

KIRUNA GUIDETUR – AURORA CAMP KIRUNA

Sustainability Report 2026

Company: Kiruna Guidetur

Location: Kiruna

Reporting Period: 2026

Last Updated: 2026 July

1. CEO Statement

At Kiruna Guidetur, sustainability is not an option, it is a natural part of how we run our business in the Arctic environment.

We always keep the environment in mind and shape our operations around it. The equipment and products we use are carefully chosen with environmental impact in focus, and we actively work to minimize our footprint in everything we do.

We take waste management seriously. Recycling is a key part of our daily operations, and we continuously follow up to make sure we maintain a high standard. Whenever possible, we choose local suppliers both to support the local community and to reduce environmental impact.

Operating in this unique and sensitive environment comes with responsibility, and we aim to take responsibility in a practical and honest way. We believe sustainability is an ongoing process, and as a company we are always open to new ideas, improvements, and better ways of working.

Together with our team, partners, and guests, we want to contribute to a more sustainable future for tourism in Kiruna.

2. Company Overview

Kiruna Guidetur is a tourism company based in Kiruna, specializing in:

- Snowmobile tours
- Guided arctic experiences
- Transfers
- Sustainable accommodation

Our mission is to create experiences close to nature while minimizing environmental impact and supporting the local community.

3. Sustainability Strategy

At Kiruna Guide Tour and Aurora Camp Kiruna, sustainability is the main part of how we create meaningful Lapland experiences. Our approach is built on three core pillars that shape both our guest experiences and everyday operations:

1. Environmental Responsibility

Surrounded by the pristine nature of the Arctic, we take great care in protecting the environment that makes our destination so unique. We continuously work to reduce our environmental impact, make conscious use of natural resources, and ensure that future generations can experience the same untouched landscapes and Northern Lights that inspire our guests today.

2. Sustainable Working Life

Our people are at the core of every experience we offer. We are dedicated to creating a safe, inclusive, and motivating workplace where employees feel valued and empowered. By supporting well-being, encouraging diversity, and investing in development, we build a strong team that brings authenticity and warmth to every guest interaction.

3. Business Ethics

We believe that responsible tourism starts with trust. That's why we work closely with partners and suppliers who share our values, ensuring transparency, fairness, and long-term collaboration. Through ethical business practices, we aim to contribute positively to both the local community and the wider tourism industry.

Our sustainability work is inspired by internationally recognized frameworks such as the Global Reporting Initiative (GRI), which helps us stay accountable, structured, and continuously improving.

4. Environmental Responsibility

4.1 Climate Impact

Our primary environmental impact is linked to the nature of our tourism operations in Kiruna and the surrounding areas, including Aurora Camp Kiruna.

Key impact areas include:

- Snowmobile operations, including fuel consumption, emissions, and noise in sensitive natural environments
- Guest and staff transportation between Kiruna, accommodations, and activity sites
- Energy consumption at Aurora Camp Kiruna, including heating, electricity, and maintenance of facilities in extreme winter conditions
- Waste generation from daily operations, guest activities, and camp services
- Land use and physical footprint related to trails, camp infrastructure, and activity areas
- Potential disturbance to local wildlife and natural habitats during tours and outdoor experiences

We recognize that operating in a pristine Arctic environment comes with responsibility, and we continuously work to minimize our impact through conscious planning and responsible practices.

Targets:

- Continuous maintenance and responsible use of snowmobiles to improve fuel efficiency and reduce emissions
- Careful route planning to minimize disturbance to wildlife and avoid sensitive areas
- Coordination of transportation and group planning to reduce unnecessary trips
- Monitoring and optimizing energy use at Aurora Camp, including heating efficiency and responsible electricity consumption
- Waste reduction practices, including sorting, recycling, and minimizing single-use materials where possible
- Educating guests about responsible behavior in nature and promoting “leave no trace” principles
- Limiting group sizes to reduce pressure on the environment and enhance the overall experience

We are committed to continuously improving our practices and reducing our environmental footprint while providing meaningful Arctic experiences.

4.2 Transport & Fuel

Transport and fuel use represent a significant part of our operations, particularly in Arctic conditions. We actively work to minimize their impact through the following measures:

- Use of fuel-efficient snowmobiles designed to reduce fuel consumption and noise levels
- Careful route planning and optimization to limit unnecessary fuel use and environmental disturbance
- Strategic coordination of guest logistics to reduce the number of transfers between locations
- Centralized operational planning, benefiting from our office location to minimize internal transport needs

Through these efforts, we aim to reduce emissions, improve efficiency, and limit our overall environmental footprint.

4.3 Energy Use

Energy use at Aurora Camp Kiruna is a critical operational consideration due to the site's remote location and the extreme Arctic climate conditions.

