



Impact Report


NOVEMBER 1ST

2022

OCTOBER 31ST

2023





Terre Boréale is a wilderness tourism company based in Whitehorse, Yukon, Canada, with a primary focus in unparalleled wilderness backpacking and canoeing adventures. All their journeys are once-in-a-lifetime experiences, taking guests of all ages and fitness levels to the remote mountain ranges and rivers of the Yukon.



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A photograph of a campsite at dusk or dawn. The scene is framed by tall, thin trees. In the foreground, a white tarp is stretched over a structure. Below it, a fire burns brightly in a metal stove, casting a warm glow. To the left, a table and chairs are visible. In the background, a lake or river flows through the forest. The text "10 Years" is overlaid in the center of the image.

10 Years



10 years since Terre Boréale was created, with the desire to take you on unique adventures in the Yukon wilderness, to discover a territory and yourself.

From the beginning, we have remained faithful to our values and have done everything we can to limit our impact on the territory and support our community. Putting nature before profit, a not so easy path but one in which we continue to believe and of which we are proud.

Our impact report is designed to be a document about the social and environmental impact we are creating and planning. It also is a mean to be transparent and accountable to you, our stakeholders.

We hope that through these few pages, you will understand how Terre Boréale is doing things differently, and how traveling with us gives you the power to make a difference on our community and the environment.

We also hope that this document might inspire other businesses to start thinking about the impact they have and what good they could do! In the end, a multitude of businesses using their operations as a force for good, that's what matters the most.

Max and Miléna

*Owners of
Terre Boréale*



”

Dan and Ed were knowledgeable, extremely helpful, and funny to boot. They certainly added some flavour to the experience, especially since they both turned out to be great chefs.

Anna K



Certified B
Corporation



In June 2023, Terre Boréale officially became B Corp Certified. This prestigious designation reinforces the company's commitment to operating as a force for good, prioritizing sustainability, environmental stewardship, and social responsibility.

Certified



®

Corporation

From usca.bcorporation.net

Our most challenging problems can't be solved by governments and nonprofits alone. For-profit businesses play a critical role in shaping our future. B Corps are for profit companies that meet high standards of social and environmental performance,

transparency, and accountability. B Corps use the power of business to do more than seek profit. They use their profits and growth to positively impact their stakeholders — and the planet.

