



Climate Action Plan for 2022

Introduction

Climate science has made it abundantly clear that climate change is one of the biggest challenges today's societies will have to overcome. Simply put, we cannot continue to emit greenhouse gases into the atmosphere without expecting there to be a warming effect. With less time remaining each day to reduce the rate these emissions are released before the planet warms to dangerous levels, it's important to reduce global carbon emissions as much as possible towards pre-industrial levels, the last time when global emissions were largely un-impacted by humans.

In addition, if we are to reduce total emissions to such a level to avoid significant planetary warming, individuals, governments, businesses, and all other groups of people must look at their entire impact, rather than a small part of it and act accordingly. Many entities report only a fraction of their carbon footprint because that's all globally recognized standards require, or because the remaining parts are too difficult to properly account for. While this is often true, these exact areas are often the largest parts of an entity's carbon footprint, meaning we must begin attempting to account for these impacts, even if there is not yet strong, agreed upon methodologies to do so. As a society we have achieved far more difficult and less critical tasks and we are confident solutions will be developed in the near future. Our Climate Action Plan is an attempt to contribute to such a future.

Our Climate Action Plan examines the entire "lifecycle impact" of Wayaj, including its consultants, owners, developers, partners, accommodation providers, and customers to gain insight into the true total climate impact of Wayaj, including those we are not directly responsible for. Accordingly, our total carbon footprint may appear to be higher than other companies who only report a smaller fraction of their total impact. In addition, there will be emissions out of our control, as we cannot force people to make decisions they don't want to. While we will do all we can to reduce emissions within our control, we will do our best to create tools, resources, and partnerships to help reduce emissions in areas out of our control.

A detailed layout of our Climate Action Plan can be found below

1. Measure
2. Act:
 - Reduce
 - Offset
3. Review and Improve
 - Communicate, Educate, and Guide

I. Measure

In early 2022, we will be launching our newly rebranded website and booking platform. This represents a significant change to our business model and our ability to create and reduce emissions for several reasons. With that said, we will begin monitoring all aspects of our products and services to determine the specific impact they have on greenhouse gas emissions at the start of 2022.

Data Collection: We will use the Greenhouse Gas Protocols carbon footprint standards. While several of their impact areas may not be applicable to our business, we will examine all of them to properly quantify and account for their impact over the course of 2022. A brief description of each impact area can be found below:

Scope 1: Direct Emissions

Stationary Emissions – Any emissions resulting from the combustion of fuels in stationary sources owned or controlled by a company. Examples include boilers, furnaces, ovens, and generators.

Mobile Emissions – Any emissions resulting from the combustion of fuels in mobile sources owned or controlled by a company. Examples include trucks, cars, and ships.

Fugitive Emissions – Any emissions resulting from intentional or unintentional release in sources owned or controlled by a company. Examples include refrigerant leaks from refrigerators and air conditioning systems.

Process Emissions – Any emissions released during certain manufacturing or processing of chemicals and materials from sources owned or controlled by a company. Examples include cement manufacturing and aluminum processing.

Scope 2: Indirect Energy Emissions

Purchased Electricity – Any emissions associated with the generation of electricity purchased by a company.

Purchased Heat – Any emissions associated with the generation of heat purchased by a company. Note, this does not include heating fuel, rather, heat purchased by the company piped in for space heating.

Purchased Cooling – Any emissions associated with the generation of cooling purchased by a company. Note, this does not include electricity for air conditioning or refrigeration, rather, cooling purchased by the company piped in for space cooling.

Scope 3: Indirect Other Emissions

Purchased Goods and Services – All upstream emissions associated with goods and services purchased by a company. Examples include emissions generated from the extraction of materials, manufacturing, and transportation of printer paper and use of software development services.

Capital Goods – All upstream emissions associated with capital goods purchased by a company. The difference between capital goods and purchased goods is typically determined by the accounting department within a company. Examples may include office furniture and computers.

Fuel and Energy Related Activity – Emissions associated with the extraction, production, and transportation of fuels. These emissions do not include those from combustion as they have already been accounted for in Scope 2. Examples include emissions released while extracting the coal that generates electricity purchased by a company, as well as losses due to electricity transmission and distribution.

Upstream Transportation and Distribution – Emissions associated with the transportation of Purchased Goods and Capital Goods from the product supply location to the company.

