



**BEST  
ARCTIC**

# **SUSTAINABILITY REPORT 2022**

*BEST ARCTIC  
2023 /06/30  
Bente Nyvoll / Øystein Torød*



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# BÆREKRAFT'S REPORT 2022

Best Arctic AS and Bussring AS support the UN's sustainability goals and have decided that we must operate in line with nature's premises.

Through reporting on sustainability, we show how we affect nature, people and the future, as well as how climate change affects our business. We will show how we face this risk and the business opportunities that result from this.

The report concerns the Best Arctic group, which includes the subsidiaries Best Arctic AS and Bussring AS. The reporting period applies to the calendar year 2022. This is our first sustainability report and this will henceforth be prepared annually.

**Owners of Best Arctic Group:** Best Arctic Holding owns 66% and Fjord Tours Group owns 34% of Best Arctic Group. Best Arctic Holding is 96% owned by Nyvoll Invest AS. Best Arctic Group owns Best Arctic AS and Bussring AS. 100% Fjord Tour Group is owned 50% by Fjord 1 and 50% by VY. Which has long traditions as a tourism company with a main focus on Fjord Norway.





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# ABOUT US - Best Arctic

## Best Arctic Group is a group that owns the subsidiaries Best Arctic AS and Bussring AS

**BEST ARCTIC AS** Is both a supplier and mediator of activities in Tromsø and the surrounding region. The company produces, markets and sells transport and activities and experiences. Best Arctic is based on a sincere desire to be able to actively shape "The modern sustainable travel life" in Northern Norway and our Arctic region. **Our mission** is "The Arctic way", meaning that everything we do must take into account the environment, nature, the people who live here and development in a sustainable way. By conveying the Northern Norwegian culture, nature in the Arctic and how we, together with our partners and customers, through a focus on sustainability, will take care of our local communities. The purpose is to make it easy to travel and experience Northern Norway and the Northern Cape in a sustainable way.

**Our vision:** "Life changing experiences "

**Our values :** Safe, Responsible, Responsible, Humane.

**Our core products** are Northern Lights tours, dog sledding, scooters and The Arctic Route.

**Number of employees in Best Arctic:** 18 full-time employees

**Turnover:** NOK 43,358,831.

**Coverage area** (primarily): Best Arctic is both a supplier and mediator of activities and experiences in Tromsø, the surrounding region and the Nordkalotten.



## BUSSRING AS

Is Norway's largest tour carrier and Northern Norway's largest tour bus company. Bussring is a proud, traditional company established way back in 1957. The head office is in Nordreisa, and we also have branches in Tromsø, inner Troms and Evenes as well as buses in Finnmark, Troms and Nordland. The bus park, which consists of about 40 new tour buses, combi buses, minibuses and limousines. **Our mission is** "For you and Northern Norway" Which means that we strive to be a safe, reliable and locally rooted carrier with sustainable and efficient transport solutions for the good of our customers, partners, people's lives and local communities.

**Our vision is** "World-class delivery".

**Our values :** Safe, Responsible, Reliable, Humane.

**Our core products** are transport and logistics

**Number of employees in Bussring:** 61 man-years

**Turnover:** NOK 127,841,322.

**Coverage area:** We offer everything from transport and logistics - with a particular focus on Northern Norway, Finland and Sweden, etc.



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# The year 2022

***This is our first annual sustainability report. We want to take responsibility and have therefore started work to look at how we actually influence and how we can influence the environment and sustainability in our company and our society.***

***Our journey with sustainability work started with environmental certification in 2010.***

***We continuously work to improve ourselves and become more aware of our responsibilities.***

***The year 2022*** has been a content-rich and hectic year despite the pandemic. The 2022 winter season started with a shutdown due to the pandemic. We had an all too short season which was characterized by cancellations and rebookings.

We have used the pandemic and the year 2022 to certify the company for both environment and quality. We have certified both Bussring and Best Arctic for the environmental management system ISO 14001, the quality system ISO 9001, the traffic safety system 39001 and had our certification renewed as an Environmental Lighthouse company. We have also been Varde certified. A big job has been done in 2022 and in 2023 work is being done to get the systems intrigued and implemented in the organisation.

We have clear ambitions to continuously improve our performance, to live up to the standards and expectations that the market, suppliers, stakeholders and society have of us.

The work in our organization has been characterized by getting tools and management systems in place, including management, the board, employees, as well as a focus on contracts, partners, mapping of suppliers, goods and products, waste management, source sorting, training and risk assessments.

**Market:** We have worked actively to develop products and new market areas. We have worked on taking the winter and developing the summer. In 2023, we will have a summer Arctic Route in place as we aim to move from seasonal operation to year-round operation.

The end of the year 2022 and the start of the winter season have delivered beyond expectations. The pandemic is over and the tourists are definitely back. We are getting ready to take action and implement goals and measures.

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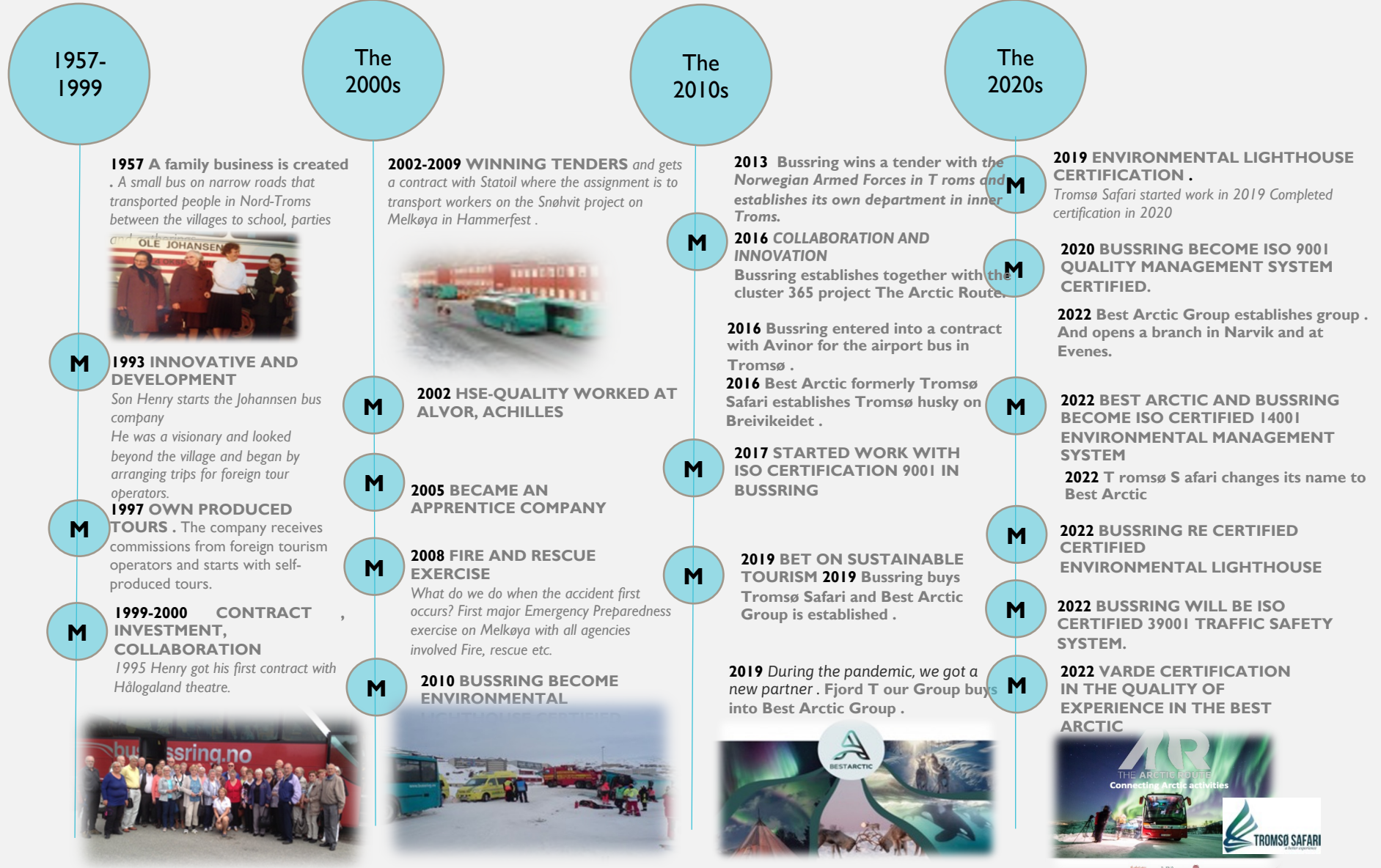
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# The environmental perspective

