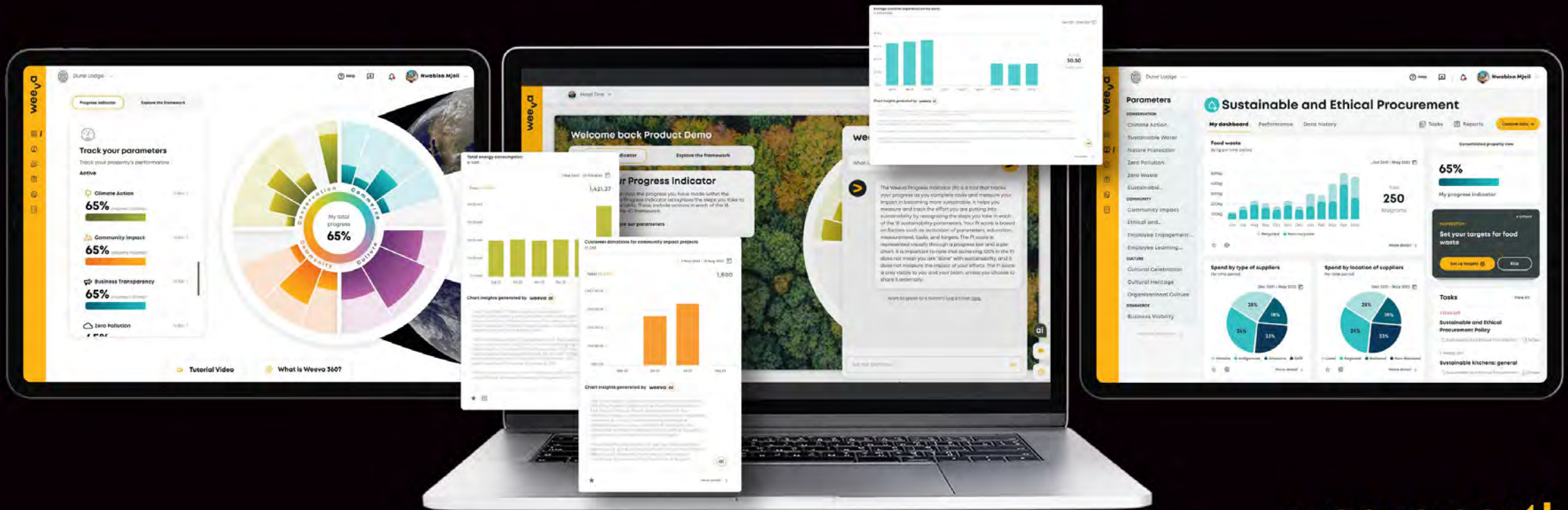


# The digital sustainability solution for tourism businesses.



weeva.earth



## > This is Weeva

Weeva is a Software-as-a-service platform that enables tourism businesses to measure, track and improve their impact across a balanced scorecard of commercial, conservation, community and cultural parameters.

Weeva exists to power a move from idealism to data-driven action. This digital solution provides a single platform where businesses can capture, manage, and report on their operations.

**Weeva is a  
digital platform  
designed to  
make managing  
sustainability  
simple**

**Gain deeper operational insight into their business through integrated dashboards and smart metrics;**

**Move towards more sustainable and positive operational practices,**

**Save money by reducing waste and correcting inefficiencies; and**

**Earn a license to operate in an increasingly complex and data-dependent world where consumers care about their footprint.**





# The trends shaping our immediate future

## Legislation

Businesses will soon need to report on their ESG data. Self-certification will no longer be fit for purpose. Smaller, independent businesses don't know where to start or how to measure their progress.

**Embrace sustainability early before you are commercially impacted, or publicly required to disclose.**

## Moving beyond offsetting

Net zero is now mainstream while concerns grow around the environmental integrity of carbon offsets. Claims of carbon neutrality will have to be backed by data and evidence.

**It's time to go beyond water, waste and energy management and operationalise holistic sustainability in business.**

## Transparency

Recently we've seen a slew of cases brought against firms for making false claims about their environmental impact. The difficulty many businesses face is authentically communicating their sustainability efforts to their customers and stakeholders.

