

2024 Impact Report



IMPACTTRIP

IMPACT
Beach
HOUSE

IMPACT
HOUSE
ATHENS
By: Goodwill Caravan



Index

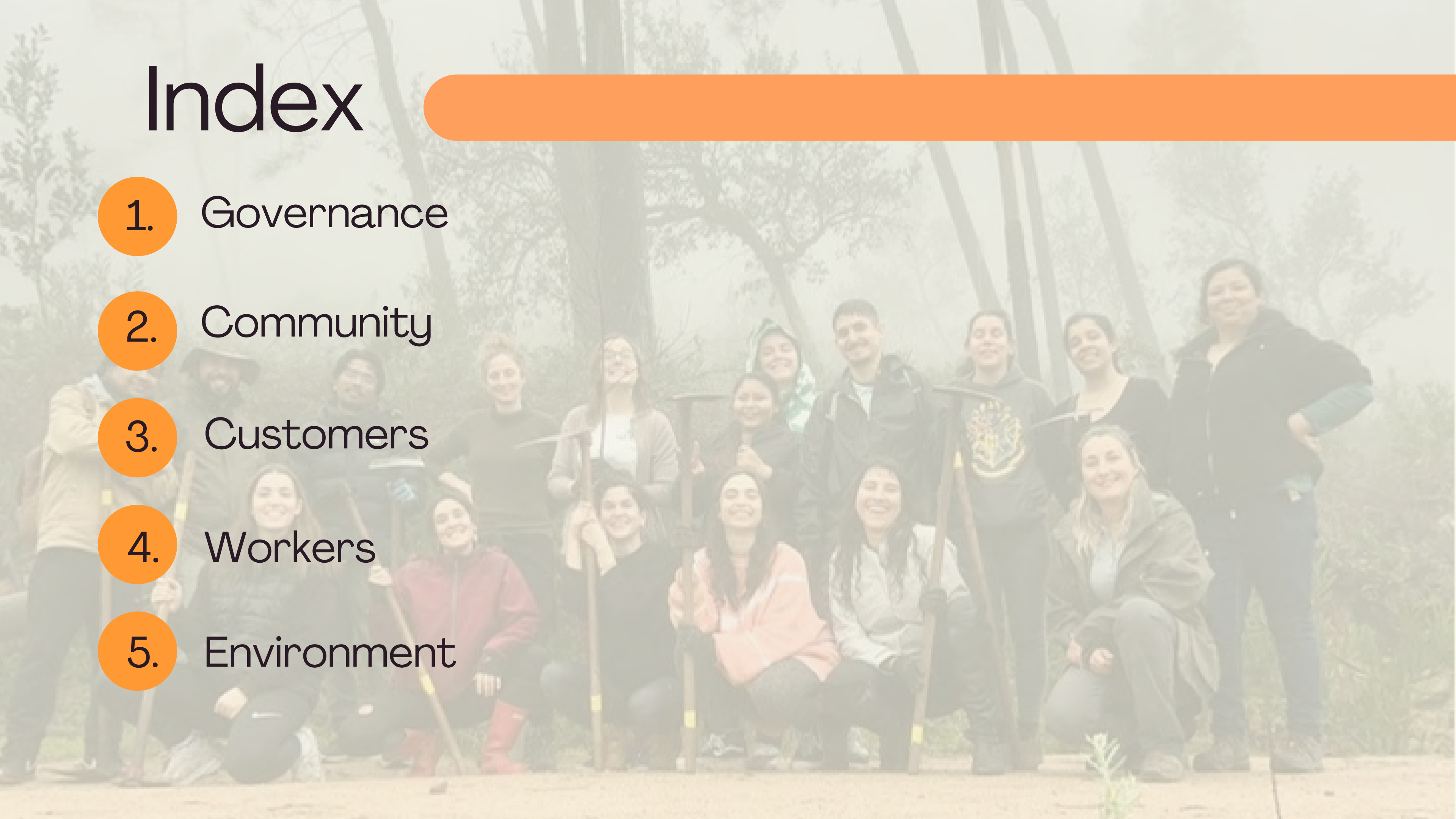
1. Governance

2. Community

3. Customers

4. Workers

5. Environment



Message from the CEOs



2024 was a particularly challenging year worldwide. When we should be focused on solving important global issues like the Climate Crisis, fighting for gender equality, or closing the poverty gap, humanity was instead dragged into more conflicts.

This past year, our team tried to be light in darker times, tried to stay positive despite the everyday despairing news, and inspired by example by working hard for causes we care about. We did this by welcoming volunteers who travel to make a difference and be positive changemakers, and by implementing projects in our Houses that raise awareness to everyone who visit us.

Our mission is to support and empower those who make a difference everyday and who, like us, believe we can be part of the solution. We want to innovate, to create, and to do more, but more than that, we want to improve what we already do to benefit the local communities where we are.

Being transparent about what we do, how, when, and the results we achieve is an essential part of it, and it is with great pleasure that we share today this Impact Report with you and invite you to dive right into it!



GOVERNANCE

Our Brands



A purposeful travel agency that offers meaningful social and environmental volunteering programs across Europe.



A hostel dedicated to refugee integration, located in Athens.



A hostel dedicated to Climate Action, with a special focus on Ocean Conservation and Circularity.

This was a busy period for us with the internationalization of Impacttrip to Barcelona and Split, and the launch of the first Impact House in Lisbon

2018/2019

This was the year of recovery and we managed to open a new destination: Rome!

2021

Impact House Split opened its doors to volunteers in Croatia. It's a cozy hostel in the city center for conscious travelers!

2023

2015/2016

After traveling in Southeast Asia, Rita felt out of place in the corporate world and decided to join Diogo to create something new. In January 2015, after a lot of meetings with nonprofits and a lot of trial and error, they created Impacttrip.

2020

This was a particularly difficult year for us. We opened Impact House in another location right before Covid exploded but we started different initiatives to stay active amidst all difficulties. We decided to close Impactteam as the market didn't allow us to operate in any way.

2022

We continued our expansion strategy both of Impacttrip as we opened Athens, but also opening a new hostel in Portugal: Impact Beach House

2024

We opened our Impact House Athens! It's a great pleasure that we opened a hostel dedicated to refugee integration.

Our Story



Our Mission & Values

IMPACT 

Mission

Our mission is to support and empower the work of social and environmental non-profits!

Values

- Honesty
- Creativity
- Initiative
- Resilience
- Purpose

Governance | Community | Customers | Workers | Environment

How do we do it?

1

By co-creating and implementing solutions to the diverse problems they have identified

2

By promoting their work in order to increase their reach and create more awareness about the issues they work to solve

3

By connecting them with people willing to give their time to contribute to the organization's cause

4

By supporting their financial sustainability and autonomy, prioritizing them as our supplier, and selling their services and products



We strongly believe that travel can be a valid tool to contribute to the sustainable development of local communities and the protection of the environment.

At the same time, it can be a more responsible activity for all travelers, allowing them to enjoy every place more deeply and respectfully.

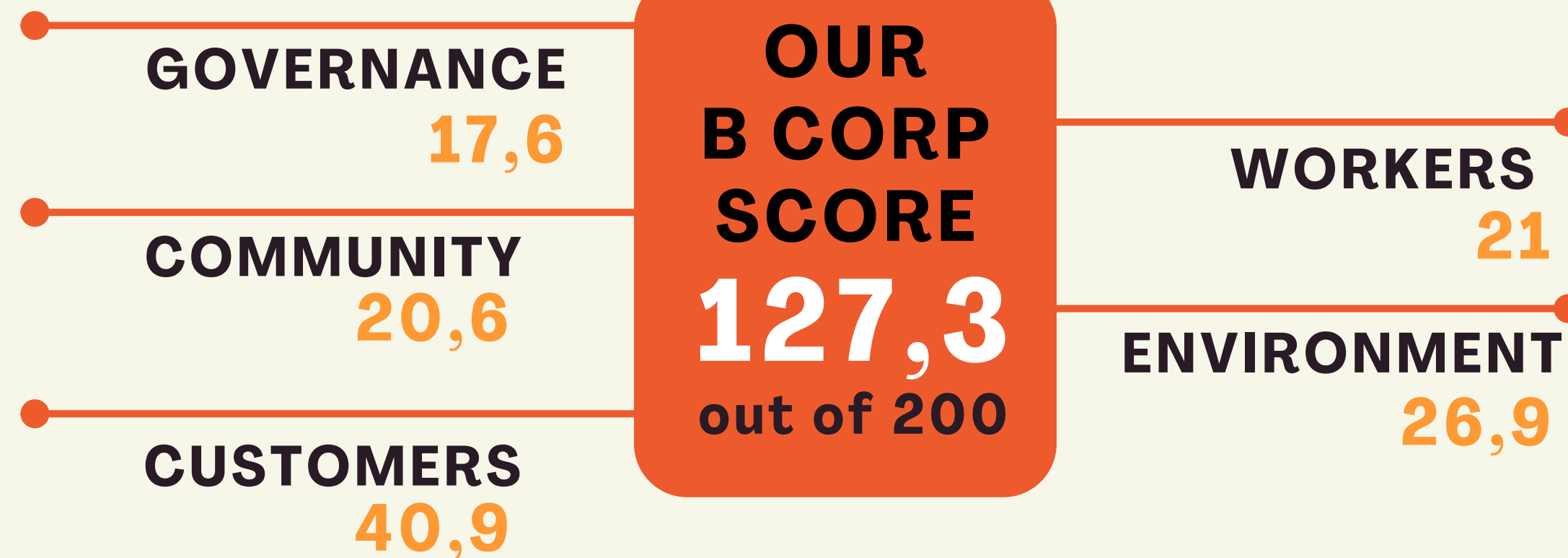


Our Approach

We stand against tourism practices that:

- Places direct pressure on fragile ecosystems causing degradation of the physical environment and disruption to wildlife.
- Exerts pressure on host communities and lead to dislocation of traditional societies.
- Competes for the use of scarce resources, notably land and water.
- Are a significant contributor to local and global pollution.

