



edyn

Sustainability Strategy
2022-2024

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Executive Summary

Since our birth in 2019, edyn has developed a strong awareness of the importance of sustainability and of our wider responsibility to our stakeholders and the environments within which we operate. The introduction of edyn Biosphere marked the first step in our journey to protect the planet, support the wellbeing of our colleagues, and integrate harmoniously with our local communities.

We've made real progress, but time is short and like many organisations, we recognise the need for a deeper and more structured response to sustainability, and in a manner which can be understood and measured more objectively. Accordingly, early in 2022, and as part of our broader Biosphere ambition, we developed a new Sustainability Strategy focusing on the three most widely recognised pillars of Environment, Social and Governance (ESG).

This strategy outlines short and medium-term targets in each of these areas spanning the next 3 years to 2025, and is aligned to the UN Sustainable Development Goals with a specific focus on the 3 which are most relevant to edyn's activities: Good Health and Wellbeing, Sustainable Cities and Communities, and Responsible Consumption and Production.

edyn's three year targets are summarised as:

Environment – edyn will comprehensively measure, identify baselines, set challenging reduction targets for, and transparently report on the consumption of energy, water, and waste, and Scope 1, 2, and 3 carbon emissions, across all development and operations.

Social – edyn will deepen and broaden its community activism, review and improve procurement processes to promote better relationships with suppliers, continue to form deep relationships with satisfied guests, and continue to engage our colleagues to ensure a sense of shared purpose and satisfaction.

Governance – edyn will create a company-wide, structured approach to improving sustainability, including annual reporting and alignment to globally recognised sustainability frameworks and certifications.

Progress towards these targets is driven by a clear set of short- and medium-term goals, outlined in more detail within the strategy.

Our intention

Our intention is to ensure **we care for the life within us and around us.**

We aspire to treat all life with respect and have an original yet positive impact on the communities in which we operate.

Our **strategy** will bring this aspiration to life by **outlining our short- and medium-term sustainability targets.** These targets will be used to underpin all activities across every aspect of our business; from acquisition through development and to operations. It also encompasses all overarching company activities, such as procurement, finance, and human resources.

At edyn, we embrace the shared language, goals, and targets set out in the globally recognised **United Nations' Sustainable Development Goals (SDGs).** The SDGs are 17 interlinked goals designed to be a universal approach we can all take to contribute towards ending poverty, protecting the planet, and ensuring that, by 2030, all people enjoy peace and prosperity.

While every goal is globally important, not all businesses can have an equal impact on all goals. Due to the goals' interlinked nature, our sustainability work will have an impact on many of them. However, to help refine our intentions, we have selected three SDGs that resonate most with edyn's ethos and encompass our biggest impacts:

Goal 3: Good Health and Wellbeing - We're committed to the health and wellbeing of all people we connect with in our entire business. We will continue to actively consider the physical and mental wellbeing of our staff, guests, communities, and suppliers

Goal 11: Sustainable Cities and Communities - Our properties are intentionally built within cities and created to be part of a community. We have a desire to reduce our negative environmental impacts and ensure the local communities in which we operate can grow and thrive

Goal 12: Responsible Consumption and Production - We recognise that, as a hospitality business, our main environmental impact is our consumption of natural resources related to energy, water, waste, business travel, and guest travel and the associated carbon emissions

Our **ambitions are based** on three pillars of **Environment, Social, and Governance (ESG).**



Environment

At edyn, our ambition is to ensure environmental sustainability is at the heart of our decision-making.

edyn understands the importance of its impact on the environment and on climate change. We are committed to reducing the amount of resources we consume in order to limit our environmental impact and reduce our carbon emissions. As part of this process, we recognise the importance of collecting comprehensive environmental data from which to set reduction targets, monitor improvements, and track progress. We are committed to better collecting and understanding our environmental data in order to set clear targets and pathways for reduction.

Our targets for 2025 are:

1) By 2022, to better collect and understand our resource consumption data as it relates to our Scope 1, Scope 2, and essential Scope 3 carbon emissions (business travel and waste)

We will do this by:

- a. putting in place monitoring systems and processes to capture energy, water, waste, and business travel data for all areas of our business (development through to operations) by the end of 2022

2) By 2022, to set clear targets and pathways for reduction relating to Scope 1, Scope 2, and essential Scope 3 emissions (business travel and waste)

We will do this by:

- a. setting individual, data-driven reduction targets for energy, water, waste by the end of 2022
- b. setting Scope 1, Scope 2, and essential Scope 3 carbon emissions reduction targets, that align with the Greenhouse Gas Protocol, by the end of 2022
- c. establishing and communicating clear energy and water use, waste management, and transport reduction plans for development and operations, by the end of 2022

Environment

Continued... Our targets for 2025 are:

3) By 2023, to better collect and understand our Scope 3 data, as it relates to our value chain

We will do this by:

- a. analysing our value chain to understand the availability of resource consumption and carbon emission data
- b. putting in place appropriate data collection processes, that align with the Greenhouse Gas Protocol, to begin capturing our scope 3 carbon emissions no later than 2023

4) By 2024, to set carbon emissions reduction targets for our full Scope 3 emissions

We will do this by:

- a. setting full, data-driven scope 3 carbon emissions reduction targets, encompassing our value chain, by 2024
- b. seeking internationally recognised accreditation for our carbon reduction targets, by 2024

We will recognise the success of our Environmental activities by:

- The presence and use, from 2022 onwards, of an environmental data monitoring platform
- Declaring data-backed percentage reduction targets for each resource stream, by the end of 2022
- Publicly announcing data-driven carbon reductions targets for Scopes 1, Scope 2, and essential Scope 3, by the end of 2022
- Openly publicising full Scope 3 carbon reductions targets, based on real data, by 2024
- Signing up to an internationally recognised accreditation to validate our carbon reduction targets, by 2024
- Publishing our environmental progress in an annual sustainability/ESG report (starting with one published in early 2023 that details our environmental baseline and targets)

Social

At edyn, our ambition is to embed humanity and sensitivity into all our social encounters.

We recognise that our work can, and should, have a positive impact on every person with which we interact, whether its our staff, our guests, our communities, or our suppliers. We are committed to working more strategically with communities and suppliers and ensuring our business continually places the wellbeing of people as a top priority.

Our targets for 2025 are:

1) To be widely recognised as a socially conscious and progressive employer, creating environments where all our colleagues have a sense of belonging and shared purpose

We will do this by:

- a. actively communicating our social and environmental ideologies with our colleagues throughout their edyn journey; from recruitment through to exit interviews
- b. ensuring, through internal surveys, that at least 80% of our colleagues are in support of our social and environmental ideologies
- c. sustaining our colleague engagement scores at 80%, or above, each year

2) To form a deep and enduring relationship with our guests based on memorable experiences and a sense that we are helping them manage the impact of their trip

We will do this by:

- a. achieving a yearly average guest sustainability rating, as per guest surveys, of at least 4.5 out of 5 by establishing a strong sustainability narrative at each property which is effectively communicated with guests by 2023
- b. ensuring each property incorporates social responsibility into the guest activation plan
- c. recording a +60 Net Promoter Score while maintaining GRI scores of 89-92% (property specific) or above, each year - with notable positive comments reflecting edyn's sustainable initiatives

Social

Continued... Our targets for 2025 are:

3) To demonstrate sensitivity to the identity and cultural context of the local communities in which we operate, and to support and help them flourish

We will do this by:

- a. producing a more cohesive and structured charity strategy, aligned to responsible giving principles, by the end of 2022
- b. ensuring a community activation plan for each property, which may include the involvement of community creatives, the establishment of a programme of socially responsible local community events, and the provision of co-working spaces where possible, by 2023

4) To build productive and balanced relationships with suppliers and partners who share our sustainability values

We will do this by:

- a. creating and implementing an ethical and responsible procurement policy, favouring social enterprises where possible, to be used across all business areas, by the end of 2022
- b. producing an Environmental, Social and Governance review process for both existing and new suppliers, in 2023
- c. identifying opportunities to improve the sustainability of existing supplier relationships by 2024

We will recognise the success of our Social activities by:

- Having sustained yearly scores of at least 80% and 90% for staff engagement and guest satisfaction, respectively
- Showcasing a 4.5 out of 5 guest sustainability rating, alongside a +60 Net Promoter Score
- Creating a new ethical and responsible procurement strategy that is integrated into business processes by the end of 2022
- Producing and delivering a new charity strategy that encompasses responsible giving criteria by the end of 2022
- Establishing a community activation plan for each property by 2023
- Assembling an Environmental, Social, and Governance audit process for all suppliers during 2023

Governance

At edyn, our ambition is to ensure accountability, transparency, and credibility throughout our entire ESG journey.

We appreciate that, as governance pervades every action we take, a structured approach to sustainability is vital and will enable us to transparently and comprehensively monitor, communicate, and achieve success. We are committed to taking a holistic approach to managing edyn's sustainability actions.

Our targets for 2025 are:

1) To establish governance structures which enable us to successfully meet our targets and embed sustainability into all areas of the business

We will do this by:

- a. creating a strategy implementation plan which turns strategic ambitions into action, and ensures we stay ahead of ESG legislation, by the end of 2022
- b. integrating sustainability into our culture, ideology, and governance meetings by the end of 2022

2) To have our sustainability credentials recognised and verified by internationally recognised sustainability certification schemes

We will do this by:

- a. aligning all new developments and refurbishments with the three highest score levels of BREEAM or LEED
- b. identify a sustainability certification, recognised by industry peers and guests by the end of 2022

Governance

Continued... Our targets for 2025 are:

3) To transparently and regularly communicate our sustainability progress with all stakeholders

We will do this by:

- a. publishing our environmental progress in an annual sustainability/ESG report (starting with one published in early 2023 that details our 2022 baselines, targets and initial activities)
- b. ensuring the published report aligns to the internationally recognised UN Global Compact and Greenhouse Gas Protocol frameworks
- c. communicating our sustainability strategy and reporting consistently to key stakeholders via all appropriate channels

We will recognise the success of our Governance activities by:

- The presence and internal use by development, operational, and non-operational teams, from 2022, of quality-assured annual strategic implementation plans
- Embedding sustainability into our culture, ideology, and governance meetings by the end of 2022
- All new development and refurbishment projects achieving a minimum 'Very Good' in BREEAM or 'Silver' in LEED
- Having identified a sustainability certification, recognised by industry peers and guests by the end of 2022
- Publishing, from early 2023 onwards, an annual sustainability progress report, that aligns to the internationally recognised UN Global Compact and Greenhouse Gas Protocol frameworks, to honestly and transparently provide updates on progress against strategic ambitions

Achieving Our Targets

We know that setting targets is the first step on our sustainability journey and that we must work hard to achieve our ambitions.

To help achieve our targets we have already:

- created a programme steering committee involving the whole senior management team and ensured that sustainability is an agenda item at every Management Committee (Man Com) meeting

We will also:

- Use high-quality sustainability data as the basis from which to make decisions, drive activities, and measure success
- Ensure that the sustainability strategy is embedded in the development of our business by creating a sustainability framework/checklist (aligned to BREEAM, LEED and our strategy) for new acquisitions and developments
- Ensure that the sustainability strategy is embedded in our business operations by carrying out a strategy gap analysis with all operational properties to identify the most urgent activities for inclusion in implementation plans
- Reinvigorate the Biosphere Collective to engage our colleagues from across the business in championing sustainability initiatives and awareness
- Hold internal workshops to ensure that the most appropriate internationally recognised sustainability certifications are adopted across the business
- Identify a mechanism for obtaining quantitative and qualitative input on our sustainability initiatives from all stakeholders, including owners, staff, guests, suppliers, and local communities

Glossary

Carbon emissions	Releases of carbon dioxide into the atmosphere and the main contributor to climate change. Otherwise known as greenhouse gas emissions
Scope 1 carbon emissions	Direct carbon emissions produced by the company from owned or controlled sources, such as gas boilers and petrol vehicles
Scope 2 carbon emissions	Indirect carbon emissions from the generation of purchased electricity, steam, heating and cooling consumed by the company
Scope 3 carbon emissions	All other indirect carbon emissions that occur in a company's value chain, both upstream and downstream
Essential Scope 3 emissions	A company's indirect carbon emissions as a result of business travel and waste processes
Greenhouse Gas Protocol	A globally standardised framework to measure and manage greenhouse gas emissions from private and public sector operations
BREEAM	Building Research Establishment's Environmental Assessment Method – a framework for sustainable building design, construction, and use from the UK's BRE
LEED	Leadership in Energy and Environmental Design – a framework for sustainable building design, construction, and use from the US Green Building Council
Sustainability certification	Guidelines adhered to by a company to demonstrate commitment to good environmental, social, and/or governance practice

Three-Year Roadmap

2022

2023

2024

Data monitoring processes in place for energy, water, waste, and business travel



Ethical and responsible procurement policy created



Cohesive charity strategy widely communicated and in-use



Sustainability integrated into internal comms

Strategy implementation plans created



New developments and refurbishments aligned to BREEAM or LEED



Sustainability certification identified



Consumption and carbon emissions reduction targets for energy, water, waste, and business travel set.



Energy, water, waste, and transport reduction plans established



Ethical and responsible procurement policy in-use



Yearly guest and colleague survey metrics reported within annual report



Strategy implementation plans in use across business



Sustainability integrated into culture, ideology, and governance meetings



First annual sustainability report aligned to UN Global Compact published



Value chain analysis complete



Scope 3 data collection processes in place



Data-driven emissions reduction targets set for scope 3 emissions



Carbon emissions reduction targets internationally accredited



Opportunities for improving existing supplier sustainability identified



Yearly guest and colleague survey metrics reported within annual report



Second annual sustainability report aligned to UN Global Compact published



2022 Roadmap

Q1

Strategy and KPIs agreed

Q2

Q3

Q4

Data monitoring processes in place for energy, water, waste, and business travel

Value chain analysis

Consumption and carbon emissions reduction targets for energy, water, waste, and business travel set.

Energy, water, waste, and transport reduction plans in place

Ethical and responsible procurement policy created

Ethical and responsible procurement policy in-use

Sustainability integrated into internal comms

Cohesive charity strategy widely communicated and in-use

Strategy implementation plans created

Strategy implementation plans in-use across business

Sustainability integrated into culture, ideology, and governance meetings

New developments and refurbishments aligned to BREEAM and LEED

Sustainability certification identified