



# First Camp Sustainability Report 2021



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## Company at a glance

- This is the annual sustainability report for First Camp Group AB. The scope of the report is First Camp Group AB and all its subsidiaries, as listed in First Camp Group's annual report
- First Camp is Scandinavia's leading camping chain because our guests have chosen to spend their valuable time with us. As the leading camping chain in Scandinavia, we have both the knowledge and financial resources required to develop and maintain the finest facilities in the most beautiful spots.
- We have headquarters in Stockholm and Gothenburg, Sweden. As part of an active M&A strategy, we have established a geographical presence in more than 55 destinations across Sweden and Denmark., and, as of February 2022, Norway.
- Thousands of camping plots, cabins, and cottages are available in diverse locations, ranging from exciting adventure parks to tranquil natural regions.
- Mini-golf, swimming pools, kids' clubs, saunas, boat and bike rentals are just a few of the many family-friendly activities that we offer at First Camp.
- We are honoured to be accredited under the Green Key programme, which helps to maintain and protect the environment, ensuring that our destinations are preserved for future generations.



791

SEKm  
Revenue<sup>1)</sup>

56

Destinations

61%

Green Key certified  
locations

1 of 6

Board members are  
women

# How we look at sustainability



## Investigate the industry exposure

First, the relevance of ESG is assessed for the industry that we operate in, and a long-term vision for a sustainable industry is defined.



## Determine key impact areas

Key material themes are highlighted, taking a perspective on the full value chain and potential impacts of climate. They are reviewed on an annual basis.



## Assessing our performance

The company's performance on the identified key material themes is assessed, reflecting on relevant initiatives and performance metrics.



## Creating an action plan

Finally, opportunities are identified where ESG and value creation coincide, formulated in actionable priority projects to drive progress.



# Sustainability in our industry

- **Market demand** – Many travellers looking for nature-based experiences value sustainability and are both willing and in many cases demand to be part of the environmental management of the site and waste management at the locations, balanced alongside the convenience and price point of sustainable services provided
- **Regulations & certifications** – Consideration taken when assessing potential new sites and applicable regulations, especially those with protections under local environmental codes. Certifications such as Green Key provide an operational framework for excellence above the scope of standard requirements. Evolving climate law within Sweden is being watched closely; their net zero 2045 target may require supplementary regulation applicable to the use and management of forested land, soils and natural areas. GDPR compliance has been in the spotlight recently, with the management of data on guests now a regular responsibility for campsite/resort operators. It is also more commonly expected for businesses across all sectors to meet standards such as ISO 27001 (on information security management) and ISAE3000 (on data security).
- **Industry initiatives** – Sustainability credentials are to an increasing degree showcased by, primarily larger industry players in Scandinavia, in their reporting and marketing. Beyond expected sustainability initiatives (e.g. energy efficiency, biodegradable products, waste sorting), focus is placed on the industry's contribution to youth employment and providing enjoyable seasonal work experience. Smaller peers tend to be less vocal on sustainability efforts, however many are certified to schemes such as Svensk Camping standard