Certifications



Certified B Corporations are **businesses that meet the highest standards** of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.

We are a proud B-Corp certified company!

Our Policies

Our policies are publicly available:

1. Code of Ethics
2. Human Rights Policy
3. Volunteering Programs' Policy
4. Procurement Policy
5. Environmental Management Policy
6. Equal Employment – Non Discrimination Statement
7. Supplier's Code Of Ethics and Conduct
8. Sustainable Tourism Policy

Awards

We're happy to share that we've won some awards for our work in sustainability!



SDG's

We identified the SDGs which we positively influence but also the ones which our operation can have a negative impact on

All our programs specifically identify which SDGs each one of them is addressing on the website.

PROJECT		METRICS	SDG	TARGET
UNHOUSED SUPPORT	OUTPUTS	Partner NGO	17	17
		Partner NGO where programs were performed	17	17
		Placed Volunteers	8	6
		Volunteering Hours	8	6
		Beneficiaries Impacted	1 & 10	4 & 2
	Short-Term OUTCOMES	% of beneficiaries showing intentions on attending activities with volunteers	4	2 & 4
		% homeless who got a job	1	4
	Long-Term OUTCOMES	% of beneficiaries getting a job due to skills developed	1	4

The Sustainable Development Goals (SDG's) are the world's action plan to eradicate extreme poverty and hunger, fight inequality, tackle climate change, and achieve peace and prosperity for this generation and the generations to come, by 2030. Here is an example:



Events 2024

October 2024 (Split):

Final Event of the results of the "From river to the sea"



01/03/2024: Discussion panel at BTL tourism fair from Turismo de Portugal

17/04/2024: Online conversation "Green Entrepreneurship" from our partner Bioliving

24/09/2024: Event WYSTC: 65 participants in a circular economy workshop

November 2024: Nova SBE Workshop | Careers with Impact

05/12/2024: Presentation at the ESHT tourism course

12/12/2024: Discussion panel about "Plano Turismo + Sustentável 25-30" from Turismo de Portugal (speaker)

Events 2024

Participation at the panel "I work in a B-Corp, what does it mean?"



Participation on Turismo de Portugal course: "Sustentabilidade e ética"

#GREENWORLD

EMPREENDE- DORISMO VERDE: DESAFIOS E OPORTUNIDADES

17 DE ABRIL • 21H
ONLINE

VAGAS LIMITADAS
INSCRIÇÕES GRATUITAS
MAS OBRIGATÓRIAS ATRAVÉS DE FORMULÁRIO ONLINE

CONVIDADOS
EMELINE BREANT
SÓPRASI
RITA MARQUES
IMPACTRIP
FERNANDO LEVY
SIX SENSES DOURO VALLEY

Organização: Projeto: Funded by the European Union

Awareness

We use our channels to raise awareness about sustainability topics we care about. Here are some of the articles we wrote!



1 Celebrating National Tree Week

2 Sustainable Travel International



4 Flying Green: Understanding Carbon Compensation



3 Tips for animal care volunteering

Quick Overview 2024

In January, as usual, we gather the team for the annual retreat in Valada do Ribatejo, a little town in the countryside by the Sado river in Portugal. During 4 days, the team was together to reflect on the past year and learning lessons to prepare the next. We brainstormed a lot of new ideas, we debated systemic problems, we worked on the team connection, and we also had a lot of fun!

International team retreat 2024



There was still time for a quiet boat trip through the river islands to enjoy local Nature.

Quick Overview 2024

We opened Impact House Athens!



Life is in the details

WE BELIEVE that details **EMBRACE**
should be found when we **SUSTAINABILITY**
by pledging to reduce our environmental footprint.

We **FOSTER COMMUNITY** by looking
out for our neighbors
CELEBRATE the
BEAUTY of CONNECTION by welcoming
everyone in this house.

That's how we see
STRANGERS
becoming
FRIENDS
and **ALLIES**;
that's how we
SEE CHANGE.

We **CULTIVATE INCLUSION**
by promoting diversity awareness.
We
EMPOWER REFUGEES
*by hiring them to support
them in rebuilding their lives.*

In the spirit of we welcome
SOLIDARITY and SERVICE, *you to our*
eco-friendly humanitarian hostel
— where you will find some **HOPE** in a world that
yearns for **COMPASSION and CONNECTION.**

Here, join us on a journey of:
DISCOVERY, EMPOWERMENT,
and **TRANSFORMATION.**

Welcome home!



It is with great excitement that we opened Impact House Athens! Our **first accommodation outside Portugal** and with a concept that we hold very dear to us: refugee integration.

We started this project together with a local NGO (Goodwill Caravan), which has been working on refugee support in Greece for many years.

They had an empty building, and we had the hostel operational know-how so we joined forces to create a super cool project to host volunteers and employ, and train refugees. **The hostel has capacity for 28 people** in shared and private rooms, kitchen and common areas, a super cool rooftop, and we are super happy to welcome all conscious guests!



IMPACT HOUSE ATHENS

By: Goodwill Caravan



Governance | Community | Customers | Workers | Environment



Impact House Athens

- **194** **guests**
- **1434** **nights booked**
- **26,5%** **occupancy**
- **20,8%** **volunteer occupancy**



**1 impact
event**

**100%
green
energy**

Impact Beach House

We improved the offline messaging on the sustainable initiatives we hold in the Hostel. With more upcycled art pieces and vinyl messages on the walls about our intangible initiatives, we believe guests are now more connected with our concept!

- **10,229** people reached
- **47,3%** occupancy
- **36,3 %** volunteer occupancy

Impact Beach House: A quick story

Our team is creative and impact-driven!

We regularly donate our food to a local non-profit but they close for a couple of weeks in August. Since our team are problem-solvers and impact-driven, they organized a local food donation to avoid food waste. We just posted on the local FB group that we would give all the food we had available the following day to anyone who would need and several families showed up and were truly thankful since the normal social canteens were closed. It was a wonderful experience of connection with the community.





5

countries

111

partners
supported

11

cities

56

different
nationalities

1330

volunteers



Erasmus+

GREEN Project

Gather Recycling Economic and
Employment for Inclusion of
NEETs Young

Over the course of two years, we had the opportunity to work alongside amazing partners from Guadeloupe (ADILES and CKB), Greece (Solidarity Tracks), and our team at Impact+ in Portugal. Together, we aimed to create tools that would inspire young NEETs to engage in the Circular Economy through volunteering, entrepreneurship and creative learning.

Impactful results:

An Educational Platform: A practical e-learning tool on Circular Economy designed for youth organizations and facilitators;

Circulopolis: A fun, interactive game to help young people explore circular economy concepts in a playful way. You can try it here.

 You can learn more about the overall project here:
<https://www.greenprojectec.com/en/green-project/>

“Being part of GREEN reminded us that inclusion and sustainability go hand in hand and that, with the right tools, even the most complex concepts can be made accessible, engaging, and empowering.”

*Rafaela Fortunato, GREEN
Project Manager*

G.R.E.E.N. FINAL EVENT

June 24th, Impact Beach House, Estoril

The recent GREEN Project final event focused on promoting an inclusive circular economy by engaging young NEETs (Not in Education, Employment, or Training).

It featured productive exchanges with both local and transnational partners.



CHEF Valter Santos
Zero Waste Show Cooking

Lisa Marques
Aims to create art and decoration pieces with discarded ropes and fishing cages collected on the beach. Artivism!



Transparent Ownership

The company is solely owned by the two founders: Rita Marques and Diogo Areosa.

No other shareholders, no other investors involved. Simple, transparent, and publicly disclosed.

Team structure

IMPACT 

CEO

CEO

Office Fairy

Impact
Innovator

Management support

Team structure



IMPACTTRIP



Financials

This year, we faced a lot of uncertainty and inflation. It was difficult to cope with price changes in all destinations and to provide the best possible conditions to the team, so the results were positive but didn't meet the planned goals.

**100% profit
reinvested**
Since 2015

	2023	2024
REVENUES	1.799.420€	1.654.786€
SUPPLIERS AND EXTERNAL SERVICES	1.097.152€	1.150.468€
STAFF EXPENSES	483.707€	426.219€
EBITDA	185.942€	120.036€
NET INCOME	118.554€	57.841€
DEBT	152.444,63€	101.925€

COMMUNITY

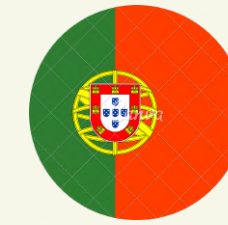
Our non-profit partners

As part of our mission to support social and environmental non-profits, we collaborate with a broad network we deeply value.

We have **701** partners around the world!

Throughout 2024 Impact+ has actively worked with and supported **111** partners and purchased

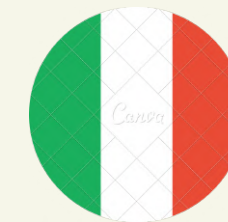
253.463,24€ in their services.



Portugal: 446 (72 new)
Lisbon, Porto, and others



Barcelona: 127 (12 new)



Rome: 58 (12 new)



Split: 35 (15 new)



Athens: 35 (7 new)

That's what we work every day to support our partners! It's not about the quantity of partners, is about the depth of our relationship with them. Here is one of the many feedbacks we receive:



Youth Support partners in Lisbon, 06/2024 Read it [here](#)

We are very happy to announce that we have welcomed three incredible volunteers from Mexico through our partnership with ImpactTrip.

