

# Responsible Travel Policy LifeXperiences SL

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## Introduction

We are living through unprecedented times, which calls on global citizens, governments and companies to step up to the challenges of climate change and actively participate in the regeneration of our planet.

Over the past 15+ years of actively hosting events and offering exclusive activities across the Balearic Islands, we have watched the tourist boom on the islands. As a company we have profited from the demand, but we have also become increasingly concerned about the growing pressure that 13 million visitors a year have on the islands' natural resources. The over-crowded beaches, the plastic polluted sea, traffic-jammed roads and water restrictions are all warning signs that the islands have come under strain.

Time cannot be reversed, but we can prepare and contribute towards building a more sustainable and regenerative culture of tourism on the island. We have therefore decided to completely dismantle and dissect our entire corporate structure, only to rebuild it within a framework that is both deeply rooted in the preservation of the Balearic Islands, and committed to the regeneration of its natural resources.

This commitment is not limited to our own internal activities, but extends across our entire value chain, from transportation, through to food and beverage, locations and activities, in an effort to create a positive momentum for the whole tourism industry across the Balearic Islands.

Furthermore, our own non-profit initiative [cleanwave.org](https://www.cleanwave.org) - which was born out of LifeXperiences - continues to strive towards providing positive alternatives to single use plastic and creating access to clean, plastic-free water solutions.

Cleanwave is also working in partnership with other local organisations in a collaborative effort to protect, conserve and regenerate marine protected areas. A portion of all LifeXperiences events and activities is channeled to support and actively engage with this initiative.

Our hope is that these efforts will not only have a positive impact on the environment that we so love and depend on, but will also shift the mindset of all visitors to these beautiful Mediterranean Islands, and foster a joint sense of responsibility and accountability to the natural world around us.

Discover the world through new eyes!

Yours sincerely



Philipp Baier

## 1. Our World

Responsible travel is the awareness and conscious decision of how to travel: respecting the environment, culture and people of the destination we visit and benefiting the local economy.

We support our guests to be more responsible by creating sustainable travel standards for our organization, along our entire value chain and within our entire portfolio. Like this our guests can travel with a better conscience and enjoy authentic experiences whilst benefiting local communities, their cultures and traditions and the environment.

This policy sums up our commitment towards a sustainable tourism destination. We assure that all our partners are aware of these practices and comply with our standards. Furthermore, we are working hard to involve all suppliers in the processes to achieve a long-term development in their own responsible travel practices as well.

Our staff is continuously trained regarding our standards & principles and builds the base to offering unique experiences compliant with our sustainable practices.

For more information about LifeXperiences check out our [image brochure](#).

### 1.1. Vision

At LifeXperiences the success of our business is deeply interconnected with the pristine natural environment of the Balearic Islands – from the depths of the Mediterranean Sea through to the spectacular Tramuntana Mountain range. We inspire our guests to reconnect to themselves and become passionate about the environment, and thereby shift the travel industry towards building a more conscious and regenerative society.

We strive to become leaders of change as we commit to finding sustainable solutions across our entire value chain, establishing best practices for the travel industry. We are aiming for the Balearic Islands to become a fully sustainable tourist destination by 2025.

We will achieve this by offering 100% sustainable, authentic LifeXperiences in cooperation with our partners, the local people and authorities.

### 1.2. Values

The core values that are inspiring our actions are:



**Responsibility:**

We act responsible & aim for change.



**Interconnectedness:**

We care – about people, partners and our planet and share a common humanity.



**Innovation:**

We strive to continually recreate ourselves, our products and our services.



**Fun:**

We enjoy working in a unique and personal family spirit



**Passion:**

We love what we do, and we want to share it.



**Integrity:**

Trust and honesty are the foundations on which we base all our relationships.

## 2. Our Commitment to Sustainable Development

In 2015 the United Nations defined 17 Sustainable Development Goals (SDGs) as part of the 2030 Agenda for Sustainable Development. They are a call for action for a collaborative improvement of the current situation towards a better world for our people and our planet.

The SDGs cover all three dimensions of sustainable development: environmental, social & economic. The goals and corresponding targets are associated to one of the "5 Ps": People, Planet, Prosperity, Peace & Partnership<sup>1</sup>.

# SUSTAINABLE DEVELOPMENT GOALS



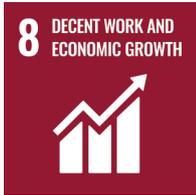
United Nations Sustainable Development Goals

We are committed to taking responsibility for our actions and converting our existence into a benefit for the destination we operate in, rather than harming it. We are looking beyond our results to become leaders of change and inspire others towards a more sustainable development.

It is challenging at times within our industry, but long-term its benefits predominate. Especially in topics such as management of natural resources a sustainable approach helps turning our business into a more efficient organization and allows for cost-cutting in the long run.