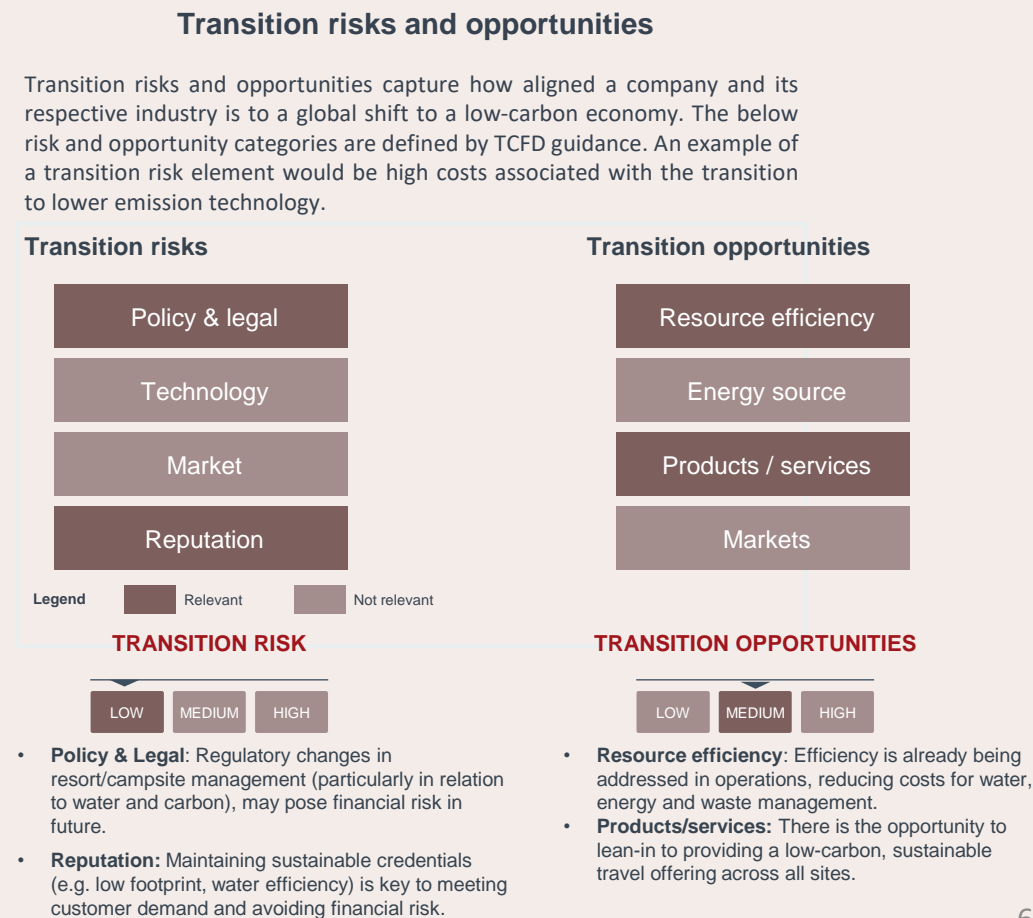
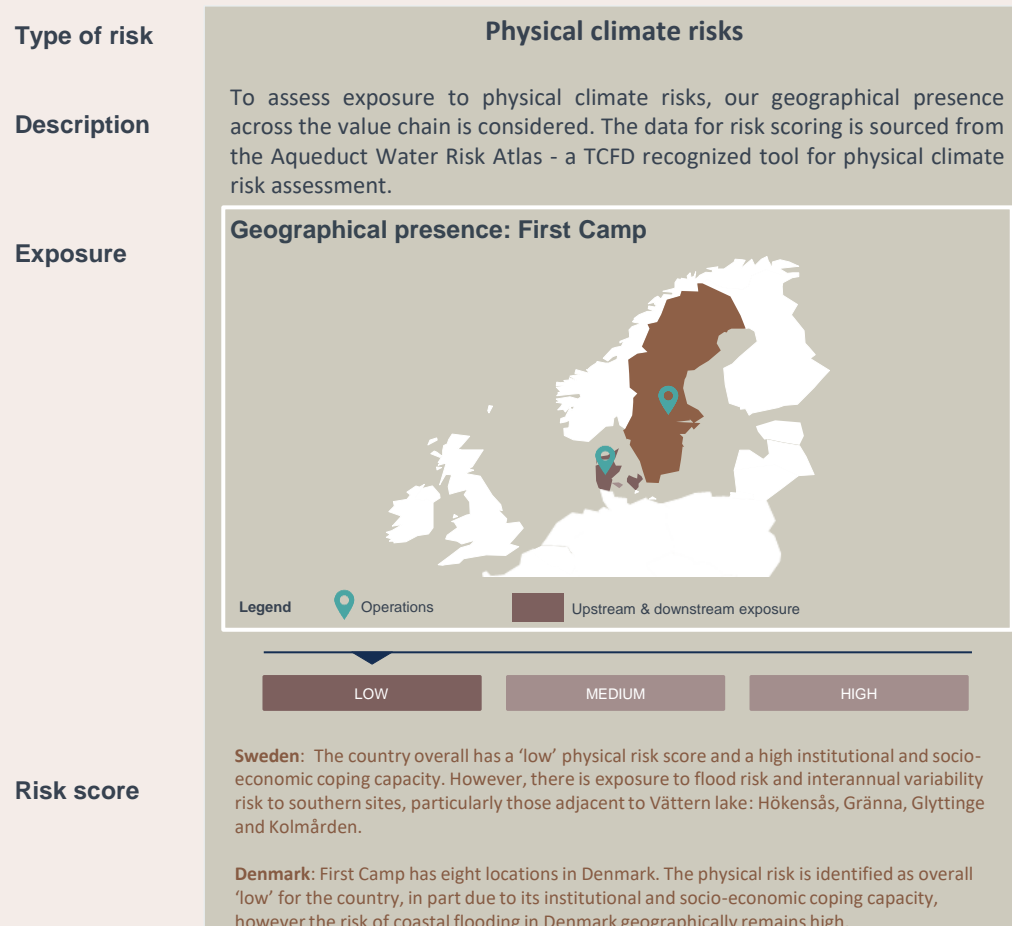
## Long-term vision for a sustainable industry