☀️ For the next two weeks, they will be with us, bringing lots of energy and love to our children.

🤝 Partnerships like this one with ImpactTrip are fundamental to our mission. They not only broaden the horizons of our children, but also reinforce solidarity and cultural exchange between different countries.

We thank ImpactTrip and our dedicated volunteers for this gesture of affection and dedication. Together, we can build a better future! 🌍💛 "

Our non-profit partners

Portugal

(Lisbon 9, Porto 8,
other Portugal 2)

Spain (Barcelona 8)

Croatia (Split 5,
other Croatia 2)

Italy (Rome 6)

Greece (Athens 6,
other Greece 1)



Number of Programs

47
programs

Our New Programs

Lisbon:

Digital Changemakers
Impact Surf Camp
Horse Caretakers

Barcelona:

Community Support

Split:

Horse Caretakers

Porto:

Content Creator for Impact
Community Support
Young Moms Support
Animal Care
Surf With Impact

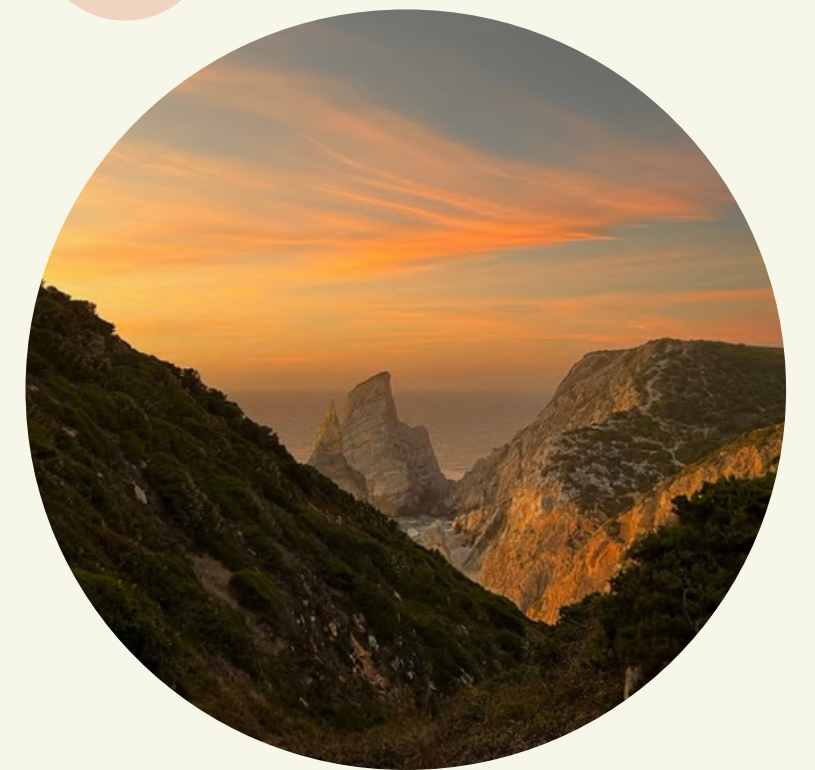
Countryside Portugal

Wildlife Rescue

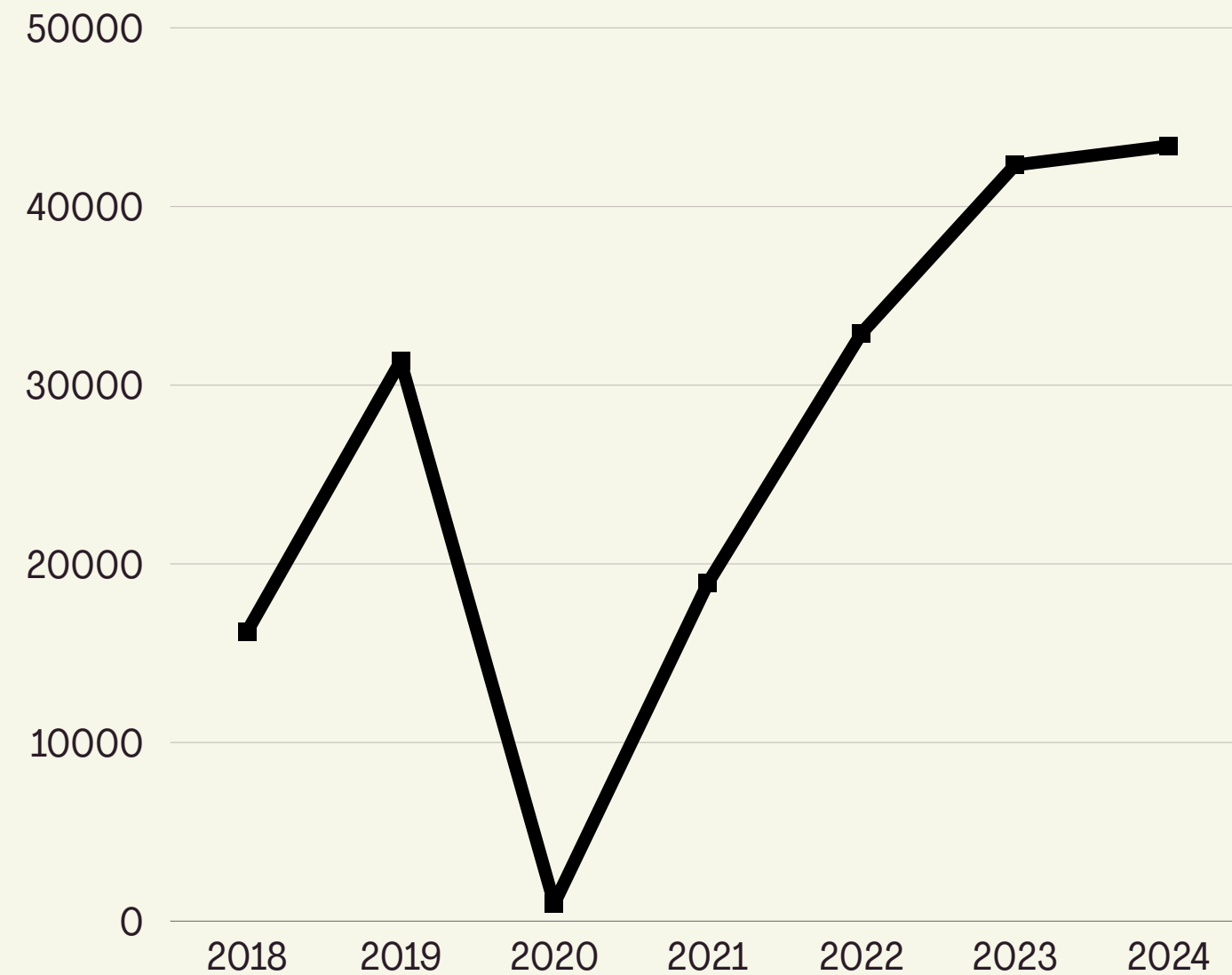
Athens:

Food Rescue

**12 NEW
programs**



Programs' Impact



43. 388 volunteer hours

Which is equivalent to:

**15
years**

**5.424
days**

Programs' Impact



68
communication
campaigns
created

983
children
supported
40% improved their grades

4251
tones of
food
rescued

510
animals
cared for

are migrants

33%
of children

Programs' Impact by SDG

Community + Homeless + Refugees Support



7.255 volunteering hours

Food Rescue



3.346 volunteering hours

Youth Support + Teaching



10.593 volunteering hours

Marine Conservation



6.756 kgs of trash
collected underwater

Animal Protection



12.390 volunteering hours

Economic Impact

Our economic model is rooted in local empowerment and sustainable growth. We prioritize hiring locally and work primarily with small, community-based suppliers, ensuring that the economic benefits of our operations stay within the regions we serve. In line with our mission, we reinvest 100% of our profits to further amplify our impact and support long-term community development.

We work in

5

countries

Our team had

22

people
on average

Because of Impact
House closure

we reduced in

3

the number of
jobs

we reinvested

100%

of the results

Governance | Community | Customers | Workers | Environment

Civic Engagement

Our Donation Policy

Our donation policy is straightforward and rooted in transparency. Because our business model is designed to generate direct revenue for non-profits, we do not make traditional monetary donations. Instead, we support these organizations by purchasing their products or services, helping to incentivize their growth and promote long-term financial sustainability.



- **4491,8 Kg of donated food**, equivalent to 10.977 meals
- **30h** volunteer work planting trees in Sintra
- **20h** Volunteer work preparing meals for Xmas eve.

Suppliers' selection criteria:

- Entities that are non-profit organizations
- Entities that have social or environmental missions
- B-Corp certified companies
- Underserved suppliers
- Other certified companies with rigorous and independent third-party certifications
- Entities with social or environmental positive impacts•Local entities, to support the local economy and to reduce the environmental footprint
- Entities with active CSR policies
- Entities with policies and initiatives to reduce their environmental footprint

Two very specific examples are:

- In partnership with Futah, a Portuguese brand that produces 100% cotton beach towels, we are reducing textile waste by giving a second life to towels with small defects that would otherwise not be sold. Through our social store, we are once again contributing to showing that the Circular Economy is, in fact, the right path.
- Our IBH Director realized that, during the winter, with less volume of clients, we could decrease the number of bread deliveries by freezing part of that order. A small change that reduced a daily delivery to a weekly one cutting CO2 emissions significantly.

Our supply chain

CUSTOMERS

2024 in numbers



This year we had the same volunteer numbers as the previous year. Volunteers are at the heart of everything we do, and we remain committed to providing meaningful, impactful experiences for many more to come.