Waste Generated – Emissions associated with the disposal or treatment of waste generated by a company. Examples include landfilling or incinerating office waste.

Business Travel – Emissions from the transportation of a company's employees for business related activities. Examples include car and airplane transportation, as well as room accommodation.

Employee Commuting – Emissions from the transportation of a company’s employees between their homes and their worksites. Examples include employees driving to work or taking public transportation (i.e. train, bus, plane).

Upstream Leased Assets – Emissions from the operation of assets leased by a company. Examples include leased office space and manufacturing space.

Downstream Transportation – Emissions from transporting products sold by a company to its customers. Examples include transporting clothing from its manufacturing location to its customers homes.

Processing for Sold Products – Emissions from processing of products sold by a company to another company to create other products. Examples include steel sold by the company that is processed by another company to make stainless steel appliances.

Use of Sold Products – Emissions from the use of a product or service sold by a company. Examples include electricity used by a customer to power a refrigerator they bought from the company.

Disposal of Sold Products – Emissions from the treatment and disposal of a product sold by the company. Examples include a customer landfilling paper they purchased from the company.

Downstream Leased Assets – Emissions from the operation of assets owned by the company that is leased to other entities. Examples include office space the company leases to another entity.

Franchise – Emissions from the operation of franchises.

Investments – Emissions from the operation of investments.

Emission Factors

Emission factors are a critical component of a carbon footprint. They are a value which represents the amount of emissions in a given unit of something, for example, the amount of carbon dioxide released from combusting a liter of gasoline or the amount of methane released in landfilling a ton of organic waste. The strength of emission factors selected can dictate the strength, accuracy, and usefulness of carbon footprint assessment. With this in mind, we only use industry accepted emission factors from credible sources. Any emission factors used will be included in our annual report.

2. Act

a. Reduce

The first step in lowering carbon emissions is to eliminate and/or reduce sources of emissions. In 2023 we will review the impact of Wayaj in each of the areas above to continue to find ways in which emissions created by Wayaj can be eliminated or reduced. We will also continue to collect data each year of our operation to monitor and reduce our impact. The range of reductions we will attempt to make are:

- A. **Direct Internal Impacts** – Impacts directly created by our operation, such as reducing the energy consumed by our team and utilizing renewable energy sources, as well as reducing emissions from transportation and waste generation.
- B. **Indirect Internal Impacts** – Reducing the quantity of purchased products and the energy required to create and transport the products we purchase, as well as
- C. **Indirect External Impacts** – Helping our travelers and accommodation providers reduce the impact of each trip by reviewing emissions from traveler transportation and accommodation emissions. This can be done by encouraging travelers to make more sustainable travel arrangements and assisting accommodation providers in reducing their operational emissions.

b. Offset

Carbon offsets are an important part of our business. We stand firmly behind them and support strong, science based, carbon offset standards, including the ones we have developed. Mitigation implies that our impact will be reduced, however, we want to go a step further and ensure our impact is completely eliminated. While we will make our best attempt to reduce carbon emissions, there will likely always be emissions left to tackle. As an example, we can purchase power from renewable power providers, but it isn't always possible for our team to travel with zero emissions. Therefore, we will offset our entire remaining internal impact through the use of carbon offsets every year, until we are able to eliminate it entirely, to ensure our impact on the atmosphere is net zero by early 2023 and each year after. In addition, we will review the ability of our offset program to reduce the indirect impact of Wayaj, which is the impact of travelers and accommodation providers.

3. Review and Improve

Communicate, Educate, and Guide

Sharing our efforts with the world is important so that we can serve as a guide as to how others can take climate action and become net zero in just a couple of years. We also want to communicate the importance of climate action to inspire others to take action. To do so, we will:

- Publish an annual report of our efforts
- Encourage accommodation providers with best practices
- Encourage travelers to select more sustainable travel options
- Encourage other parties in hospitality to lower their impact
- Create partnerships to strengthen the efforts of our practices and partners practices

Our commitment to create a more sustainable world goes beyond the results of this Climate Action Plan. Each year of our existence, we will stay committed to reviewing the impact of our business and looking for ways to improve it. Sustainability is a journey, not a destination. Even after our impact has been eliminated we will focus on maintaining it.