

# Circular Asgard Beyond ACTION PLAN FOR 2025

November 2024

Developed by Yorth Group



# 1. A Circular Roadmap

We realize that the true circular vision cannot be achieved without a certain mind shift and the role our small company can have in making this mind shift possible within our industry.

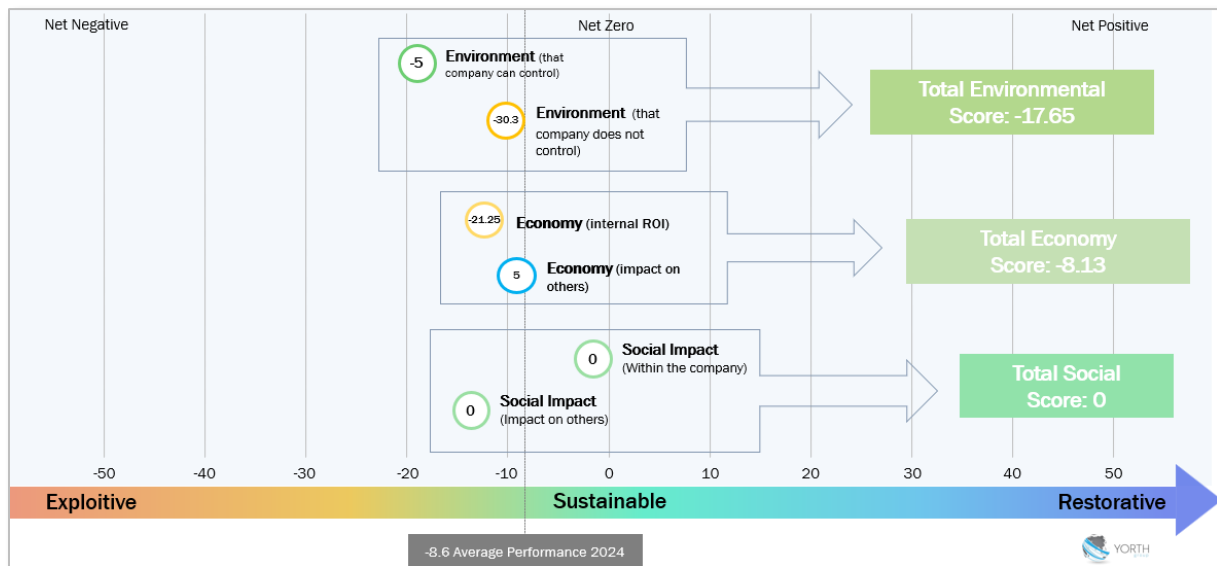
Considering that Asgard Beyond does not define success in monetary values alone, the suggested actions for 2025 and beyond are focused on sustainable company growth that also sets strong values for the industry. In the words of the CEO, Ásdís Dögg Ómarsdóttir:

*We, the owners, employees, the company itself, and our environment is constantly changing, so shouldn't success be defined accordingly? Can we be true to our own values instead of fluctuating like leaves in the wind searching for profit. Can these values coexist in our environment? Perhaps one element of success is not to offer our customers to speak with AI and perhaps another element of success is not to have employees experiencing a 'burn out'? Can we call it success if we have more time to spend with our children than at work? What if we offer sustainable products and services even though it may cost us more and negatively impact our bottom line?*

*For us at Asgard Beyond, success is not concluded by a 'good' financial report at the end of the year. For us, success means a lot more and we hope this journey we have started may be inspiring for others. We accomplish this vision by understanding the synergistic relationship between our impact on others and the impact others have on us.*

# 2. The Starting Point

The journey starts with actions that move us from current performance to net-positive goals.



