



2023

Responsible

Business

Report



A *warm welcome* from our CEO, David Kirchhoff



I am honored to join the WorldStrides family and to be part of an organization that plays such a pivotal role in shaping the future of students around the world. There is something incredibly special about helping young people expand their horizons, both personally and academically, and it's a mission I believe in deeply.

It's an exciting time to join the WorldStrides family, and I am truly honored to serve as CEO. As a new member of the organization, I am thrilled to continue the journey of helping students discover the world and themselves. I believe in the power of experiential learning to create life-changing moments, and I am proud to lead a company that delivers these experiences every day.

I am thrilled to embark on this new chapter with you all, and I look forward to working together to make an even greater difference for students and our global community.

A white handwritten signature of David Kirchhoff on a blue background. The signature is stylized and cursive, appearing to read 'D. Kirchhoff'.

We're incredibly grateful for the partnerships we've cultivated with Team Members and the global community we engage with who share our passion for social and environmental justice. This shared commitment has driven significant progress in a remarkably short time. We also want to express our deep appreciation for the ongoing support and encouragement from our stakeholders.



Adrienne Howard

Chief Transformation Officer

Adrienne leads the strategic change initiatives and Corporate Social Responsibility across the organization.



Yolanda Golden

Vice-President of

Corporate Social Responsibility

Yolanda leads the strategic planning and implementation of WorldStrides' diversity, equity, inclusion, and philanthropy initiatives and manages our Employee Resource Groups and CSR strategy.



Paris Woods

Sustainability Lead

Paris Woods spearheads strategic initiatives in Sustainability as part of the CSR Team and advances diversity, equity, and inclusion efforts by overseeing the Summer Professional Internship Program.

Corporate Social Responsibility (CSR) is more than a business model—it's a commitment to making a meaningful impact on the world while maximizing profits. At WorldStrides, we firmly believe our purpose is to educate and enable students to see themselves and the world in new ways while being socially, environmentally, and ethically responsible. We do this by:

- ▶ Collaborating with internal and external stakeholders to identify the most impactful CSR opportunities.
- ▶ Executing on specific CSR initiatives that create a meaningful impact on our Team Members, students, stakeholders, and communities.
- ▶ Building brand awareness and leveraging our platform to create an inclusive and sustainable community.

Obtaining a B Corp certification demonstrates a company's high social and environmental performance and commitment to being purpose driven which aligns with WorldStrides values. In 2022 we successfully completed B Corp's assessment phase, and we are continuing our B Corp Certification journey by advancing to the validation phase. B Corp certified organizations are leaders in the global movement for inclusive, equitable and regenerative economic practices. So, for us this certification will help us achieve a significant milestone in our CSR strategy to be recognized as a CSR leader in our market, connect us into a network of like-minded and transparent companies, and provide us with the structure to reinforce our dedication to strong governance.

2023 *Milestones*

- Celebrated 56th year of Life-Changing Moments for over 10 million participants
- Partnered with WorldStrides to align Choose Earth Curriculum with educational accreditation standards in the U.S and Canada
- Developed a scalable Choose Earth one-day certificate program for all K-12 programs
- Expanded community partnership with Horton's Kids through our BOLD Employee Resource Group who facilitated STEM curriculum for their elementary aged youth
- PRIDE Employee Resource Group initiated a community partnership with the GenderCool Project to support their work with transgender and nonbinary youth and increase WorldStrides team member resources for this community
- Designed Diversity 101, an asynchronous, self-guided training course for our Higher Education Team Members focused on increasing their competency in diversity, equity, inclusive communication, accessibility, biases, and judgement and stereotypes
- Piloted self-guided DEI training for members of Higher Education, DEI Council and ERG Leaders
- Created the Global Steering Committee to assess the needs of non-US based offices and Team Members with key stakeholders within the organization to ensure policies, procedures, training, and organizational changes are consistently developed and implemented in ways that align with their respective laws and culture
- Celebrated 2nd year of WorldStrides Professional Internship Program with 20 new interns and 3 returning alumni
- Our Employee Resource Groups focused on the importance of community service. As a result, we saw an increase in Volunteer Time Off by 50%
- Provided updated DEI website and participant portal resources to all Higher Education programs including support for our advisors in their advisor portal
- Revamped K12 Individual curriculum content to increase inclusive language and perspectives and provided optional pronoun stickers for K12 Individual participants and Team Members

