

Sustainability Report 2024



1. Introduction

Welcome to our 2024 Sustainability Report. This report reflects our journey, achievements, and ongoing commitments toward building a more sustainable and regenerative travel experience.

Now celebrating 20 years of creating memorable experiences in the Balearics, it is both a milestone and a call to action — sharing where we are, what we've learned, and where we're heading.



Letter from the Founders

We are proud to present our 2024 Sustainability Report — a testament to our deep commitment to responsible tourism and a more sustainable future in the Balearic Islands. This year's report is not just a reflection of where we've been, but a heartfelt statement of where we're going.

As a small but driven business rooted in Mallorca, we feel an immense responsibility — not only to our clients and community, but to the land, the sea, and the spirit of the Mediterranean that surrounds and inspires us daily. The tourism and MICE industry is evolving, and we believe this evolution must be led with care, consciousness, and collaboration.

Our 2024 journey focused on weaving sustainability into every aspect of what we do — from reducing emissions to nurturing a strong, inclusive team culture. We've made real progress in expanding our portfolio of responsible experiences, improving workplace policies, and taking tangible steps to protect the fragile ecosystems we depend on.

We're especially proud of our efforts to reduce waste and push for circular solutions. Yet we know we have further to go. Sustainability isn't a checklist — it's a mindset, a continuous promise to do better. We want every event to leave a lighter footprint and every guest to feel part of something more meaningful.

We owe enormous thanks to the excellent local suppliers, partners, and NGOs who walk this path with us. Your expertise, creativity, and commitment to responsible practices allow us to deliver high-quality experiences while honouring the natural and cultural heritage of these islands.

This is just the beginning. Sustainability is not a destination — it's a living journey. We will continue to learn, adapt, and hold ourselves accountable as we grow. With gratitude and energy, we look ahead with optimism and purpose.

Philipp Baier, Line Hadsbjerg, Daniel Noll, Johannes Müller



2. About the Company

VISION

Through positive and interconnected experiences we celebrate the beauty of all life with passion and joy.

Responsible tourism is our baseline - everything we do enables our team, our customers and partners to connect with themselves and be passionate about the positive impact we can all generate together.

MISSION

We take responsibility, create solutions and make change happen.
We deliver unique solutions to step into everyone's full potential.

SERVICE

We are offering meaningful experiences, events & activities - all tailor made to our clients' requirements and based on our extensive local knowledge.

What we strive for

Through the experiences we offer, we inspire our guests to reconnect to themselves and become passionate about the environment, thereby shifting the travel industry towards building a more conscious and regenerative society.

In practice, this means creating authentic experiences that support local communities, cultures, traditions, and the environment. It means taking a 360° approach to sustainability and working with partners to ensure alignment with our standards.

Who We Are

We are a full-service event agency, offering customised itineraries for incentives, meetings, conferences, business and leisure travel and private events on the Balearic Islands.

Operating for 20 years, we deliver experiences of impeccable quality. As a locally based DMC, we handle every aspect of activity — from personal concierge services to large-scale, multi-day conferences and events.

We work with trusted partners in Mallorca, Menorca, and Ibiza to provide thoughtful, customised event programmes that minimise environmental and social impact, while supporting local communities and traditions.

Our values



Responsibility

We act responsibly and aim for change.



Interconnectedness

We care – about people, partners and our planet and believe in our shared humanity.



Innovation

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



Integrity

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



Fun

We enjoy working in a unique and personal family spirit



Passion

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

Our History

LifeXperiences was founded in 2005 by Philipp Baier and Line Hadsbjerg in Mallorca. Initially focused on private and family events, the company quickly expanded to incentives, meetings, and conferences across the Balearics.

Partners Daniel Noll and Johannes Muller joined in 2006 and 2012, respectively, helping shape the company into a sustainable travel DMC. In 2017, the Cleanwave Foundation was launched to support regional environmental initiatives, and LifeXperiences has continued to support the foundation through 1% donations and integrated sustainability programs.

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Our Sustainability Pillars

Our sustainability strategy is structured around three core pillars, which guide our work and our long-term commitments - also aligned with our Action Plan 2025/26:



We Are Responsible (Planet) — Minimising our environmental impact through conscious choices and innovation.



We Are Interconnected (Community) — Uplifting local communities, employees, and partners to share in positive outcomes.