# Time line





# Map of the Best Arctic group

This is where we stay

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Addresses:

Best Arctic  
Sjøgata 7  
9018 Tromsø

Bus ring  
Terminalgata 176  
9018 Tromsø

Bus ring evenes  
department  
The road to  
recovery 2  
8536 Evenes

Bus ring  
Oksfjord  
Øvergårdvn . 104  
9151 Storslett

Norway





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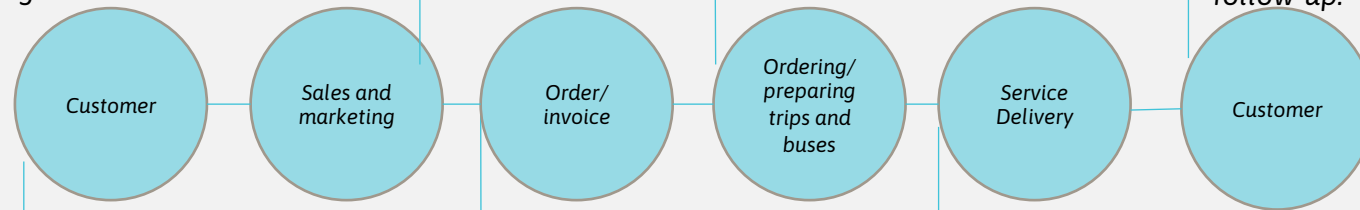
## THE FUTURE

# The value chain

We have our own sales and marketing team who ensure that we appear in several sales channels and ensure presence and quality in external communication. Agents are important for selling to groups. Agents are incoming tour operators, travel agencies and online companies that help sell and buy our services. Here, we ensure quality through agreements and contracts.

We have our own booking department which sends out confirmation to the customer with information. The quality ensures that the customer gets the trip they have ordered.

We have our own booking department which follows up on the customer after the assignment has been completed and collects feedback. They manage and process deviations and handle complaints. This is to ensure the quality of our implementation and that we should be able to work with continuous improvements and give the customer and collaboration partners a good follow-up.



We deal with tourism, experiences and transport. Our customers are from local markets and visitors. They are distributors, FIT, private customers, business customers and public customers.

We have our own finance department which ensures customer quality by credit checking new customers and checking out bad payers. They send out invoices and have payment follow-up and dunning routines.

Transport and delivery of experiences is also carried out by partners to whom we make demands and have contracts with. We have our own purchasing manager and prepared purchasing guide. We have mapped which suppliers and products we want to use. Our suppliers are international, national, regional and local. We need materials, buses, tires, fuel, food, clothes, land and permits. When carrying out services, we ensure that employees have received the training they should have and follow the law and regulations, the company's guidelines, requirements, procedures and instructions. We carry out annual VARDE certification of our products and services.

**Our value chain is based on the life cycle of the service we deliver to the customer.**

From when we plan operations to when we sell the service until we have carried out and the customer is safely back home. In order to carry out our services, which are passenger transport and experiences, we depend on customers, suppliers, employees, partners and external resources, here under public and privately owned natural resources.

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# The materiality analysis

For 2022, we carried out a materiality analysis. The analysis is important to reveal what expectations our external and stakeholders have for our work, as well as identifying the areas we have the greatest potential to influence.

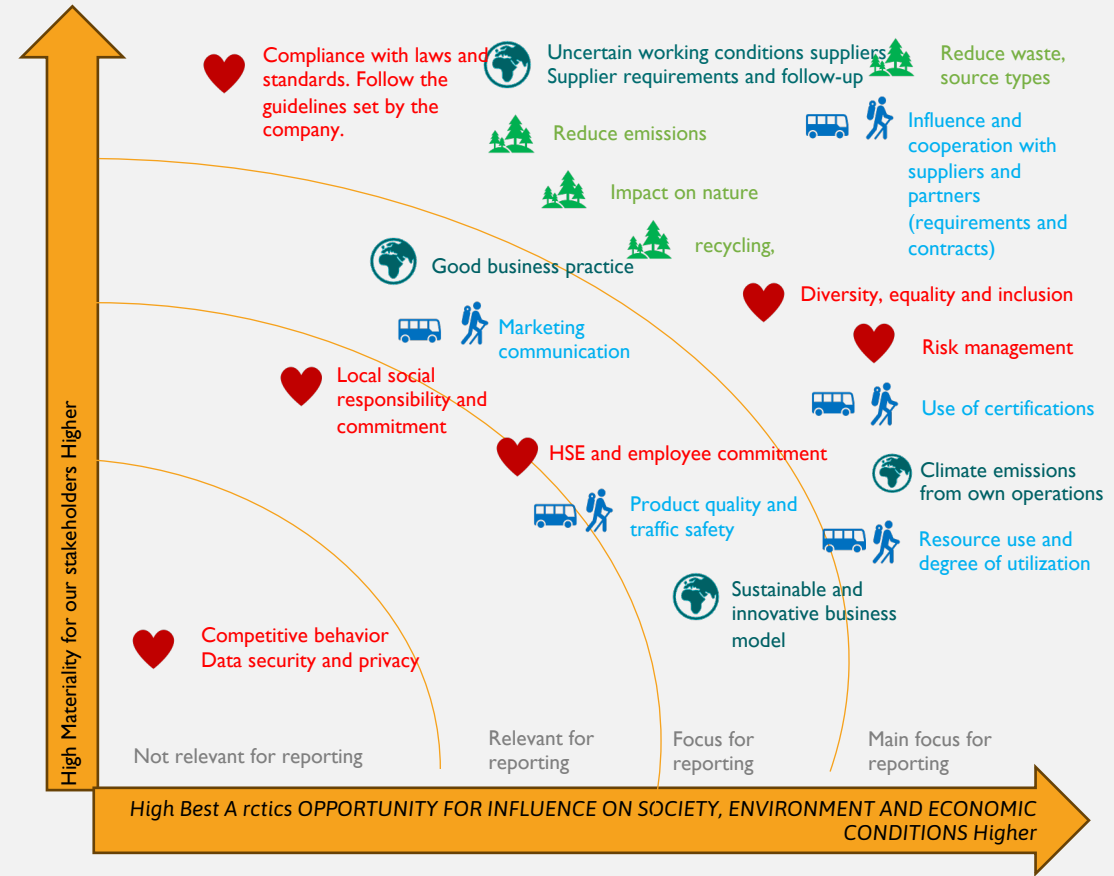
The findings from the materiality analysis provide the basis for where we place the main focus in the reporting. This is the foundation for our four focus areas;