- Volunteers from **56 nationalities**
- Volunteers **stay an average of 2,3 weeks**
- Who are **78% female**, 25% male, and 0,5% non-binary
- They joined **47 programs**

We have started to measure the long-term impact of our programs on the volunteers' awareness, attitude and behavior. We are doing it through a very specific survey to all volunteers, just 1 month after, 1 year after and then 5 years later. We are excited to see the results!

1330 volunteers

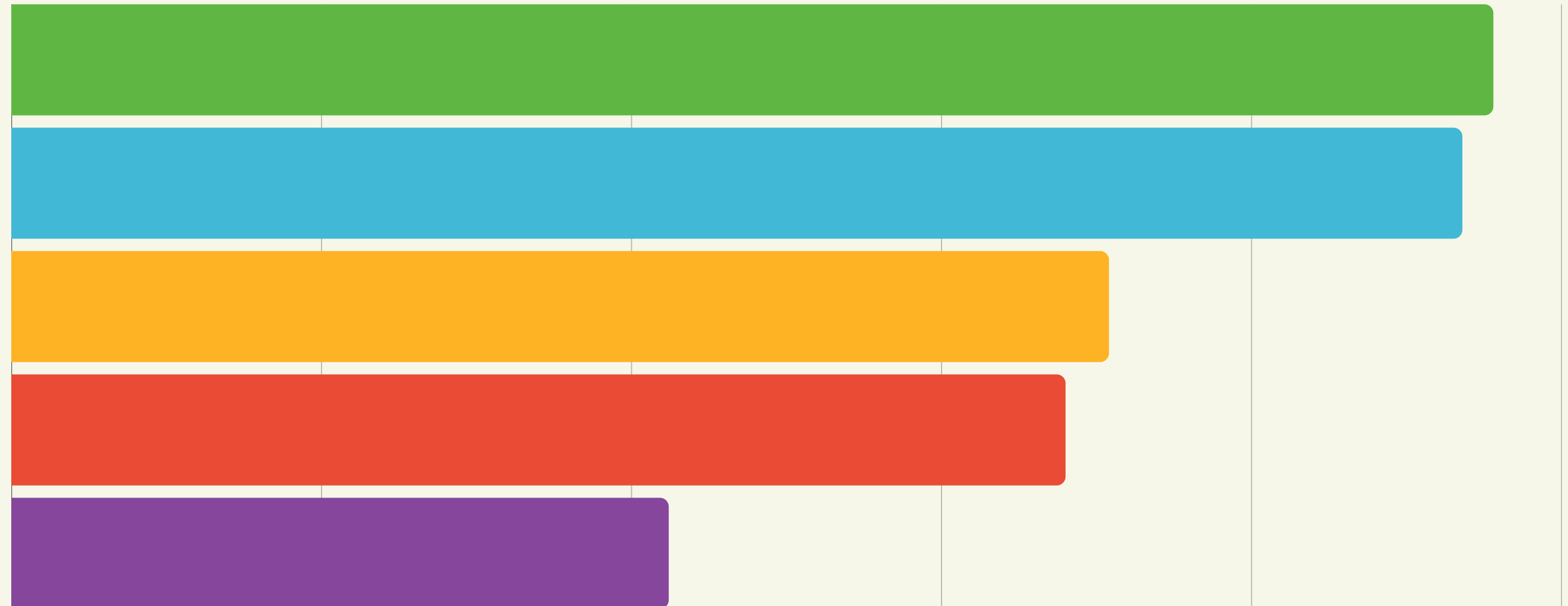
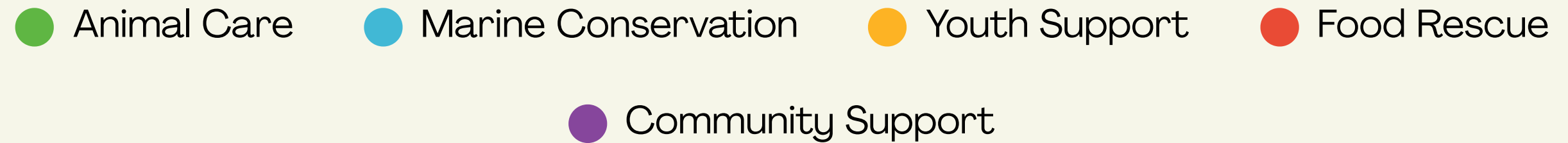


43.388 volunteering hours

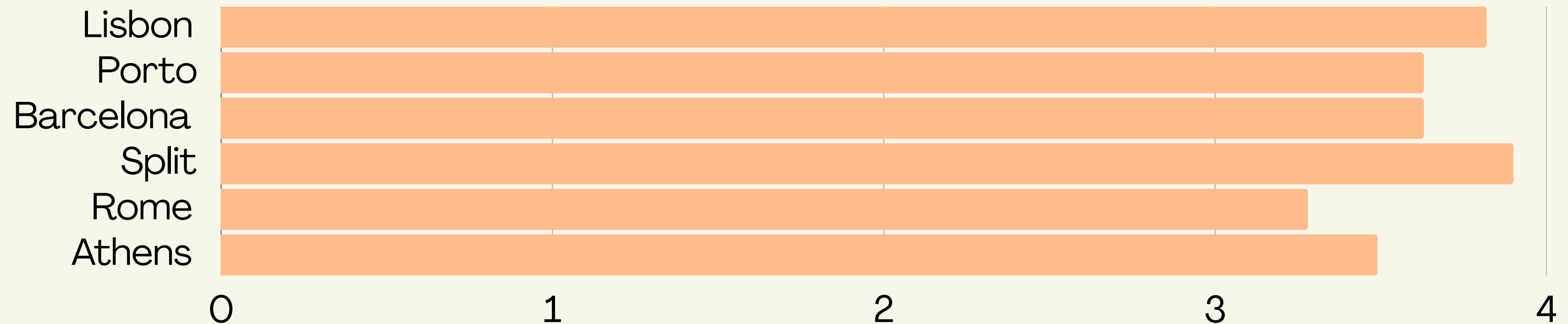


TOP 5 programs

Number of volunteers per program



"From when I arrived until the day I left, **the Local Team was easy to approach and always available** in case I needed anything."



Our average feedback score is **3.62 (out of 4)**

Testimonials

What do our clients say about us?

What we do at the role of our local coordinators in each destination goes far beyond managing logistics. They are mentors and guides, dedicated to shaping the next generation of changemakers.

We're proud to share a selection of public reviews written by volunteers who have joined our programs. While we're not here to boast, we're genuinely moved and motivated by the impact these experiences have had on so many individuals.

Of course, not all feedback has been glowing—and that's important. We've received both constructive (and occasionally blunt) criticism, which has helped us identify areas for growth and improvement. We value every perspective and continuously strive to do better.





Lisbon,
Portugal



"I enjoyed the reforestation project and the coordinators in that group. **It felt purposeful and authentic.** I learned a lot from those individuals that I am grateful to take home with me. I am also appreciative to flexibility offered to try another project, albeit towards a scuba diving licence more so than volunteering in marine conservation but was enjoyable and I appreciated the option nonetheless."

Hallie M., Forest Conservation

Athens, Greece

My local team support was the best! Shoutout to Kira for being such an amazing support system and really caring about me and my progress.

Maggie S., Refugee Support



"I feel I helped make a positive impact
and also gained more experience in
animal care which

I would like to do more of."

Lilijana M., Hedgehog Conservation

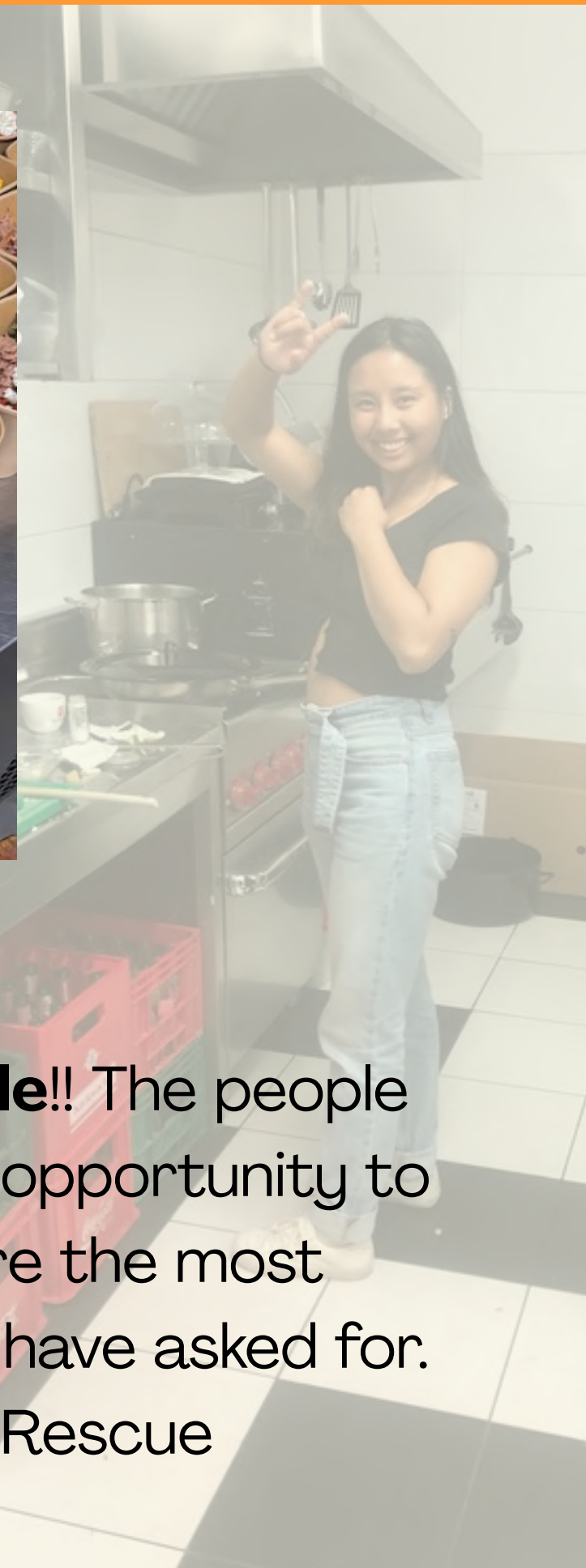
Porto, Portugal



Barcelona, Spain

It really was incredible!! The people
who I met and got the opportunity to
work alongside were the most
amazing people I could have asked for.