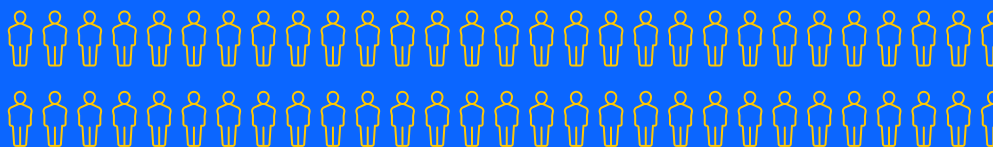
Education in everything *we do*

WorldStrides has been privileged to create 56 years of Life-Changing Moments for participants. In 2023 we hosted over 531,843 participants in over 10,063 programs across the world. Education is in everything we do and it's important to us that every participant sees themselves and the world in new ways.



- WorldStrides' Higher Education Global Ambassadors (GA's) connected with over 238 potential travelers interested in learning more about our study abroad programs and curriculum, as well as exploring GA's experiences as it relates to race, identity, language, accessibility, culture, and community building in host countries. Additionally, GA's continued to provide blog posts to assist students with envisioning the experience of studying abroad.
- WorldStrides Global Ambassador Braxton McMillion organized and hosted "BNternational" to over 100 students at their HBCU, Florida A&M University focused on increasing minority study abroad representation by sharing his experiences when studying abroad at WorldStrides' Barranquilla, Colombia program in Spring 2023 as well as resources to assist with accessing scholarships and funding, safety tips, and building community abroad.
- K12 Individual's Veterinary Academy program launched in 2023 with 6 sessions and 2 locations in Costa Rica and the United States. After the success of the program, it will be extended to Belize and Thailand in 2024. Veterinary Academy, a WorldStrides program in partnership with Loop Abroad, provides opportunities for participants to learn from teaching veterinarians and seasoned animal care and conservation professionals as they witness firsthand the behind-the-scenes moments in a working veterinarian's life.

10,135,558
lives transformed





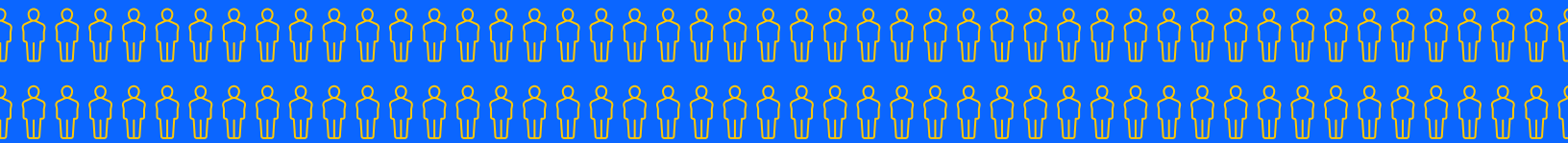
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My journey through Washington DC not only immersed me in the rich history and cultural heritage of the city, but also underscored the pressing need for social change and environmental sustainability. From the enduring legacies of FDR and MLK Jr. to the power of the Black Lives Matter movement and the African American Museum’s narratives, I left with a renewed sense of purpose and a commitment to fostering a more inclusive and environmentally conscious world.”

Yemisi Owoade, is a Class of 2023 Intern and participant of a Washington DC, Course Led Trip and volunteer experience at THEARC



Read more about our commitment to educational excellence [here](#)