**Data is your ally. Be proud of what you're doing, showcase it and build a transparent, authentic narrative.**

**There is an absence of science and data in sustainable tourism, an over-reliance on self-certification while greenwashing is rife.**

# > The Sustainability Ecosystem

Weeva is at the operational front line of real change where sustainability is measured, traced and actionable.





# Weeva 360° Framework for Sustainability

Weeva is built on the framework of the 4C's, with 18 parameters for success.



Weeva is recognised by:





# What's in the box?

Weeva is your single, integrated platform for holistic data management, measurement, analysis and reporting.

The core features of the system enable businesses to track and report on their commercial viability and environmental and social impact, in real time.

**Enabled by Weeva AI.**

## Property and team management

Operationalise sustainability across all properties with a multi-disciplinary team.

## Knowledge augmentation

Improve knowledge and understanding with rich educational material.

## Data capture and management

Intuitive data capture options to bring it all into one platform.

## Data analytics and visualisation

Detailed dashboards and charts support informed decision making.

## Customised reporting and progress tracking

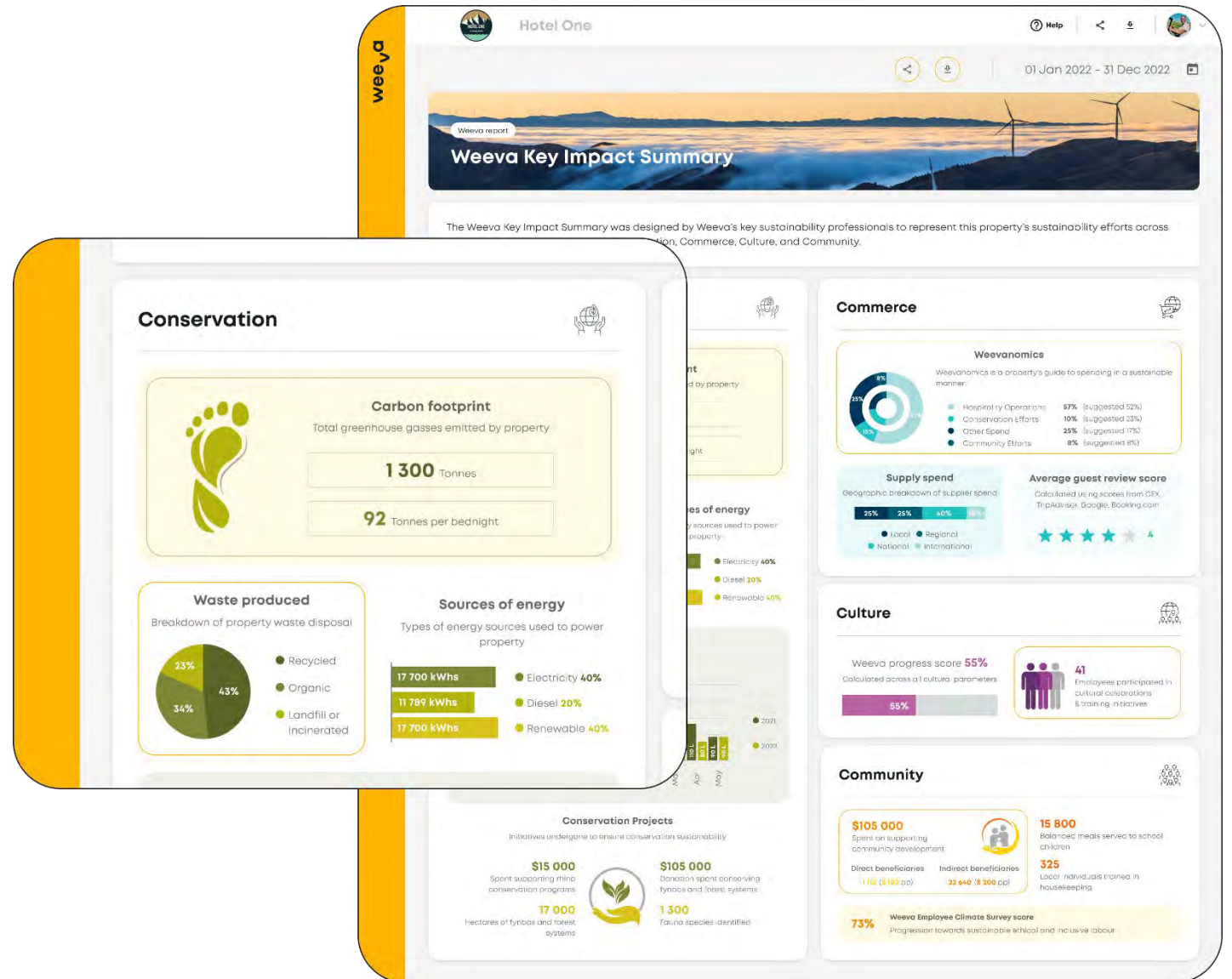
Detailed reports to share your progress with stakeholders and customers.