Serica B., Food Rescue



"I feel like **I have learnt so much through this experience.** I enabled me to completely immerse myself in the way of life there and be very hands on with the work so I feel like I got the opportunity to help at my placement a lot and properly become one of the team!"

Katie W., Animal Care
Split, Croatia



"**The organization we worked was absolutely wonderful.** Their work and contribution to the community was truly inspiring. I am glad I got to know and learn from the team!"

Kruti P., Sustainable Farming

Rome, Italy



Feedback from the guests



"I liked how everything was very in favour of sustainability and understanding how to make an impact in protecting nature. Also **the staff was very helpful** and beautiful female community-vibes."

Anna, Austria (10/2024)





"Breakfast was great. The bed was comfortable. We were 5 minutes from the beach and the seafront walk into Cascais which was lovely. The staff were very friendly and helpful."
Sarah, Ireland (08/2024)

Governance | Community | Customers | Workers | Environment

"Easy access to all public transportation, really tasty food and the energy of the staff is amazing!"

Panagiotis P. (05/2024)

[Booking.com](https://www.booking.com)

IMPACT
HOUSE
ATHENS

By: Goodwill Caravan ♡

IMPACT
HOUSE
ATHENS

By: Goodwill Caravan ♡



2024 in stories

Here, our local coordinators, the ones who are always with the volunteers, share their personal favorite stories!

Clara Polaino



Program
Coordinator in
Barcelona

"I remember a story that happened to a Youth Support volunteer last school year. During her first day, we saw a boy about 7 years old alone. The teacher told us he was a boy of Filipino origin who hadn't been at the school long. He was on the autism spectrum, possibly an undiagnosed Asperger's syndrome. He was having a hard time adjusting because he couldn't talk to anyone. We soon realized that the boy only understood the English the volunteer was speaking to him, and they immediately connected. His biggest problem was communication due to his condition and the language barrier. But with support, the volunteer was able to integrate into the games with the other children after a few weeks."

"Cyril, an engineer French guy who volunteered three months in a sustainable farming project. One of the most committed, punctual and reliable people we've ever had in Rome so far! He used his experience here in Rome as part of his graduating project and impressively improved his English (he could barely speak when he got here, and left with a fluent English)."

"Hannah, she's a German mathematician phd student. After 6 weeks in Animal Care project, she went back home but she's now trying to find a way to get a scholarship to come and study in Italy (she applied for Turin but she didn't make it, I think she'll try Rome soon)."

Claudia Cirilli

Program Coordinator
in Rome



Governance | Community | Customers | Workers | Environment

2024 in stories

"So many stories!

We had a volunteer from South Korea who took care of animals. Her goal was to stop being afraid of dogs. It happened in the end, and she was super proud of her personal victory.

We also had 6 animal care volunteers last summer who managed to raise 200€ for the local partner. Outside of volunteer hours, they got together to do this by screening a movie at the hostel and inviting their colleagues to sit down and pay to watch it 🎬"

We had a couple who were born in the Hostel, she was from the United States and he was from Belgium, after volunteering they went to Italy together 🥰"

– Sara Martins, Lisbon



BCG

Teambuilding Event

Participants dedicated their time to volunteering by painting a school for children with special needs, sorting donations at the food bank, or participating in a beach cleanup.

Number of participants: 30 at the school + 10 at the Food Bank + 20 at the Beach Cleanup. **Total: 60**

Hours of volunteering: 3h at the school + 2h at the Food Bank + 2h30h at the beach cleanup. **Total: 7h30**

Number of partners supported: 3

Escola Básica da Amoreira + Banco Alimentar Faro + ASSW

KPIs

3 boxes of around 100 kgs of oranges sorted and bagged for families

Around 80% of school painted

2 bags of 1200 kg of carrots sorted and bagged for families

Around 9 kg of trashed collected from the beach



WORKERS

Our team

We have a diverse and mission-driven team who works hard to create positive change.

**We work in 5
different
countries**

**Our
youngest is
23 and the
oldest is 53**

**Average
age: 35**

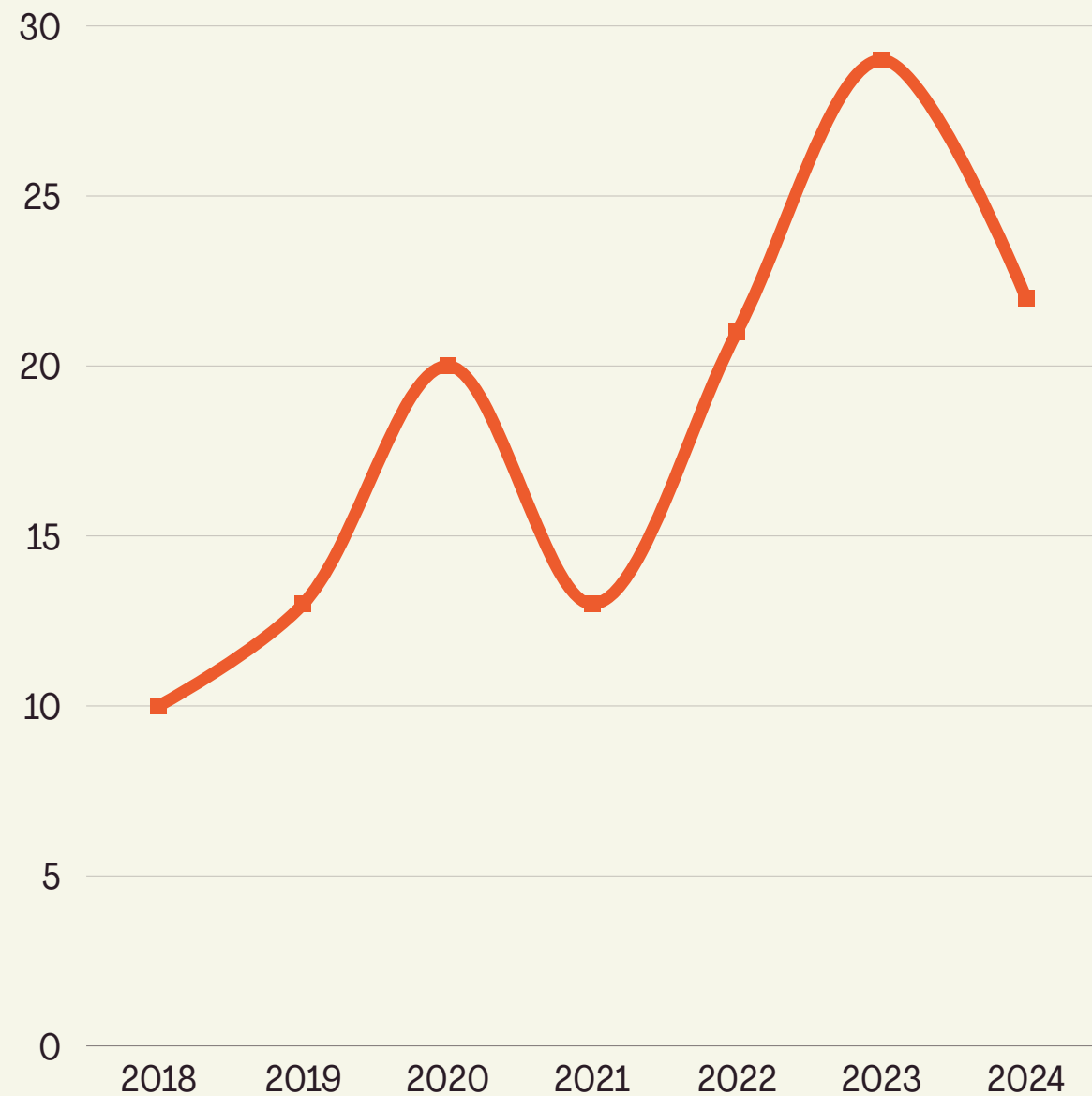
**70% of
employees
are women**

**50% of
executives
are women**



Team's overview

Number of employees by year



10 nationalities:

- Portugal
- Spain
- Italy
- Croatia
- Greece
- Brazil
- Argentina
- Ukraine
- Nepal
- Colombia

**TOTAL AMOUNT OF
EMPLOYEES - 22**

ATHENS
1 worker

BARCELONA
1 worker

PORTO
1 worker

SPLIT
1 worker

LISBON
17 workers

ROME
1 worker





Natacha Ribeiro

Head of Operations of
Impact Beach House

It was a rainy December day at Impact Beach House when two Canadian women in their eighties arrived to volunteer through ImpacTrip's Animal Care program. I did a double take at their passports—birth dates from the 1940s—and was even more surprised to learn they'd be staying in a shared dorm, bunk beds included. Despite the cold wind and pouring rain that week, they never missed a day at the dog shelter. With no proper shoes and one following a strict vegetarian diet, they tackled each day with contagious energy, resilience, and laughter.

Their time with us wasn't without challenges—dietary restrictions, firm opinions (like banning junk food), and the realities of age—but they sparked conversations, broke stereotypes, and left a lasting impression. As a hostel manager, I learned that impact isn't always loud or youthful; sometimes, it comes quietly, through two women who showed us all that it's never too late to travel, volunteer, and live fully.

