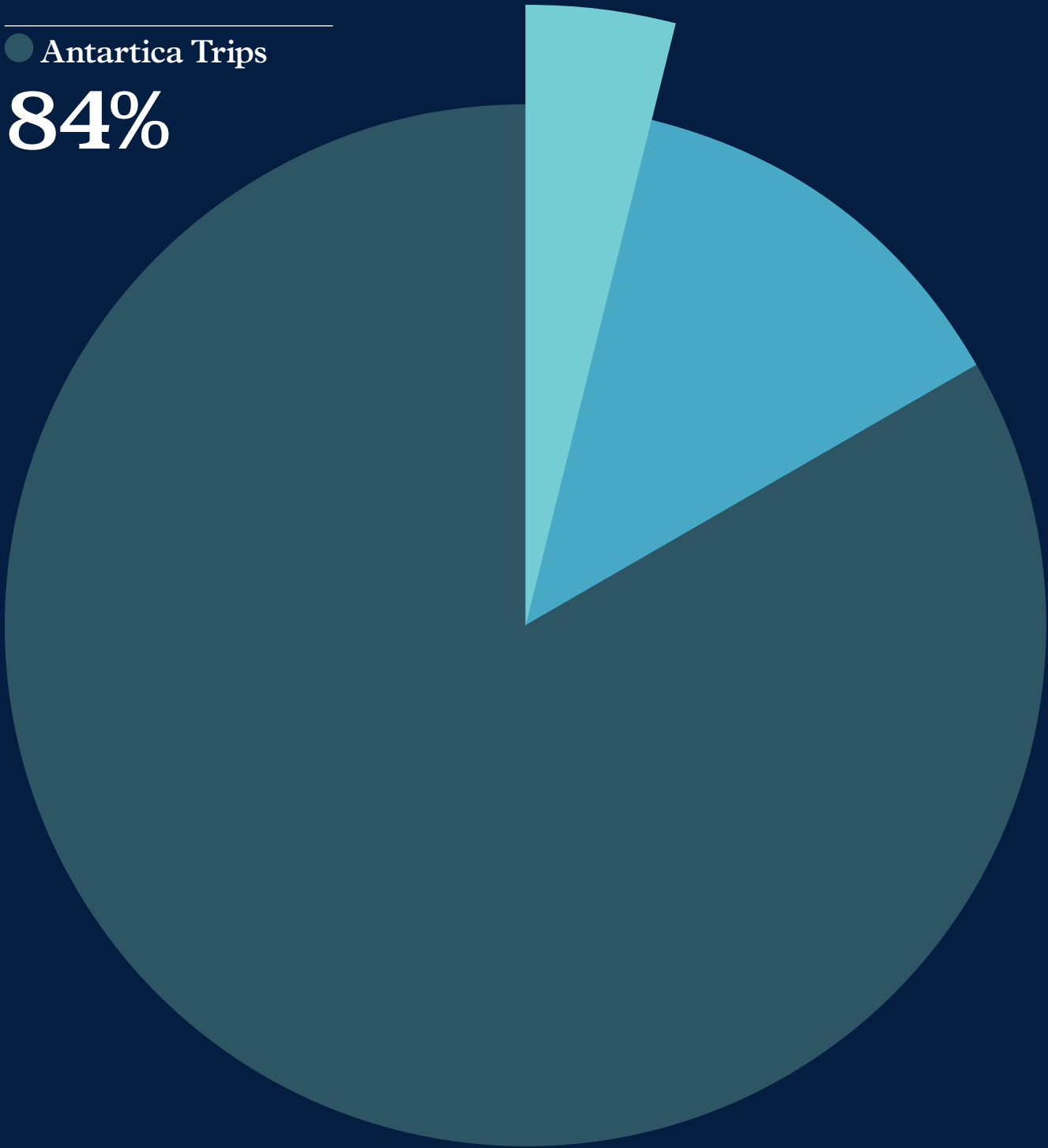
Average Antarctica emissions per customer per day:  
**267** tonnes CO<sub>2</sub>e\*

\*  
excludes international flights not booked through Swoop because in our first year of calculating we wanted to concentrate on emissions from elements we have booked. Next year, we will include international flights within these calculations. This will give a more complete picture of emissions. Though Swoop does not directly manage this aspect of a customer’s journey, we want customers to understand (and address) the full picture.

● HQ  
**4%**

● Patagonia Trips  
**13%**

● Antartica Trips  
**84%**



This is a simplified breakdown showing the hotspot areas of our business.

# Appendix 2

## Our self-assessed B Corp Score March 2023

We have conducted a self-assessment as part of our [B Corp](#) application. We hope to achieve certification during the formal evaluation this year, aiming to improve year on year.





[www.swoop-adventures.com](http://www.swoop-adventures.com)