

2024

# ACTION PLAN FOR A SUSTAINABLE PLANET

BETTER PLACES

*Better  
Places*

info@betterplaces.nl  
www.betterplaces.nl



# Our action plan for a sustainable planet



## OUR ACTION PLAN

After the Climate Summit in Glasgow in 2021, Better Places, along with more than 300 other travel companies, signed the Glasgow Declaration on Climate Action in Tourism. The declaration is a global network of businesses in tourism, collectively committed to halving total emissions by 2030 and achieving a climate-neutral sector by or before 2050. **By signing the declaration, we recognize the climate emergency and commit to reducing our CO<sub>2</sub>e emissions by 55% by 2030.**

## REDUCING OUR EMISSIONS

Better Places was founded on the belief that tourism can positively impact the world. We strive to minimise the environmental impact of our trips as much as possible while maximising the positive contribution to nature, animals, and local communities at our destinations. We are determined to further intensify our efforts towards achieving these goals. We aim to reduce CO<sub>2</sub>e emissions per passenger per day by 5% annually, starting in 2020. By 2030, we aim to be 55% below the 2019 levels. In this action plan for a livable planet, you can read how we intend to achieve this.

# Our action plan for a sustainable planet



## VISION FOR THE FUTURE

In 2023, The Travel Foundation published the report [Envisioning Tourism by 2030](#): a vision for sustainable tourism. The study examined ways in which tourism can meet the Paris climate goals on an international scale. In a world without greenhouse gas emissions, there are still growth opportunities for tourism. That is the encouraging conclusion of the report. However, significant measures must be taken to achieve this. For this action plan, we draw inspiration from The Travel Foundation's report.

## CLIMATE EMERGENCY

Since 2022, we have provided detailed reports on the social, societal, and climate impacts of our trips. The results can be found in our comprehensive 2022 [impact report](#). Here, you will find a summary of the [highlights](#) from 2022.



The goals in our action plan are updated annually. On this page, you can find the [climate targets](#) from previous years.

# Our action plan for a sustainable planet



## CLIMATE EMERGENCY

By signing the Glasgow Declaration, we commit ourselves to the following actions:

- Within twelve months of signing, we will publish a climate action plan.
- We will report on the progress and results of our climate action plan at least once a year.
- The climate action plan is aligned with the following chain of actions: measuring, reducing, regenerating, collaborating, and financing. This ensures that climate actions are consistent across the entire industry.
- We will share information about activities that impact the Glasgow Declaration with our network.
- We will collaborate with other signatories of the Glasgow Declaration.

# Our action plan for a sustainable planet



## WANT TO KNOW MORE?

We strive for maximum transparency in our climate actions and regularly share new developments on our website and social media. Here are a few examples of such updates:

- [Checklist for sustainable travel](#)
- [Traveling with a positive impact](#)
- [Why CO<sub>2</sub> compensation isn't the solution](#)
- [Traveling plastic-free](#)
- [Our policy for responsible tourism](#)



## RESPONSIBLE TOURISM AWARD

Better Places won the [Responsible Tourism](#) Award in 2021 for [Decarbonising Travel & Tourism](#). The jury was impressed by the extensive range of methods we actively use to reduce the ecological footprint of organised trips, as well as our transparent and easy-to-understand communication about the positive and negative environmental impacts of our trips.

# Contents

## MEASURE



Every year we calculate the total CO<sub>2</sub> emissions of our company.

## REDUCE



We help our travellers in making sustainable choices.

## REGENERATE



We explore ways to implement regenerative travel.

## COLLABORATE



We collaborate with various partners to contribute to a sustainable planet

## FINANCE



For each traveller, we invest a sum in sustainable energy projects and biodiversity conservation.

2024

# MEASURE

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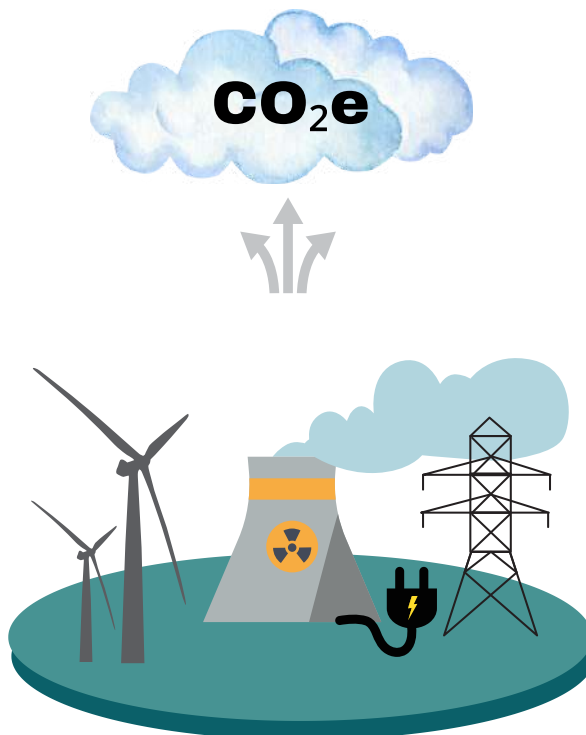
# The emissions of Better Places

Every year, we calculate our company's total CO<sub>2</sub>e emissions. In assessing our CO<sub>2</sub>e footprint, we measure emissions across the three scopes of the globally recognized [Greenhouse Gas Protocol](#).