# You can't manage what you can't see...


Leverage technology to support better **decision-making and optimise** business operations.






# #1 Input your data.


weeva





Community Impact

Steps to activate

 Understand the journey


 Learn about the parameter


 Projects


 Measure your data

Watch the tutorial

Activating a parameter



 Back

 Enter data

Manually add your data, assign to a colleague or skip for now

Find inputs

Categories

Tourism operations community support

Community stakeholder engagement

Projects

Tourism operations community support

Volunteering

Employee volunteer hours - community

Total employee hours

Donations

Customers who donated

Total unique customers

Customers total donations value

Customer volunteer hours

Progress

Completed

Assigned

Not applicable

8 of 13 inputs actioned

Save Community Impact data ✓

weeva.earth



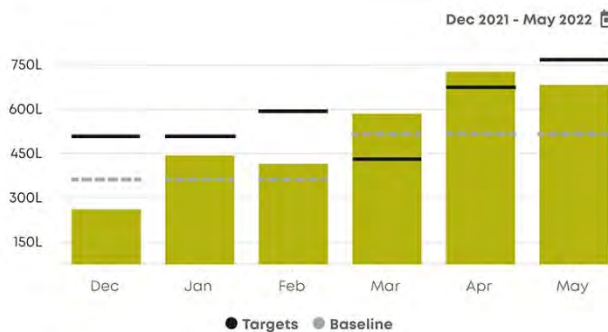
# #2 Set your targets.

## Total diesel consumption (generators)

By litres used

### Total Diesel Consumption

By litres used



More detail >

### Data points

Diesel consumption



Electricity consumption



### Targets

Add a target

Provide feedback



500L per month

April 2022 - May 2023

Quarter 1 targets set by Nwobisa



6% improvement

600L per month

April 2022 - May 2023

Quarter 2 targets set by Nwobisa



400L per month

April 2022 - May 2023

Quarter 3 targets set by Andrew



6% improvement

700L per month

April 2022 - May 2023





# #3 Measure your progress.





Built-in  
tasks and  
gamification.

The image displays two overlapping screenshots of the Weeva Earth web application interface. The background is an aerial view of a tropical resort with a swimming pool and palm trees. The top screenshot shows the 'Sustainable Water' module for 'Dune Lodge'. It features a sidebar with a 'weeva' logo and a list of categories including CONSERVATION, COMMUNITY, CULTURE, and COMMERCE. The main content area has tabs for 'My Dashboard', 'Performance', and 'Data History', along with 'Tasks', 'Reports', and a 'Capture data +' button. The bottom screenshot shows the 'Climate Action' module, also for 'Dune Lodge'. It has tabs for 'My Dashboard', 'Energy', 'Carbon', and 'Data history', along with 'Learn', 'Tasks', 'Reports', and a 'Capture data +' button. The 'Active' section lists 'Employee capacity building' (due 10 June). The 'Available' section lists several tasks: 'Employee capacity building', 'Energy use policy - stationery equipment', 'Energy use policy - mobile equipment', 'Create a mobile infrastructure register', and 'Create a stationary infrastructure register'. The 'Paused' section lists 'Employee commute' (due 10 June). A detailed view of the 'Employee capacity building' task is shown on the right, including a 'Guide' (Employee energy engagement guide), 'Assigned to' (Jessica Bell), and 'Comments' (Nwabisa Mjoli).

**Sustainable Water**

Parameters

CONSERVATION

Climate Action

My Dashboard Performance Data History

Tasks Reports Capture data +

**Climate Action**

My Dashboard Energy Carbon Data history

Learn Tasks Reports Capture data +

Find tasks Date

**Active**

Employee capacity building 10 June

**Available**

Employee capacity building  
Capture employee commuting details in order calculate Scope 3 carbon emissions related to employee commuting.

