



IMPACT REPORT 2025

H+I ADVENTURES

MOUNTAINBIKEWORLDWIDE.COM

WE'RE MADE FROM ADVENTURE





INTRODUCTION

Since the beginning, local communities have been at the heart of everything we do at H+I Adventures. Our local teams are made up of small operators, many of whom live in very remote communities with limited prospects for employment. The vast majority of income (around 70%) remains in these places, where it matters most, supporting small scale tourism.

More recently, in response to the growing climate crisis, we have been widening our focus beyond people to the planet, considering the impact of our activities on the environment.

As a company whose existence depends on the natural environment we have a responsibility to give back to the planet for the use of its precious resources. In recognition of this, we are developing a sustainability strategy that will enable us to achieve our business objectives in a way that also benefits people and the planet.

OUR 2025 IMPACT REPORT IS MADE UP OF 4 STEPS

01

**CELEBRATING
CURRENT
ACHIEVEMENTS**

02

**MEASURING
OUR
EMISSIONS**

03

**IDENTIFYING
AREAS FOR
IMPROVEMENT**

04

**SETTING
TARGETS
FOR 2026**



STEP 01

CELEBRATING CURRENT ACHIEVEMENTS

Before we dive into our carbon emissions for 2025 and start looking at areas we can improve, it's important to highlight what we're already getting right.

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STEP 01 - WHAT WE ARE ALREADY DOING WELL

H+I ADVENTURES HQ

In 2021 we built our new office to be as energy efficient as we could. The office is powered and heated by an air-source heat pump and we are on a 100% renewable energy electricity tariff with Octopus Energy.

Waste is separated and recycled or composted as far as possible, with minimal waste going to landfill.

Our procurement processes are built around sustainability, choosing products and suppliers that are more environmentally conscious, and purchasing recycled/recyclable products where we can. For example, our ride shirts are purchased from The Long Run Club – a B Corp committed to circular clothing production.

Electronic equipment, such as laptops, phones, monitors, are updated only as necessary; roughly every 6 years.



H+I Adventures HQ | Powered by renewable energy, Inverness, Scotland
©Henry Woide

COMMUNITY

We work with local partners in each destination around the world to ensure that the income our business is generating stays in the local communities where it's needed most.

We primarily use smaller, family-run accommodations, and champion local produce and dishes wherever we go.

Furthermore, we are supporting IMBA Europe in their MTB advocacy and access work, specifically in the sphere of increasing the number of women+ participating in mountain biking. Our CEO Catherine is advising IMBA on the creation and implementation of a mentoring programme which will help women+ across Europe to progress their careers in mountain biking and associated industries.

Finally, we supported Limitlass, a Scottish women+ MTB community, with a raffle prize of one place on our Morocco mountain bike tour, which we then delivered as a women+ only adventure in collaboration with Limitlass. The raffle raised money for the Limitlass Legacy Fund.

STEP 01 - WHAT WE ARE ALREADY DOING WELL

ENVIRONMENT

In 2025 H+I Adventures partnered with 1% for the Planet to provide financial and in-kind support to two of their environmental partner organisations - Cairngorms Connect and IMBA EU.

Cairngorms Connect has a 200-year plan to regenerate the natural habitats of the Cairngorms National Park in Scotland. In addition to financial support, we are sharing mountain biking knowledge with Cairngorms Connect, and providing a mountain biking element in their annual events to broaden awareness of the Cairngorms Connect mission across the mountain biking community.

Our 2025 1% for the Planet contribution to IMBA EU is fully funding one place on the Trail Building Management programme, delivered by Fagskolen Viken Higher Vocational College. The place will be awarded to someone who has a proven track record of dedicating time and energy to trail maintenance in their community, and represents a shared commitment to investing in the people shaping the future of sustainable trail development.

We are also working with local trail associations and community trusts to help maintain the trails we ride in the Scottish Highlands. In collaboration with the Outdoor Access Trust in Scotland and Nature Scot we are helping to maintain trails that we use regularly. We are also providing useful knowledge to their path maintenance team on the impacts and requirements of mountain biking.

Finally, through our tours, we are taking people into the outdoors and giving them a positive experience and enhancing their love of nature.



Our team working with a local community on the west coast of Scotland to carry out essential trail maintenance

KNOWLEDGE GAINING

Our CEO and another member of the team completed Carbon Literacy Training with Protect Our Winters in 2025, and Catherine continues to work with a Carbon Literacy trainer to build our sustainability strategy.

Overall, our aim is to be a business that operates with due care and diligence given to our environmental and social impact.



STEP 02

MEASURING 2025 CARBON EMISSIONS

Our total carbon emissions for 2025 were 137,577.1 kgCO₂e - equivalent to 138 metric tonnes of CO₂. Here's how we got there, and what it means.

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STEP 02 - MEASURING 2025 CARBON EMISSIONS

SOURCES OF OUR CARBON EMISSIONS

In calculating our carbon emissions for 2025 we have used the Climate Essentials Business Carbon Calculator, following this framework for all the areas pertinent to our business operations.

1.9%

SCOPE 1

2,571 kgCO₂e

Direct emissions – diesel used to deliver our Scottish tours.