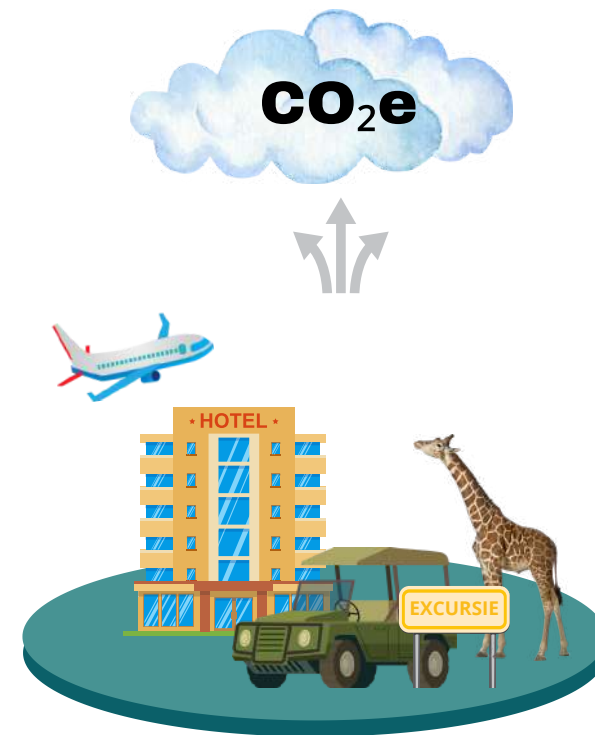
## SCOPE 1 DIRECT

Emissions from our own sources, such as our office and the facilities we use.



## SCOPE 2 INDIRECT

Emissions from energy consumption, such as purchased and consumed electricity and gas.



## SCOPE 3 INDIRECT

Emissions resulting from activities within our value chain, including transportation, accommodations, and excursions.



# Understanding Our Impact Measurements

On this page, we explain the methods we use to measure emissions, including how we calculate CO<sub>2</sub> equivalents (CO<sub>2</sub>e) to better understand the overall impact of different greenhouse gases.

## WHAT DOES THE 'E' IN CO<sub>2</sub>E MEAN?

'Equivalents' means that other greenhouse gases besides CO<sub>2</sub> are converted into a common measure, making them easier to compare. In this case, gases like methane and nitrous oxides are converted into their 'CO<sub>2</sub> equivalent,' so they can be added to carbon dioxide (CO<sub>2</sub>) to show how much they contribute to global warming.

## MEASUREMENT METHODS

Google's Travel Impact Model (TIM) considers the full lifecycle emissions of aviation fuel, from production to use. This means the model calculates emissions produced during the making and transportation of the fuel, as well as the CO<sub>2</sub> emissions from takeoff, flying, and landing. In addition to CO<sub>2</sub>, the model also converts other greenhouse gases into CO<sub>2</sub> equivalents (CO<sub>2</sub>e). The model does not account for other warming effects, such as cloud formation caused by contrails. The Greentripper calculator considers various greenhouse gases, such as CO<sub>2</sub>, but also gases like methane (CH<sub>4</sub>) and nitrogen oxides (NO<sub>x</sub>), which are converted into CO<sub>2</sub> equivalents.



## OTHER CLIMATE-WARMING EFFECTS

In addition to CO<sub>2</sub>e, there are other climate-warming effects caused by airplanes. For example, the formation of contrails and the emission of soot particles contribute to global warming. These climate-warming effects are not included in CO<sub>2</sub>e measurements, but they are still important. Soot particles absorb the sun's radiation, preventing it from reflecting back. This leads to additional warming. Contrails contribute to cloud formation, and this 'blanket' of dispersed airplane trails reduces the amount of sunlight reaching the Earth. However, it also traps more heat, which means the net effect is further warming of the planet.

## Scope 3: Transport of our employees



We also contribute to indirect CO<sub>2</sub>e emissions through employee commuting, attendance at conferences, trade fairs, and study trips. Therefore, we encourage our employees to use public transport or bicycles for all work-related travel whenever possible. Of the 23 employees and interns who worked at Better Places in 2023, 20 traveled by train or bicycle, while the remaining 3 (mostly) traveled by car. In 2023, total CO<sub>2</sub>e emissions from employee commuting to and from the office amounted to **2,027 kg CO<sub>2</sub>e**. We calculated emissions from the train and car journeys of 16 employees and 7 interns combined.



The total CO<sub>2</sub>e emissions from other work-related international travel, such as study trips and trade fairs, amounted to **3,544 kg CO<sub>2</sub>e**. Out of the 15 study and trade fair trips, 4 were made by plane and 11 by train. These work-related trips included visits to our colleagues in Berlin, and the study trips took us to Oslo, Ljubljana, Stockholm, and Rovaniemi.

# Scope 3: emissions from flying



## UP TO 90% OF TOTAL EMISSIONS ARE CAUSED BY FLIGHTS (SCOPE 3)

Most travel organisations choose not to include flights to and from a destination in the calculation of their total CO<sub>2</sub>e emissions. Their reasoning is that they do not sell the flight and therefore are not responsible for it. We believe that the flight is the most relevant factor for travel organisations. For long-haul trips, up to 90% of the total CO<sub>2</sub>e emissions of a trip are caused by the flight. Although customers book their flights themselves, we choose to include these emissions in our calculations. After all, these emissions would not exist if we did not offer the trip.