- Companies in our industry are heavily reliant on a social license to grow. The campsite and cottage industry is dominated by domestic guests (c. 75-80%), particularly within Nordic countries, where climate action is regularly on the national agenda, any missteps in relation to environmental stewardship can provide a heavy blow to a company's reputation.
- The industry has the potential to be future-proof, with conditions for growth, particularly in the longer term. In the short term, best in class environmental, energy and waste management systems put a company into a future-proof position. Initiatives including water recycling (closed-loop recycling systems), best practices in health and safety for employees and attendees, and programs to support youth employment may support a future proof company position.
- Camping is an environmentally friendly form of vacation, compared to many alternatives such as flight trips abroad.

# Climate risk assessment

We assess the physical climate risk and transition risk to be low, with medium transition opportunities for providing a low-carbon, sustainable travel offering across all sites



Source: Aqueduct Water Risk Atlas, MJ Hudson analysis, TCFD







# Materiality assessment and identification of our key material themes

We use SASB's materiality map to identify the ESG themes that are the most relevant to us and our key stakeholders, across the industry's value chain

	UPSTREAM	OPERATIONS		DOWNSTREAM
	Suppliers	Logistics	Services & maintenance	Lodging & activities
ENVIRONMENTAL				
Climate & energy		Energy & carbon		
Material circularity				
Biodiversity & ecosystems impact		Environmental management		Water & wastewater
SOCIAL				
Employee well-being		Employee health, safety and non-discrimination		
Customer impact				Customer satisfaction
Corporate citizenship				
GOVERNANCE				
Corporate governance				
Supply chain management				
Business resilience & ESG	Sustainability principles			

# Description of our key material themes

Energy & carbon	Environmental management	Water & wastewater	Employee health & safety	Customer safety & satisfaction	Sustainability principles
					
<ul style="list-style-type: none"> <li>› Energy consumption in &amp; carbon emission from our business comes in different forms</li> <li>› Electricity and heating is used at our facilities, both for the operation of our facilities and for providing electricity to our guests' caravans</li> <li>› Being a geographically distributed business, corporate travel is a contributing factor</li> <li>› Our guests typically travel to our destinations in their own car or RV</li> </ul>	<ul style="list-style-type: none"> <li>› A campsite is a place where people stay and live their daily lives, for a shorter and longer time period. As in all housing, an environmental impact in the form of waste, cleaning detergents etc is being made</li> <li>› A number of our campsites also provides recreational facilities in the form of restaurants and shops, which also has an impact on water waste generation</li> <li>› Our campsites are typically situated in beautiful, in their own kind unique environmental areas. Operating in a way that minimizes the impact on the local environment is key for the sustainability in our operations</li> </ul>	<ul style="list-style-type: none"> <li>› Water consumption at our destinations occur in the same way as on all locations where people live for shorter or longer periods of time –cooking, showers, toilets</li> <li>› A number of our campsites also provides recreational facilities in the form of swimming pools, which also has an impact on water consumption</li> </ul>	<ul style="list-style-type: none"> <li>› First Camp employed more than 300 FTE in 2021, in a combination of approx. 200 full time employees and approx. 1000 seasonal staff during the summer period. Ensuring a work environment free of discrimination (a human rights violation) is crucial for a diverse, sustainable employer</li> <li>› Recruiting, training and coaching of seasonal staff is a key success factor for providing a great guest experience</li> <li>› Providing the best possible working environment, thereby securing the seasonal staffs return the following year is an important part of this</li> <li>› The campsite is a multifaceted working environment: interacting with guests, providing food services, construction projects and maintenance, etc. Training and robust processes are key in providing a safe and fair working environment.</li> </ul>	<ul style="list-style-type: none"> <li>› In 2021, approx. 3 million guest nights were spent at First Camp destinations</li> <li>› Customer safety is our top priority. Providing a safe destinations spans a wide range of areas such as cleaning, fire safety, food safety and local regulations</li> <li>› For First Camp, as for almost all businesses, guest satisfaction is key for having a sustainable business. Satisfied, recurring customers are an important pillar in our business</li> </ul>	<ul style="list-style-type: none"> <li>› Being a geographically distributed business further increase the importance of, our values and principles to be clearly stated and internally communicated</li> <li>› Also efficient data gathering, monitoring and analysis is an important area to ensure continuous development</li> <li>› Being in the industry's forefront with regards to ESG, a key theme for First Camp is to raise the ESG standards of acquired campsites to group's level</li> <li>› Being a fast growing company, growing to a large extent through M&amp;A, key metrics need to be put in relation to turnover to be comparable over time</li> <li>› In being a sustainable company we also consider the impact of our sub-suppliers and partners. Identifying and addressing material risks of corruption and work condition violations (i.e. human rights violation) is in scope of our ESG efforts</li> </ul>



