

## The Swarm Initiative - Sustainable consumption pledge

The Swarm Initiative is a "société à mission" under French law, dedicated to designing, developing, and implementing innovative projects that contribute to the common good and a sustainable planet.

We operate as a cooperative of consultants specialising in the hospitality, tourism, construction, and public infrastructure sectors. Our daily work is entirely focused on supporting our clients in their transition to improve their sustainability outcomes for European consumers and citizens.

We are a small sustainable-by-design business and we put our consulting activity for the EU Ecolabel certification of hotels at the heart of our Sustainable Consumption Pledge. On the one hand, we help tourist accommodation sites with existing sustainability practices to improve their environmental management policies. On the other, we are committed to mobilizing less environmentally aware players to adopt more responsible practices through the EU Ecolabel. We are convinced that these projects improve the transparency and sustainability of the European tourism market and will give European consumers the desire and confidence to consume more responsibly.

### **Pledge #1: Identify and reduce the carbon footprint of our internal activities.**

Although our company's carbon footprint is minimal by design, we put forth efforts daily to further reduce it. We promote sustainable mobility and telecommuting in our daily activities, prioritize train travel for business trips, refrain from air travel, encourage our employees to adopt flexitarian diets, and utilize shared office spaces, among other practices.

- Starting in 2024, for disclosure in 2025, we commit to quantitatively measuring our greenhouse gas emissions from scope 1 to scope 3 to identify improvement opportunities and enhance transparency regarding our commitment to clients and stakeholders, using the ADEME methodology (<https://bilans-ges.ademe.fr/ressources/points-cles-methodologiques>).
- Our commitment aims for a business model that minimizes our greenhouse gas emissions by consistently opting for less carbon-intensive practices and usage in conducting our activities, as outlined in our sustainability charter (<https://the-swarm.eu>). Therefore, based on our 2024 carbon footprint, we will define our decarbonization targets from 2025 onwards.

### **Pledge #2: Improve environmental performance in the hospitality industry with the EU Ecolabel.**

#### *Number of EU Ecolabel certifications*

Our commitment is to constantly provide our customers with the best possible support and tools to facilitate the environmental transition of their hotel with the European Ecolabel. By doing this, our purpose is to promote services with greater environmental value to end consumers who are increasingly attentive to this dimension of hotel service.

As leaders in EU Ecolabel certification consulting for tourist accommodation establishments, our ambitions are manifold.

- From 2024 to 2028, we are committed to supporting around 40 French tourist accommodation sites each year in obtaining the European Ecolabel.
- From 2025 onwards, our ambition is to explore the European market and export our expertise beyond French borders.

Beyond the EU Ecolabel, we wish to invest in the NF environmental standard (French environmental label) to cover a wider scope in the tourism sector in France.

- From 2025, we are committed to putting our expertise at the service of tourist sites such as historical monuments, museums, and archaeological sites to help them obtain this label. Our objective is to support five French sites per year by 2028. (<https://certification.afnor.org/environnement/nf-environnement-sites-de-visite>).

#### *Environmental impact of EU Ecolabel projects*

The main expected impacts of the projects we undertake is a reduction of between 15% and 20% in energy, water, chemical consumption, and waste production in the first year of certification, with progressive gains in subsequent years depending on site characteristics.

#### *Continuous improvement of tools to promote more sustainable consumption practices.*

To achieve this, we commit to evolving our work methodologies, creating tools for more detailed and less time-consuming monitoring of hotels' environmental impacts.

- The first example of a tool that we are developing is the "Envirotel" software, which we will launch on the French market in April 2024. The aim is to offer hotels a tool for measuring their environmental impacts and to engage them in a continuous improvement process. They can thus inform their customers of the quantified impact of their actions on the environment.
- We offer a training platform in environmental management and eco-friendly practices. Our aim is to continually enrich this platform with new, more impactful, and engaging training courses to enhance the skills of hotel teams and their ability to in turn promote sustainable practices to customers. We offer 12 online courses and 564 tourism professionals have been trained since 2023. We commit to update all of our courses each year to keep them up to date with industry development. Moreover, in 2024, we commit to adding at least 1 new training course related to rural tourism.
- Finally, in 2024, we commit to creating an online catalogue of sustainable solutions and responsible suppliers to facilitate the transition of these players to more sustainable purchasing with less effort, and to enrich it on an ongoing basis.

#### **Pledge #3: Communicate our progress on the Sustainable consumption pledge targets.**

In addition to the impact reporting conducted for our consulting activities, with the first publication scheduled for 2024, starting from 2025, we commit to publishing company progress about our commitments at least once a year on our website, on Commission's website and in our sustainability report.

Furthermore, we will continue to evolve our sustainability commitments based on science and our internal studies, in line with our mission.