DEI in *action*



- WorldStrides commitment to diversity, equity, and inclusion has fostered the ability for participants to access experiential learning as they explore the world by continuing our goal of making our programs more accessible and diverse by allocating 50% of our scholarship funds to WorldStrides Diversity, Equity, and Inclusion Scholarship. In 2023 our 3 largest programs provided over \$1.7 million dollars to travelers from underrepresented groups, members of the LGBTQIA+ community, 1st generation students, first-time passport holders, and participants with disabilities.
- WorldStrides K12 Individual Program Managers and Academics Training team worked together to improve the quality, engagement, and content for the eLearning modules “Gender Identity and Gender Expression” and “Program Culture: Mental Health and Wellness” to ensure student inclusivity among all programs. This content was also added to the Honors Performance Series training as it had previously not been included.
- WorldStrides BOLD Employee Resource Group partnered with our K12 Individual team to provide social and emotional learning and STEM content, hosted a winter coat, hat, and glove drive, and awarded 3 full scholarships for our K12 Individual programs for summer 2024 programs to participants of Washington DC’s Horton Kids. Youth from the program engaged in hands-on experiential learning activities at their local community center.





Inspired by the UN Sustainable Development Goals (SDGs), Choose Earth provides intersectional resources for participants to learn about Sustainability and Environmental Justice through the lens of their programs, while simultaneously engaging in practical steps to exercise sustainable travel. Referencing the UN's SDGs reinforces our participants to take into consideration both the environment and people to leave a positive impact wherever they are around the globe.



- ▶ In the first quarter of 2023, we wrapped up the evaluation and editing process to strengthen and broaden the reach of the Choose Earth Certificate. This included building out four Sustainability topics that align with WorldStrides' Mission, the travel industry, and the UN SDGs. Those topics include Reducing Waste, Minimizing Single-Use Plastics, Sustainable Travel and Transportation, and a General Sustainability Overview. This program was found most successful in our Custom Programs line of business that includes Undergraduate, Graduate, and Business Professionals and FAM programs (programs that mimic real programs to get faculty/staff interested in taking their students on the trip.)
- ▶ Participation in WorldStrides Higher Education Micro-Credentials (ISA and TEAN): 11% of program participants participated in onsite cultural activities
- ▶ or engaged in online course content to earn at least one of the 4 WSHE Micro-Credentials: Wayfinder, Interculturalist, Global Professional, Choose Earth.
- ▶ We relaunched a refreshed Choose Earth Micro-credential for our Higher Education, Gap Year, and Young Adult Learners in partnership with our Academics Team. The 2023 micro-credential now better aligns with accredited curriculum frameworks and has seen a 275% increase in completion rates. In 2023, we had 8 students complete the Choose Earth Micro-credential and over 60 participants complete the Choose Earth Certificate.



WORLDSTRIDES FAMILIARIZATION (FAM) TRIP TO INDIA INCORPORATING CHOOSE EARTH CERTIFICATE

As part of the larger Choose Earth Certificate program initiative, we partnered with our Custom Programs team to explore innovative ways to incorporate sustainability content into the participants' learning journey. In doing so, we built a completely unique and personal Choose Earth Certificate program that utilized the Familiarization Trip to India's itinerary as the learning sites. Linked within the itinerary that all participants had access to virtually were key sustainability concepts based on the site visit with additional supplemental resources such as videos and articles.

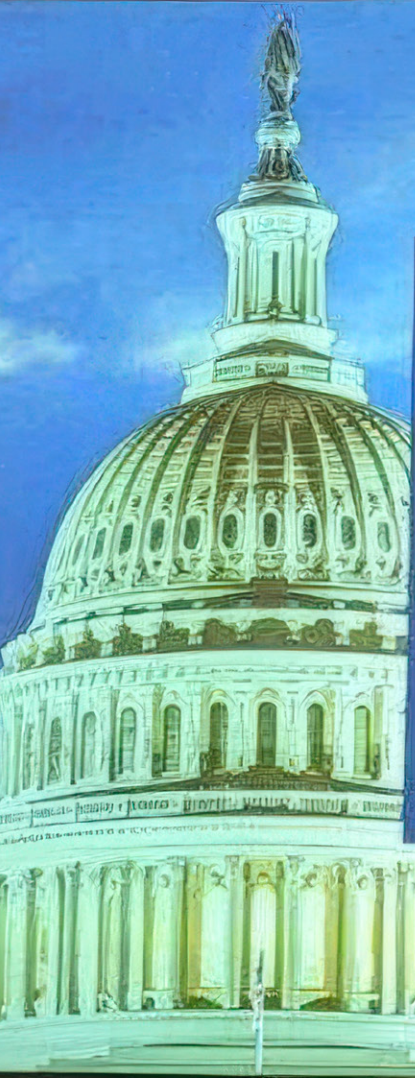


Continued team member *training*

Members of the CSR and DEI Council teams facilitated DEI and Sustainability training, consultation, summits and participated in conferences/roundtables throughout 2023 to educate our community partners and remain current on CSR related topics, resources, and solutions.