Energy use policy - stationery equipment

Energy use policy - mobile equipment

Create a mobile infrastructure register

Create a stationary infrastructure register

**Paused**

Employee commute 10 June

Active

Employee capacity building

Due Date  
10 June 14 days left

Engage with the capacity building guide on energy saving.

Guide  
View pdf guide

Tool  
Employee energy engagement guide View

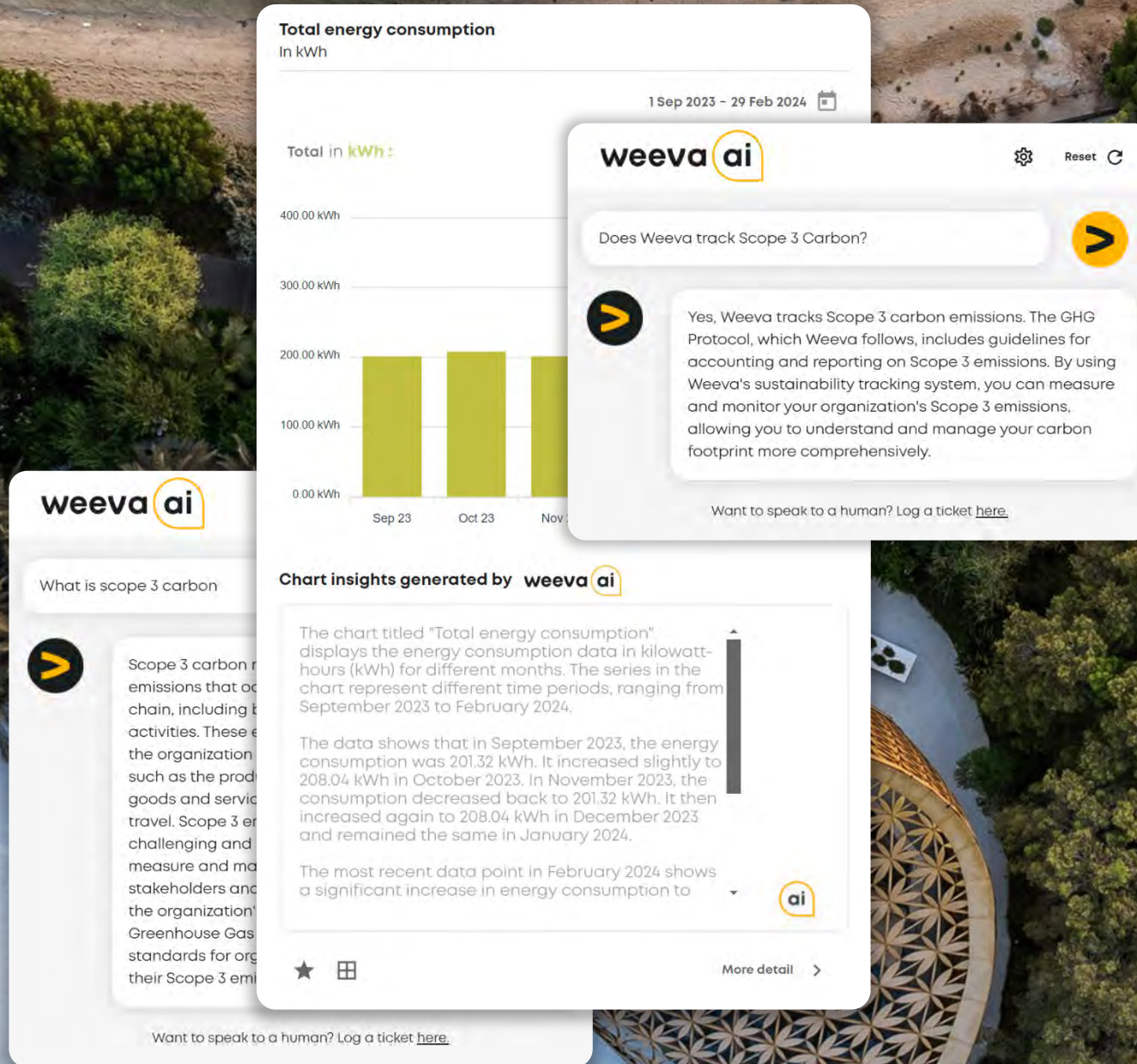
Assigned to  
Jessica Bell Jessica Bell Pending Assign