# Managing our key material themes

## Energy & carbon



- › We are focused on lowering our carbon footprint and have set initiatives to do so, such as renewable energy procurement, energy efficiency measures, etc.
- › Some destinations use solar power to heat water and we are currently in the process of exploring the possibility of solar energy at all destinations.
- › Almost 100% of the electricity we procure is of renewable origin. In 3 of our Swedish sites, the electricity we use must be procured from local municipalities. Although it is beyond our control, we do encourage the procurement of renewable energy.
- › When building new cabins, we take energy efficiency into account, e.g., isolation and heating.
- › Business travel by car and flights is closely monitored (e.g. car and flight kms).

## Environmental management



- › A First Camp's environmental policy sets out our commitment to being stewards for a healthy environment for future generations.
- › Waste generated increased by 126% in 2021. This is in part due to acquisitions in the year having more non-lodging activities (e.g. restaurants, fun parks) that generate more waste. New sites are in the process of being brought up to First Camp's operational standards.
- › 61% of our sites are Green Key certified. The locations are audited annually, with increasing requirements annually.
- › Our Hökensås location is adjacent to a biodiversity protected area. We take special precautions, such as using specialised tanks for waste, to minimize disturbance to local ecosystems.

## Water & wastewater



- › We aim to minimize water consumption and wastewater at all our locations.
- › From 2020 to 2021, water intensity increased by 112% due to acquisitions. Several new sites have aquatic facilities and non-lodging activities that increase the amount of water consumed in operations. We will develop a planned approach to minimise water intensity at new sites.
- › Within our employee handbook, we have a dedicated section that stipulates the targets and guidelines for water use optimisation on our sites. This includes water saving appliances, for example restricted flow taps and showers.
- › Our guests are encouraged throughout their stay to help minimise water usage by, for instance, taking shorter showers.

## Employee health & safety



- › Our aim is to secure the health & safety of our employees. All managers are trained to ensuring a safe and fair working environment.
- › Total absenteeism increased from 1.6% in 2020 to 3.1% in 2021, though remains below the industry average of 4% and primarily driven by Covid-19.
- › Weekly pulses are conducted on employee satisfaction through a platform (&Frankly), where employees answer anonymously. Follow-up meetings are planned accordingly.
- › We aim to promote equal opportunities as covered in our Anti-Discrimination policy. In 2021, our pay gap analysis revealed that discrepancies are not in relation to gender but rather to role in the company. We are currently focused on eliminating discrepancies.

## Customer safety & satisfaction



- › We at First Camp aim to provide guests with a safe stay.
- › Customer safety is our top priority, we ensure this through a variety of measures including clean facilities, trained staff on CPR, food safety and following local regulations..
- › We use external resources to further strengthen customer safety. A third-party conducts periodic audits on the quality of operations, e.g., swimming pool antimicrobial safety, refill procedures etc.
- › When certain hazardous tasks need to be performed on-site, we hire external contractors with specific expertise to ensure the safety of guests and employees.
- › We measure guest satisfaction carefully and take investment decisions based on feedback from our guests.