**The services, the nature, the people, the future**

The materiality analysis is based on data that was obtained through surveys among interest groups defined through an initial stakeholder mapping; employees, partners, customers, society, suppliers, owners and the board.

These interest groups are our policymakers who both influence and are influenced by our work.

The surveys were sent to stakeholders and selectees. Overall, we received insights from 8 stakeholders. Through the surveys, 3 significant themes were identified that we must deal with, grouped in the four aforementioned focus areas.



 **Services (Transport/Activities) : Contracts**

 **Nature: Waste management, source sorting, recycling**

 **Folkene : Employment agreements.**

 **The future: Sustainability focus**



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# The materiality analysis

Theme	1. How big/severe is the impact (positive or negative.) Potential or actual.	2. How many are affected?	3. Can a negative impact here be rectified?	Priority based on 1, 2 and 3.
<b>NATURE</b> Waste management	Significant potential positive impact on the environment due to number of guests. Actual moderately negative due to low volume production of waste.	Potentially many in the local area.	Yes, directly through our own environmental sorting and indirectly through the influence of our customers and partners.	3
<b>THE PEOPLE</b> Employment agreements	Big and serious team. Countering social dumping.	Potentially our entire business and indirect parts of the tourism industry locally	Yes, through contracts and claims. Compliance with laws and standards. Focus on HSE and employee engagement. Take local social responsibility and commitment. Consciously work with diversity, equality and inclusion. Carry out risk management	1
<b>SERVICES (TRANSPORT/ACTIVITIES)</b> Contracts with subcontractors	Large negative impact. Lack of predictability and control over own business.	Affects own and subcontractors' operations.	Yes, through influence and cooperation with suppliers and partners (requirements and contracts), -Market communication - Use of certifications -Resource use and degree of utilization	2
<b>THE FUTURE</b> Sustainability focus	Everything we do must take into account the environment, nature, the people who live here and development in a sustainable way.	Potentially our entire business, and indirect parts of the tourism industry locally, the local environment, partners, suppliers	- Good business practice - Supplier requirements and follow-up, - Sustainable and innovative business model - Climate emissions from own operations	3

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THEME	MEASURES	RESPONSIBLE
<b>Waste management</b> Significant potential positive impact on the environment due to number of guests. Actual moderately negative due to low volume production of waste.	Source sorters in Bus, office, Laundry room, own activity camps and trips. Reuse of furniture and other things. - Impact on nature - Reduce emissions - Reduce waste and separate at source - recycle	Planning Manager, Operations Manager
	Contact Remiks to get your own container for glass and metal.	HMSK coordinator
	Containers for sorted waste	HMSK Coordinator
	Recycles old PCs, mobiles, etc.	Operations assistant, Sales and Marketing Manager
	Purchasing encourages you to choose environmentally friendly packaging/clothing. Revision purchasing guide. Implement 2 purchasing managers?	Purchasing manager, Head of Corporate Culture & Personnel/CHRO
	Set requirements for sub-suppliers, e.g. to recycle	Product Team, purchasing manager
	Sell cups	TBA

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THEME	MEASURES	RESPONSIBLE
<b>Employment agreements</b> Big and serious team. Countering social dumping	Onboarding process for all new employees.	Everyone with managerial responsibilities
	Declaration in contracts with subcontractors that they have employment contracts in place.	Sales and Marketing Manager
<b>Contracts with subcontractors</b>	Prepare/revise contract template and implement.	Product TEAM BA, General Manager
Large negative impact. Lack of predictability and control over own business.	Contract template that includes obligations Employment agreements, insurances, requirements in relation to law and regulations	Product TEAM BA, General Manager
	Draw up contracts for hiring drivers/crew and buses.  Product quality and traffic safety	Operations manager HSE coordinator, General manager BA
	Contract management. Responsibility of the orderer.	MANAGER ECONOMICS & FINANCE

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# Our focus areas

Our vision: " Life Changing experiences "

Best Arctic aims to be the driving force, hub and engine for the design of "Modern sustainable tourism" in the Arctic.

<b>SERVICES</b> <b>(transport/activity)</b> 	<b>NATURE</b> 	<b>THE PEOPLE</b> 	<b>THE FUTURE</b> 
<p>Our purpose is to make it easy to travel and experience Northern Norway and the Northern Cape.            Through collaboration (and ownership where it is natural), we will produce and sell transport, activities and experiences based on arctic nature and natural phenomena,            We must ensure that we set requirements for suppliers and partners.</p>	<p>Based on Arctic nature and natural phenomena, we allow guests to explore and use nature for learning, challenges and recreation through customized sustainable activities.            We aim to work to minimize our local footprint in terms of energy use, wear and tear on nature, noise and other inconveniences for the local population.</p>	<p>Without people, we are nothing. We need zealots who are proud of their workplace and who want to help develop sustainable tourism and local communities characterized by equality and diversity.</p>	<p>As a significant player in the tourism and transport industry in the north, we have the opportunity to facilitate new innovative solutions and contribute to creating sustainable cities and local communities.            Everything we do must take into account the environment, nature, the people who live here and development in a sustainable way.</p>
<p>ESSENTIAL TOPIC</p>	<p>ESSENTIAL TOPIC</p>	<p>ESSENTIAL TOPIC</p>	<p>ESSENTIAL TOPIC</p>
<ul style="list-style-type: none"> <li>- Influence and cooperation with suppliers and partners (requirements and contracts)</li> <li>- Product quality and traffic safety</li> <li>- Marketing communication</li> <li>- Use of certifications</li> <li>- Resource use and degree of utilization</li> </ul> 	<ul style="list-style-type: none"> <li>- Impact on nature</li> <li>- Reduce emissions</li> <li>- Reduce waste and separate at source</li> <li>- Recycling</li> </ul> 	<ul style="list-style-type: none"> <li>- Compliance with laws and standards</li> <li>- employment agreements</li> <li>- HSE and employee commitment</li> <li>- Local social responsibility and commitment</li> <li>- Diversity, equality and inclusion</li> <li>- Risk management</li> </ul> 	<ul style="list-style-type: none"> <li>- Good business practice</li> <li>- Supplier requirements and follow-up</li> <li>- Sustainable and innovative business model</li> <li>- Climate emissions from own operations</li> </ul>   