We Act with Integrity (Prosperity) — Embedding ethics, transparency, and fairness into all aspects of governance and operations.

3. We Are Responsible (Planet Focus)



Sustainability is at the heart of everything we do. We recognise our impact and are committed to tackling four key environmental challenges: water conservation, waste reduction, climate action, and biodiversity protection. Our actions aim to minimise our footprint while enhancing the positive outcomes of each event we deliver.

Responsible Itineraries

We embed sustainability into every journey by carefully curating activities and accommodation that align with our environmental and social commitments. By prioritising responsible activities, we guide clients toward experiences that respect local communities and ecosystems. Our framework makes sustainable choices simple, ensuring every decision contributes to a positive impact on the Balearics.



Environmental Care

We prioritise preserving natural resources and biodiversity, considering the delicate ecological balance of our ecosystem.



Community Engagement

Our initiatives promote well-being across staff, local communities, and guests, fostering economic benefits for local areas.



Positive Impact & Regeneration

Our activities create positive impacts and collaborate with local environmental organisations for natural resource regeneration.



Cultural Heritage

We celebrate Balearic Islands' heritage through language, customs, festivities, and artisan crafts, promoting intercultural understanding.

Responsible Hotels

In 2023, we began evaluating hotels across four areas of impact: water, energy, waste, and community engagement. We have implemented a Green Leaf rating system that highlights hotels with verified third-party sustainability certifications—designed to help clients make informed choices that align with their sustainability goals.

However, we recognise that obtaining these certifications can be both costly and time-consuming—particularly for smaller properties and family-run hotels—even when there is a strong commitment to environmental responsibility.

Green Leaf rating system	Description
Unrated	No official sustainability certification available.
1 Leaf 	<p>We highlight properties with third-party sustainability certifications. Hotels that have achieved these certifications have worked to specific criteria to deliver a more sustainable hospitality experience.</p> <p>These include water-saving systems, uses green energy, eliminating single-use plastics, sources local products, carbon reduction practices and supports local NGOs.</p>

Waste Management

We are committed to eliminating single-use plastics and reducing overall waste across our operations and events.

Specifically, and in connection with our focus to improve the health of the Mediterranean, we are specifically focused to eliminate single-use plastics from our events and itineraries while raising awareness about waste reduction.

Our Events

Our commitments:

- ✓ Ensure partners follow local plastic regulations
- ✓ Encourage refillable bottles and glassware
- ✓ Work with caterers to avoid disposable items
- ✓ Use reusable or natural decorations
- ✓ Dispose of waste responsibly

Every choice we make brings us closer to a waste-free future. Clients who also want to promote waste and circularity to their teams during their visit can also opt for some of the following activities:



Power of Waste



Upcycling Challenge



Zero KM Food Xperience

We also offer groups the opportunity to participate in local beach clean-ups:



Beach Clean Up

Our Offices

Within our offices, we sort and measure our waste. Specifically, we follow our procurement guidelines trying to minimise our consumption of resources, especially single use plastics, by purchasing with consideration (using recycled paper alternatives, selecting reusable packaging etc).

Year	Plastics average each week
2021	439g
2022	646g
2023	617g
2024	568g

As we go forward, we will also be addressing food waste and establishing relations with a local food community kitchen, to donate leftover food. We continue to work closely with suppliers to align with our waste reduction goals.

Climate Action

Since 2020, we began looking at our own direct emissions (Scope 1 and 2), taking important first steps to understand and manage our operational footprint whilst recognising that the main impact of our business comes from the experiences we offer.

In 2024, we further strengthened our climate strategy by offering a carbon measurement tool in collaboration with ClimatePartner. This tool allows us to accurately calculate the carbon emissions generated by each event we organise, empowering our clients to track, understand, and offset their specific event footprints.



Our goal is not only to offer carbon-neutral event solutions but also to raise awareness among clients and partners about the importance of responsible event design. We actively encourage practices that minimise emissions at the source:

Local Sourcing and Seasonal Menu Planning: Support local farmers and reduce food transport emissions.

Vegetarian Options: Offer diverse plant-based dishes alongside sustainable meat and dairy options.

Reduced Food Waste and Sustainable Packaging: Estimate portions carefully, opt for buffet-style service, donate excess food, and minimise single-use plastics.

Energy Efficiency: Choose caterers using energy-efficient equipment and renewable energy for cooking, cooling, and heating.

