

# 2025 Positive Impact Targets



*Our Commitment to Use Travel as a Force For Good*

## Social Impact



Use LVR's success to inspire the travel and hospitality industry to fully embrace shared and durable prosperity

**100% of management** will have a formal performance review based on positive impact efforts

**Lead with data**, gain broader voluntary self ID representation data and report on diversity and inclusion metrics

**Track Sustainable Development Goals** along side company progress using B Lab/UN Global Compact SDG Action Manager. Publicly report on targets.

**Improve representation in leadership** for people of color. Achieve 25% ethnically diverse leadership team.

**Achieve highest possible impact** utilizing our B Impact Assessment as a framework to drive continuous improvement

**Restructure employee flexibility** by offering work remote options for at least 20% of work week

**25% increase** in local and responsible/B Corp suppliers

**Offer 1 paid professional development day** for all employees

## Community



Use LVR's commitment to a higher social purpose to inspire growth and positive change in our communities

**Create a comprehensive employee volunteering** system offering options to employees on how and where to volunteer

**Actively search for and support organizations** that are committed to ending systemic racism and injustice

**Build internal civic education program** to create informed and engaged employees

**Develop guest awareness** on social and environmental issues. As well, **expand guest health, wellness, and voluntourism** programs and offerings

**Contribute 8 x baseline** employee volunteer hours and **30% of employees** take Day of Hope opportunity

## Overarching Mission

**Become provider of choice** for families seeking friendly, affordable and sustainable vacation experiences

**Be a collaborative steward of the hospitality industry**, using compassion, interdependence, and positive impact to drive sustainable economic development

## Eco-Friendly



Use LVR's partnerships with local and national environmental organizations to highlight important initiatives and build a more sustainable economy

**Carbon Positive. Scope 1, 2 & 3 emissions** tracked & offset

**Eliminate single use plastics** from all resorts

**100% sustainable room keys** introduced at every resort

**Green Seal or Eco lodge certified** all cleaning material

**Implement carbon labeling** for all vacations booked

**25% reduction** in total water footprint

**Integrate low impact design** for all landscapes, introducing native plants

**Create and execute 100% renewable energy plan**

**Create an internal carbon accounting system** with incentive program for best performing managers

Target Completion  
2020 - 2021    2022 - 2023    2024 - 2025