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# Our approach to Sustainability

**Best Arctic** is based on a desire to be able to actively shape "The modern sustainable travel life" in Northern Norway and our Arctic region.

Our mission is to convey the Northern Norwegian culture, nature in the Arctic and how we, together with our owners, employees, customers, partners, suppliers, authorities and organizations, through a focus on sustainability, can take care of local communities here and in our region .

Best Arctic is a northern Norwegian initiative founded on our mission: " The Arctic way ". Our focus is to be able to offer our partners and customers a broad and varied offer based on short-distance, sustainable products and services.

Together with our partners and customers, we will work for a tourism industry that, through economic growth, can offer decent year-round jobs and contribute to creating sustainable cities and local communities. The central objective of this establishment is increased value creation in northern Norwegian tourism through a wide range of product offerings, an overall focus on sustainability, and that a greater proportion of the created value should remain locally in the region.

Through collaboration (and ownership where it is natural), Best Arctic will produce and sell strong experiences based on Arctic nature and natural phenomena . We will let our guests explore and use nature for learning, challenges and recreation through adapted sustainable activities. The experiences must be rooted in local culture and history and we must tell credible stories from living local communities in Northern Norway and across our Arctic region . **Best Arctic's** aim is to be both a driving force, hub and engine for the design of "Modern sustainable tourism" in the Arctic.

**Bussring** 's purpose is to make it easy to travel in and to experience Northern Norway and the Nordkalotten. Our mission is "For you and Northern Norway". Bussring aims to deliver sustainable transport solutions, and create growth and development in its own part of the country. Bussring will help develop Northern Norway and tourism in the North, to the best of our customers, partners, people's lives and local communities.

**Through a focus on responsible consumption and production, sustainable use of our ecosystems, we aim to contribute to stopping climate change .**



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# UN sustainability goals

Bærekraft's goals are a call to all countries to promote prosperity while protecting the planet. Because not to use up the only globe we have, we must find solutions that balance the burden on the environment with our consumption and economy.

We need to find better ways to allocate resources . Sustainability standards reflect the three dimensions of sustainable development where it is the connection between these that determines whether something is sustainable.

## WE HAVE CHOSEN TO WORK ESPECIALLY WITH THESE SIX THE SUSTAINABILITY MEASURES:



Promote lasting, inclusive and sustainable economic growth, full employment and decent work for all.



Build solid infrastructure and promote inclusive and sustainable industrialization and innovation



Make cities and local communities inclusive, safe, robust and sustainable e.



Ensure sustainable consumption and production patterns.



Act immediately to combat climate change and its consequences



Protect, restore and promote sustainable use of ecosystems, ensure sustainable forest management, combat desertification, halt and reverse land degradation and halt loss of biodiversity

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# Our stakeholders

WHO ARE THEY?	HOW DO WE LISTEN?	WHAT DO THEY TELL US?
Employees	Interview, Employee interviews, Working environment surveys, Information meetings, Discrepancy system with the possibility to put forward proposals for improvements and to report anonymously.	Working conditions, Collective agreements, Diversity, Apprentices/Trainee, Recruitment, Working environment, Seasonal work, Flights,
Customers	Customer surveys, Interviews, Dialogue, Negotiations, Tender documents and contracts.	Agreements on hire, Certifications - Environmental lighthouses, Varde and ISO standards 9001, 14001 and 39001. New equipment (buses), Recycling, Emissions and Waste.
Society, authorities and public bodies	Websites, Press, Social media, Information letters via e-mail, from authorities, member and interest organisations, etc.	Updates us on laws, regulations and directives that must be followed and recommends measures that we must, can or should implement.
Collaboration partners and suppliers	Websites, Press, Social media, Information letters via e-mail, Cluster meetings, Industry forums, Interviews, Dialogue, negotiations, Cooperation agreements, Agreements of intent, Contracts.	Feedback and suggestions on our work. Information and ideas about their sustainability work. Requirements placed on us.
Owners and the board	Board decisions, Information meetings, Information by e-mail and in social media.	Policy, goals, directions and framework for the company's sustainability work.



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# Measuring indicators Best Arctic

MEASURES	THEME	INDICATORS	TOTAL	RESPONSIBLE FOR DATA COLLECTION	DESCRIPTION OF DATA COLLECTION	LOGGING OF CHANGES IN COLLECTION METHOD.
Checklists, instructions and procedures	Number of PAX	Number				
	Power consumption, admin	Kwh	6960	Responsible: Financial manager	Our share of used Kwh is on the invoice from the building owner.	
Waste procedures, instructions	Residual waste	kg	260.0	Responsible: Protection officer	Difficult to calculate, measure average	We have started sorting all the rubbish. We have to start weighing, possibly counting the units/bags we throw away.
User travel agency.	Flights	Number	82	Responsible: Everyone who travels	Invoice:	We want to use a permanent travel agency.
Purchasing supervisor	Paper consumption	ant. Printing		Responsible: Market, product TEAM	Everyone who purchases goods and services.	
Purchasing supervisor	Disposable equipment	number purchased		Responsible: Operation TEAM	Everyone who purchases goods and services.	
Purchasing guide	Meat products	quantity purchased.		Responsible Operation TEAM	Everyone who purchases goods and services.	
The deviation system Simployer	Environmentally related deviations	Number	0	Responsible: Environmental lighthouse manager	Has not started recording environmental-related deviations until 2023. Retrieves data from deviations in Simployer. Technical manager responsible for following up on deviations.	Retrieves data from deviations in Simployer. Technical manager responsible for following up on deviations.
Simplify	Absence	Number	3%	Responsible: daily manager	Available in Simployer	





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# Measuring indicators Bus ring