## Sustainability principles



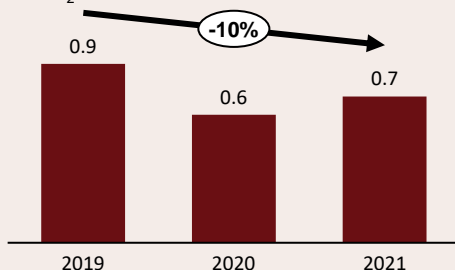
- › ESG is embedded into the policies and procedures of First Camp.
- › We have established our governance, including key policies such as Health & Safety Policy, Data Privacy Policy, Whistleblowing Policy, ABC policy, Environmental Policy, etc.
- › Sustainability, and its implementation and follow mechanisms, are regularly reviewed on management team and board level
- › All Green Key certified locations have an environmental manager that monitors and reports on Green Key criteria.
- › Most suppliers are based in Sweden and Denmark. Through streamlining our product assortment, we reduced the fresh produce we manage – resulting in reduced packaging and food waste as more of our supplies are in-date. Key suppliers are screened by an external organisation (UHPO).

# Energy & carbon and Environmental management

## Energy and carbon

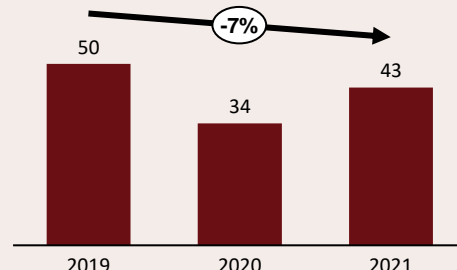
### CARBON INTENSITY

tCO<sub>2</sub>e / SEKm



### ENERGY INTENSITY

MWh / SEKm

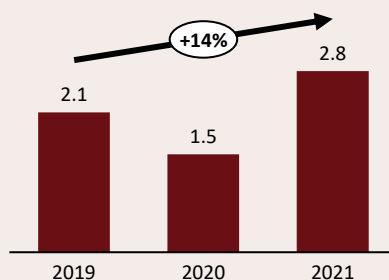


- Car travel and heating (natural gas and district heating) at the campsites are the main contributors to carbon emission. All campsites that procure their own electricity are procuring renewable electricity from hydroelectric sources
- Due to the significant impact of the Covid-19 pandemic, the 2020 numbers are difficult to compare to previous and later years. Domestic travel restriction limited also necessary corporate travel, and parts of the operations (e.g. pools) were closed or limited during parts of the year
- Additionally, the higher carbon footprint can also be attributed to the normalization of corporate travel with First Camp after a significant reduction in 2020 caused by Covid-19 related travel restrictions.

## Environmental management

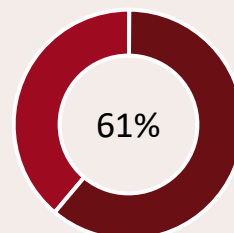
### WASTE INTENSITY

Tonnes / SEKm



### GREEN KEY CERTIFIED

% of locations



- Green Key certification is revisited annually, and we are proud to maintain our standards of environmental management at 33 of our locations
- So far, Green Key concept is implemented in Sweden only and work is ongoing to roll out in Denmark as well. It is a continuous process to implement Green Key at our newly acquired destinations.
- In 2021, our waste intensity increased compared to both 2019 and 2020. As for energy and carbon, 2020 numbers are difficult to compare due to Covid 19 impact on the business mix (with lower restaurant and shop sales). As for 2021 numbers, many of the new sites have a greater proportion of non-lodging activities (e.g. restaurants, theme parks, aquatic facilities) that by their nature generate more waste. Additionally, most newly acquired sites are in the process of being brought up to First Camp's expected operating standards

Note: As defined by The Greenhouse Gas Protocol; The carbon footprint includes the GHG emissions CO<sub>2</sub>, and is expressed in equivalent tonnes of carbon dioxide (tCO<sub>2</sub>e). All campsites part of First Camp 2021-12-31 included on full year basis  
Source: Greenhouse Gas Protocol, Company data, MJ Hudson assessment

# Environmental management – Green Key

Several of First Camp's destinations are, or are in the process of being, awarded the Green Key certification. Currently, 61% of First Camp locations are Green Key certified

## Green Key certification

- Green Key is a leading international environmental certification body designed for the tourism industry with more than 2,600 certified facilities in 56 countries across the world.
- Through certification, we ensure the increased use of environmentally friendly and sustainable methods of operation and technology in the establishments, thereby reducing the overall use of resources.
- Green Key certification is awarded to sites that can demonstrate the management of 13 criteria.
- Examples of requirements that a site must maintain include; max water flow from showers <9L/min, use of eco-friendly detergents, waste separation, efficient lighting, minimizing use of chemical pesticides and fertilizers, efficient lighting systems.