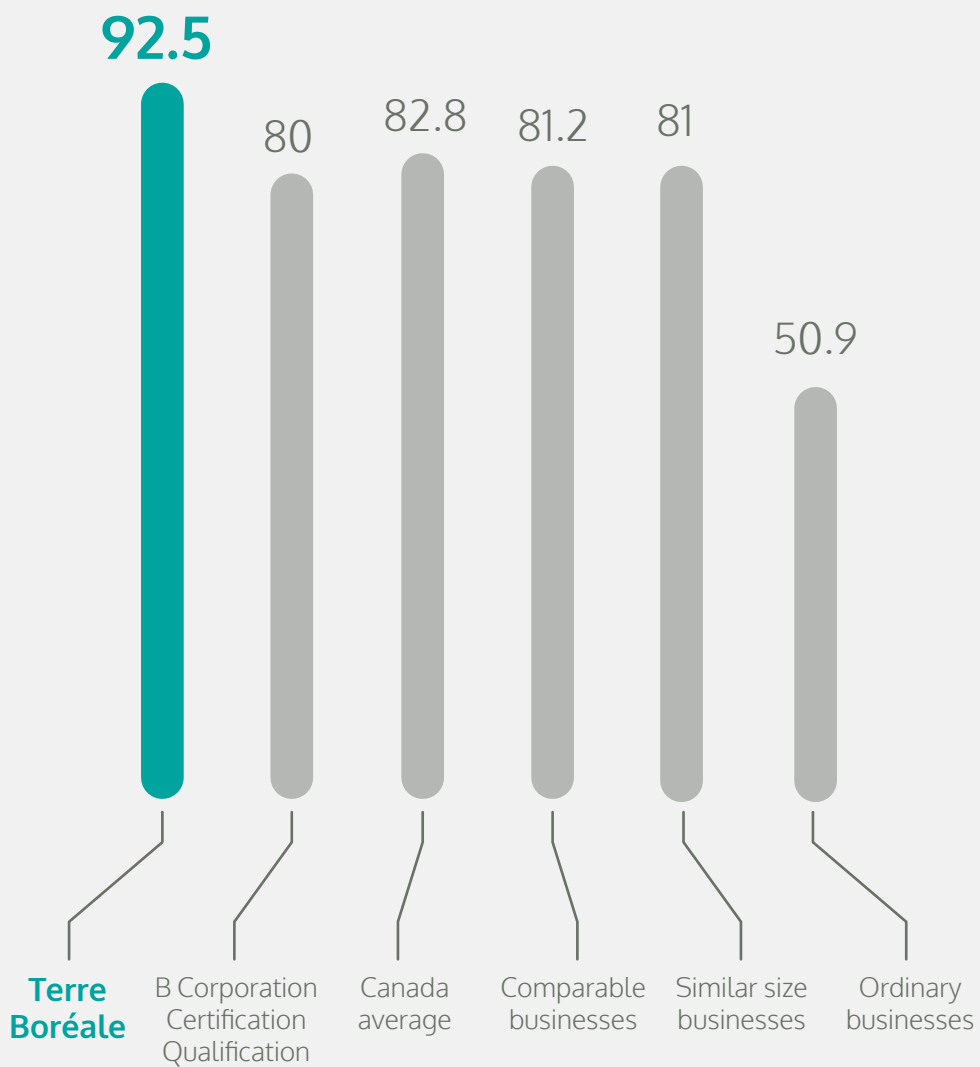


Our Score





How do we compare?



”

*This company really lives the leave
no trace and respect for our
environment to the fullest extent,
from homemade meals, to wildlife
viewing and routes without human
impacted trails.*

Paula R

Customers





Exceptional customer service has always been important to us. From their initial email to the final farewell after their adventure, we take care of every aspect of our customers' journey with us.

This includes providing clear and honest information about the chosen adventure, sending comprehensive gear lists tailored to each tour, using good durable gear, and orchestrating the best possible trip.

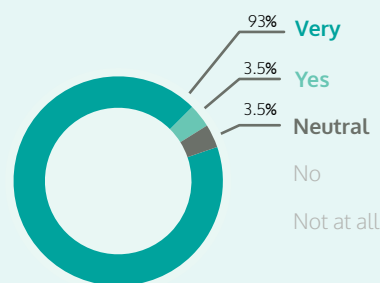
We pride ourselves on offering intimate group settings led by passionate and caring guides ensuring our guests are well-prepared for and truly enjoy their adventure.

Learning is part of the journey

On top of an excellent customer service, we want to make sure that our guests get more than just the adventure out of their experience with us. Our goal is that every guest brings back home something they have learned on the tour. This could be about our zero-waste way of travel, fauna and flora, the history/culture of the Yukon or even themselves.

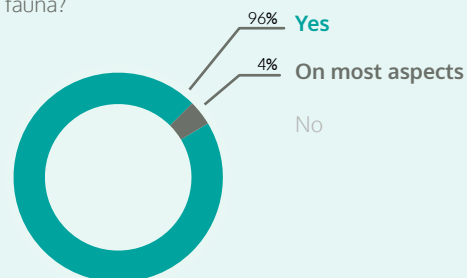
All guests traveling with Terre Boréale receive a satisfaction survey, allowing us to constantly improve our tours. Here are snippets from the 2023 summer season feedback.

Overall guests satisfaction



Learning Experience

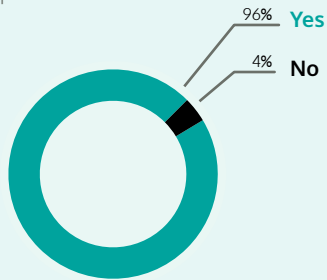
Did your guide provide environmental education that enhanced your understanding of climate change, zero waste living, and/or the Yukon flora/fauna?