Comments  
Nwabisa Mjoli 2 days ago



# weeva ai

## Transforming hotel sustainability management, intelligently





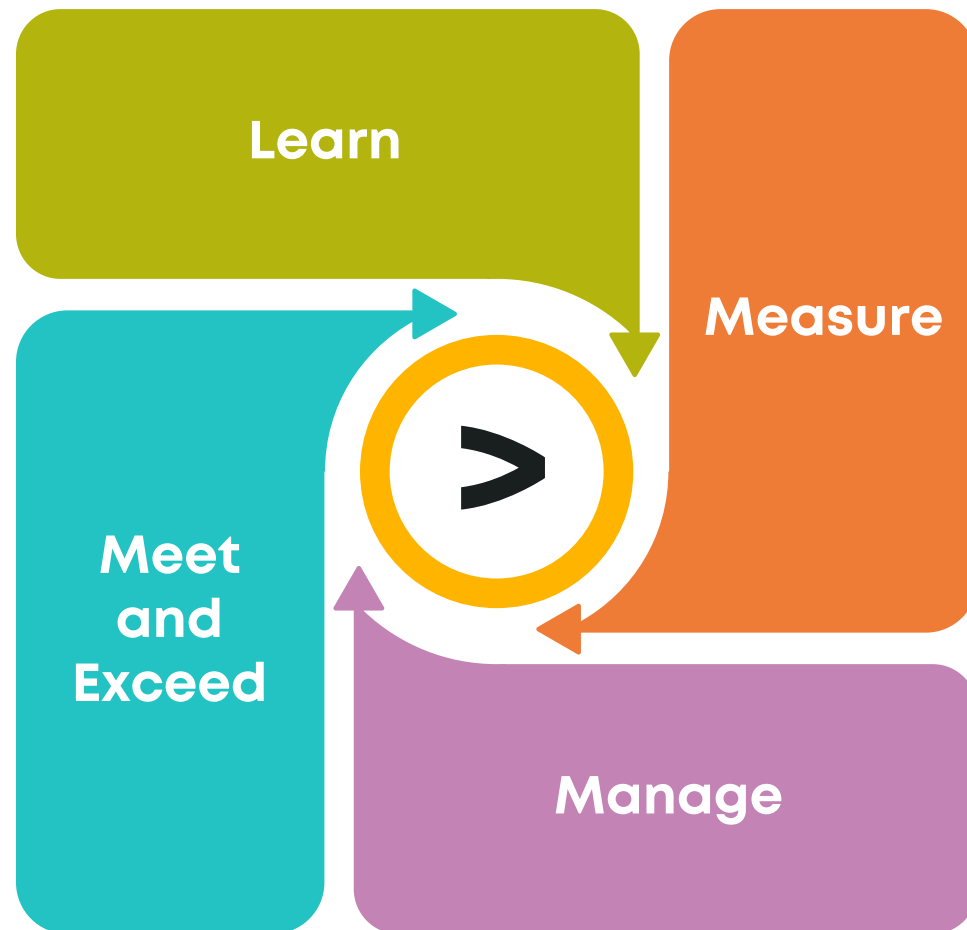


**At the core of every feature in the platform, is the intent to change our user's behaviour, for the better.**

As the user dives deeper into their sustainability practice on Weeva, not only can they quantify their impact, but also better inform their efforts, actions and decision making.

Weeva accommodates all types of users across a business. We believe your sustainability practices are not meant to be owned by one user but rather a multi-disciplinary team.