We use eco-labelled cleaning products that are gentle to both you and the environment.



We minimize water consumption, for example with restricted flow taps and showers.



We buy green electricity from renewable sources. We also work to reduce energy consumption, for example with efficient heating systems and LED lamps.



We are actively working to minimize the amount of waste while we sort and recycle in a variety of fractions.

## Green Key themes



Staff involvement



Environmental management



Guest information



Water



Energy



Washing & Cleaning



Food & Beverage



Waste



Administration



Indoor Environment



Green Areas



Green Activities

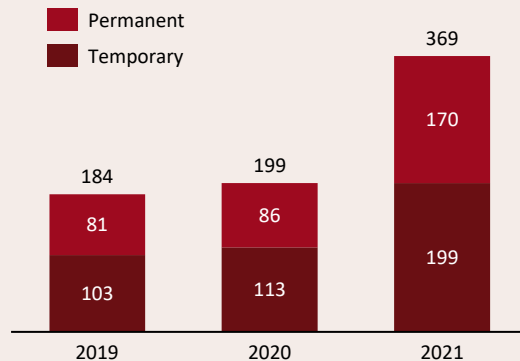


Corporate Social Responsibility

# Employee health, safety and non-discrimination

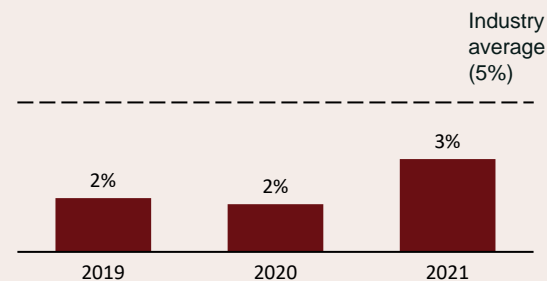
## EMPLOYEES

FTE



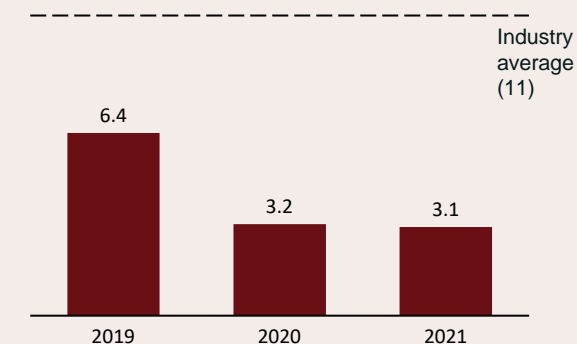
## ABSENTEEISM RATE

%



## ACCIDENT RATE<sup>1</sup>

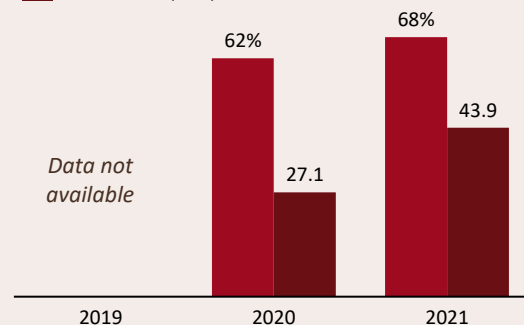
# Accidents / 1,000 FTE



## EMPLOYEE SURVEY RESULTS

Response rate (%)

Satisfaction (NPS)



- At First Camp, we take the safety of our employees seriously, with several policies in place to ensure best practice.
- Our Work Environment Policy acknowledges First Camp's responsibilities when it comes to creating a safe and secure work environment.
- Regular safety inspections are conducted in the workplaces, we educate the staff on safety issues and fire safety. Health insurance is provided to permanent members of staff.
- All managers receive training on safety in the Work Environment. Employees are provided with the protective gear necessary to perform their tasks, for example, when routine checks and adjustments to swimming pool chlorine levels are performed.
- We have an annual employee survey and weekly pulse-checks within the team to understand wellbeing and focus our internal priorities.
- Routines are in place on how to handle accidents, incidents and different work-related issues. Follow-up action is taken.
- We have built our recruitment process on a competence-based model where we focus on an individual's potential to avoid any bias.
- We monitor gender pay gap, percentage of men / women in leading positions and other KPI:s to detect signs of discrimination. This complemented with annual salary survey which showed that the differences in pay is not related to gender



# Sustainability principles

## Sustainability policies, certificates and targets

- Relevant policies are in place, including ABC Policy, Discrimination Policy, Whistleblowing Policy, Data Privacy Policy, Health & Safety Policy, and an Environmental Policy
- We are gradually implementing Green Key at all locations. Green Key criteria require campsites to have an Environmental Policy as well as an annual action plan for constant improvement.