Health and Wellness

Do you believe the trip supported your mental health, such as through relieving stress or enhancing a positive mindset?



Did you know?

Spending time in nature has been proven to be beneficial for your mental health (*Nature experience reduces rumination and subgenual prefrontal cortex activation, Bratman et al.*). At Terre Boréale we strive to nurture these positive effects by providing our guests a safe and positive environment to enjoy their time in the wilderness.

Goals for 2024

Aiming

for 95% or higher overall satisfaction rate from our guests.

Incorporate

guided meditation and/or short yoga practice whenever possible.

”

I cannot commend you and your team enough for the high quality of care you provided to us during the hike.

S. Delbecque

A scenic mountain landscape featuring a turquoise lake in the foreground, snow-capped peaks in the background, and two tents (one orange and one white) pitched on a grassy shore. The word "Community" is overlaid in white text in the center of the image.

Community



Giving back to the community is a great way for a business to help build a strong local economy.

One thing we do is spend as much money as we can locally. This means that the money our guests spend on their adventures, directly supports local businesses, ensuring that more

people in the Yukon benefit from their time in this beautiful territory. Although buying local in the Yukon presents its own challenges, our result for this year is pretty significant.

67%
of expenses
were spent at locally owned
suppliers in 2023

\$500
was raised
and donated
to the Yukon Conservation
Society, thanks to
the clean-up

110
hours
of volunteering

Giving time as well

As every year since 2022, we have participated in the Highway Clean-Up organized by the Yukon Government. It's a great time to come as a team, along with friends and staff from the Yukon Conservation Society and do something good for the community.

Lastly, Max continues to sit on the volunteer board at the Wilderness Tourism Association of the Yukon (as treasurer) advocating for Yukon's natural wilderness product and the tourism operators who use it.



Goals for 2024

Go over

70% of locally bought products and services.

Maintain

our efforts on volunteer boards and Highway Clean-Up program.

”

There was a profound sense of love and respect for the environment. The food provided was outstanding, all dehydrated, provided in home made sacks - so no plastic was used. This definitely rates amongst some of the best backpacks I have ever done.

Vesna S



Environment



Having studied Conservation Biology at university, habitat and wildlife preservation has always been close to our hearts. Additionally, it's evident to us that for our business to be sustainable, preserving the land we explore is paramount.

800
dehydrated
meals

cooked in 2023

14.17
Tonnes
of carbon

created in 2023, resulting in \$922
donated to Yukon 2 Yellowstone and Yukon
Conservation Society

Sustainability in action

That is why we intentionally limit each tour to three departures annually and cap our group size at six guests, except for rare and special occasions. Waste management is another crucial aspect that we confronted right from the beginning. Despite the considerable effort involved, our commitment to preparing dehydrated meals has significantly helped us to control a

substantial portion of our waste output. It also contributes to satisfying the palates of our guests!

Thanks to this initiative and various other measures, our hiking adventures have now achieved a zero-waste status, except for essential first aid supplies that may be required during a trip.



Reducing our carbon footprint

Starting in 2022, we took the initiative to assess our carbon emissions with the aim of both reducing them gradually and offsetting the impact. While we acknowledge that our self-calculated emissions using the Native calculator may not be perfect, we try our best to account for all sources. However, we recognize the possibility of overlooking certain emissions or inaccuracies in our calculations. This marks the beginning of our commitment, and we want to refine and enhance this process in the coming year.

Once again, this year, we have chosen to contribute the monetary equivalent of our emissions to two non-profit organizations operating directly in the Yukon. This ensures a tangible impact on the land we hold dear. Our preference lies in supporting local initiatives rather than participating in a carbon offsetting project that benefits a community on the opposite side of the globe.



Goals for 2024

Work

with a third-party to accurately calculate our carbon emissions.

Find

a carbon off-set project that makes sense for Terre Boréale.

Reduce

even more our waste while on canoeing adventures.



An absolute top service from booking to the end. A friend and I experienced a truly friendly and professional trip from Lake Laberge to Dawson. Great quality equipment, wonderful meals, great discussions at the camp fire.