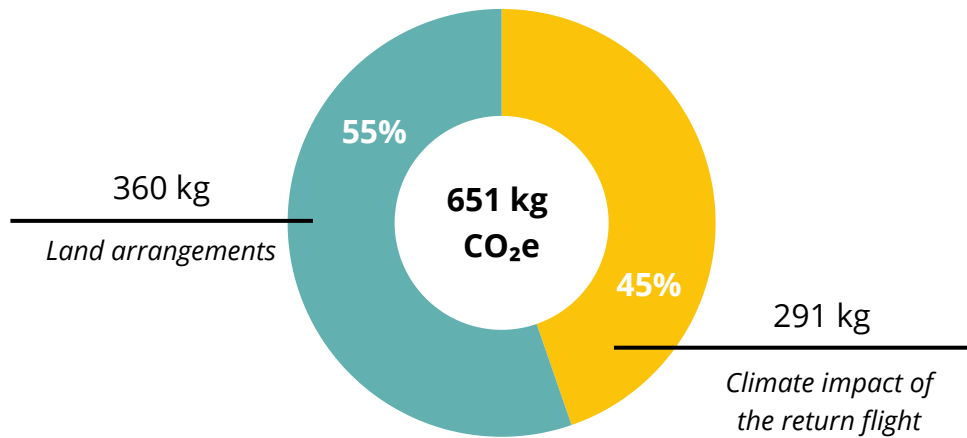
## LONG HAUL VS SHORT HAUL

The CO<sub>2</sub>e emissions vary significantly depending on whether you travel to a faraway destination or one closer to home. A return flight to Sicily causes 291 kg of CO<sub>2</sub>e. Flying back and forth to New Zealand? Then the CO<sub>2</sub>e emissions amount to nearly 3,000 kg. In other words, the climate impact of a trip to New Zealand is almost ten times greater than that of a trip to Sicily. If you fly for your holiday, it makes a big difference where you fly to. That's why we show the [climate impact](#) of long-haul destinations in the [Eerlijke reiswijzer](#) and suggest alternative destinations closer to home.

# Comparing CO<sub>2</sub>e emissions

## FLIGHT TO SICILY

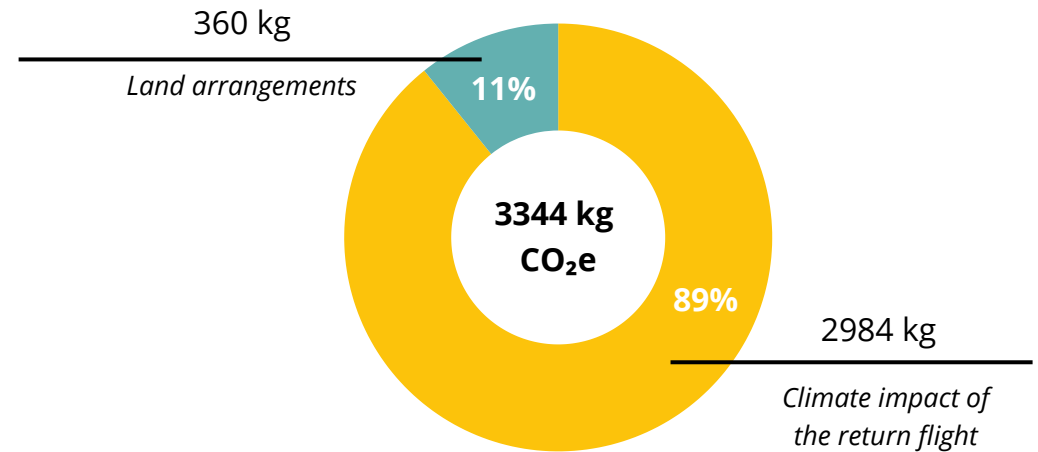
CO<sub>2</sub>e emissions  
Based on an 18-day trip