0%

SCOPE 2

0 kgCO₂e

Indirect energy – negligible scope 2 emissions thanks to our 100% renewable energy tariff.

98.1%

SCOPE 3

135,006 kgCO₂e

Value chain – everything from supplier purchases through to customer travel. This is our largest area and greatest opportunity.

SCOPE 3 — BREAKDOWN BY CATEGORY

TOUR OPERATIONS

68,793 kgCO₂e

BUSINESS TRAVEL

44,223 kgCO₂e

PURCHASING GOODS & SERVICES

21,422 kgCO₂e

EMPLOYEE COMMUTING / HOMEWORKING

2,472 kgCO₂e



Tour operations account for the largest share of our Scope 3 emissions. We love what we do which is why we're committed to doing it better.



STEP 03

OPPORTUNITIES FOR IMPROVEMENT

We are committed to operating in a way that minimises our negative impact on the environment and maximises our positive impact on the communities through which we travel.

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STEP 03 — OPPORTUNITIES FOR IMPROVEMENT

SCOPE 1: IMPROVEMENTS

Since scope 1 is made up of emissions associated with driving on Scottish tours, we can review each itinerary and aim to minimise miles driven. This must, however, make sense in terms of the quality of experience we are delivering to our customers.

Longer term we will:

- Explore the possibility of partnering with an EV company to upgrade vans to electric vehicles
- Work with accommodation providers to facilitate installation of EV chargers
- Install an EV charger at our HQ in Inverness

SCOPE 3: PURCHASING

- Reviewing subscriptions and not paying for services we no longer need
- Green hosting services for our digital platforms
- Supplier vetting for environmental credentials

SCOPE 3: EMPLOYEES & DIGITAL

Encouraging employees to switch to a green energy tariff where they can.

Ecosia is a green search engine dedicated to climate action. We are encouraging staff to add the Ecosia extension to Google Chrome.

Globally, electronic waste accounts for 2% of total emissions. Staff should erase junk emails monthly, empty the bin monthly, clear cloud space, and email more mindfully – if everyone in the UK sent 1 less email a day it would save 16,500 tonnes of carbon.

SCOPE 3: TOUR OPERATIONS

When looking at ways to reduce our carbon emissions from tour operations we will start with Scotland, since we have direct control over these decisions. We will be:

- Minimising miles driven as part of each tour
- Hotel partners to provide data on their operations and carbon emissions
- Researching restaurants and cafes to understand their sourcing policies

We will then open discussions with our international partners to understand the carbon footprint of each tour and collaborate on ways to reduce this as required. This will be an ongoing, iterative process, undertaken with due consideration to each partner's situation.

SCOPE 3: BUSINESS TRAVEL

This is the second largest source of carbon emissions we have as a business. The biggest change we can make is to be more mindful of the impact of our travel choices. In practice we will:

- Reduce dependency on domestic flights to get out of the UK – plan ahead and look at train travel where possible
- Directors flying economy on all short haul flights
- Choose direct flights wherever possible
- Combine travel as much as possible
- Rent EVs in place of normal cars where available

In tandem with reducing emissions from business travel we will offset a proportion through a reputable and credible carbon off-setting scheme. We are clear that this is the biggest source of greenwashing and we want to make sure we get this right.

STEP 04 — TARGETS FOR 2026

GOING FORWARD

For our sustainability strategy to become embedded in our overall business strategy, it must reflect and support our business objectives, and be adaptable to the challenges the business is facing.

Operating in a way that minimises our negative impact on the environment and maximises our positive impact on the communities through which we travel is, first and foremost, about making decisions in the most considered way we can. And it involves our whole team.

If we all work together on our sustainability strategy, as we do in every other part of our business, we will slowly but surely make a positive impact.



The landscapes we ride through are our greatest asset and our greatest responsibility. Morocco, Nepal, Scotland and beyond.

TARGETS FOR 2026

By the end of 2026, we will aim to:

5%

REDUCE BUSINESS TRAVEL EMISSIONS

Reduce the kgCO₂e of business travel by 5% through smarter planning and greener choices.

60%

OFFSET BUSINESS TRAVEL EMISSIONS

Off-set 60% of kgCO₂e from business travel through a reputable and credible scheme.

100%

CARBON FOOTPRINT TRANSPARENT REPORTING

Provide customers with data on the carbon footprint of each tour so they can include this in their decision making.

We hope that these targets are ambitious but achievable and that success will build confidence and inspire us to aim for more in the future.

OUR PEOPLE & PLACES

THE MOMENTS THAT MAKE US

From the trails to the table, life on an H+I adventure.



Singletrack riding, Nepal | Ride the Roof of the World



Our local guides bring culture, knowledge and personality to every adventure



Crossing the Atlas Mountains, Morocco Toubkal Berber Trail | 7 Days | 286km | 2,673m Ascent



Freshly prepared local dishes | Farm-to-table dining on tour



Small, locally owned guesthouses | Where the real experience begins



Investing in trail infrastructure with local associations across Scotland



Morning light on the Ancient Paths of the Pyrenees
Riding at altitude through Cataluña, Spain | H+I Adventures 2025

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