- At the Custom Program Graduate Summit CSR facilitated a training on “The Intersection of DEI and Risk Management Abroad” to **57 university faculty and advisors** interested in higher education study abroad.
- WorldStrides led training and panel discussions for over 60+ attendees at the WorldStrides **Higher Education (WSHE) Undergraduate Summit** centered on “Creating Opportunities for Underrepresented Students in Education Abroad” and in partnership with our Health and Safety team a presentation on “**Supporting Student’s Mental Health Abroad.**” 2023 also marked the first year the summit combined our Individual and Campus Partner audiences and program content in order to provide a holistic view of the programs and services we offer.
- Hosted two faculty advisor, 1 seasonal field staff, 1 course leader, and 2 tour director trainings focused on inclusive language, conflict resolution, gender identity, accessibility, and pronoun usage.
- **Participated in Diversity Abroad’s “Think Summit”** which hosted DEI leaders from around the world.
- Team Member Sarah Warren **recipient of the NAFSA Region VI Champion of Diversity and Inclusion in International Education.**
- Provided training on sustainability to over **200+ Merida based team members.**





WorldStrides

Educational Travel & Experiences

The Intersection of DEI & Risk Management



Cultivate a sustainable *community*

Reduce our Carbon *Footprint*

In 2023 we collected data of **58% of WorldStrides Corporate offices** and use Net Zero Cloud — our Carbon Tracking platform to analyze and organize our carbon data for ESG reporting.

“As an educational partner in the lifetime learning journey, we have the opportunity to engage with people from all over the world; we also have the privilege of sending participants around the globe to make meaningful connections and explore beautiful places.” Our work towards cultivating sustainable communities includes increasing our awareness and work towards minimizing the impact of Carbon emissions. We kicked off the year 2023 with a plan to collect emissions data, continuing learning about climate management and to identify initiatives to mitigate our impact.

We will continue our journey by capturing scope 2 and scope 3 emissions data and establishing a roadmap to engage our corporate offices into submitting requested data. Leveraging the benchmarks we identify; we are committed to making informed decisions on how to decarbonize to help cultivate sustainable communities.

In 2023, our team members continued to operate under a hybrid work model, commuting to the office only three days a week. This approach has enabled us to minimize our overall office carbon footprint. By maintaining a smaller portfolio of physical office spaces globally, we have successfully reduced our energy consumption while promoting work-life integration. This strategy aligns with our commitment to fostering a sustainable community.

Additionally, our K12 Curriculum & Academics Teams are committed to reducing our paper usage by digitizing resources and utilizing online spaces that field educators, advisors, and program leaders can access. For the 2023 season, all science, Canadian, and European field educators had access to online resource sites and the pages of seasonal Team Member handbooks were reduced.

As an extension of the Choose Earth Employee Resource Group, team members in Merida responded to the call to action to personalize their approach to cultivating a sustainable community. Members of the CSR Team collaborated with team members in the Merida office to reestablish a recycling program in the office. The Merida team designated 4 Floor Champions that organize and separate recyclables, and coordinate with the Building Managers to properly discard materials.