Source: Google Flights

## FLIGHT TO NEW ZEALAND

CO<sub>2</sub>e emissions  
Based on an 18-day trip

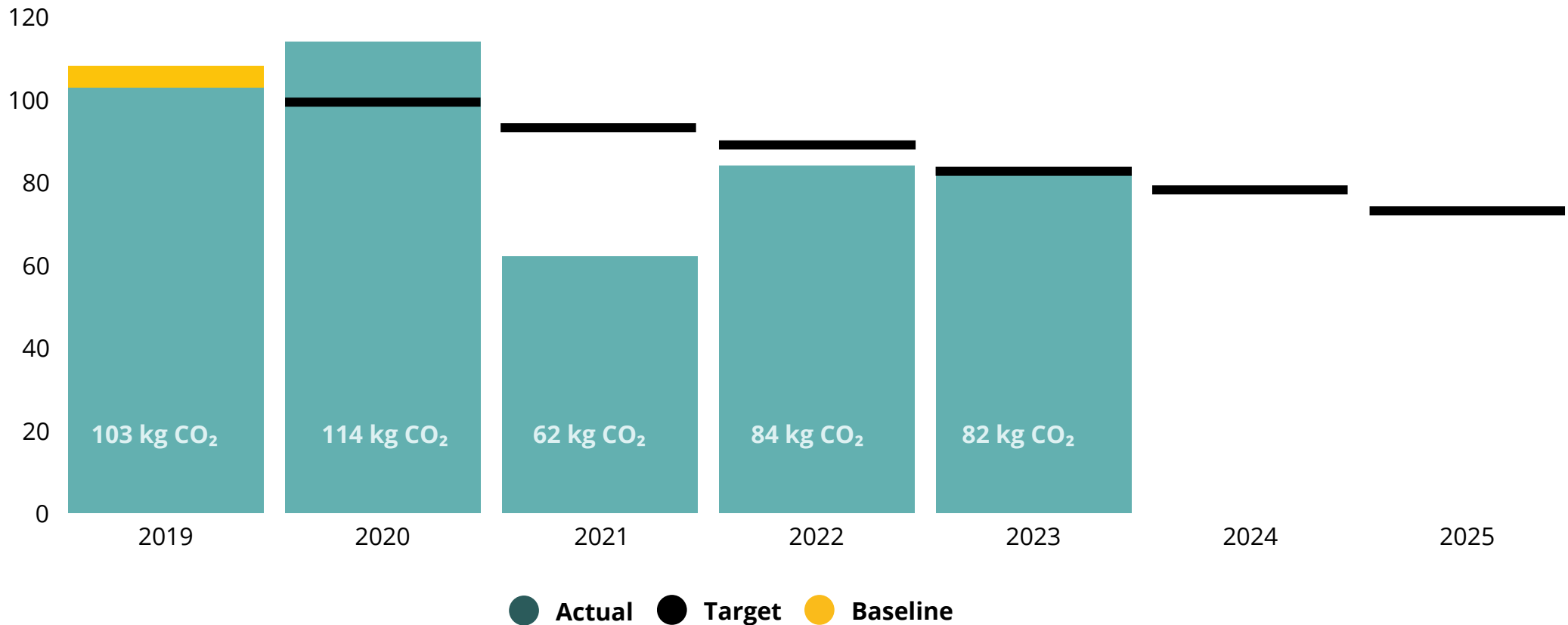


Source: Google Flights

# CO<sub>2</sub>e emission target

*Kilograms per person per day*

By 2030, we aim to be 55% below 2019 levels. In this graph, you can see how much CO<sub>2</sub>e emissions we have caused per traveller per day and whether we managed to stay below the maximum emissions for that year.



# Target



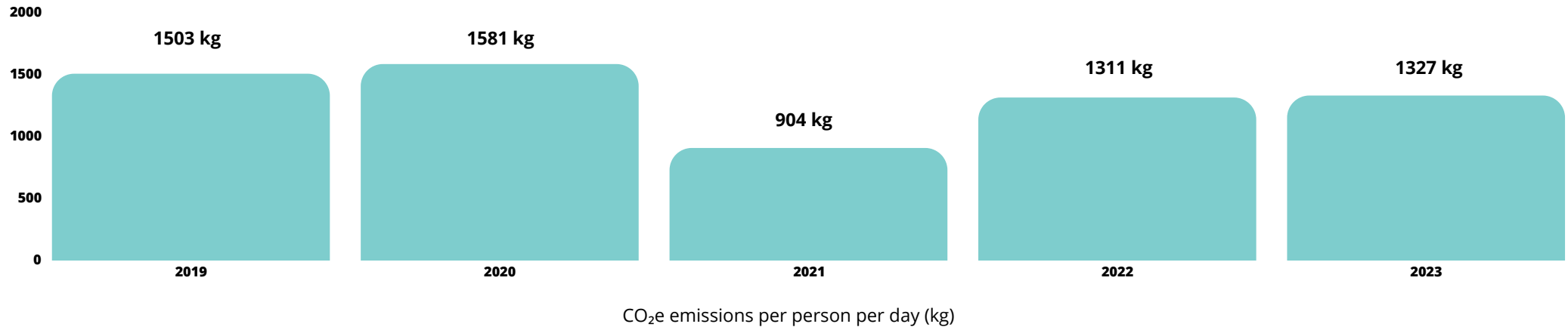
## CO<sub>2</sub>e EMISSIONS TARGET (KG PER PERSON PER DAY)

Year	Target	Actual
2019	baseline	103 kg
2020	98 kg	114 kg
2021	93 kg	62 kg
2022	88 kg	84 kg
2023	82 kg	82 kg

Our plan is to reduce the CO<sub>2</sub>e emissions per passenger per day by 5% each year from 2020 onwards. This reduction will be based on the 2019 levels. Our goal is to reduce emissions by 55% from 2019 levels by 2030.

Since 2016, we have been measuring the average CO<sub>2</sub>e emissions of all our trips, including the outbound or return flights required to reach the destination (even though the customer books these themselves). For flight emissions, we use [Google Flights](#). Within Europe, more and more people are travelling to their destination by car or train. To calculate the emissions of these modes of transport, we use the [Greentripper](#) calculation tool. An overview of the emissions per destination can be found on [our blog](#).