MEASURES	THEME	INDICATORS	TOTAL	RESPONSIBLE FOR DATA COLLECTION	DESCRIPTION OF DATA COLLECTION
Checklists, instructions and procedures	Environmental deviation	Number	0	<b>CEO</b>	Retrieves data from deviations in Simployer. Technical manager responsible for following up on deviations.
Waste procedures	Residual waste	Ton	2.01	<b>CEO</b>	The number of tonnes submitted quarterly is on the invoice from Perpetuum.
Drivers time management Webasto temperature management Engine heaters	Power consumption, construction	KwH	73731	<b>CEO</b>	Our share of used Kwh is on the invoice from the building owner.
	Kilometers driven	Kilometers driven	1863230	CEO	Retrieves from the PDS system
Økodriv focus, carry out courses with drivers	Total diesel consumption	Liters in total	718313	Technical leader	Retrieves from the PDS system
Økodriv focus, carry out courses with drivers.	Diesel consumption per mile	Liters per mile	36,67	<b>Technical leader</b>	Retrieves from the system
Improvement group HMSK	Damage Bus	Number of injuries	151	<b>Technical leader</b>	Retrieves information from the deviation system
Map the company's most important suppliers. Create the company's supplier list	Environmental mapping supplier	Number	<b>19</b>	<b>Purchasing manager</b>	Responsible for obtaining information from everyone who purchases goods and services.
	Environmental mapping products	Number	<b>11</b>	<b>CEO</b>	Mapping of our suppliers and goods.
	Flights	Number	173	<b>CEO</b>	Uses an invoice for the number of flights purchased
Source sorting, Measure source sorters in the bus and in the office, dialogue with Remiks.	Sorting degree	%	0	<b>CEO</b>	Use invoice
	Absence	%	6,075	<b>CEO</b>	Gets info from Simployer

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# MANAGEMENT STRUCTURE BEST ARCTIC GROUP

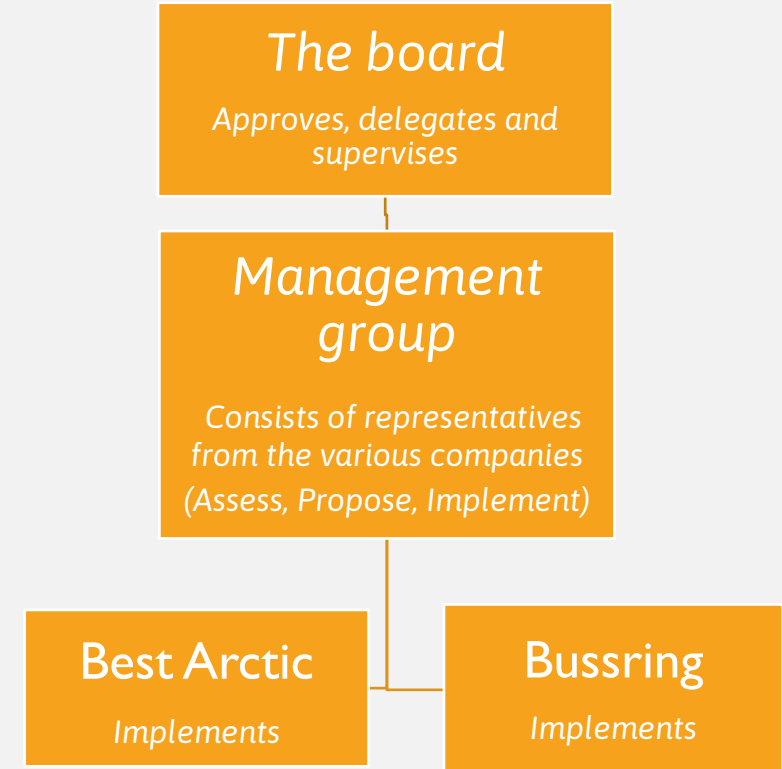
The board has the overall responsibility for quality and compliance with external and internal rules in the group and ensures that the CEO fulfills his operational responsibilities.

The board consists of 5 members, 2 women and 3 men. 4 of the board members are owners of companies, and 1 is an independent member. The chairman is one of the owners and has extensive professional and industry experience, and is not employed by the group. Two of the members of the board are part of the management team in the company, employed as a business developer and as head of personnel and corporate culture/CHRO.

The board is elected at the general meeting where the selection of board members and board composition is assessed based on criteria based on diversity, independence and relevant expertise, where high professional and industry expertise is emphasized. No separate selection committees have been set up to assist in the selection process.

To ensure that conflicts of interest are prevented and reduced, we have cooperation agreement and board instructions.

The management has been involved in the development of the sustainability report and the determination of significant topics, and is responsible for reviewing and approving information therein.





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## CERTIFICATIONS

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NS-EN ISO 14001: 2015



# Certifications

The environmental lighthouse and the ISO certification are carried out by an independent third party. This means the group's customers and partners can trust that we have introduced the necessary internal routines to be able to operate in accordance with the standards required by ISO certification.

**Environmental Lighthouse is Norway's most used certificate for businesses that want to document their environmental efforts and demonstrate social responsibility.** The scheme aims to raise companies' environmental performance. Companies or businesses that meet defined industry conditions can be certified as Environmental Lighthouses

**ISO** (the International Organization for Standardization) prepares standards for, among other things, the environment and quality. This is described through the standards ISO14001 and ISO9001 and is suitable for organizations in all industries.

**An ISO 9001: 2015 certificate shows that the quality management system in the company has been certified according to the standard for good quality management and has been found to be in line with this.** This is a process-oriented standard, and it emphasizes ongoing improvements and customer satisfaction. Elements in the standard include; quality management system, resource management, product sales, measurement, analysis and improvement.

**An ISO 14001: 2015 certificate shows that the company is measured against a standard for good environmental management and that it complies with this.** The standard is based on two concepts; continuous improvements and compliance with regulations. Elements of the standard include environmental policy, planning, implementation and operation, control and improvement and management evaluation.

**An ISO 39001 certificate shows that the company is measured against a standard for good road safety management and that it is in accordance with this.** The standard is based on two concepts; continuous improvements and compliance with regulations. Elements in the standard include traffic safety policy, risk assessment, planning, instructions, procedures and deviations, measures, improvement, control and management evaluation.

**We want input on how the quality, climate and environmental impact of goods/services can be improved at i Best Arctic AS and Bussring AS**

to send us suggestions by email: [booking@bussring.no](mailto:booking@bussring.no) or [booking@bestarctic.com](mailto:booking@bestarctic.com)

We look forward to working together to create a more sustainable society.

