



COLLECTIVE
RETREATS

COLLECTIVE GOOD

BENEFIT CORPORATION ANNUAL REPORT // JANUARY 2023

Hotels can be a surprisingly dirty business. Tourism is responsible for roughly 8% of the world's carbon emissions. The majority is emitted by visitors from high-income countries, with U.S. travelers at the top of the list. We founded Collective Retreats to solve this problem and our team is connected by a deep and relentless passion for our cause.

Luxury shouldn't be extractive. We need to protect the beautiful places we love to explore and enjoy. We should enhance and uplift the people and communities we rely on for services, experiences, and indulgences.

COLLECTIVE RETREATS IS NOW OFFICIALLY A B-CORP.

We're the first international hotel brand to achieve this level of recognition, and we're here to support and encourage every guest, partner, competitor, and colleague in this industry to join the cause. We're all in this world together and we want to collaborate to protect and preserve the only earth we have, this beautiful place we call home.

Our company is proud to be part of the growing movement of certified B Corporations. These companies practice "stakeholder capitalism": the idea that corporations are responsible for serving all stakeholders— not just shareholders. At Collective, our practice of stakeholder capitalism is a process. It starts with identifying our most deeply held social and environmental values and communicating them—within the choices we make—to our employees, customers, suppliers, communities and investors.

OUR REASON FOR BEING:

We started Collective Retreats to help people experience travel the way it should be—as a way to connect. Beginning with our first retreat, we took inspiration from the mountains and their raw beauty, as well as our own experiences traveling and connecting with people and places over the years.

We aim to create transformative moments and a way of traveling that would provide connection and meaning. Luxury coexists with ruggedness, fine dining happens under the stars, and our guests connect deeply to a magical place, to those around them, and to themselves.

We aspire to return travel to what it should be—a way of connecting to each other and to our natural world. And the foundation of all of this is our commitment to safeguarding these destinations for generations of travelers to come.

OUR NAME:

Collective comes from our core belief that we're inextricably tied to each other and to our world, and that travel is the way we experience, understand, and deepen that connection. Retreat is rooted in the idea that travel leads us to a more grounded and true version of ourselves. When you bring these two ideas together—exploration to foster deeper connection—you have the spirit of Collective Retreats.

Like any Collective, we know the whole is greater than the sum of its parts. We embrace our connections to each other and to our planet, and commit to protecting our natural environments so that future generations can experience them as we have. The thread throughout our mission, our name, and our day-in-day-out work is a stewardship of our environment; we work to leave the world a more beautiful place than we found it, to help people experience and appreciate their natural surroundings, and to inspire others to join us in our mission.

WHERE WE'VE BEEN IN 2022:

- In partnership with subject-matter experts we conducted a SASB Materiality Assessment of our existing organization-wide footprint and used what we learned to shape a first-of-its kind Sustainability Strategy.
- To help us ensure that our Sustainability Strategy was actionable, right-sized, and aspirational, we formed an internal Sustainability Working Group. The Working Group - consisted of 9 team members across various teams and leadership roles.
- We then worked to set benchmarks, targets and milestones for each part of our business, capturing those commitments in a formal Sustainability Strategy for Collective. The strategy outlines exactly how we help contribute to relevant UN SDGs, how our activities compare to the impact of the traditional hotel sector and specific team-level interventions to increase our sustainability practice.
- To ensure that we can truly manage our impact we must measure it. So we created a company-wide impact measurement and management (IMM) framework to begin tracking our footprint each year. The IMM framework is critically needed to ensure that our work is data-driven and empower us to communicate our progress to external stakeholders. To do that, we're developing an Annual Impact Report to show our customers, peers and investors how we're doing.
- As a part of our effort to formalize and sophisticate our impact reporting practices, we also established a board-level committee - the Impact and Audit Committee - who will review our annual measurement effort, approve our Impact Report, and guide us on how to shape our priorities for the coming year.
- Finally, with the support of our board and investors, we officially changed our corporate structure to a Public Benefit Corporation. This means that by law, we now have a duty to create a material positive impact on society and the environment. Our charter now states that the specific public benefit to be promoted by the company is to offer *outdoor hospitality and wellness experiences that connect people to nature while protecting, restoring, and promoting sustainable use of the environment, positively impacting the communities in which we operate.*

WHERE WE'RE HEADED IN 2023 & BEYOND — EXECUTING OUR “COLLECTIVE GOOD” COMMITMENT

All of our new retreat locations will adhere to our newly formalized sustainability standards articulated in our “Collective Good”. The 4 pillars of Collective Good are: (1) Our Guests, (2) Our Retreats, (3) Our Team & Practices, and (4) Our Voice. We've developed these areas of focus based on inputs from the United Nations Sustainable Development Goals, and the Sustainable Accounting Standards board (SASB), as well as the B Lab Assessment. In 2022 we captured baseline measurements of our physical, social, and community-based impact, but with each passing year we'll have more information to understand how we're doing.