# CO<sub>2</sub>e emissions per traveller per trip

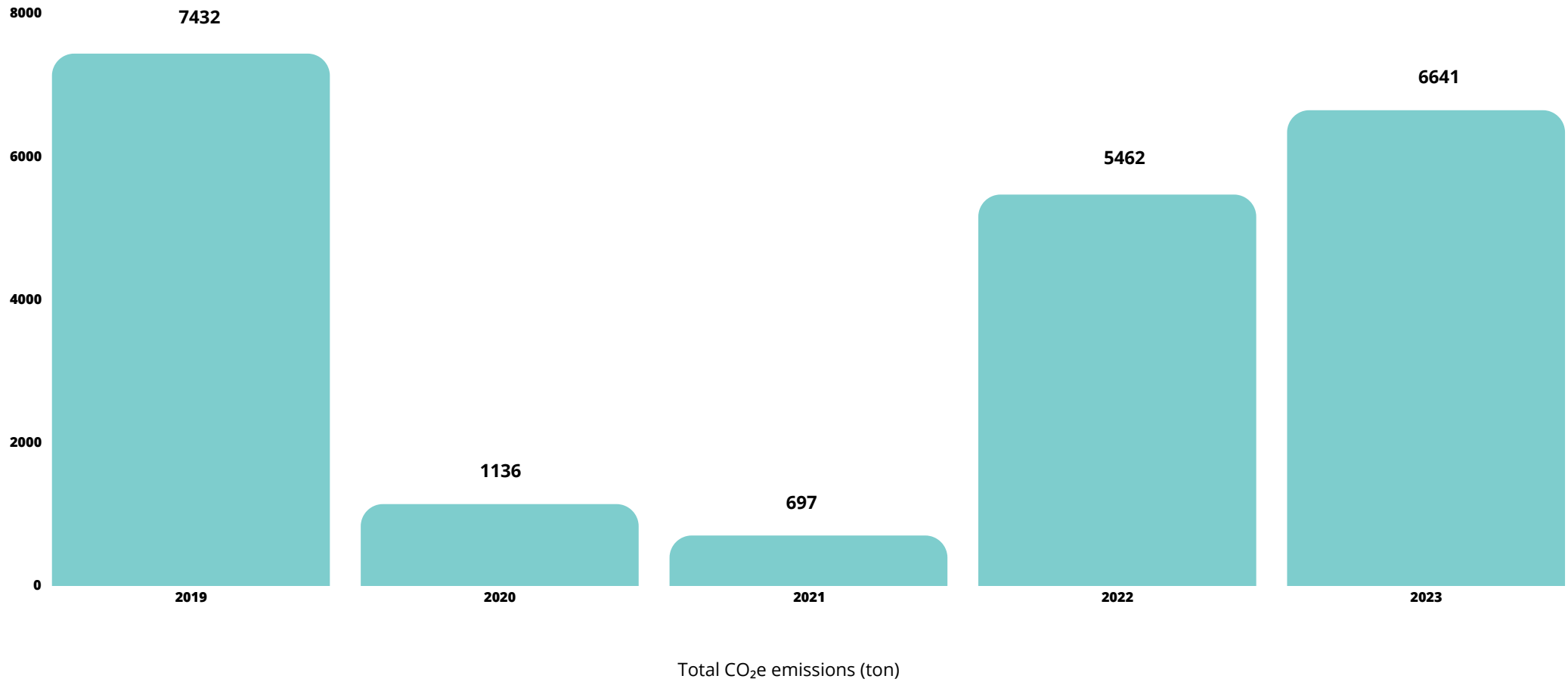


## CO<sub>2</sub>E-EMISSIONS PER TRAVELLER

- In 2019, a total of 5,043 travellers went on a trip with Better Places. This resulted in total emissions of 7,432,219 kg CO<sub>2</sub>e, or **1,503** kg per person.
- In 2020, a total of 741 travellers went on a trip with Better Places. This resulted in total emissions of 1,135,676 kg CO<sub>2</sub>e, or **1,581** kg per person.
- In 2021, a total of 847 travellers went on a trip with Better Places. This resulted in total emissions of 697,032 kg CO<sub>2</sub>e, or **904** kg per person.
- In 2022, a total of 4,299 travellers went on a trip with Better Places. This resulted in total emissions of 5,462,172 kg CO<sub>2</sub>e, or **1,311** kg per person.
- In 2023, a total of 5,133 travellers went on a trip with Better Places. This resulted in total emissions of 6,641,163 kg CO<sub>2</sub>e, or **1,327** kg per person.

*It is important to note that the above results give a distorted view due to the effects of COVID-19 on the travel industry. The reduction in CO<sub>2</sub>e emissions per person is not solely attributable to our efforts to reduce emissions. Due to the coronavirus crisis, most of the trips we carried out in 2021 were to countries within Europe. Most customers chose to travel to their destination by car rather than by plane.*

# Total CO<sub>2</sub>e emission





# CO<sub>2</sub> emissions during the trip



The emissions from transport, accommodation, and activities (land arrangements) during your trip represent only a small part of the total climate impact of a holiday. To measure the CO<sub>2</sub>e emissions of the land arrangements, we use averages, as shown below. The emissions from domestic flights are calculated separately.

- 15 kg per person per day for bookings with three or more people
- 20 kg per person per day for bookings of two people
- 25 kg per person per day for solo travellers

At home, you also cause CO<sub>2</sub>e emissions through housing, transport, food, and entertainment. These can be offset against the emissions from your vacation. Sometimes, emissions at the destination are even lower, for example, due to basic facilities or less energy consumption. Therefore, the emissions from the local stay are less relevant than those from the journey to the destination.



The emissions depend on the time of year you travel and the choices you make. If it's scorching hot, the energy-consuming air conditioning might be on more often, and you may take more showers than you would in a cooler season. If you eat meat every day, your climate impact will be bigger than if you eat plant-based meals. It's impossible to know exactly how thousands of travellers behave during a trip. Therefore, we use averages to estimate the emissions. The average per person decreases as the travel party increases. This is because more people share certain facilities, such as lighting and air conditioning in a shared hotel room.

# What we do to measure our positive and negative impact



In 2021, we started mapping the positive and negative impact of our sample trips. We take into account the social, economic, and climate impact of a trip. We use these measurements to score trips, allowing customers to quickly understand how well each aligns with our sustainable travel principles. Additionally, this provides us with insights into what is working well and where there is room for improvement. Here, you can find the [impact scores of trips](#) to various destinations. [These are the criteria we use to measure impact.](#)

The impact measurement is based on the Theory of Change. For measuring the impact, we receive support from [Social Enterprise Netherlands](#) and [Avance Impact Consultancy](#).

- We have published an overview of the [climate impact of flights](#) to all our destinations. With this overview, we hope to inspire customers to choose destinations closer to home more often, resulting in lower CO<sub>2</sub>e emissions.
- In the course of 2024, we will show the emissions of [various airlines](#) for all sample trips to long-haul destinations.
- For European destinations, we will show the emissions of [different transport options](#) (plane/car/electric car and train) for all sample trips.

# Measure: goals for 2024



Reduce CO<sub>2</sub>e emissions per passenger per day by 25% compared to 2019.



Send out the annual sustainability survey to our travel experts.



Map out the emissions from transport to and from the destination. Add visuals showing the transport emissions for all countries on the website.