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# Services (transport/activities)



### **Our Quality Policy**

Best Arctic AS and Bussring AS shall perform services and deliver products of the correct quality and in accordance with the agreements entered into. Customers and employees must be included in the search for improvements and development of services. The companies must keep up-to-date on the laws and regulations that apply to the company's business area. Our main focus is our ability to deliver with an understanding of the customer's needs and how we meet those needs. Our value base consists of vision, reputational values and core values. With the help of customer surveys, feedback from customers and deviation reports, we will ensure that the quality of the product and service is satisfactory at all times. With the help of safe job analysis, instructions, procedures and checklists, we will ensure that safe quality and environmentally conscious products and services are carried out. We want to ensure that the delivery of planned products and services is carried out according to the requirements that apply to training and in relation to current laws, so that customers can feel confident that we carry out assignments in a responsible manner.

**Goal: Satisfied customers.**

**Goal: Zero complaints .**

### **Service and customer care**

The company attaches great importance to service quality. All employees are familiar with the company's quality and environmental objectives. They also agree that the company's level of service depends on personal quality.

### **We define the company's service quality as follows:**

Be certified, availability (telephone, e-mail, SoMe , etc.), information (messages, messages, etc. ), communication (use of language), behavior (behavior, attitudes and values), appearance (clothes, hygiene), sense of responsibility , repurchase .

### **We measure service quality on feedback from customers, repeat purchases, sickness absence and deviations.**

Absence due to illness, obvious conflict situations internally and externally, mishaps , accidents , complaints and feedback . The above determines the frequency of updates in terms of knowledge of service and the company's service level. The general manager is responsible for ensuring that the company's quality policy is understood by all employees, and that it is implemented in practical work.

# Services (transport/activities)



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### Our Traffic Safety Policy

Bussring's management system for traffic safety is structured according to ISO 39001. The system must take care of all traffic safety aspects. Road safety is a management responsibility and must be prioritized. Bussring must follow the traffic regulations, take into account their own and others' safety and have a safe and secure driving style to avoid injuries and accidents. The company has a duty and responsibility to monitor and follow up drivers in relation to their driving style. This is to be able to follow up the traffic safety work. The data is reviewed together with the drivers in follow-up conversations and driver meetings.

### Training in road safety and injury prevention work:

- All our drivers must carry out traffic safety courses and preparedness exercises every 3 years.
- All employees must have thorough training in relation to traffic safety, attitudes and behavior in traffic. We aim to have responsible, professional employees who follow laws, regulations and other requirements.
- All our drivers are checked for basic driving skills.
- All drivers receive training in the use of vehicles.
- All drivers receive training in the HSE system, road safety requirements and a review of our quality, environment and road safety policies.

### Objective: Safe workplace

**Goal: Zero injuries and accidents.**

### This work consists of:

- Data capture from PDS, Farts printer and Volvo Connect
- Systematic introduction of an active security approach in the company, as part of the company's policy, values, daily operations and culture.
- Active safety work through internal communication between employees, employees and management.
- When new drivers are hired, training and a review of the company's HSE system with instructions, procedures and the requirements set for traffic safety and driving the company's vehicles will be given.
- There are regular courses, exercises for the drivers where they are trained in first aid and how to act in the event of accidents.
- A risk assessment is carried out before each project, where instructions and procedures are drawn up for the assignment. In addition, drivers carry out a Safe Job analysis and have a review of checklists before the assignment starts.
- Assignments that cannot be carried out in a responsible manner will be rejected. No employee must compromise with safety during the performance of their work.
- In the event of an accident, we have our own contingency plan and procedures that tell you what to do in the event of an accident.
- Driving rest time is recorded digitally and it will be possible to read how the driver has been driving.
- Accidents are analyzed together with the driver involved and the exchange of experience will be reviewed in HSE/driver meetings.
- All damages and accidents are entered into our deviation system. The company's costs in the event of accidents and damages are recorded there.
- Accident and damage analyzes are prepared and measures are entered into the action plan and implemented.



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# Nature

**We aim to work to minimize our local footprint in terms of energy use, wear and tear on nature, noise and other inconveniences for the local population.**



### **Our Environmental Policy**

Best Arctic and Bussring 's environmental policy must satisfy current statutory requirements and other requirements.

We shall work for a transport and tourism industry which, through economic growth, shall be able to offer decent year-round jobs which in turn contribute to creating sustainable cities and local communities.

We will work with sustainability through responsible consumption and production, with the aim of helping to stop climate change.

We shall always work to minimize our local footprint in terms of energy use, wear and tear on nature, noise and other inconveniences for the local population. We will continuously seek to maintain and improve our environmental work .

### **We measure the environmental work in the company as follows:**

Environmental certification, supplier surveys , procedures, instructions , checklists, measures/process wheels, cooperation agreements , deviations , residual waste , electricity consumption , kilometers driven , fossil fuel consumption, bus damage , sick leave , environmental mapping products , flights , sorting level of waste.

**Goal : Contribute to stopping climate change.**

**Goal: Zero CO2 emissions by 2030**

### **We define the company's environmental policy as follows:**

- Live according to the ISO 14001 standard. Continue to work with requirements to be certified as an environmental lighthouse and satisfy environmental requirements and regulations from public authorities.
- Think of quality and the environment as a natural and integrated part of the business. Identify and reduce possible sources of pollution.
- Pursue an efficient use of energy and minimize the use of consumables
- Using the ISO14001 environmental management system that provides good guidelines
- Have good routines, instructions and procedures that provide good guidelines for day-to-day operations
- Prefer cooperation with suppliers who are climate and environmentally aware and possibly encourage them to become environmentally certified
- Contribute to local value creation through collaboration with local suppliers
- Encourage guests to pay CO2 compensation for travel
- Spread the traffic over several seasons, products and through this involve more partners in the region
- Everything we do must take into account the environment, nature, the people who live here and development in a sustainable way.
- Our aim is to ensure the most environmentally and climate-friendly delivery of all products and services that are available through our booking system, both our own activities and when reselling other people's activities and services.
- We aim to work to minimize our local footprint in terms of energy use, wear and tear on nature, noise and other inconveniences for the local population.
- Contributes to creating sustainable cities and local communities



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## Our Health Policy :

We want to be the best place to work . We will arrange for the prevention of injuries, and work to ensure that employees have a healthy working environment. In our company, we aim for the working environment to be attractive and developing for all employees, regardless of gender, ethnicity, religion, functional ability, sexual orientation or age.

Equality must be practiced so that it contributes to all employees having the same opportunity for competence and career development. Bullying, harassment, discrimination or harassment in our workplace is not accepted! No employees or business associates shall be exposed to such behavior that is perceived as threatening or degrading.

We want an inclusive work culture, where we recognize and value that all people are unique and valuable.

The individual must be respected for his individual abilities and personality. Everyone with managerial responsibilities has a special responsibility to ensure behavior based on mutual respect.