AUSTIN OFFICE

Total Emissions: 331,743.3306 kg
Total Energy Consumption: 898,930 kWh
Total Renewable Energy: 239.0100 kWh
Total Renewable Energy (excluding hydro): 229,227.15 kWh



CARLTON AVE WAREHOUSE

Total Emissions: 29,111.2084 kg
Total Energy Consumption: 61,351.00 kWh
Total Renewable Energy: 1,622.35 kWh
Total Renewable Energy (excluding hydro): 3,681.06 kWh



CHARLOTTESVILLE OFFICE

Total Emissions: 274,284.8000 kg
Total Energy Consumption: 578,047.00 kWh
Total Renewable Energy: 12,100.6010 kWh
Total Renewable Energy (excluding hydro): 34,682.82 kWh



GLENNWOOD OFFICE

Total Emissions: 47,552.5936 kg
Total Energy Consumption: 155,819.87kWh
Total Renewable Energy: 6,544.43 kWh
Total Renewable Energy (excluding hydro): 4,362.96 kWh



MÉRIDA OFFICE

Total Emissions: 1,141,563.6177 kg
Total Energy Consumption: 4,431,878.43 kWh
Total Renewable Energy: 0 kWh
Total Renewable Energy (excluding hydro): 0 kWh



SAN DIEGO OFFICE

Total Emissions: 215,294.8739 kg
Total Energy Consumption: 882,692.00 kWh
Total Renewable Energy: 83,180.63 kWh
Total Renewable Energy (excluding hydro): 295,481.05 kWh



Sustainability *partnerships*

Canada Offsetting Program

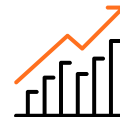
We believe our student programs should be adventurous and focus on learning about our most challenging societal problems, all circling back to our dedication to a sustainable future. Carbonzero is Canadian-based supplier of greenhouse gas measurement and carbon offsetting solutions, to provide our participants with carbon neutral experiences in Canada.

In 2023, we continued our partnership with Carbonzero and supported the San Antonio El Sitio Wind Power Project through the carbon offsets invested by our travelers. El Sitio is the first wind power project in Guatemala, reducing carbon emissions through the installation of 16 wind turbines, providing clean, renewable energy to the power grid and removing the need for fossil fuels.

As we build our sustainability initiatives, we look to align each of the with the appropriate UN Sustainable Development Goals. In 2023 our Canada programs offset over 4,166.00 tones of CO₂e in support of the San Antonio El Stitio Wind Power Project. This project focuses on 3 Sustainable Development Goals:



**Growing
capacity**



**Decent work and
economic growth**



**Climate
action**

164
tonnes CO₂e

164 tonnes of greenhouse gas emissions were offset on behalf of WorldStrides Canada by Carbonzero

02.01.2023

4,002
tonnes CO₂e

4,002 tonnes of CO₂-equivalent GHG emissions were offset on behalf of WorldStrides Canada by Carbonzero

09.28.2023



83.6K

As of 2023, **83,600 travelers** made their transportation carbon neutral with WorldStrides Canada



THEARC

In 2023, we continued to strengthen our relationship with our community partner by returning to THEARC with our second inaugural Professional Internship Class. We deeply value our company mission of lifetime learning. To align our giving efforts with this mission, we intentionally partner with organizations that share similar priorities, providing educational and skill building services in the communities we live in and visit. THEARC-Building Bridges Across the River offers groups the opportunity to visit THEARC campus, which houses 14 nonprofit organizations. This allowed participants to learn about the rich culture and people of the nation's capital east of the Anacostia River, gain insights into the importance of urban farming in a food desert, experience the only Frederick Douglass Animatron, and enjoy a meal from DC Central Kitchen.



Fill it Forward

Part of our efforts to reduce waste on programs and in our offices includes our sustainability initiative with our company partner, Fill it Forward: a organization whose primary mission is to inspire the world to reuse and does through innovative reusable products and fun educational technology. WorldStrides provided training on the importance of the Fill it Forward initiative along with 150 stickers to participants of the Florida International Leadership Conference for all the students and staff to use on their water bottles at the conference (and beyond). WorldStrides also did the same for the 75 participants of the Razor's Edge Scholars Program at Nova Southeastern Florida University.



2023 by the *numbers*



2377
podcast downloads

2377 downloads of WorldStrides' Changing Lives Through Education Abroad (podcast) DEI focused episode



1272
Team Members trained

1272 full-time Team Members received training; CSR specifically had 145 team members watch almost 45 training videos which equates to 217 hours dedicated to CSR content.