## Quality of monitoring systems & Transparency and reporting

- ESG data is increasingly being monitored and measured the same way at all locations through our IT & Operating Model Platform, which monitors our performance and whether we are on track of meeting our annual targets.
- The Green Key certified sites must ensure an annual review of the set Green Key criteria. This review is carried out by the environmental manager at the relevant site.

## Engagement & responsibility of the Board of Directors

- ESG is part of business operation updates.
- All Green Key certified locations have an on the ground designated responsible person.
- Compliance with sustainability policies are monitored by HR department, IT department, internal audits conducted by line management and external auditing partners. Executive management and board of directors have an overall governance responsibility of

## Ensuring supplier compliance to Sustainability standards

- Green Key certified locations need to ensure that suppliers are eco-certified and have an ESG policy/guideline in place.

## Risk inventory and evaluation

- We measure and identify risks at our locations through regular safety inspections.

## Anti corruption

- Our zero tolerance to corruption, either as giver or receiver, is described in our anti corruption policy
- Four eyes principle is applied to all material purchases, in order to ensure commercial sound decisions and supplier relations
- Authorisation schemes are in place, in order to ensure decisions on purchases, supplier and customer contracts are taken at the right level in the organisation
- No cases of non-compliance to corruption policies have been reported

# Priority projects 2021 – completed

During 2021, we completed the following two identified projects contributing to fulfilling our sustainability ambitions


A woman in a red shirt stands next to a First Camp mascot (a squirrel-like character in a red jacket) in front of a white caravan.

	Employee health & safety
<b>Project</b>	<b>Employee satisfaction, safety and development</b>
<b>Description</b>	<ul style="list-style-type: none"><li>› Increase engagement on weekly satisfaction survey.</li><li>› Further deepen diversity &amp; inclusion and well-being components in survey.</li><li>› Take follow-up action based on increased engagement surveys, e.g. one-on-one interviews and focus groups.</li></ul>
<b>Ambition</b>	<ul style="list-style-type: none"><li>› Improve employee satisfaction and well-being.</li></ul>



**Progress**

Employee survey response rates, levels of satisfaction and general engagement on a daily basis has increased. Management has seen improvements in culture and employee satisfaction.

A hand holds a smartphone displaying the First Camp website, which features a scenic view of a campsite.



	Sustainability principles
<b>Project</b>	<b>Communicate customer well-being impact</b>
<b>Description</b>	<ul style="list-style-type: none"><li>› Qualify/quantify how our offerings, e.g., yoga and children's club, impact and increase customer well-being.</li><li>› Further develop the program around customer well-being and leisure activities.</li><li>› Promote customers to partake in well-being activities and communicate impact.</li></ul>
<b>Ambition</b>	<ul style="list-style-type: none"><li>› Strengthen the customer well-being narrative that First Camp offers in external communications by 2022 to raise awareness</li></ul>



First Camp has significant improvements to communication efforts on customer wellbeing impact. First Camp will continue to make communication even more direct – especially at newly acquired sites









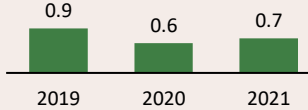




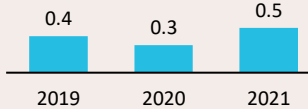
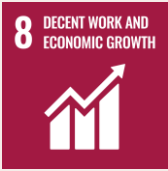



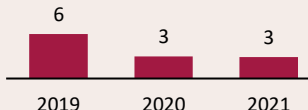
# Priority projects 2022

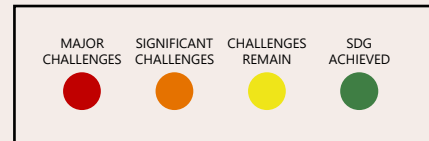
For 2022, we highlight the following two projects that can contribute to fulfilling our sustainability ambitions