With the help of working environment inspections (safety rounds), working environment mapping and employee interviews, it is also ensured that the employees' working environment is improved and developed. The aim of the HSE work is to create a safe and health-promoting workplace for each individual employee. We work preventively and long-term with HSE as an integral part of the daily business. It is the company's manager's responsibility to ensure organisation, competence and working methods to prevent injury and illness. The company's goal is for everyone to be safe and feel good at work. In our company, everyone has a responsibility to act in a safe and health-promoting manner and to look after each other. Safe and secure workplaces are in the best interest of both the company and the employees. We are all responsible for a good working environment that promotes well-being and a good mood. We want to practice this in our day-to-day operations through good management and good communication in the performance of the company's tasks.

the **company's health policy as follows:** Structure and organization of work tasks, skilled, responsible employees, vigilance in traffic, traffic-safe vehicles, training, instructions and procedures, training in the use of technical equipment, use of chemicals and execution of the work, Mapping and risk assessments, Deviation system , correct working positions and necessary aids, use and maintenance of personal protective equipment, good indoor environment , avoid injuries and reduce sickness absence, fire safety , good colleagues .

**We measure the health work in the company as follows:** Work environment survey, safety rounds, workplace survey , employee/development interview, risk assessments , instructions , procedures, deviation reports , activity plan for the employees, completed training, sick leave , conflict situations internally and externally, accidents .

**We achieve goals and make decisions based on the following guiding principles:** The management is responsible and health-promoting. The HSE targets are high so that proactive and injury-preventing work methods are developed, and continuous improvement is sought. The HSE work is carried out systematically and in collaboration with the employees to eliminate and reduce HSE risks. Competence development ensures that employees have the right skills to lead and contribute to HSE work internally and when following up on suppliers. The dialogue with customers and suppliers, authorities and other stakeholders is based on cooperation to create a healthy and safe working environment throughout the value chain. Legislation constitutes minimum requirements and contributes, together with other external requirements, to our development. Follow-up helps us to do what we have agreed on. The general manager is responsible for ensuring that the company's HSE policy is understood by all employees, and that it is implemented in practical work.

**Goal: The world's best workplace.**  
**Target Max sickness absence of 3%**

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**Our value base for strengthening equality and diversity also refers to the UN's sustainability goal number 5 on gender equality.**

#### **Goal setting**

In the group, we aim for the working environment to be attractive and developing for all employees, regardless of gender, ethnicity, religion, functional ability, sexual orientation or age. Equality must be practiced so that it contributes to all employees having the same opportunity for competence and career development.

#### **Measures to promote equality and diversity**

We have measures to promote equality and prevent discrimination; when recruiting, when arranging for people with special needs due to illness, when arranging for pregnancy and breastfeeding, parental absence, care tasks and through own activities under the auspices of the company and AMU.

#### **Recruitment**

We announce vacancies in several different channels, and have a desire to recruit broadly, linguistically and culturally. We want to develop our own diversity policy which is part of the recruitment process and will strive to ensure that all qualified applicants receive equal treatment. We have a conscious attitude to include people with a multicultural background. In order to promote equality between the sexes, the company can consider positive discrimination, in line with what the legislation allows for.

#### **Follow-up and facilitation during pregnancy, birth or adoption**

we can offer arrangements in consultation with the occupational health service for pregnant employees. In line with the provisions of the main collective agreement, we can offer paid breastfeeding breaks, protection of pay development on an equal basis with other employees and welfare leave, with or without pay, for employees with extended care duties.







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#### Measures to counter harassment and discrimination

We have a clear stance against harassment and discrimination. This is anchored in our personnel policy guidelines, ethical guidelines and salary policy. We have our own guidelines for handling bullying, harassment and conflicts in the workplace. As required by the Working Environment Act, we also have reporting procedures that can be used as a channel if someone experiences harassment or discrimination. HR - People & Culture, works continuously with the theme of equality and diversity, through management training, internal information, with courses, meetings and recruitment.

#### Responsibilities and resources related to work with equality and diversity

The managers in the company are responsible for knowing and using the guidelines and tools we have to promote equality and diversity, and to prevent discrimination. Trade union representatives and the protection service are important partners. HR/People & Culture has a particular professional responsibility to ensure and follow up that this work is an integral part of personnel management, and in recruitment work in particular.

#### Legislation, activity and reporting obligation

The prohibition against discrimination in working life is regulated in the Equality and Discrimination Act. The companies' obligations have recently (2021) been reinforced through the activity and reporting obligation (ARP). The Working Environment Act, the main agreement in the state and other state regulations, including special agreements for our operations, guide our work.

Follow-up of staffing statistics provides an important knowledge base for the possible implementation of corrective measures. Another important source of knowledge is employee surveys, which are carried out regularly. At individual level, the most important sources of knowledge about any deviations are complaints or notifications to the manager, HR, union representatives or the protection service. Complaints and notifications are handled in accordance with agreed procedures through a deviation system, employee interviews, etc.

#### Status of gender equality in the group

At the end of 2022, the proportion of women was 15 per cent of the number of full-time employees. The proportion of women has increased in recent years and shows a positive trend. Women earned on average the same as men. In the largest job category, drivers, the proportion of women is approx. 10 percent of the number of man-years.



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#### Notification channels :

In our internal non-conformance system , all employees can report objectionable circumstances - anonymously or choose to come forward by name. All employees receive training in our guidelines and routines for reporting.

In 2022, no notification cases relating to discrimination were registered in the group.

#### Environment and well-being

We try to ensure a good culture by facilitating good conditions in the workplace , as well as setting aside time and resources for joint activities. We have prepared an activity plan in AMU for all our employees. We have fruit at the workplace and regular "hot dog Fridays"

All employees are offered a training subscription where the company helps pay. Everyone can also make use of the occupational health service. Every year we carry out employee surveys. Working environment surveys are carried out every other year.

#### Courses, development opportunities

Drivers must satisfy requirements for competence to qualify for employment . Internal training is provided and other courses are carried out throughout the year.

E.g. chain training course , first aid course, economy driving , injury prevention work and emergency drills and more. We encourage all our employees to develop themselves, to improve their performance and are open to arranging courses if employees want it. We are an apprentice company and accept apprentices.

#### Payment

All our employees must have a fair salary. In Bussring, employees have collective agreements. Wage settlements are based on collective and local agreements, as well as individual negotiations. Everyone is free to be a member of a trade union and we ensure that working hours and wages are fairly distributed between the sexes.