<sup>1</sup> Compare to: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>  
The content of this publication has not been approved by the United Nations and does not reflect the views of the United Nations or its officials or Member States

We defined 8 of the 17 SDGs that we see LifeXperiences can immediately contribute as a local tour operator with the commitments further defined below. We believe we can have a real impact and be a role model for others.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all



Reduce inequality within and among countries



Make cities and human settlements inclusive, safe, resilient and sustainable



Ensure sustainable consumption and production patterns



Take urgent action to combat climate change and its impacts



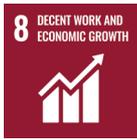
Conserve and sustainably use the oceans, sea and marine resources for sustainable development



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss



Strengthen the means of implementation and revitalize the global partnership



## 2.1. Engage our people

Our people are a good example on how we embrace diversity and personality. They form the main asset of our company. Their creativity and passion build the base for our continuous improvement and innovation. We invest in our people's safety, health & satisfaction to keep up their spirit and motivation primarily to satisfy them and to continuously improve their performance thus to exceed our client's expectations.

### We commit to:

- Fair & safe working conditions
- Equal opportunities & no discrimination
- Recognition of human rights
- Development of training material & opportunities

### Actions:

- Fair wages
- Compliance with labor law and right of employees to participate in trade unions
- Working conditions clearly regulate overtime, holiday, disciplinary procedures, social security, etc.
- Yearly team coaching
- Regular training on different topics (incl. sustainability)
- Facilitate internships
- Inclusion of daily meals & drinking water (refill-station) within the office
- Freedom of thought & expression, value opinions, encourage constructive criticism
- Promotion of alternative transportation methods for employees



## 2.2. Preserve & regenerate the environment

Not only do we need a healthy environment as a base for our personal wellbeing, but also rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Tourism is a main source of revenue within our destination but can still be a force for good if it is sustainably managed, having positive impacts on conserving and preserving biodiversity.

We aim to minimize our footprint and to preserve natural resources and biodiversity. Not only do we work on reducing our own use of resources and carbon emissions, but also amongst all our partners along our supply chain, offering carbon friendly options throughout our product portfolio.

### We commit to:

- Measure the environmental impact of our company
- Measure the environmental & socio-cultural impact of our product portfolio
- Conduct initiatives to improve our impact on the environment
- Actively support the regeneration of our biodiversity on the Balearic Islands

### Actions:

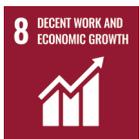
#### Organizational level

- Sustainability Management System is clearly documented (carbon management program): Water, energy & waste management
- Renewable energy for the office
- work towards conservation of energy & reduction of carbon footprint
- Establish water saving initiatives
- Improve waste management by adapting recycling policies
- Sustainable Purchase policy (focused on cycle economy products)
- Guidelines for employees on ways to reduce the impact on our environment



**Portfolio**

- Select providers that are more sustainable
- Sustainability evaluation of our entire portfolio as per a rating system
- Focus on minimizing impact within our portfolio & improve towards a more sustainable portfolio
- Work towards development & implementation of activities that actually have a positive impact and support regeneration.
- Establish standards such as: no straw, no single use plastic bottles, ...
- Comply with laws/nature protection areas & respect them during our excursions
- Create awareness raising activities
- Include existing public transportation (e.g. Tren de Soller) for hiking & biking tours within Tramuntana region
- Carbon Offsetting for certain activities with significant emissions



**2.3. Support our local community & culture**

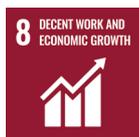
Our local community builds an important foundation of the uniqueness of our destination. With our actions we aim at maximizing the benefits of tourism for the local community and support them in their human, economic and cultural development. We believe in the interconnectedness of our community & its culture, our people and our planet. This is why we encourage meaningful exchanges between our community and our guests as well as authentic experiences for our clients within the destination they visit.

**We commit to:**

- Benefit local providers
- No tolerance for any form of fraud, bribery or corruption
- Prohibit the use of illegal drugs
- Measure the socio-cultural impact of our product portfolio
- Respecting local religions, heritage & rituals
- Observing and respecting local customs & etiquette

**Actions:**

- Comply with local tax regulations
- Focus on limiting group sizes
- Increase sales of local product tasting activities
- Support local artist (e.g. create catalogue of giveaways)
- Equal employment opportunities (LXP & providers)
- Design our itineraries including local providers or those generating benefit for local community
- Local purchasing procedures as part of our procurement policy
- Encourage our providers to buy from local suppliers
- Promote local exchanges within our itineraries to encourage intercultural understanding
- reuse material (e.g. clothing, game materials, packaging, food leftovers, ...) for people in need



## 2.4. Involve our partners

We believe in the interconnectedness of all things. Thus, we can only achieve great results as we collaborate together with our valued partners, always having in mind the best for our planet. We aim at improving the sustainable processes all along our supply chain to long-term inspire all our partners to commit to sustainable development of their own businesses.