Zero-Emission Transportation: Promote carpooling in electric vehicles or biking; use zero-emission options where available (see further comments below).

Low Impact Activities: Recommend activities like bike tours, electric car tours, horse-riding, or beach cleans instead of high-emission activities.

Sustainable Accommodation: Encourage booking hotels that use renewable energy — many of our leaf rated hotels run on green energy.

Through these initiatives, we aim to embed climate-conscious practices across our operations and client experiences, contributing to a more sustainable and resilient future for the Balearic Islands and beyond.

Lowering our Footprint further

One of the main impacts, for client events is the use of transportation to and from events and activities. Currently there are no low-emission transportation options on the island. This along with the prioritisation of local suppliers is something we want to address in the next few years. At present, where possible, we encourage activities which are closer to the selected accommodation in order to reduce travel times - and therefore total emissions.

Energy Efficiency

We are committed to optimising energy consumption across our operations, recognising that energy efficiency is a key pillar of our broader sustainability efforts.

We use Hola Luz as our energy supplier. They give us certified green energy (this comes from mixed sources - 40% renewables, 19% Nuclear etc. In 2024 we consumed 5162 kWh of electricity).

Within our office environment, we have implemented a range of measures to reduce our energy footprint — from the use of efficient LED lighting and energy-saving office equipment to promoting best-use practices among our team.

We encourage responsible daily habits, such as powering down devices outside working hours, maximising the use of natural light, and maintaining efficient heating and cooling settings. But we know that we are now at a limit in terms of how much more we can reduce.

As we plan for the transition to a new office location in 2025–2026, energy efficiency will be a core consideration, ensuring that future workspaces are even more aligned with our environmental commitments.

By embedding energy-conscious practices into our operations, we contribute to reducing our overall carbon emissions and strengthening our position as a responsible and forward-thinking events and travel company.



Protecting Biodiversity

At the heart of our operations lies a deep respect for the natural environment that surrounds us. Living and working in the Balearic Islands — a place of extraordinary beauty and biodiversity — comes with a responsibility to protect and nurture it.

Through our Code of Conduct for Employees and Suppliers, which is aligned with the Travelife guidance for DMCs, we ensure that every action we take aligns with this commitment:

- ✓ Ethical wildlife interactions, always respecting animal welfare.
- ✓ Activities that minimize ecosystem disruption, like preventing yacht anchoring on sea grass.
- ✓ No promotion of items harmfully taken from nature, such as shells.

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In collaboration with Cleanwave Foundation, we integrate nature-positive activities into our programs and ensure that events avoid harm to ecosystems. We are conscious that we live and operate within a unique archipelago of islands and therefore strive to preserve its beauty. This includes respecting and preserving Posidonia meadows and supporting marine ecosystem restoration initiatives, and incorporating these into our activity programs. Beach cleaning activities go beyond simply collecting waste — they also involve sorting and measuring the waste, and, most importantly, recording the data. This information is fed into a centralised waste database, which local NGOs use to influence legislation and advocate for stronger, more effective waste management laws.

Water Conservation

Water is a precious resource in the Balearic Islands, and we are committed to its responsible use.

Within our operations, we maintain minimal water consumption and actively promote responsible water use at events and accommodations through our leaf rating identification.

Office Consumption

In our offices, our water usage is very low. However, we used more water in 2024 against our 2019 baseline. This was primarily due to an increase in employee/ team size. We are monitoring our usage to ensure it goes no higher.

Water	2019 (baseline)	2024
TOTAL	60 m3	86 m3

Event Consumption

At present, we do not measure the total impact of water and water consumption at events. Our supplier code of conduct and hotel rating system also consider water-saving actions to support broader conservation goals.

Beyond direct consumption, we also address the wider impact that waste has on water resources. A significant example is the production of single-use plastic bottles: it can take up to 6 litres of water to produce a single 1-litre plastic water bottle, considering both the manufacturing of the bottle itself and the bottled water inside. Reducing reliance on single-use plastics is therefore not only critical for waste reduction but also for protecting vital freshwater supplies and marine ecosystems.



4. We Are Interconnected (Community Focus)



Our commitment to sustainability goes beyond the environment — it extends to our people, our partners, and the communities we serve. We recognise that our operations and the choices we make together with our suppliers and clients shape the social and economic fabric of the Balearic Islands. By identifying key social challenges, engaging our stakeholders, and setting measurable goals, we work to raise industry standards and foster long-term positive change.