0  
Notifications  
related to  
discrimination

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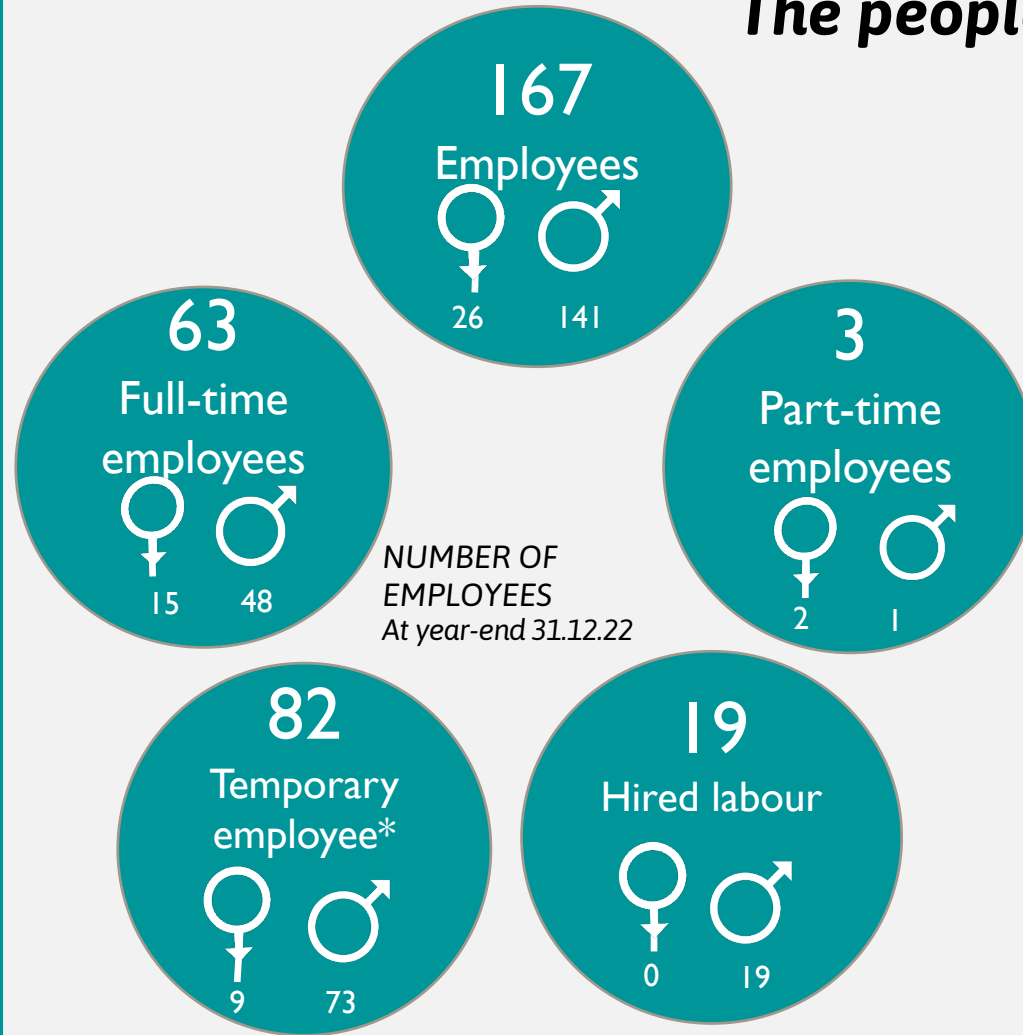
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\* Seasonal workers and extra help on call

STAFF 2022  
Number of employees – full-time, part-time , extra help and hi

Compa ny	Age			Sex	
	20-30	30-50	50+	Men	Women
Bus ring	10	21	99	119	11
Best Arctic	25	8	4	22	15
SUM	35	29	103	141	26

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Everything we do must take into account the environment, nature, the people who live here and development in a sustainable way.



### Company guidelines:

HSE system consists of training, instructions, procedures, checklists, deviation reporting, HSE handbook and other documents. Depending on the type of assignment, product or service to be developed or performed, you as an employee are obliged to familiarize yourself with the HSE handbook and the instructions, checklists, procedures that exist and follow them. Deviations (violations of requirements, laws, regulations, procedures and instructions) are followed up with measures. All laws, regulations, procedures and the internal control system are followed through regular checks, non-conformance management, corrective and preventive measures and system audits.

**Our value base consists of vision, reputational values and core values.** We want to practice this in our day-to-day operations through good management and good communication in the performance of the company's tasks.

**Employees' health must be taken care of.** Facilitation must prevent injuries and ensure a healthy working environment for employees.

**We must look after the environment and be aware of our climate footprint .** Environment is about how our services and products affect, what measures and attitudes we apply to our operations and what requirements we make to our suppliers. The company's relationship with users and neighbours, also topics such as nature, smells and noise. Facilitation, requirements, routines, instructions must help shape our climate footprint and how we set requirements and perform products and services.

**Safety must prevent damage to people, the environment and material, stoppages in business and crime.** Our contingency plans take account of the most important risks that can affect the business, and exercises can increase the chance of successfully handling unwanted incidents.

**Quality is when we deliver more than expected. Quality is our ability to deliver with an understanding of the customer's needs and how we fulfill those needs. The customer is the most important to us.**

We shall continuously seek to maintain and improve our health, environment, safety and quality work.

### The HMSK system's purpose and use

By focusing on systematic HSE work, we will be able to achieve better routines, less sickness absence and even greater participation among the employees. This in turn provides better quality of work for the employee, better results for the business, greater competitiveness, trust among customers and a desire to work in the individual.

### The term HMSK consists of the following elements:

**Health:** Physical /mental/social well-being, injuries, wear and tear and illness

**Environment :** Working environment , indoor climate, external environment

**Safety:** Protection of people, material and nature

**Quality :** Customer experience of our delivery

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# The future



### **The Transparency Act**

*The Openness Act shall promote businesses' respect for basic human rights and decent working conditions in connection with the production of goods and the provision of services, and ensure the public has access to information about how businesses deal with negative consequences for basic human rights and decent working conditions."*

*(Source: Transparency Act § 1.)*

*Best Arctic and Bussring markets and sells Northern Lights tours, dog sledding , snowmobile tours, The Arctic Route, tour driving , airbus , tour driving for tourists, companies, sports & culture etc.*

*Best Arctic is both a supplier and mediator of activities and experiences in Tromsø, the surrounding region and the Nordkalotten.*

*We offer experiences and logistics for the whole of Europe - with a particular focus on Northern Norway, Finland and Sweden, etc.*

*Through good cooperation with our suppliers within transport, activities and accommodation, we deliver green travel experiences to a national and international market. All our suppliers are local and national.*

*Through our own sustainability work and certifications according to ISO 9001, ISO 14001, ISO 39001, Varde and Environment Lighthouse , we continuously work together with our customers, suppliers, stakeholders and employees, to live up to our vision :*

*Best Arctic vision "Life Changing experiences » and our mission «The Arctic Way»*

*Bussring's vision "World-class delivery" and our mission: "For you and Northern Norway"*

*We shall make demands through our contracts and agreements with our customers, suppliers and stakeholders to work actively with climate and environmental measures, as well as an expectation that they at all times follow Norwegian laws that ensure decent working conditions.*