**Weeva is designed to take users on a journey of incremental, continuous improvement.**



Feature and/or sustainability credibility	Other platforms	Weeva	Weeva and AI	
Multiple data inputs that support sustainability management Mapped to the SDG goals	✗ Some	✓ Yes	✓ Yes	Assist with suggesting data input(s) relevant to the SDGs
Measuring and tracking user-customized data points	✓ Some	✓ Yes	✓ Yes	Assist with advising users on the types of projects to add in Nature protection, Community impact and Sustainable infrastructure parameters
Alignment to 3rd party reporting frameworks	✓ Some	✓ Basic	✓ Yes	Assist with advising users on data inputs that support report generation aligned with 3 <sup>rd</sup> party reporting frameworks (e.g., SDGs) and certification bodies such as GSTC
Key Impact Sustainability Report format	✗ Some	✓ Yes	✓ Yes	To assist in advising a user on the types of data inputs (including custom metrics) that they can capture data from to showcase a robust Sustainability 'impact' report that supports how the cost of each guest stay benefits people and the environment.
Carbon footprint calculation (Scope 1 and 2)	✓ Most	✓ Yes	✓ Yes	Assist with advising users to measure and report on all scope 1 and 2 emissions
Carbon footprint calculation (Scope 3)	✓ Some	✓ Basic	✓ Yes	Assist users to understand the data inputs linked to Scope 3 emissions on the Weeva platform, and to assess most significant sources of scope 3 emissions within their value chain
Measuring embodied carbon for construction projects	✓ Some	✓ Basic	✓ Yes	To assist in nudging users to activate the sustainable infrastructure parameter, as well as to capture data when assessing/evaluating embodied carbon during the construction of a building
Set of discreet tasks to guide the user in their sustainability actions	✓ Some	✓ Yes	✓ Yes	To assist in improving a user's sustainability performance by advising on the set of educational resources/materials provided on the platform. Ultimately to support in encouraging sustainability to be part of day-to-day decisions and processes (including identifying areas of improvement)
Diversity, Equity and Inclusion best practice guides	✗ Unlikely	✓ Yes	✓ Yes	Organisational cultural diversity has an influence on sustainable innovation and employee performance. Assist users to embed a culture of diversity and inclusion into work practises by advising on relevant policy documents/guides
Sustainability educational webinars	✓ Some	✓ Yes	✓ Yes	To assist in improving a user's sustainability performance through the educational webinars and training offered by our Connect Team



## > Pricing

Weeva is designed to democratise sustainability, which means our pricing is flexible without compromising on features. Access the full Weeva platform for a price that works for the size of your business.

- ✓ **Capture, manage and view your data on ONE platform**
- ✓ **Educate your team with useful guides**
- ✓ **Embrace sustainable practices with guided tasks, tools & surveys**
- ✓ **Report on your impact**
- ✓ **Take advantage of secure, unlimited cloud-based storage**

### Select your operation size

**Small**

**\$750**

Per annum

For individual businesses with total gross annual turnover **less than USD 500,000**

**Medium**

**\$900**

Per annum

For individual businesses with total gross annual turnover **between USD 500,000 – USD 1 000,000**