Team Message



"When I started working at Impactrip, I was told that the most important thing was that I love my job. And **I love my job.**

There are many reasons: because at this company things are done right, valuing individual and collective effort; because we all have admirable leadership and a common goal of continually improving with our best talent; and because, even when faced with challenges, I know I can count on the support I need to overcome them. From the beginning, I wanted to be part of the Impactrip team because of their genuine commitment to making a difference and their conviction that social responsibility should be a mission and vision. I am happy to be part of this purpose."

– Mauro Minaya, Kitchen Master

Poem from Marta Abreu

when leaving the team:

"Roses are red
Violets are blue

I never had a team

So amazing as you

On this special day

Please don't cry any tears

I'll be remembering you

For many many years

Thank you for everything

And for being there for me

Your dedication and support

Make work a better place to be"

Team Message

Monthly resolutions

February: Take a trail of at least 5km outside the city and 200,000 steps in pairs

April: Buy Nothing New Month

August: Go diving and collect trash

September: Declutter and sell something on a second-hand sales platform

July: Don't buy packaged fruits and vegetables

October: Making a zero waste recipe in pairs

December: Making a DIY Secret Santa Gift for the Team

June: Implementing a new water-saving measure at home

November: Take a Headspace course and do 5 minutes of meditation a day

May: Doing Veggie Friday all month long

March: Planting something at home

This year we started something new to incentivize the team to **adopt a more sustainable lifestyle:** monthly resolutions!

Diversity

“We believe that diversity and inclusion are a successful combination for productive teams and great results, therefore, we aim to attract and develop the most talented people regardless of their gender identity, sexual orientation, physical or mental characteristics, ethnicity or any other reason.”

This is what we mention in every single job ad. And we mean it! We have an inclusive recruitment policy and we are quite proud of it.

1 IMPACTFUL INTERNSHIPS

We welcomed Ana in our IBH team to support the meals service for 5 months. Ana had a disability but was able to perform the tasks she was asked to in a satisfactory way.

Team

Welcoming interns adds fresh energy and new ideas to our team. They offer valuable support while gaining practical experience and insight into our work. In turn, we provide mentorship and learning opportunities, making the experience mutually enriching and impactful for both sides.

We are active leaders on the European program **Erasmus for Young Entrepreneurs!**



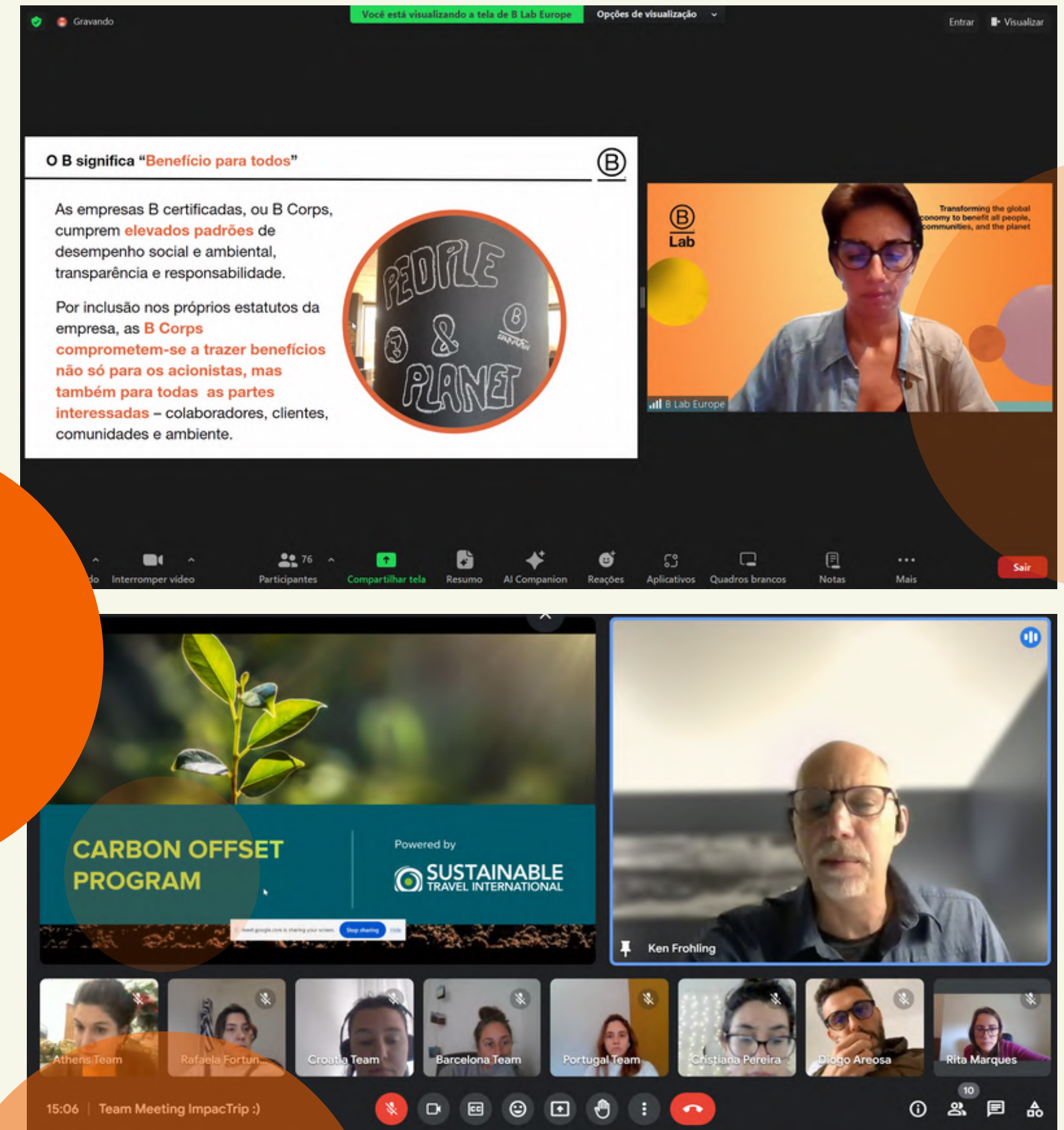
"Changing my entire environment for a while has made me recognized many things that I was not aware before and what needs to be changed to move forward. Having taken the initiative of trying something completely unknown has made me learn new skills and broaden my horizon when it comes to business opportunities around the world. I am very grateful that I had the honor of being part of Rita's team in Estoril, helping them on realizing their big goals for 2024 with my strategic design skills. Thank you!"
(Michèle Rietzl, Strategic Brand & Web Designer)"

[Follow the link to read more!](#)

Training

All employees, regardless of the level of responsibility, receive an extensive onboarding. It includes a presentation session with the direct responsables and usually also directly with the Founders. This onboarding covers the importance of our company mission, values, and what we do in all areas. Unfortunately, we didn't provide as much training as planned. We did manage to provide training on what it means to work in a B-Corp and also about Flight Compensation.

195 hours of training



Satisfaction Surveys

Relationship between the organization and society:
73% of the team is satisfied (7/10)

Everyone scored 5+/10. 55+ is quite satisfied with the work environment

Work-life balance: The scores are very diverse. 45% is happy (7+/10) 27% is unhappy.

% top management communication skills: The scores are very diverse but the majority rates it positive

Organization's attitude towards change and innovation: **Two thirds of the team believe the company has a positive attitude towards change and innovation.**

WHAT WE ARE PROUD OF

OVERALL SATISFACTION: 7/10

Every year, we conduct our team satisfaction survey to assess different metrics. **We ask for blunt honesty.**

We survey all employees who spent at least 3 months working with us in 2024 to genuinely learn what we need to improve and how we can have a happier team.

Satisfaction Surveys

WHAT NEEDS IMPROVEMENT

55% of the team does not feel involved in the decision-making process

Only 18,2% are happy with their remuneration

73% are not happy with the reward system for individual and group effort

Other RH metrics

- 2,32x pay difference between the highest and the lowest (same as last year)
- 0 internal promotions
- 0 injuries or accidents

Transportation used by the team to get to work

- **73%** use public transport
- **17%** use a car
- **7%** use an electric car
- **3%** use a motorbike
- **0%** 100% remote





ENVIRONMENT

Climate Commitments

We take our climate impact very seriously!

Protecting the Planet has been a central concern of our team on the design of our operation and programs.

We promote regenerative programs that create positive change, like for example collecting trash or planting trees but we also recognize that our operations create CO2 emissions and we are committed to reduce those.

These are our environmental policies:

Environment
Management
Policy ([read it here](#))

Sustainable
Tourism Policy
([read it here](#))

This year's progress:

Net Zero path action: We switched to a green website host

Our commitments

2022: We joined the [SME Climate Commitment](#), and in doing so, we are proud to be recognized by the United Nations Race to Zero campaign.

2021: We signed the [Glasgow Declaration](#) and committed to deliver climate action plans and report them publicly. We have also declared [Climate Emergency](#) together with other tourism organizations!

2020: We pledged to “Climate Neutral Now”

2019: We committed to achieving Net Zero by 2030 and published our strategy to get there.



Implemented Actions

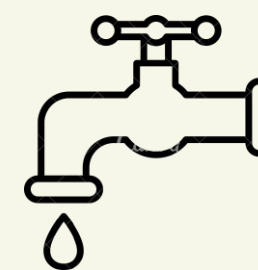
we are proud of!