		
	<b>Environmental management</b>	<b>Energy &amp; Carbon</b>
<b>Project</b>	<b>Green Key certifications</b>	<b>Customer EV charging stations</b>
<b>Description</b>	<ul style="list-style-type: none"><li>› During 2020 and 2021 First Camp added in total 17 destinations, of which 11 in Sweden and six in Denmark. During the first quarter of 2022, First Camp has added another four destinations, of which three in Denmark and one in Norway</li><li>› None of the added destinations had Green Key certifications at the time of the acquisition</li><li>› Implementing First Camp's processes for ESG topics in general and Green Key in particular is a prioritized area for 2022</li></ul>	<ul style="list-style-type: none"><li>› First Camp to install EV charging stations at 4-5 locations, supporting visiting guests who travel with electric vehicles</li><li>› The ambition for this year is to install charging stations and assess the impact this has on both our business, our environmental footprint, and customers, for further scale-up long-term</li></ul>

# Targeted UN SDGs\* for First Camp

Our sustainable activities are mapped to the UN Sustainable Development Goals and their sub-targets above. Each of the activities identified contributes to an IRIS+ defined KPI. Potential for national contribution has been assessed using the latest UN Annual 2021 report on targets, identifying countries in the value chain that can benefit from positive activities

Company activity	SDG	SDG target	SDG indicator	Country status	Company KPIs
<b>Impactful activities</b>					
<b>Sustainable management of Green Key campsites</b>		<b>15.1:</b> By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests.	<b>15.1.1:</b> Forest area as a proportion of total land area <b>15.1.2:</b> Proportion of important sites for terrestrial and freshwater biodiversity covered by protected areas, by ecosystem type	  	<b>Sustainably managed land, km<sup>2</sup></b> IRIS+ (OI6912)  <i>To be measured in 2022/23</i>
<b>Sustainable activities</b>					
<b>Minimise carbon emissions of operations</b>		<b>13.2:</b> Integrate climate change measures into (national) policies, strategies and planning.	<b>13.2.1:</b> countries that have communicated an integrated plan for adaptability and resilience to climate change;  <b>-for companies:</b> GHG contribution to national emissions	  	<b>Carbon Intensity, tCO2e/SEKm</b> 
<b>Reduce water consumption and increase water efficiency of operations</b>		<b>6.4:</b> By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater.	<b>6.4.1:</b> Change in water use efficiency over time	  	<b>Water Intensity, Tonnes/SEKm</b> 
<b>Support employee rights and wellbeing</b>		<b>8.8:</b> Protect labour rights and promote safe and secure working environments for all workers.	<b>8.8.1:</b> frequency rates of fatal and non-fatal occupational injuries, by sex and migrant status.	  	<b>Occupational injuries, Accident rate</b> IRIS+ (OI3757) 




\* United Nations Sustainable Development Goals



# Impactful SDG activities

We have identified the below activities as impactful. Using the Impact Management Project’s five dimensions of impact framework, the potential for impact is assessed.

Company activity	SDG	What	How much	Who	Contribution	Risk
Sustainable management of Green Key campsites		<p>The operation of campsites in accordance with Green Key requirements positively impacts life on land compared with regular campsite operations and alternative uses for the land.</p>	<p>First Camp currently has 33 certified locations under the Green Key program and is looking to expand the number of sites certified*.</p>	<p>Positive impact is experienced by guests, local communities, and local flora and fauna.</p> <p>Improperly managed campsites would be to the detriment of nearby communities, urban alternatives to campsites would have a negative impact on nature.</p>	<p>First Camp actively encourages newly acquired campsites to certify against the Green Key standard.</p> <p>This results in enhanced preservation of the biodiversity of the local environment with specific guidance on waste management, staff training on biodiversity, engagement with local stakeholders on biodiversity and engaging in local biodiversity initiatives (required criteria 10.3).</p>	<p>Risks include:</p> <ul style="list-style-type: none"> <li>• Creating managed campsites on greenfield sites - resulting in a negative impact on biodiversity</li> <li>• Impacts of camping on the land including risk of improper waste management, fires, pet control, among others.</li> </ul>

\*Impact would not apply to urban dwellings, theme parks, car parks or large paved areas – the focus is on natural land and environments e.g. fields, forests, parks, ponds, lakes, beaches.