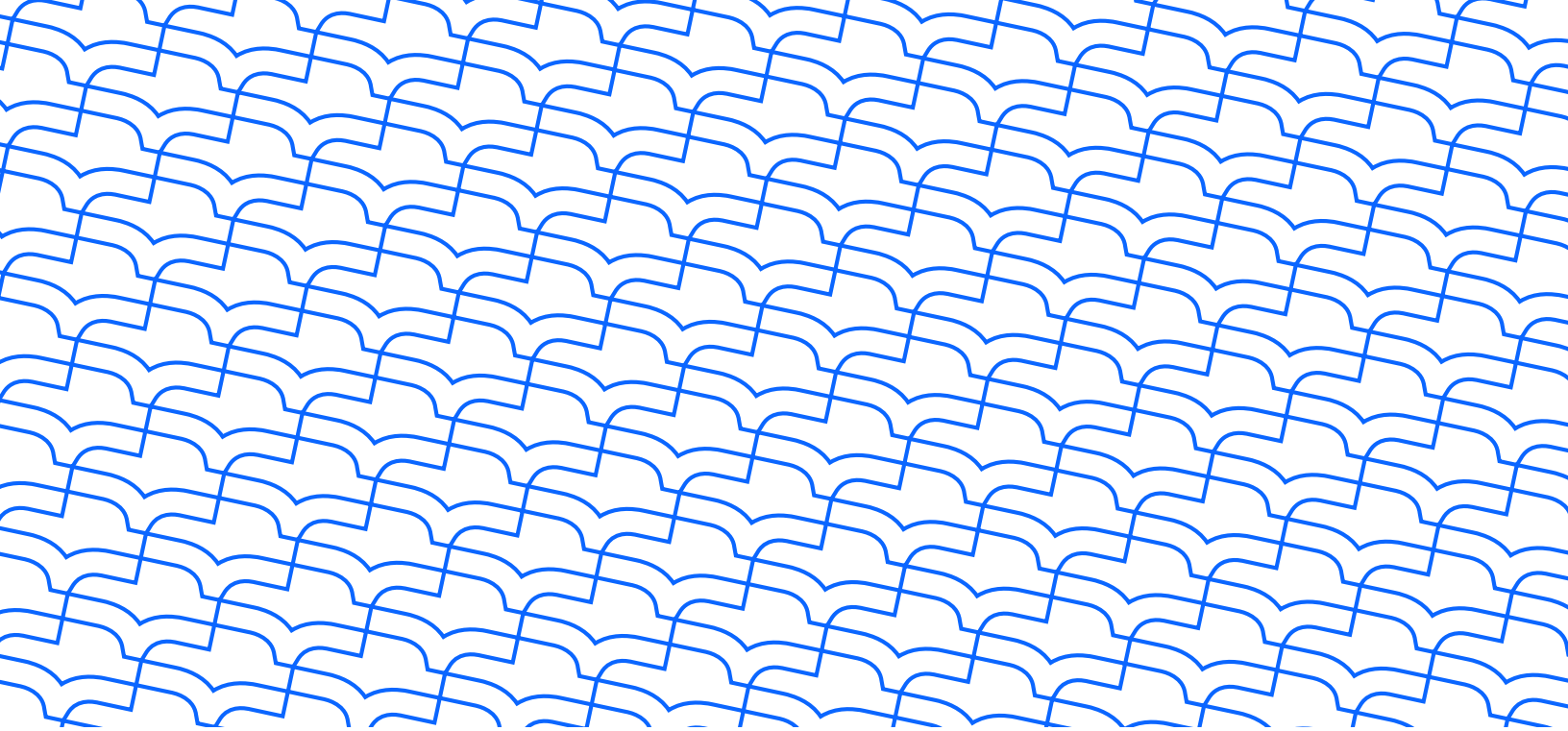
60
hours of training each

700 K12 Individual seasonal Team Members received a combination of eLearning, virtual, and in-person training to prepare for their summer 2023 roles. Program Leads each received 60 hours of training, while Advisors, Scholar Support, Office Assistants, and Operation Team Members received 38 hours of training. The number of trainings hours for advisors was increased by 2 hours for curriculum training to ensure Advisors are prepared to engaged students in high-quality, experiential curriculum. WorldStrides also added 6 hours of virtual Lead training to prepare our Lead staff to support all program components.