100% recycled paper



LED lights



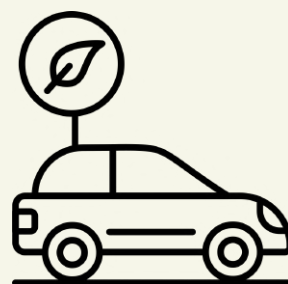
Water reduction devices



Eco cleaning products



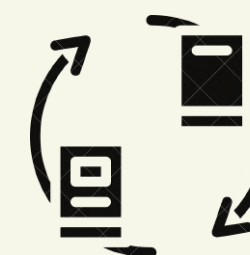
73% of all waste is recycled



Offer zero emissions mobility options



Alternative heating systems



Sharing spots for guests (clothes, books and hygiene)



Food waste prevention cycle



100% Green energy



Offer zero waste products



Composting take-away packaging



Single use plastic ban



Public e-waste collection point

OUR ENVIRONMENTAL PROGRAMS

ImpacTrip offers a wide range of programs that aim at creating positive change and contributing to Planet Conservation.

These programs are focused on protecting the environment as well as transforming people's perspectives.

8050 volunteer hours
for environmental education

Upcycling	Portugal
Biological Park Conservation	Portugal
Forest Conservation	Portugal
Wildlife Rescue	Portugal
Horse Patrols & Environmental Protection	Portugal
Climate Action	Italy
Ethical Fashion	Greece
Sustainable Farming	Italy
Marine Conservation	Portugal, Spain, Greece, Croatia

Greenhouse Gas Emissions

Our carbon emissions are calculated in accordance with the Greenhouse Gas (GHG) Protocol's Corporate Standard. We use internal data, employee surveys and supplier-provided information.

Scope 1

Direct emissions from owned sources.

Scope 2

Indirect emissions from purchased electricity.

Scope 3

Includes all other indirect emissions that occur in our value chain

Emissions explained

1

Scope 1 emissions

This includes only the emissions of our vans to transport our clients.

2

Scope 2 emissions

Since 100% of our electricity is from renewable sources, we only purchase gas. We also added the electricity consumption of our remote team to this scope.

3

Scope 3 emissions

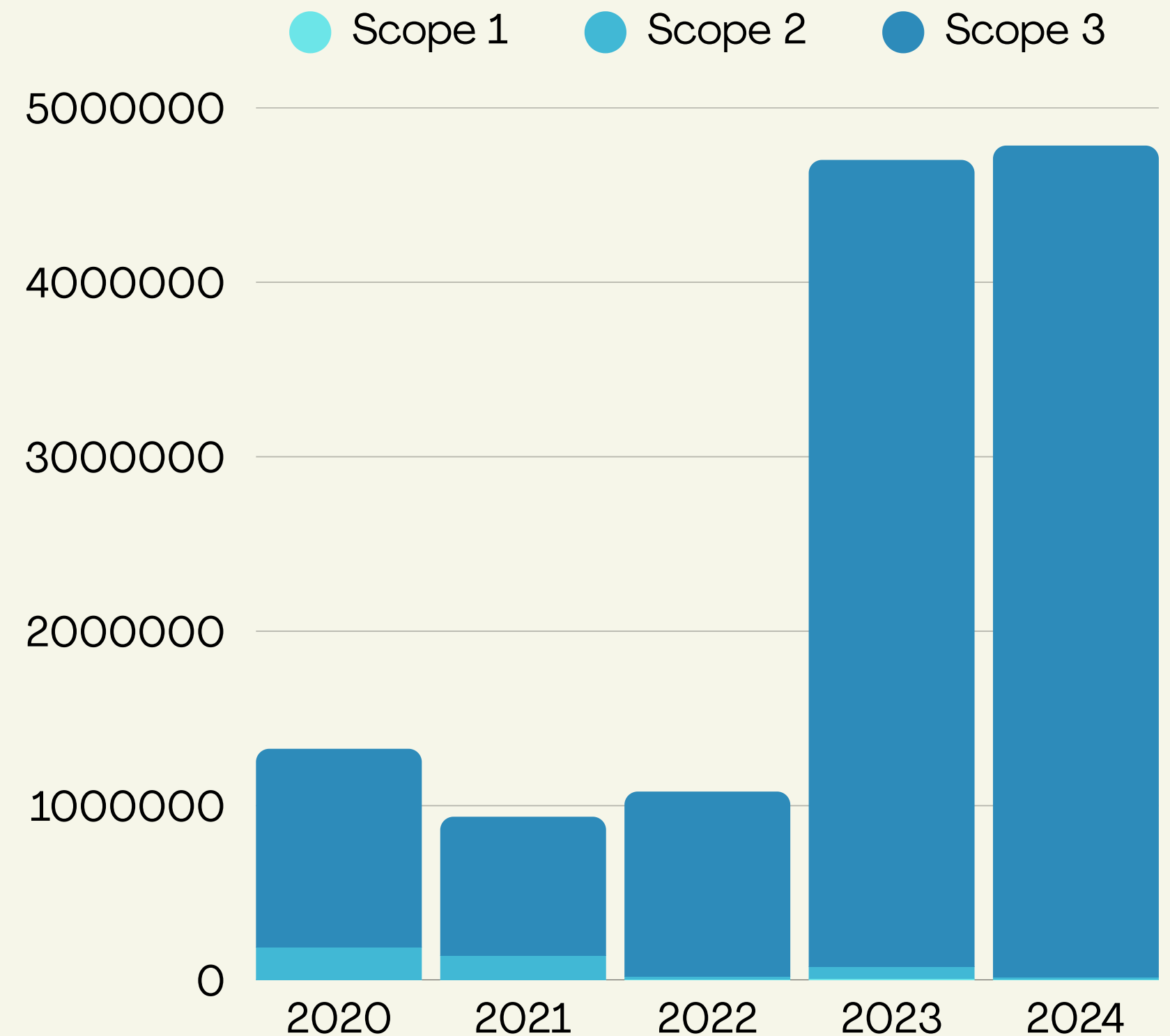
In this scope we included all emissions from our clients and suppliers: flights both from volunteers and from our team; volunteers' transfers; emissions suppliers' deliveries; laundry, company's IT products and our team commute to work.

CATEGORY		Emissions (Kgs CO2)	% total
Scope 1		6513	0,15%
	Company Vehicles	6513	0,15%
	Company websites	0	0,00%
Scope 2		11466	0,26%
Energy	Energy purchased	8389	0,19%
	Energy of our remote employees	3077	0,07%
Scope 3		4346798	99,59%
Upstream Transportation & Distribution	Client flights emissions	4222036	96,73%
	Client transfers emissions	3453	0,079%
	Supplier delivery emissions	12079	0,28%
Purchased Goods & Services	Water	416	0,01%
	Food	12713	0,29%
	IT products	85	0,00%
	Laundry	12024	0,28%
Business Travel	Corporate flights	75400	1,73%
Employee Commuting	Employee Commuting	7317	0,17%
Waste Generated in Operations	Waste Generated in Operations	1275	0,03%
	TOTAL kgs/Tonnes	4364776/4364,8	

Our emissions were very similar to last year's. We did implement some improvements and changed to a 100% renewable website host but it represents a little part of our emissions. Our financial results didn't allow us to invest in more initiatives in this regard.

However, we remain committed to making progress on our Net Zero strategy, and it is part of our annual goals.

The increase that is visible from last year is mainly due to different calculation methods as we evolved to a more accurate way of measuring our emissions.



How we mitigate our emissions

The first step of any emissions plan is to measure it but the second is to decrease those emissions. We are doing it one step at the time and every year we implement new initiatives to reduce these emissions.

1

Scope 1

6,5 tonnes*

How did you mitigate these?
We decreased 24% our vehicle emissions by driving less kms.
We switched to a website server powered by 100% renewable energy. It's not a significant change but another step on the right direction towards our environmental commitments.

2

Scope 2

11,5 tonnes*

How did you mitigate these? We changed the methodology of accounting for the Energy of our remote employees and that lead to a disproportionate decrease on this category emissions. We also reduced the number of houses we managed so the energy consumption decreased.

3

Scope 3

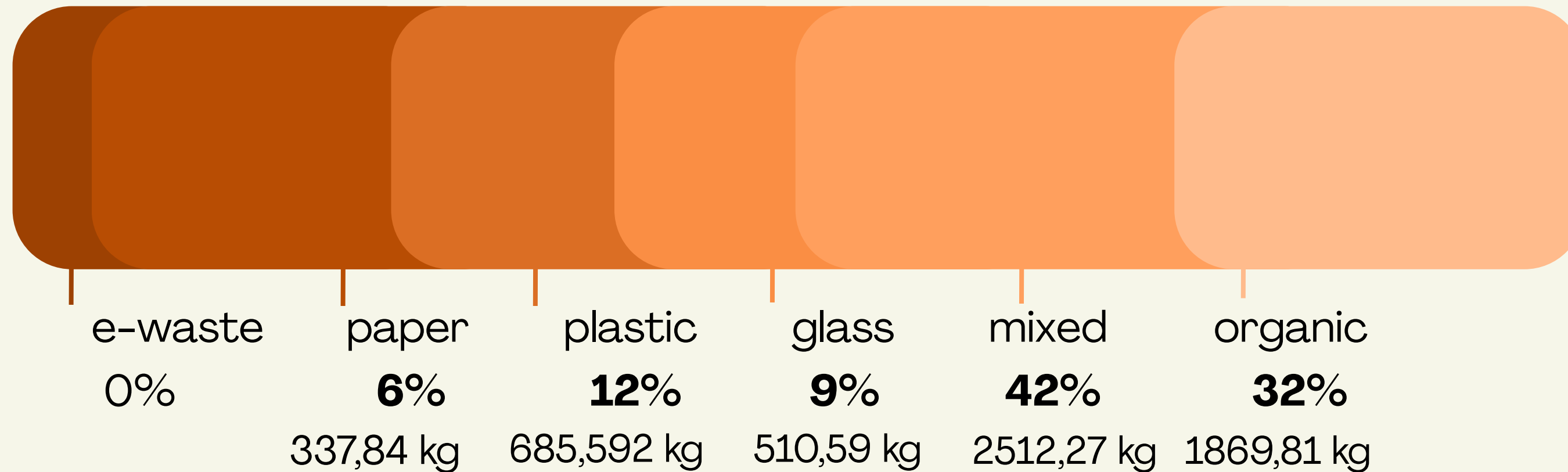
4765,5 tonnes*

Our most relevant emissions source is, by far, our Client flights emissions, representing over 97% of all our emissions.
Only 9% of our clients compensated for their flights so we recognize that we have not done enough to decrease these emissions, and that remains our main goal.