Engaging Our Stakeholders

We collaborate with suppliers, clients, and local organisations to promote responsible business practices. Our Supplier Code of Conduct and Sustainability Questionnaire allow us to segment suppliers based on sustainability performance and guide them toward environmental and social improvements. As with best practice, we ask for this to be updated every two years (2023/25/27 etc..).

Initiative	Target Year	Status	Description
1% for the Med	Ongoing	Completed	Annual donation to Cleanwave Foundation and its MedGardens project.
Supplier Sustainability	2025	In Progress	Raise sustainability standards across the supply chain by encouraging ethical business practices.
Training on sustainable procurement	2025	In Progress	Develop internal training modules for staff focused on responsible procurement and client engagement, as well as personal development.

Empowering Clients and Employees

We provide ongoing training for our team on sustainable procurement, supplier selection, and communication, so they can support clients in making responsible choices. Our goal is to ensure sustainability and cultural understanding is integrated into every client interaction and decision.

Through this approach, we not only promote responsible event practices but also highlight and celebrate the cultural richness of Mallorca. Our experiences often include activities such as olive oil making workshops, bee-keeping experiences, traditional fishing excursions, and visits to local wineries — offering clients authentic insights into the island’s heritage while supporting the local economy and preserving traditional knowledge and skills.

Community Commitment - 33,436.30 € Donated in 2024

As part of our ongoing commitment to the place we call home, we proudly donate towards the 1% for the Med initiative, in support of local environmental and social initiatives. This contribution is more than a promise — it’s a reflection of our belief that businesses must play an active role in protecting and regenerating the ecosystems that sustain us.

In 2024, we directed our donations to **MedGardens**, an inspiring marine restoration project led by the **Cleanwave Foundation**. MedGardens works to restore critical marine habitats across the Balearic Islands, with a particular focus on regenerating **Posidonia oceanica** meadows — underwater sea grass beds that are vital to the health and resilience of the Mediterranean.

These meadows are often called the “lungs of the Mediterranean” because they capture carbon, protect coastlines, and provide essential habitats for marine life. Sadly, they are under significant threat from human activity, including anchoring, pollution, and climate change.

Our support of MedGardens helps fund:

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Restoration projects

that plant and protect Posidonia meadows.



Community education programs

to raise awareness about the importance of marine conservation.



Citizen science initiatives

where locals and visitors actively participate in monitoring and protecting marine environments.

Through this partnership, we are proud to contribute not just financially, but by weaving these efforts into our client experiences — educating guests, offering opportunities to participate in conservation activities, and ensuring that every event we organize is aligned with the health and future of the Balearic Islands.

We are so proud of our clients for their contribution to make this powerful step toward creating a tourism model that truly gives back, helping to nurture the Mediterranean for generations to come.

5. We Act with Integrity (Prosperity/ Governance Focus)



At LifeXperiences, we believe that integrity, transparency, and accountability are the foundation of sustainable business. Our success is made possible by our exceptional team — a group of passionate, responsible individuals whose excellence allows us to deliver unique and meaningful experiences for our clients. Through their commitment and care, we are able to consistently raise the standard for responsible tourism.

We strive to meet the highest ethical standards and align with evolving regulations, while promoting employee well-being, fair practices, and inclusive growth. As a small business operating in a complex service industry, we see these challenges not as obstacles, but as opportunities for innovation and leadership.

Corporate Governance & Internal Management

We maintain clear governance structures to ensure accountability across our operations. This includes regular updates to internal policies, documentation of procedures, and compliance with local and EU regulations. We also ensure employees are informed and involved in sustainability initiatives. Bi-weekly meetings, shared lunches and regular training not only strengthens coherence within the team, but also fosters a confident and engaged workforce.

Transparency & Fairness

We are committed to fair pay, inclusive hiring practices, and the promotion of gender equity. Our employee policies support well-being and flexible working models, ensuring a respectful and motivating workplace environment. We aim to provide a living wage to all team members and continue evaluating our progress through regular reviews.

Training & Development

At LifeXperiences, we see ourselves as more than just a team — we are like a sports team with family characteristics, training, working, and growing together towards a shared goal, while always respecting and nurturing the needs of each individual.