Additionally we're rolling out and enhancing new programs and ways of working to continuously improve and serve not only our guests and partners, but our community and world. We look forward to sharing our improvements relative to our own baseline and also industry, in the near future, as we focus on the below areas.

Thank you for your partnership and support in this important mission. We're looking forward to engaging further with you in 2023. Let's build Collective Good.



Peter Mack
Founder & CEO

APPENDIX: COLLECTIVE RETREATS IMPACT MEASUREMENT & MANAGEMENT FRAMEWORK

Indicator	Framework	Metric	How We Capture	Hotel Industry Benchmark
Fatal and non-fatal occupational injuries per 100,000 workers, by sex and migrant status	SDGs	# of workers	Count # of incidences across all retreats + HQ and add up for total for each metric.	N/A
		# of fatal injuries (per 100,000)		
		# of non-fatal injuries (per 100,000)		
		# of fatal injuries by sex (per 100,000)		
		# of non-fatal injuries by sex (per 100,000)		
		# of fatal injuries by migrant status (per 100,000)		
CO2 emission per unit of value added	SDGs	Scope 1 calculations are required.	See Carbon Emissions Scorecard for calculation guidance. (Carbon emissions generated per square foot)	7.9 kgCO2e per square foot (2021)* (Benchmark: Cornell Hotel Sustainability Benchmarking Index 2021)
		Scope 2 calculations are recommended.		
% development that threatens species identified in Red List Index (material plant and animal life at risk)	SDGs	Calculate % of CR sites that threaten species identified in Red List Index. (# of sites / total # of sites)	Each year, consult updated Red List for threatened, critical, or endangers species in North America (Resource). Prior to any upcoming environmental assessment for new site management/purchase, scan assessment to ensure no Red List identified species are threatened (either population or natural habitat). For existing sites, perform retroactive analysis. I.e. For 2022, endangered species with presence in North America include: Chives (<i>Allium schoenoprasum</i>), <i>Utricularia intermedia</i> , Guadalupe Cypress (<i>Cupressus guadalupensis</i>), Northern White Cedar, Thuja occidentalis, American Cownose Ray (<i>Rhinoptera bonasus</i>).	Imperial Mushroom threatened near Vail.* (Benchmark: IJCN Red List - Imperial Mushroom)
Total Energy consumption, including proportion grid-based vs. renewable	SASB Materiality	% from grid electricity	Total energy consumed, across all active retreats and offices.	23.9 kWh per square foot (2019) (Benchmark: Cornell Hotel Sustainability Benchmarking Index 2021)*
		% from renewable sources		
Total water consumption, including proportion extraction in regions of High or Extremely Baseline Water Stress	SASB Materiality	Total water withdrawn	% of total water withdrawn that comes from a region with High or Extremely High Baseline Water Stress. Each year, consult updated Aqueeduct Water Risk Atlas to determine High or Extremely High regions (Resource).	194.4 Liters per square foot (2019) (Benchmark: Cornell Hotel Sustainability Benchmarking Index 2021)*
		Total water consumed		
Total waste generated	Hotel Waste Measurement Methodology	Total waste generated by volume, measured in metric tons	Determine boundary of material solid waste across retreat sites (food waste and pack-in/out waste). Determine volume of waste bins and frequency by which bins are hauled each month to landfills. Measure volume of materials sent to recycling bins and that are composted.	No hotel industry benchmark set see: Hotel Waste Measurement Methods
Number of lodging facilities located in or near areas of protected conservation status or endangered species habitat	SASB Materiality	Number of lodging facilities located in or near areas of protected conservation status or endangered species habitat	Count number of qualifying CR retreats (no Denver).	ECOS listed species in New York*
				ECOS listed species in Hays, Texas*
				ECOS listed species in Eagle, Colorado*
Implemented standard accounting tools to monitor the economic and environmental aspects of tourism sustainability	SDGs	Implemented standard accounting tools to monitor the economic and environmental aspects of tourism sustainability	<i>That's this assessment.</i>	N/A
Turnover for facility (on-site) employees	SASB Materiality	Total number of lodging facility employees in a calendar year.	Count the number of employees that worked a minimum of one day at one retreat in the calendar year (no Denver).	According to the Bureau of Labor Statistics (BLS) Job Openings and Labor Turnover report (JOLTS), the hospitality industry has the highest turnover rates of any sector. Recent figures show that in 2021, the accommodation and food services industry had a turnover rate of 86.3%.*