### We commit to:

- Evaluate sustainability of our preferred partners
- Select suppliers based on pre-defined sustainability criteria
- Share our sustainability strategy with our partners to encourage them to take action
- Support them in improving their sustainability rating

### Actions:

- Implement a supplier code of conduct to guarantee compliance of our preferred partners with our standards
- Encourage providers to improve sustainability practices & implement responsible actions
- Define preferred partner as per sustainability rating of products
- Measure sustainability level on a regular basis
- Develop a communication strategy towards our providers
- Promote continuous exchange with & training for our preferred partners (e.g. best practices)



## 2.5. Benefit our international clients

We offer choices of responsible products to our clients so they can travel with a pure conscience, not only avoiding negative impacts but many times providing opportunities to actively make a positive one instead.

### We commit to:

- Health & safety for our guests
- High quality standards
- Honest communication
- Invest in innovative products
- Creating unique moments & exceptional experiences

### Actions:

- Implement communication strategy towards clients (e.g. information about sustainable approach in proposal, on the website, ...)
- Enrollment with Travelife certification scheme
- Open communication: explain sustainability strategy and specify sustainable offers
- Increase number of responsible products within our portfolio
- Provide 24h emergency contact
- Create guidelines for our clients regarding sustainable practices and minimization of energy, waste & water usage
- Publishing of our yearly sustainability report
- Focus on inclusion of authentic activities within all proposals
- Implement customer feedback system & analyze results
- Establish Customer Relationship Management with focus on long-term partnership with our clients





## 2.6. Leaving a positive impact through collaboration

We focus on meaningful partnerships with organizations & projects that share similar values and create positive impacts for the community and/or environment within our destination. We aim at maximization of value through these collaborations and are committed to inspiring a change within the industry and our destination towards achieving the UN's sustainable development goals.

Long-term our goal is to establish LifeXperiences as a role model and as a powerful collective of partners to inspire governmental organizations to support our aim of sustainable development within our destination.

### Important considerations for the selection of our partners are:

- Independent organizations, not only dependent on support from LXP
- Transparency, compliance with legal requirements & accountability
- Comply with our code of conduct and general understanding of sustainability

### Currently we are collaborating with the following organizations:

#### Cleanwave

In 2017, Cleanwave.org – a non-profit initiative – was founded out of LifeXperiences' need in providing alternative solutions to single-use plastic water bottle consumption. Cleanwave has set up a network of public water fountains, where visitors and residents can refill their sustainable water bottles for free. Cleanwave provides plastic free water solutions at public and private events.

Cleanwave.org has also launched a successful school program, educating children on the harmful impact of single use plastic on the environment. In 2018, Cleanwave produced an award-winning documentary film 'Out of Plastic' which has been screened throughout the Balearic Islands and internationally.

#### Current project:

- Elaborate Cleanwave App with access to water quality data - in partnership with NGOs and researchers
- Foundation for LXPs offsetting projects

#### Travelife

In April 2020 we joined the Travelife network, an internationally recognized certification scheme within the travel industry. We are working towards achieving the first certification level of being a travelife partner within this year. This is to proof the foundation & integrity of our sustainability approach throughout the entire business.

#### Urban adventure

For a great part of our activities we are already cooperating with Urban Adventures, a brand of the Intrepid group, which is a role model for sustainable tourism. Our goal is to further deepen this partnership and work towards further improvement of our activities within our destination.

#### Project MedGardens

The project MedGardens holds the potential for protecting and preserving natural marine resources by promoting regenerative & sustainable uses from a viable economic approach that is easy to apply.

The MedGardens are small plots of shallow coastal seabed (ca. 25 sqm) where seagrass and algae (macrophytes) are transplanted or reinforced. These spaces become social and scientific stations where citizens and scientists converge. When macrophyte communities are regenerated and preserved, they create new habitats where other animal and plant species can thrive, contributing to the increase of biodiversity and the ecosystem's resilience & amplifying the ecosystem services to society.

**MedGardens' activities contribute to 5 purposes:**

- Bring people closer to the sea through marine citizen science and collaborative management and custody of small coastal shallow areas, aiming to contribute to sustainable development
- Improve marine environmental quality, essential for the development of the local blue economy
- Provision of sustainable and innovative managerial tools
- Generation and preservation of fish nurseries
- One of the first blue carbon traders in the Mediterranean, contributing to the mitigation of climate change impacts

**Our target for 2020 is furthermore to establish cooperation with:****Tourism Declares**

This initiative has declared a climate emergency to raise awareness about the urgency of change of current processes, standards & procedures within the tourism industry. They are collaborating internationally to find solutions and make a change.<sup>3</sup>

**TUI**

As the largest cooperation within the tourism sector in Europe, TUIs influence within the industry is significant. The TUI Group officially commits to making the tourism sector more sustainable by supporting the SDGs<sup>4</sup>. Especially those products within their "TUI collection excursions" are also inspiring a more responsible way of traveling. We are aiming at establishing a partnership with TUI for these specific products to collaboratively develop their portfolio within our destination towards a more sustainable one in the long-term.

<sup>3</sup> Compare to <https://www.tourismdeclares.com/>

<sup>4</sup> Compare to <https://www.tuigroup.com/en-en/responsibility/strategy/SDGs>