We believe that our staff are our greatest asset, and that the success of LifeXperiences is rooted in the dedication, professionalism, and creativity of the people behind it. Investing in our team is fundamental to embedding our values into everything we do and building a resilient, future-facing company.

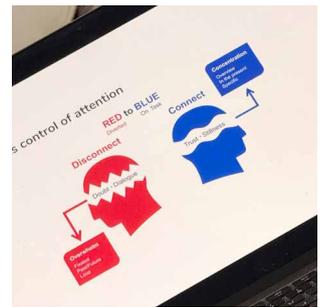
Our philosophy aims to ensure continuous development.

- ✓ On a personal level, human development is as natural as it is necessary for creating a fulfilled life.
- ✓ On a business level, a company can only thrive in the long term if it continually evolves and adapts to meet changing demands.

This joint approach creates a kind of symbiosis: the company depends on the personal and professional development of each team member, and each team member needs the right environment to grow according to their own motivations and aspirations.

Training is a key pillar of this commitment

We host bi-annual two-day team trainings, including external professional coaching on carefully chosen topics — such as stress management, time management, and leadership development.



Additionally:

We offer structured individual training plans tailored to support both personal growth and skills development relevant to each role.

We place a strong emphasis on mutual respect — for one another, for our clients, and for the natural world around us.

Our training initiatives directly support our sustainability goals, ensuring that every staff member is empowered with sustainability education, personal development opportunities, and clear understanding of company policies.

To thrive within LifeXperiences, each team member brings with them personal responsibility, independence, creativity, consistency, and above all, team spirit — the foundations that allow us to grow both individually and together.

Key Governance Actions (2025–2026)

Initiative	Target Year	Status	Description
Update Employee Manual	2025	Update	Develop and implement a comprehensive Employee Well-being & Protection Policy
Update Health and Safety Policy	2025	In Progress	Provide ongoing training to reinforce a strong safety culture. Including PRL (prevención de riesgos laborales) training.
Training & Development Plan	2025	In Progress	Create training plan including DEI, sustainability, and personal development skills.

Executive Summary

This Sustainability Report presents LifeXperiences' progress across environmental, social, and governance actions. Grounded in our three sustainability pillars — We Are Responsible, We Are Interconnected, and We Act with Integrity — this report outlines our concrete actions, goals, and impact metrics.

Our Commitment

- ✓ As a leading events and tour operator in the Balearic Islands, we recognize the region's **fragile ecosystems** and the **growing pressure from tourism**.
- ✓ We are committed to continually **raise standards** and **increase integrity** across the industry here in the Balearics.
- ✓ We are committed to **leading by example**, working alongside clients, partners, and local communities to offer considerate and conscious experiences, in order to support regenerative change.

Key Actions in 2024

- ✓ Continued to **reduce single-use plastics** across operations and events.
- ✓ Grew our team and re-inforced our training on sustainability and low-impact actions to everyone with everyone attending **3 days of training and team building** during the year.
- ✓ Expanded our portfolio of **responsible and low-impact product offerings**.
- ✓ Offered a **Client Carbon Measurement Tool to Measure** events and activities.
- ✓ Reinforced **supplier engagement** by updating and strengthening our Supplier Code of Conduct.
- ✓ Donated to the **1% for the Med** initiative, supporting **MedGardens** and marine ecosystem restoration.
- ✓ Integrated **nature-positive activities** into client programs through partnerships and continued actions with the Cleanwave Foundation.

Looking Ahead

As we enter the next chapter of our sustainability journey, we remain firmly rooted in our values of responsibility, connection, and integrity. Our vision is to establish ourselves as a leader in sustainable tourism—setting a new standard for ethical and regenerative travel experiences. Through this, we aim to further advance marine stewardship and strengthen the resilience of local communities.

- ✓ Continuing to improve our accommodation and experiences to ensure they are as low impact as possible.
- ✓ Strengthening employee well-being programs, including mental health support and professional development pathways.
- ✓ Transitioning to a new, more sustainable office space to enable us to reduce our direct office impacts further.
- ✓ Enhancing governance policies to ensure greater transparency, accountability, and ethical practice.

We are deeply grateful to our partners, clients, and team members who have contributed to our journey so far—and we warmly invite you to continue walking alongside us as we co-create meaningful, lasting experiences that honour both people and planet.