Current energy solutions include:

- Aurora Huts powered by integrated solar panel systems during the summer season
- Electricity supplied via grid connection during the winter months, when solar generation capacity is inherently limited

In alignment with our sustainability objectives, we are committed to minimizing environmental impact through continuous improvement of our energy management practices.

Our forward-looking priorities include:

- Enhancing overall energy efficiency across operations
- Increasing the proportion of renewable energy within our energy mix where technically and economically feasible
- Increasing the use of renewable energy across our operations
- Expanding the number of solar panels at Aurora Camp Kiruna to improve energy self-sufficiency
- Exploring solutions for organic waste management, including the development of composting practices

Through these initiatives, we aim to transition towards more sustainable and resilient energy and resource management systems over time.

4.4 Waste Management

We have implemented a structured waste management and recycling system across our operations, including our office, guest accommodations, and all Arctic tours.

Waste is sorted into the following categories:

- Plastic
- Metal
- Paper
- Glass
- Cans and bottles

In addition, waste management at Aurora Camp has been significantly improved. Waste is carefully sorted through a structured system: alongside the main waste collection area, individual cabins are now equipped with separate bins for different types of waste. This allows for more effective waste separation and actively encourages guests to participate in responsible waste practices.

These principles also apply during our Arctic operations. Under no circumstances is waste left in nature; all waste generated during tours is carefully collected, brought back to our office, sorted, and sent for recycling.

Our targets include:

- Reducing total waste generation by 10% by 2027
- Continuously increasing the overall recycling rate across all operations

Through these initiatives, we aim to transition towards more sustainable and resilient energy and resource management systems over time.

Sustainable Operations

As part of our commitment to reducing environmental impact, we prioritize reusable and eco-friendly products throughout our operations:

- All cutlery, plates, and cups provided at Aurora Camp and during tours are reusable rather than single-use disposable items.
- Cleaning products are carefully selected to be environmentally friendly, with minimal to no plastic packaging.

- These practices, combined with our structured waste management and recycling system, ensure that our operations maintain a low environmental footprint while setting a positive example for guests.

By consistently applying these principles, we aim to create a sustainable Arctic experience where both operations and guest activities are aligned with responsible environmental practices.

4.5 Nature & Wildlife Protection

We operate under a strict “Respect Nature” principle, ensuring that our Arctic operations have minimal impact on the environment and local wildlife. Key practices include:

- Avoiding disturbance to wildlife by maintaining safe distances and following established guidelines
- Practicing minimal footprint tourism to preserve natural landscapes and sensitive habitats
- Educating guests about Arctic ecosystems and Sami culture to raise awareness and encourage responsible behavior in nature

Through these measures, we aim to protect the fragile Arctic environment while providing meaningful and respectful experiences for our guests.

5. Sustainable Products & Experiences

5.1 Low-Impact Accommodation

Aurora Huts

- Constructed without permanent foundations
- Float on water during summer, placed on ice in winter
- Designed for minimal land impact
- Powered by solar energy during summer months

Igloos

- Built entirely from natural snow sourced from the Torne River
- Fully biodegradable, returning to nature as they melt
- No artificial materials or chemicals used

Tensile Tree Tents

- Installed without disturbing the ground or surrounding vegetation

- Operate without electricity

These accommodations are designed to provide immersive Arctic experiences while maintaining a minimal environmental footprint.

5.2 Experience Philosophy

Our experience philosophy centers on providing immersive, nature-based adventures while minimizing environmental impact. Key principles include:

- Delivering close-to-nature experiences that foster appreciation and respect for Arctic ecosystems
- Maintaining small group sizes to ensure personalized attention and reduce ecological footprint
- Designing activities and itineraries with a low environmental impact, integrating sustainable practices at every stage

Through this approach, we aim to offer meaningful, memorable experiences that are both enriching for our guests and responsible for the environment.

6. Sustainable Working Life

6.1 Employee Wellbeing

We prioritize the health, safety, and long-term engagement of our employees. Key practices include:

- Safe and secure working conditions
- Promotion of physical and mental wellbeing
- Activities and programs to enhance team cohesion and engagement

We provide:

- Health care allowance and wellness support
- Team-building activities and social events
- Clear and safe working routines

6.2 Training & Education

We ensure that all employees receive comprehensive training to promote safety, sustainability, and operational excellence. Our training programs include:

- Sustainability and environmental responsibility education to reinforce best practices
- Safety and first aid training, including valid CPR certification
- Operational training for licensed snowmobile drivers
- Local knowledge and cultural awareness, covering Arctic ecosystems and Sami traditions

These programs are designed to equip our team with the skills and knowledge necessary to maintain high safety standards, provide excellent guest experiences, and uphold our commitment to sustainable operations.