Have travellers complete a sustainable travel survey so we can better understand how our customers feel about sustainable travel.



Add the 'Eerlijke Reiswijzer' with the [true cost of transport](#) to all destinations. The research was conducted in collaboration with the [Impact Institute](#) of [True Price](#).



2024

**REDUCE**

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# Reduce



## CUSTOMERS: GENERAL

We are committed to positively influencing our customers' behaviour. We share information and tips in blogs and on social media to help them make [sustainable choices](#) while travelling.

## CUSTOMERS: TRAVEL & TRANSPORT

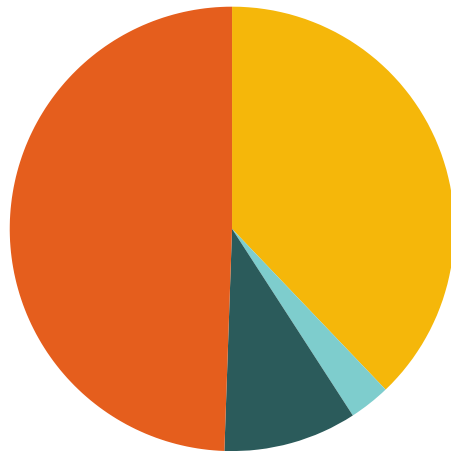
- We encourage customers to avoid frequent long-haul trips and, when they do travel, to extend their stays.
- Our sample trips include no or as few domestic flights as possible. Where possible, we travel by train.
- We inform our customers about the least polluting flight to their destination.



- In addition to our long-haul destinations, we are offering more and more [trips in Europe](#). Our European trips are often at least 14 days long and provide a full alternative to long-haul air travel. We also offer [no-flight holidays](#) in Europe.
- We promote train travel to European destinations. For each European destination, there is a [page](#) showing how to reach the country by train. We work with [The Train Traveller](#), a travel agent specialised in train journeys. They help to plan the ideal train journey to the destination.
- We promote travel to European destinations by electric car as an alternative to flying. We also show that customers can make the [trip with an electric car](#) by providing information about charging stations and accommodations with charging points.
- On long haul destinations, we use electric or hybrid (rental) cars whenever possible. For example, in Sri Lanka and Bhutan.

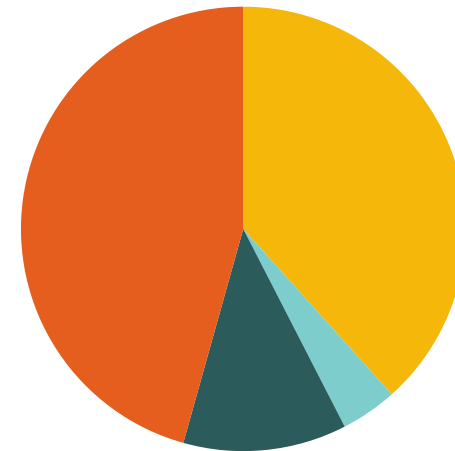
# Transport to destinations within Europe

2022



- Car (Petrol or Diesel): 37.9%
- Electric car: 3.0%
- Train: 9.7%
- Plane: 49.5%

2023



- Car (Petrol or Diesel): 38.4%
- Electric car: 4.1%
- Train: 11.9%
- Plane: 45.7%

# Reduce



- We track the modes of transport our customers use to reach their destination. Our goal is to increase the number of travellers who choose the train. We do this by actively promoting train travel and lobbying for an improved rail network in Europe. Additionally, we show the CO<sub>2</sub>e emissions of [different transport options](#) to the destination, comparing emissions from cars, trains, and planes. In our calculations, we also account for other harmful greenhouse gases.

## LOCAL PROVIDERS

- Our local providers sign a contract with us in which they commit to our sustainability requirements. Part of the contract includes the [code of conduct for responsible tourism](#).

- The local travel experts at Better Places ensure that all sample trips comply with our [sustainable travel checklist](#).
- We encourage our local partners to join the Glasgow Declaration. We organise webinars where we offer support in creating an action plan for a livable planet.

## CUSTOMERS: FOOD AND DRINK

- We provide our customers with tips and advice on [vegetarian and vegan food while travelling](#) as a way to reduce their personal CO<sub>2</sub> emissions. In collaboration with our local travel experts, we recommend the best vegetarian and vegan restaurants in our trip proposals.

# Reduce

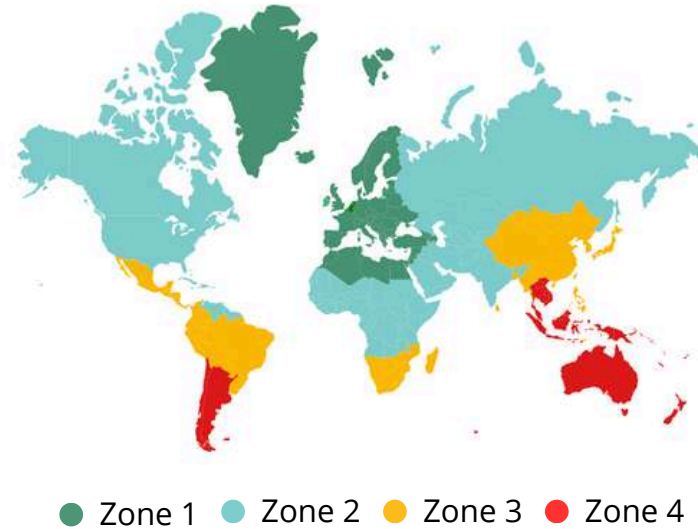


## STAFF AND FACILITIES

- In 2019, Better Places became one of the first tour operators to join [Climate Perks](#). All our employees receive up to two extra paid vacation days if they choose to travel by train instead of by plane for their holiday.
- All Better Places employees who have work-related appointments within a 750-kilometre radius travel by train.
- We operate with a flexible work schedule, allowing Better Places employees to work from home. This minimises total travel time and CO<sub>2</sub> emissions.
- We encourage employees to cycle to the office. The mileage allowance for cycling is, therefore, higher than for car travel.
- We offer our employees the opportunity to participate in climate strikes or other climate events during working days.
- We use as little paper and disposable plastic as possible.
- Better Places employees may only participate in research trips outside Europe if they stay for at least two weeks at the destination.
- At the office, we offer a vegetarian lunch every day.