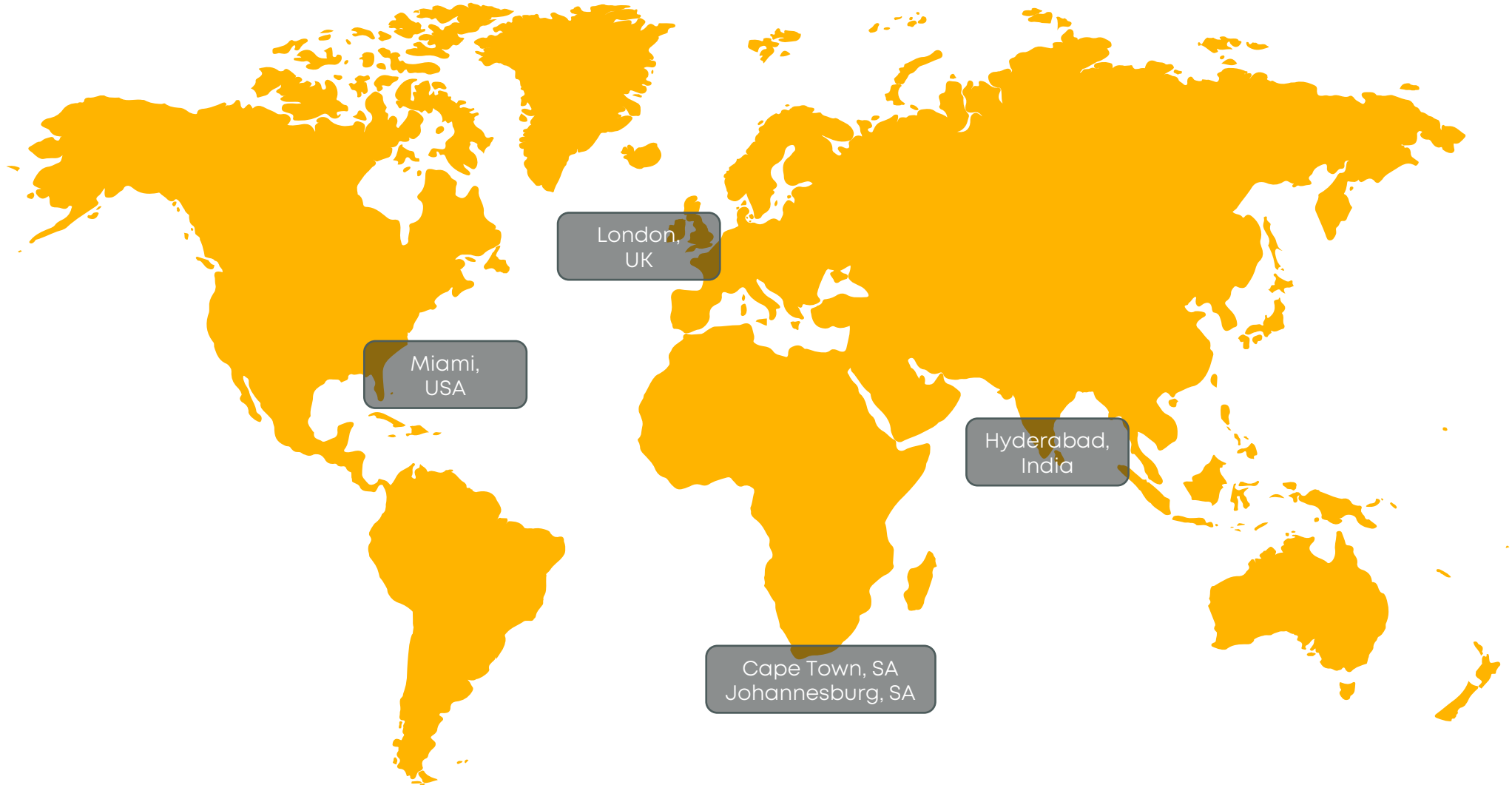
**Large**

**\$1,200**

Per annum

For individual businesses with total gross annual turnover **more than USD 1 000,000**

## > Support from globally distributed teams





## Aligned to global standards

Weeva aligns to both the Global Sustainable Tourism Council and the World Travel & Tourism Council certifying criteria.



Weeva is a GSTC-recognised Standard for Hotels. Our sustainability management system assists Global Sustainable Tourism Council members, and those aspiring to join, to capture, consolidate and report their data to achieve or retain their GSTC-recognised certifications.



WTTC 'Hotel Sustainability Basics' is an open-source resource aligned with existing frameworks and certifications. Weeva's framework is aligned to the WTTC categories of Management and Efficiency, Planet and People.







# Success stories



I saw no better tool out there than that created by Weeva. It addresses the challenges [of measuring GHG emissions in the tourism sector] and delivers something robust and easy to use; something that isn't solely providing you with data but linking data through to guidance and streamlined reporting. This has to be the way forward.

**Jeremy Smith**  
**Tourism Declares**

The use of this tool saves time in writing reports, and one can easily extrapolate the required data.

**Rebecca Dames Grootbos**  
**– South Africa**

The PDFs of educational information are so fantastic. I love that Weeva is not only a tool for gathering information but also a tool for educating colleagues.

**Emma Tuzinkiewicz**  
**HBD Príncipe**

Operating on a remote island prompts us to pay special consideration to our water, waste, power and logistical variables. Tools like Weeva help us visualise this and identify ways in which we can become more efficient. In doing so, not only do we have a lower impact on the environment, we also reduce our costs and the headaches associated with resource management.

**Leanna Crowley**  
**Cempedak Island**

Weeva information has been updated for the year and is showing a very descriptive breakdown of the data being captured. The process is easy to capture data and can go a lot more in-depth.

**MORE Lion Sands**









# weeva

## **Progress, not perfection.**

Our mission is to deliver affordable sustainable technology to every travel business so that they can learn, measure, meet and exceed their sustainability goals. Enabling change through achievable goals to deliver a net positive contribution.

## **And make every bit count.**

Book a demo of the platform **here**



hello@weeva.earth

**weeva.earth**