6.3 Workplace Goals

Our key objectives for a sustainable and safe working environment are:

- Achieving zero work-related injuries through proactive safety management
- Ensuring 100% of staff are trained, certified, and continuously updated on best practices
- Maintaining high employee satisfaction and engagement, fostering a supportive and inclusive workplace

Through these initiatives, we strive to create a professional, safe, and empowering environment for all employees, reinforcing our long-term sustainability and operational excellence.

6.4 Diversity, Equity & Inclusion

Our workforce is diverse, representing individuals from different countries, age groups, and backgrounds. We are committed to fostering an inclusive and equitable workplace where all employees have equal opportunities to grow and succeed.

Leadership roles within the organization are assigned based on professional qualifications, competencies, and demonstrated performance, irrespective of gender, ethnicity, or other personal characteristics. This merit based approach underpins our commitment to fairness, diversity, and equal opportunity across all levels of the organization. Our compensation policy is transparent and equitable, based solely on education, experience, and responsibilities, with no discrimination based on gender, age, religion, or ethnicity.

7. Business Ethics

7.1 Responsible Sourcing

We are committed to ethical and sustainable sourcing practices. Our approach includes:

- Prioritizing local suppliers to support regional economies and reduce transportation emissions
- Selecting environmentally friendly products that minimize ecological impact
- Using bulk packaging wherever possible to reduce waste and packaging materials

These practices help ensure that our supply chain aligns with our sustainability principles and ethical standards.

7.2 Sustainable Purchasing

Our purchasing strategy focuses on reducing environmental impact and promoting circular economic practices:

- Minimizing plastic usage, for example by opting for paper bags instead of single-use plastic
- Purchasing second-hand or refurbished equipment whenever feasible to extend product life cycles
- Focusing on ecological and locally sourced food for both operations and guest services

Through these initiatives, we aim to integrate sustainability into every aspect of our procurement process, contributing to a responsible and ethical business model.

7.3 Supplier Collaboration

We actively work with our partners and suppliers to promote sustainable practices throughout our supply chain:

- Collaborating with partners to implement and improve sustainability initiatives
- Setting clear expectations for environmental responsibility, ethical practices, and compliance with our sustainability standards

By fostering strong partnerships and shared commitments, we aim to extend our sustainability efforts beyond our own operations and create a positive impact across our entire network of suppliers.

8. Goals & Key Performance Indicators (KPIs)

Area	2026 Status	2027 Target	2028 Target
CO ₂ Emissions	Baseline	-15%	-30%
Waste Reduction	Baseline	-15%	-20%

Area	2026 Status	2027 Target	2028 Target
Recycling Rate	Active system	Increase	Optimize
Electric Snowmobiles	Not available	Pilot	Implementation
Staff Certification	High	100%	Maintain

9. Governance

Our sustainability policy is embedded across all levels of the organization, ensuring that environmental and social considerations are integral to our decision-making and strategic planning. Key principles include:

- Incorporating environmental and sustainability considerations into all business decisions
- Integrating sustainability objectives into the company’s overall strategy and operational plans
- Aligning sustainability initiatives with our broader organizational goals and performance targets
- Promoting shared responsibility for sustainability across all departments and teams

The policy is reviewed annually by the Board of Directors to ensure its continued relevance, effectiveness, and alignment by evolving best practices and stakeholder expectations.

10. Future Outlook

Kiruna Guidetur is committed to continuous improvement and long-term sustainability. Our future priorities include:

- Transitioning to electric mobility solutions to reduce transportation-related emissions
- Expanding low-impact accommodation options to minimize environmental footprint
- Strengthening partnerships with suppliers who share our commitment to sustainable practices
- Enhancing data collection, monitoring, and reporting to support informed decision-making and transparency

In addition, we are actively exploring alignment with recognized international sustainability standards, including:

- Global Sustainable Tourism Council (GSTC) criteria
- ISO 14001 Environmental Management System standards

Through these initiatives, we aim to ensure that our operations remain innovative, responsible, and aligned with global best practices for sustainable tourism.

11. Closing Statement

At Kiruna Guidetur, sustainability is central to our mission. We take full accountability for the environmental and social impacts of our operations and are committed to implementing practices that ensure measurable, long-term positive outcomes.

Through strategic collaboration with our guests, employees, and partners, we deliver immersive Arctic experiences while actively safeguarding and preserving the natural environment.

Our goal is to lead by example in responsible tourism, maintaining high standards of environmental stewardship and social responsibility, and leaving a lasting, positive legacy in the Arctic region.