# Reducing: goals for 2024



The minimum trip duration for sample trips on the website is:

- A minimum of 9 days for zone 1
- A minimum of 14 days for zone 2
- A minimum of 18 days for zone 3
- A minimum of 22 days for zone 4

The average trip duration of completed trips in 2024 is:

- A minimum of 14 days for zone 1
- A minimum of 17 days for zone 2
- A minimum of 19 days for zone 3
- A minimum of 21 days for zone 4

The minimum trip duration of booked trips in 2024 is:

- A minimum of 8 days for zone 1
- A minimum of 10 days for zone 2
- A minimum of 12 days for zone 3
- A minimum of 14 days for zone 4

# Reducing: goals for 2024

The total CO<sub>2</sub>e emissions per passenger per day are 20% lower than in 2019.



At least 12% of our travellers within Europe choose the train as their mode of transport to their holiday destination.



At least 42% of our travellers within Europe choose the car as their mode of transport to their holiday destination.



At least 4% of our travellers within Europe choose an electric car as their mode of transport to their holiday destination.



At least 80% of our travellers flying to a destination within Europe choose a direct flight.



A maximum of 19% of completed trips include a domestic flight.



No more than 5% of completed trips include two or more domestic flights.



At least 32% of booked trips are to a destination within Europe.



We will establish guidelines for ethical marketing to promote transparency and prevent greenwashing.



Launch a pilot with travel experts from 10 destinations, who will add information about the sustainability of hotels and tips for plant-based eating to trip proposals.



At least 15 travel experts will send customers concrete, sustainable travel tips on the day of their arrival via WhatsApp or email.





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# REGENERATE

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# Regenerate



## REGENERATE

- By signing the Glasgow Declaration, Better Places has committed to urging the entire sector to take action to accelerate the transition to a carbon-free aviation industry. Below are some examples of actions we have already taken and our plans for the future.
- Better Places encourages travellers to fly less often and to nearby destinations. We achieve this through social media campaigns and informative blogs on our website. The message is that we don't need to travel less, but we do need to radically change the way we travel if we want to keep our planet liveable.
- Better Places has always been transparent about how we calculate CO<sub>2</sub>e emissions from our trips, how much we have offset and why. In 2022, we decided to [stop offsetting CO<sub>2</sub> emissions](#) from our trips. Instead, we are fully focused on reducing our emissions. We have explained why we believe that [CO<sub>2</sub> offsetting is not the solution](#). We will continue advocating for increased transparency in the travel industry regarding CO<sub>2</sub> offsetting, while simultaneously investing in innovative alternatives that accelerate the transition to a cleaner travel industry.

# Regenerate



- With every booking, we ask travellers to donate to [Médecins Sans Frontières](#). This impartial and independent organisation provides emergency aid to people in crisis situations.
- Where possible, our local travel experts choose accommodations that contribute to preserving and restoring nature and biodiversity. They also aim to improve the living conditions and future prospects of local communities. Some examples include the [Sumba](#) Hospitality Foundation in Indonesia, [Inti Sisa](#) in Ecuador, and [Rhotia Valley](#) in Tanzania.



- When designing our trips, we aim to include at least two local excursions. Where possible, our travel experts choose excursions that, in addition to being enjoyable activities, also contribute to nature conservation and/or improving the lives of local people. Some examples include the [Bici-Tour](#) in Trinidad, Cuba, the [Coffee Route](#) as an alternative to the Inca Trail in Peru, and the bison safari with a guide in Romania.

## GOAL FOR 2024

Establishing guidelines for ethical marketing to promote transparency and prevent greenwashing.



# Regenerate: climate justice and training



## CLIMATE LITERACY AND TRAINING

Tourism activities have a global impact, especially on vulnerable communities that contribute the least to climate change but suffer the most from its effects. To address this, we provide climate literacy and action training for both our team and suppliers. We provide our local partners with the means to organise trainings workshops for their partners and staff. This ensures that everyone in the supply chain is aware of the impact of their actions and actively contributes to solutions.

## CLIMATE JUSTICE

At Better Places, we are committed to climate justice by collaborating with local communities and supporting them in taking action to prepare for the potential impacts of climate change.

# Regenerate: supporting local communities



## DONATING 10% OF PROFITS

Better Places donates 10% of its profits to positive initiatives that align with Sustainable Development Goals (SDGs). Examples include supporting projects related to climate action, reducing inequality, and community resilience, such as funding for disaster relief, biodiversity conservation, sustainable local businesses, and educational programs. These donations help promote a sustainable, equitable future while strengthening local communities.



## SUPPORTING LOCAL PARTNERS

At Better Places, we are committed to a sustainable and future-proof supply chain. We promote local and green procurement, embrace circular initiatives, and collaborate with partners dedicated to climate action. We do this by using questionnaires to identify challenges and explore how we can help address them, as well as incorporating sustainability conditions into our contracts. Additionally, we prioritize climate-friendly partners and destinations, support sustainable transport, and work with local sustainable entrepreneurs and organizations to further strengthen our impact.