Mario I

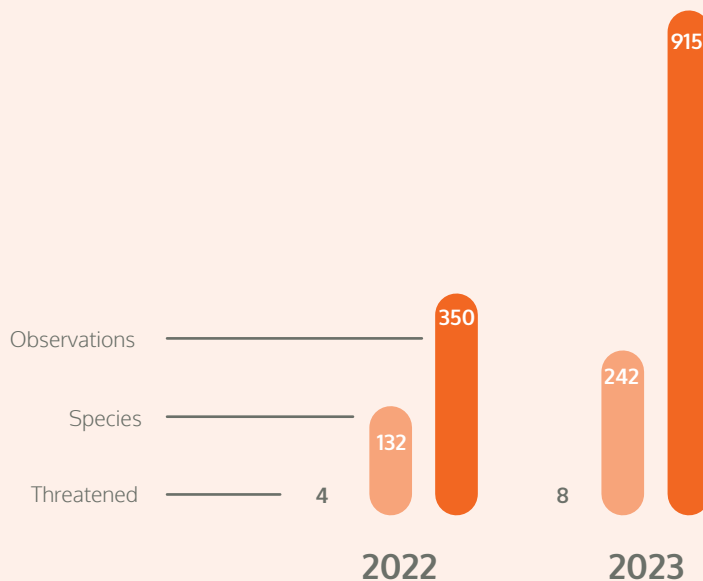
Data collection





Since 2022, on every adventure, Terre Boréale guides and guests (if they wish to) collect data to be shared on iNaturalist and with the Department of Environment of the Yukon Government.

Terre Boréale data collection over time



Scientific data is key to conservation

Uploading data on iNaturalist can give insight about threatened species, invasive species and much more. It also helps our guides develop their knowledge of the species they encounter.

Our partnership with the Department of Environment here in the Yukon is especially useful as we go back year after year to the same places, which allows us to put robust scientific protocols in place.



Goals for 2024

Keep on growing

the number of observations we upload on iNaturalist to help build a strong database for the places we visit and have the chance to find one or two species of interest.

Work with

the Department of Environment to create an even stronger relationship.

”

From the moment we set foot on the trail, the guides demonstrated an unparalleled passion for the wilderness, enriching our adventure with their expertise and enthusiasm.

Mauricio C

Employees



They are the heart of our business and one of the main reasons why our guests come back from their adventures with lots of great memories.

Our high retention rate has helped us create a strong team, as we can build on our guide's previous training each

year, making sure they learn more and more stories, facts, and anecdotes to share with our guests.

75%
employee
retention rate
between the summer 2022
and 2023

\$1699
accessed in training
related to first aid and First
Nation history during the year
by our employees

100%
of our guides feel
engaged
in their position and have a
sense of pride working for
Terre Boréale

Learning on every topic

Each spring, Terre Boréale organizes training sessions with local experts for its guides. In 2023, we had two training sessions. One with the YCS to learn about their actions in the Yukon for the preservation of habitats and species, the mining industry and its impacts on the environment, and their Electric Thermal Storage project for cleaner

energy in the Yukon. The second one with the Yukon Government Department of Environment, to learn about tracks and signs of wildlife and trapping in the Yukon.



Finding other ways to support our team

As a small business, Terre Boréale does not have the capacity to register for a full benefit package for its employees. Instead, employees have access to a Wellness Account, to which the company contributes a certain amount for each day spent guiding in

the field. The money can be used at any time by the guides for anything related to their physical and mental wellness. In 2023, our guides accessed a total of \$596 from their Wellness Accounts.



Goals for 2024

Keep on

offering relevant training to our guides. We are aiming on offering at least two trainings at the start of the season.

Maintain

our retention rate as high as possible and a team of guides engaged and proud to work with us.

”

What a fabulous trip! Amazing scenery, wonderful food and so well organized. The small group size was what I wanted and made the experience even better.

Brad B



terreboreale.com

Whitehorse, YT

867-334-9878

