

Gotland Sustainability Pledge

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GOTLAND  
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SUSTAINABLE  
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# THE GLOBAL GOALS

For Sustainable Development



Start here:

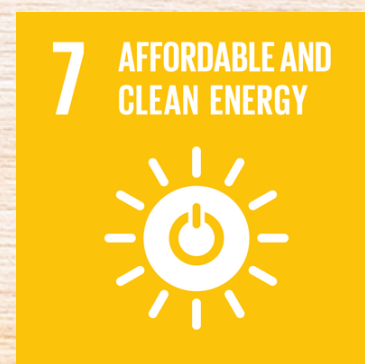
- ▶ Choose 3 goals you are already working with
- ▶ Choose 3 goals you want to focus on moving forward





## OUR SUSTAINABILITY PLEDGE

WE HAVE WATER-SAVING SHOWERS, TAPS, AND TOILETS. WE MAINLY CLEAN USING WATER AND VINEGAR. WE HAVE OUR OWN WETLAND ON THE PREMISES. WITH PLANTS AND HERBS, BEES, BUTTERFLIES, AND OTHER POLLINATORS THRIVE. WE BUY QUALITY FURNITURE FOR LONG-LASTING DURABILITY AND REUSE. WE SORT WASTE INTO 10 CATEGORIES. WE USE ONLY ELECTRIC VEHICLES FOR COMMUTING AND WITHIN THE PREMISES. WE ARE CONSTANTLY WORKING TO REDUCE OUR ELECTRICITY CONSUMPTION.



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## OUR SUSTAINABILITY PLEDGE

We operate our cabin village based on consistently considering the 17 global goals. We have a natural connection to these goals and are committed to being part of a sustainable tourism industry.

We find joy and satisfaction in continuously improving and our focus has always been to work in harmony with nature.

This principle guides us throughout our entire operation, from construction to management.



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## SUSTAINABLE CONSTRUCTION

Our intention to develop a cabin village in this area was guided by a consistent focus on sustainability and prioritizing nature. Constructing in such beautiful natural settings demands care and sensitivity. Spending time to thoroughly assess the nature of the land is crucial, and it can take many days as the project unfolds.

It's important to sense the scale of the environment while considering the size of the operation, as it must be tailored to us for sustainable long-term work. We carefully removed only the trees that were necessary to place the houses. These trees were processed at a local sawmill and used as lumber for the boardwalks in the area.

All buildings are constructed with a timber frame, and 75% feature solid timber walls, which are environmentally optimal here. Wood sequesters 1 ton of CO2 per cubic meter, significantly contributing to environmental sustainability while also creating a workplace just 500 meters from the residences. The primary insulation materials are cellulose, an organic insulation from recycled paper, and rock wool in certain floor joists. Operating this business with the smallest possible ecological footprint while leaving a positive legacy is incredibly rewarding. These houses are built to last 100-200 years with proper maintenance.



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## ENVIRONMENT: Energy, waste & water

**Energy Consumption:** We are in the process of replacing our heating sources with modern air source heat pumps, with 35% of the project complete and expected to finish by 2025. We conserve hot water by using relatively small water heaters, and we promote the importance of taking short showers through both verbal and written information for everyone's benefit. LED bulbs and timers help reduce electricity consumption across all our lighting.

**Waste:** Sorting into 10 different categories is standard practice to maximize recycling. Combustible waste is converted into energy for the factory in Slite. Usable old furniture and decor are donated to nearby organizations.

**Water:** We have installed low-flow toilets and showers, which are supported by our smaller water heaters. Irrigation is primarily conducted using water from our wetland and collected rainwater. The well-preserved wetland in the area supports biodiversity and aids in water purification.

Our Goals for 2024:

**Energy:** Install new air source heat pumps in an additional 3 cabins and secure a contract for green electricity.

**Waste:** Expand the waste sorting facility.

**Water:** Acquire additional rainwater barrels.



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## ENVIRONMENT: Purchase policy, food & beverage

Our food purchases are always local when available, with a preference for certified local products first, and local second. Regarding beverages, we only serve our own water, both still and sparkling; guests bring any other drinks themselves.

Our Goal for 2024 is to work with more game meat and to find more certified suppliers for vegetables.

We only provide meals for groups outside the summer season.



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## SOCIAL SUSTAINABILITY: Leadership & HR

We have a unique composition of two life partners/work partners who are both leaders and staff. With great respect and understanding for each other's differences, it also provides opportunities and incentives for development in the direction that suits us best.

Our Goal for 2024: We aim to collaborate with like-minded individuals for development and seek assistance during peak seasons.



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## SOCIAL SUSTAINABILITY: Local collaboration

Since the inception of our accommodation facility, we have prioritized local connections. Engaging local construction companies and sourcing local building materials whenever possible has been a given. We continue this approach with our food, with 50-60% of our ingredients being sourced locally. Additionally, we support local community activities in Kappelshamn.

Our Goal for 2024: To further develop our collaboration concerning operations and seek external assistance for events, etc. Of course, we also aim to increase the proportion of local ingredients.



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# SUSTAINABILITY COMMUNICATION

On a few occasions, such as during construction, we have presented our environmental considerations regarding material choices and reuse on our social media platforms, but otherwise, we have not made this visible. Throughout the creation and operation phases, environmental thinking and sustainability perspectives have always been natural and not unique, hence it has felt 'unnecessary' to communicate. Of course, there are areas where we need to improve, and through communication, we motivate ourselves to step up and encourage more reflection on sustainability.

Our Goal for 2024: We will gradually increase posts on social media about our sustainability journey and also create a new page on maven.se that highlights where we are today and what we are continuing to work on. By better utilizing our sustainability journey as a marketing factor, especially on social media, we convey a 'soft' message that communicates our natural connections to sustainability—ecological, social, and economic.



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