Internal circularity score: -5.41

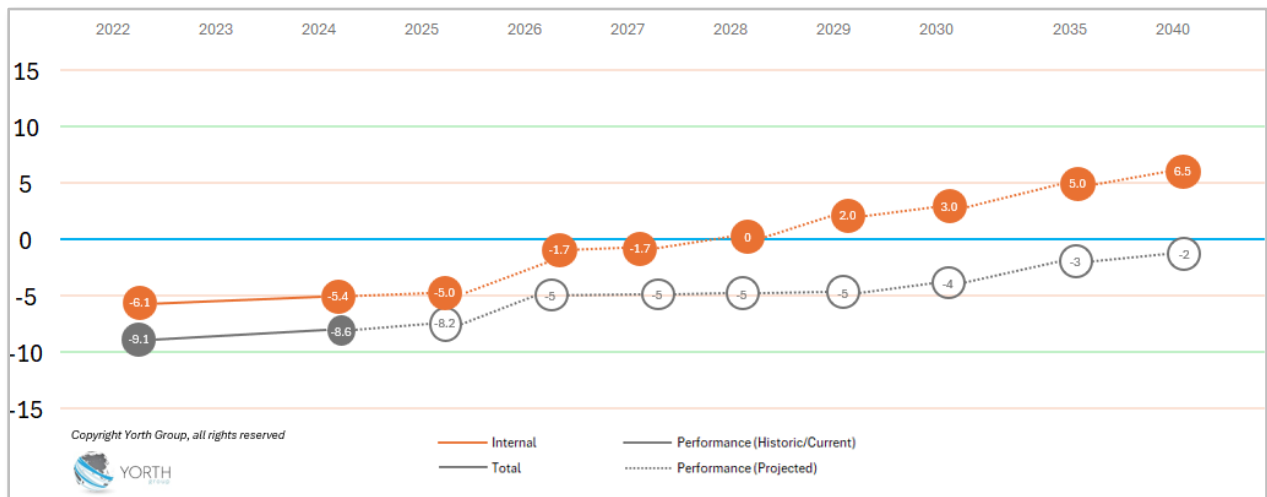
Total circularity score: -8.65

### 3. Actions for 2025 and beyond

Simple and actionable.

- 1) Develop a code of conduct and value proposition
- 2) Identify key service providers or stakeholders in each region (ex. hotels, municipal agencies)
- 3) Send code of conduct to service and equipment providers with a standardized email, annually
- 4) Offset the carbon footprint in a meaningful way that supports the industry’s push towards circularity
- 5) Develop material on cultures and sustainability to share with customers on tours
- 6) Offer “certificate of completion / circular economic/sustainability certificate” to participants after tours
- 7) Develop templates for messages to the market to share in marketing materials, social media, and in communications with customers
- 8) Market to ‘green’ or value driven businesses in key markets
- 9) Annual update report with Yorth Group that shows progress made towards goals
- 10) Share annual updates with customers and market
- 11) Ask ourselves, if we do this, can our business become ‘better’, and if so, how and why (discuss)
- 12) Promote the journey to circular success through social media and other means (to be discussed)

The **Ecological Equity Statement™** below represents our existing and estimated future performance:



## 4. Collaboration with others within our value chain

Asgard Beyond is starting a journey to inspire and collaborate with service providers and other stakeholders within our value chain who share our goals and values.



While our company is committed to continuous development of sustainability into our services, we also share our learnings and progress with our community of customer and service partners where the promotion of sustainability goes together with local cultures and regional economic health.

## 5. Social Media. Sharing the journey with others

### The Journey to net-zero/positive

- Asgard Beyond is executing a roadmap to a net-positive environmental, social, and economic performance.
- Statement from a Mayors in certain region in Iceland and other regions where the company operates tours about their journey towards net-zero (at a later stage, when ready)
- Statements from tour guides at Asgard Beyond about how this work impacts his/her work in the field. If anything, what is different now?
- Sharing when certificates are given after tours
- Talk about how equipment is repaired or discarded responsibly
- Statements from partners and others about their involvement in the journey
- Posts from customers (if and when they like to)
- other

### Sharing the mountain experience

- General statements about the mountain experience during and after tours
- Other (to be discussed)

### General product information

- New tours
- Tour and other product information
- Other (to be discussed)

### Hashtags

#AsgardBeyond #CircularEconomy #MountainTours #MountainExperience #IcelandTouristBoard #Iceland etc. / industry affiliations, safety, etc.