		Total resignation (voluntary and non-voluntary) of lodging facility employees in a calendar year.	Count the number of employees that worked a minimum of one day at a retreat in the calendar year that are no longer employed on the last day of the calendar year.	
		% of employee turnover from voluntary resignation.	Calculate the number of departures that were voluntary, and divide by total # of departures.	
		% of employee turnover from involuntary resignation.	Calculate the number of departures that were involuntary, and divide by total # of departures.	
Total amount of monetary losses as a result of legal proceedings associated with labor law violations	SASB Materiality	# of legal proceedings associated with labor law violations, annually.	Count total number from the year	N/A
		Total amount of monetary losses (legal fees, settlements, etc.) as a result, annually.	Count total cost from the year	
Hourly wage and proportion earning a minimum wage	SASB Materiality	Average hourly wage for all facility employees in a calendar year.	Calculate the average hourly wage for all employees active in the calendar year (worked at least one day). This includes Basecamp employees.	Living Wage Calculator *
		Average hourly wage for all facility employees by region (W, S, E, N, SW, SE, NW, NW), in a calendar year (Resource).	Calculate the average hourly wage for all employees active in the calendar year (worked at least one day) in each region. This includes Basecamp employees.	Living Wage Calculator *
		% facility employees earning minimum wage by region (Resource).	Minimum wage for Denver county for a single adult with no children is \$18.54. Calculate total number of employees earning the minimum wage and divide by total # of employees.	EPI Minimum Wage Tracker*
Description of policies and programs to prevent worker harassment	SASB Materiality	Update worker harassment policies, annually.	Yes/No	N/A
		Calculate # of total complaints, annually.	Total number in the calendar year.	
Number of lodging facilities located in 100-year flood zones	SASB Materiality	Total number of CR sites located in 100 year flood zones (Resource).	Total number active in the calendar year.	N/A
		% of CR sites located in 100 year flood zones.	Total number of qualifying retreats / total number of retreats.	
Diversity, Equity and Inclusion across the workforce	B Impact Assessment	What percentage of your workforce identifies as being from a racial or ethnic minority?	Count total # of people who identify as being from a racial or ethnic minority. Common underrepresented groups include: Hispanic or Latino, Black, Asian, American Indian and Alaska Native, Arab and Other Middle Eastern, Native Hawaiian and Other Pacific I	https://www.bls.gov/opub/reports/race-and-ethnicity/2020/
Diversity, Equity and Inclusion across management and leadership	B Impact Assessment	How many of your company managers identify as from another underrepresented social group?	Count total # of people who identify as being from a racial or ethnic minority. Common underrepresented groups include: Hispanic or Latino, Black, Asian, American Indian and Alaska Native, Arab and Other Middle Eastern, Native Hawaiian and Other Pacific Islander, Veterans, Persons with Disabilities, Women as one of the above Identified Racial Groups, and LGBTQ+.	N/A
		How many of your company managers identify as women?	Count total # of people who identify as being from a racial or ethnic minority. Common underrepresented groups include: Hispanic or Latino, Black, Asian, American Indian and Alaska Native, Arab and Other Middle Eastern, Native Hawaiian and Other Pacific Islander, Veterans, Persons with Disabilities, Women as one of the above Identified Racial Groups, and LGBTQ+.	N/A
Diversity, Equity and Inclusion across our supply chain	B Impact Assessment	Percentage of your purchases were from companies that are majority-owned by women or individuals from underrepresented populations.	Add this self identification as part of an annual supplier survey and report the number of identified owners as a percentage of total # of suppliers.	N/A

***Sources:**

Hotel Sustainability Benchmarking Index 2021: Carbon, Energy, and Water
 International Union for Conservation of Nature (IUCN) Red list of threatened species
 Sustainable Hospitality Alliance, Hotels Waste Measurement Methodology v.1.0
 US Fish & Wildlife Service, Environmental Conservation Online System (ECOS)
 US Bureau of Labor Statistics (BLS) Job Openings and Labor Turnover report (JOLTS)
 Massachusetts Institute of Technology, Living Wage Calculator
 The Economic Policy Institute (EPI), Minimum Wage Tracker