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# COLLABORATE

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# Collaborate



Better Places is a social enterprise. We are driven by a social and sustainable mission. In 2021, Better Places was included in the [Code Sociale Ondernemingen](#). We are also a partner of MVO Nederland, a network of entrepreneurs with a sustainable mission. [MVO Nederland](#) organises workshops and events where partners meet and learn from each other.

From 2018 until 2024, Better Places was B Corp certified. B Corp is a certification for companies that are successful in making a profit but always prioritise their social mission. Read why we decided to [no longer be a B Corp](#) in 2024.

## GOALS FOR 2024

Collaborating with colleges and universities to exchange knowledge and experiences.



Deliver at least six guest lectures on sustainable travel.



2024

# FINANCE

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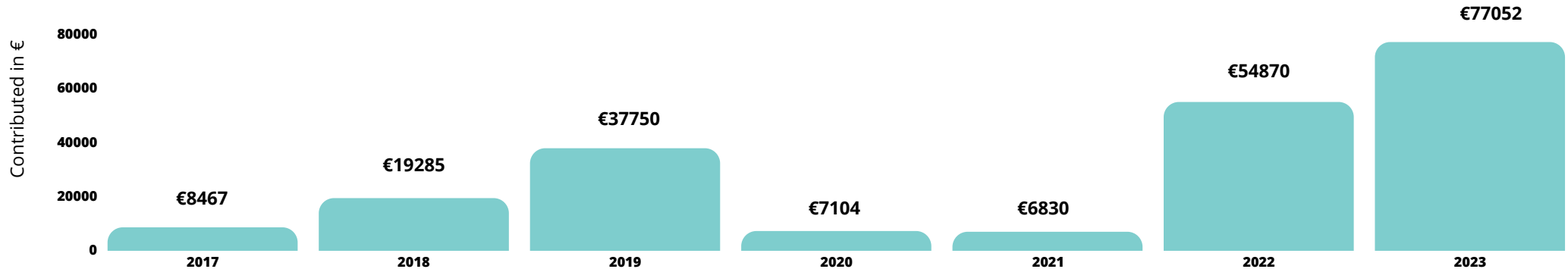


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# Financing

## INNOVATION FUND INVESTMENTS



## CO<sub>2</sub>-COMPENSATIONS

From 2016 to mid-July 2022, we offset the CO<sub>2</sub> emissions of all our trips, including flights to the destination. We collaborated with the South Pole Group and invested in so-called Gold Standard projects. Between 2016 and July 2022, we offset 40,000 tonnes of CO<sub>2</sub> for our customers. The money was invested by the South Pole Group in clean cookstoves in Ghana.

In July 2022, we stopped [offsetting the CO<sub>2</sub> emissions](#) of our trips. Research has shown that offsetting projects, such as distributing cookstoves and planting trees, are [not very effective](#). Moreover, they divert attention from the real solution, which is reducing emissions."

## INVESTING IN INNOVATION AND BIODIVERSITY

For every traveller who books with Better Places, we have been investing a sum in our innovation fund since 2017. Until 2023, we differentiated the amount based on whether the destination was inside or outside Europe. From 2023 onwards, the amount is determined by the distance the traveller covers, divided into four zones. The amount is calculated per person and increased annually. The traveller does not pay anything extra for this. We invest part of the amount in sustainable energy projects through the crowdfunding platform [Lendahand](#). Once an investment period is completed, including the interest earned, we reinvest the amount. In this way, we help accelerate the energy transition. The remainder is invested in preserving and restoring biodiversity. Read more about our [innovation fund](#).

# Overview of contribution per zone



## INNOVATION FUND CONTRIBUTION

Since flying is significantly too cheap, we deposit a sum into an innovation fund for every traveller. The amount for this contribution is calculated based on various zones. The further the destination, the higher the contribution. Each year, we increase the contributions per zone. The map below provides a visual representation of the zones. The traveller does not pay extra for this. We invest the total amount in sustainable energy projects, helping to accelerate the energy transition.

## OVERVIEW OF CONTRIBUTION PER ZONE

Zone	Amount 2024
● Zone 1	€7,35
● Zone 2	€15,75
● Zone 3	€21,00
● Zone 4	€26,25

# Finance: goals for 2024



Use part of the proceeds from innovation fund to invest in the preservation and restoration of biodiversity.



Establish a foundation to manage the money from the innovation fund.



As long as there is no suitable alternative, we will continue to invest in sustainable energy projects through [Lendahand](#) and [Duurzaam Investeren](#).



# More information



## THIS IS WHAT WE DO. AND YOU?

We aim to be as transparent as possible in our efforts for sustainable travel and business. On our website and social media channels, we extensively share developments in this field. Want to know more about what we do or exchange knowledge and ideas about a sustainable travel industry? We'd love to hear from you via the contact information below.



## ADDITIONAL INFORMATION

- [Sustainable travel checklist](#)
- [Travelling with a positive impact](#)
- [Action plan for a sustainable planet](#)
- [The true price of flying](#)
- [Sustainable entrepreneurship](#)
- [Measuring impact](#)
- [Impact workshop avance](#)
- [Why we are no longer a B Corp](#)



## ACTION PLAN 2024

**Impact Team:** Esmée Tensen, Saskia Griep, Megan Hoekstra, Naline Roodbeen and Daisy Scholte

**Text:** Daisy Scholte en Naline Roodbeen

**Design:** Megan Hoekstra

**Photos by:** Daisy Scholte, Yvonne van der Laan, Jessica Lokker, and others

[www.betterplaces.nl](http://www.betterplaces.nl)

info@betterplaces.nl

071-5162025