90
hours of mental health training

Launched 3-hour Mental Health Recognition and Response manager's training in collaboration with our Cigna Health Care provider for 30 managers across the organization totaling 90 hours of training.



4

mental health days

WorldStrides continued to recognize the importance of Team Members having a healthy work life balance and successfully managing their mental health, so team members received an increase in their mental health day off benefit from 1 per year to 1 per quarter (i.e. 4 mental health days per year.)



1606

hours of community service

WorldStrides is proud to have 242 Team Members use their volunteer time off benefit to contribute 1606 hours of community service. This is a more than a 50% increase of service hours compared to 2022 and illustrates the value that Team Members have in positively contributing to our host communities.



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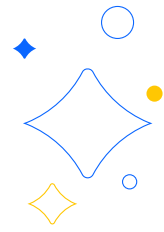
NEASC accreditation

The Academics team is part of the ongoing cycle of accreditation to best support our participants and highlight the educational nature of our programs. NEASC (New England Association of Schools and Colleges) was a new accreditor for WorldStrides to round out our regional domestic accreditations that acknowledge our educational standards and student learning outcomes.

- ▶ Continued to strengthen our community partnerships as our BOLD ERG secured a fully sponsored Course-Led Trip in Summer 2024 for 35 youth and staff members of Horton's Kids to explore Washington DC's national monuments and cultural history of the DC community. BOLD ERG members also hosted a clothing drive and provided over 200 hats and mittens for the youth.
- ▶ Our DEI Council organized a "Dress for Success" volunteer opportunity: as a company team members globally donated clothing to organizations that focused on helping people return to the workforce.



Cultivating a positive *culture*



Our mission revolves around people. Therefore, it's essential for us to cultivate an environment that is inclusively diverse for our Team Members, students, partners, and stakeholders. We are committed to supporting our network daily by:

- Ensuring there is diverse representation and perspectives in all aspects of our business.
- Giving open access to meaningful resources and training to foster equity and inclusion.
- Expanding access to educational travel and experiential learning by offering DEI specific scholarships.
- Being purposeful in our recruitment and partnership outreach strategies.
- Encouraging broad participation in impactful conversations and initiatives.
- Establishing guidelines to outline measures for success by upholding our company values.

We are inspired by the allyship shown by our Team Members, the backing from our leadership and stakeholders, and the unified dedication of everyone to accomplish so much this year.

2023 heralded the 2nd year of WorldStrides Professional Internship Program with 3 spring interns and 21 summer interns. The internship cohort was comprised of 33% students from non-traditional majors, 25% first generation, 2% self-reported being part of the LGBTQIA+ community, 36% of interns represented underrepresented groups and 96.7% having WorldStrides as their first internship experience.

In addition to their departmental experiences, interns also learned how to integrate design thinking into their work, developed project management skills, and completed a C-Suite executive project presentation.

As one of our most significant diversity, equity and inclusion initiatives, it is important that we continuously provide employment opportunities to talented, industry focused professional with fresh ideas and perspectives. WorldStrides Professional Internship Program provides opportunities for qualified interns who successfully complete the program to obtain full or part-time employment within the organization. These hirings not only diversifies our industry, but also underscores the need for equity and inclusion within our organization. This year we hired two interns for full-time and six interns for part-time employment.



ABOUT WORLDSTRIDES

WorldStrides is the global leader in educational travel. With over 55 years of experience curating transformative programs around the world, we've introduced millions of people to the life-changing power of travel. WorldStrides was the first student travel company to be accredited by the same educational accrediting bodies as K-12 schools, and curiosity remains the heart of everything we do. Our portfolio of programs is constantly evolving to ensure that we have the perfect journey for everyone—students, parents, and educators alike. We remain committed to providing safe, quality experiences for all our travelers, from teachers bringing history to life for their students on a class trip to young adults studying abroad for the first time.

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Educational Travel & Experiences