Recycling

We collect and recycle virtually everything we can't donate, reuse or repurpose and we are very rigorous to measure our waste results:

Total kg. of waste generated: 5916 kg



We failed the goal of obtaining a recycling rate of 75% and will continue to work to raise awareness of our clients to help us achieve this goal.

Waste management

Waste is responsible for a lot of emissions and environmental damage. At Impact Beach House, we make sure to find a circular model to deal with all waste streams we generate.

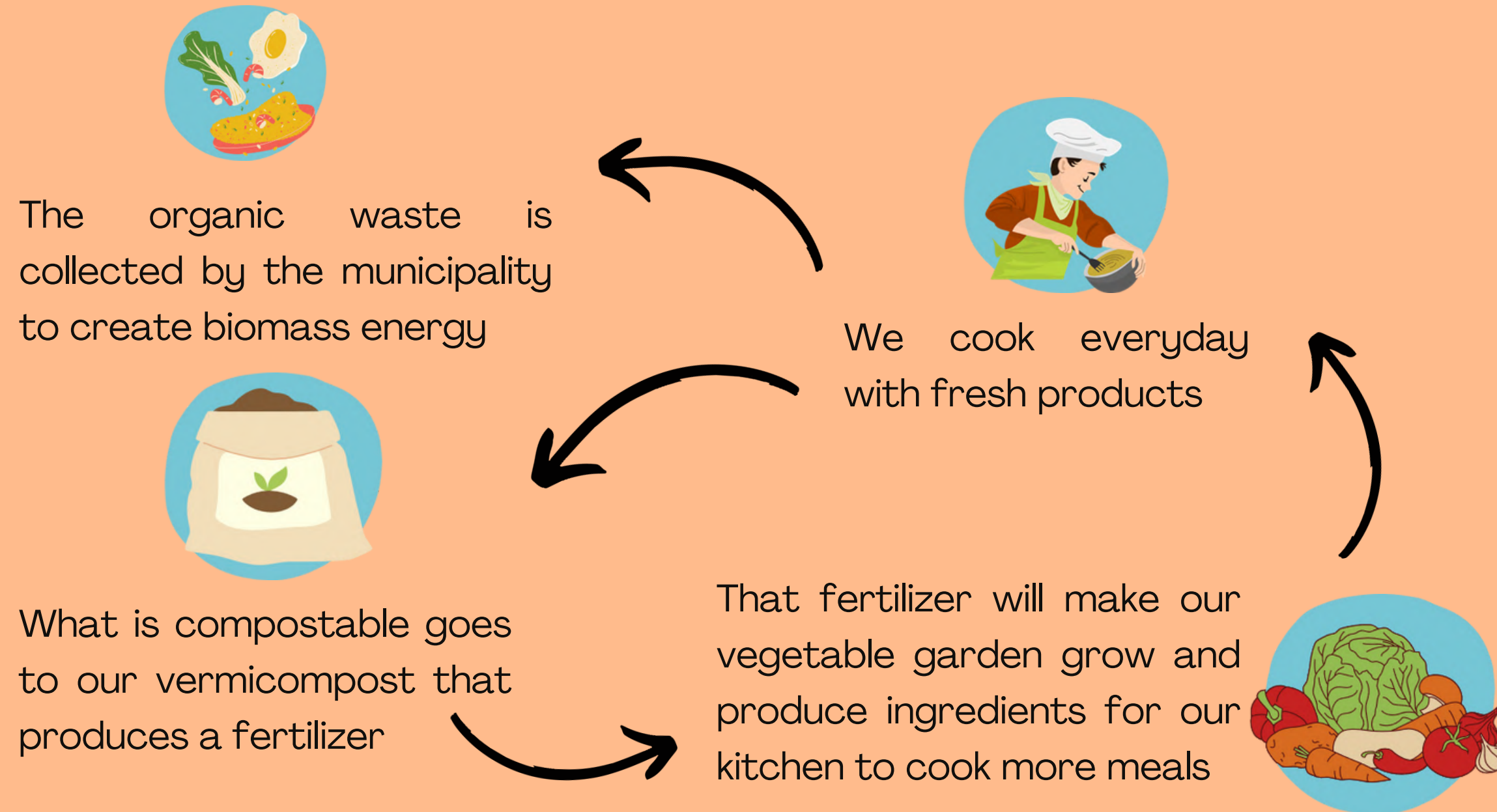
Circularity example!

Impact Beach House is a public e-waste spot. It means that anyone can come to us and leave their used batteries, old small appliances, their broken light bulbs or chargers. We will regularly give all this to Ponto Eletrão, the operator which recycles it.



Waste management

At IBH, we rescued a total of **11086 meals** from going to waste



What is not sold,
it's donated to
families in need

4391 kgs



What is not served,
it's sold through
waste reduction
platforms such as



Liters of water
used at impact
beach house:
2716 m3

No. volunteers
on Marine
Conservation:
241

No. marine
ecology
specialties: **41**

Water

Kg of Wet wipes cleaned in Barcelona: **2223 kgs**

The first Eco container for waste from the sea
was installed in Omis because of the MC program
Read more about this in the next slide!



Partner stories

The first Eco container for waste from the sea was installed in Omis as part of the initiative From river to the sea – let's be plastic free. The tank will be used by our diving partner and volunteers of the Marine Conservation Program for their regular underwater cleaning activities.



Our programs have a positive impact on the communities and on the Planet!
We are happy to share the results of our **Marine Conservation programs!** Here is the weight of the trash collected:

- Lisboa – 2425 kgs
- Barcelona – 2859 kgs
- Split – 1472 kgs

6756 kg
trash collected
from the marine
ecosystems

Our Life Programs

No. volunteers & Volunteering hours per program:

**Hedgehog
Conservation:**
9 volunteers,
132h

**Bear
Conservation:**
8 volunteers,
128h

Horse Patrols:
26 volunteers,
1100h

**Wolf
Conservation:**
18 volunteers,
1680h

Animal Care:
273 volunteers,
9050h

**Wildlife
Conservation:**
5 volunteers,
300h

339 volunteers
+
12390 hours
+
volunteered for Animal
Protection

Governance | Community | Customers | Workers | Environment



OUR GOALS & ACHIEVEMENTS

in 2024

Every year we share with you our goals, which were set in 2024, that we achieved or failed to.

New projects

- ✓ Create Projeto ES
- ✗ Create non-profit

Team

- ✗ Foster a mission-driven based motivation
- ✗ Reinforce international teams with 2 people
- ✗ More sustainability trainings
- ✗ Better internal communication

Impact

- ✗ Focus more on social innovation
- ✓ Actively support 100 partners (111)
- ↻ Co-create more 1 on 1

Finance

- ✗ 2,2M€ in revenue

- ✓ **More Communication**



IMPACTRIP

Goals

Impact

- ✗ No. Volunteers: 1500
- ↻ No. Volunteer hours: 50000 (43260)
- ✗ Volunteers flight compensation: 50%
- ✗ Ocean trash collection: 10.000 kgs
- ✗ Trained clients: 80
- ✓ Start to measure long-term impact

Capacity increase

- ✗ More decentralized programs: 5
- ↻ Create our own programs: 5
- ↻ New products

New destinations

- ✗ Open Azores
- ✗ Decide next destination
- ✓ Reinforce Porto operation

 Achieve
break-even in the
first year

 Launch a
training
program pilot

 Work on
the IH Split
concept

Impact
 Fully implement
the concept
 Green Key
certification

 Improve score
to: 8,5
 More comfort
 Create a
common room

Improve revenue
 Occupation rate: 60%
 Create a plan for the
winter

OUR GOALS FOR 2025



Our goals for 2025

- Foster a mission-driven team spirit
- Reinforce international teams
- More sustainability training
- Actively support 100 partners
- Create Projeto ES
- Compensate our internal flights
- Launch the first long-term impact report
- Submit 12 E+ projects
- Achieve 2,5M€ in revenue

Our goals for 2025



- No. Volunteers: 1500
- No. Volunteer hours: 50000
- Volunteers' flight compensation: 50%
- Ocean trash collection: 10.000 kgs
- Create new projects
- Expand the commercial partners network
- Reinforce operational partnerships
- New destinations



Our goals for 2025



- Improve score to: 8
- Concept development
 - 12 events
- Occupation rate: 70%
- Open bar to the public
- More cross-selling



- Improve management and reporting
- Increase revenue



SOME THOUGHTS FOR THE BEGINNING OF 2025

We started 2025 celebrating our 10-year anniversary, and that inspired us to look at what we have accomplished and what we want to do more. The ones who know us know that we always have a lot of new ideas! The problem is always choosing which ones we can invest our time in! We started the year by getting the whole team together and collaborating on planning the year ahead and the next challenges. It was a beautiful and fruitful gathering, and we are motivated to implement all the new ideas, projects, and approaches this year.

We are super excited to see what else 2025 will bring us and are confident that we will do what we have been doing for the past 10 years: supporting and empowering social and environmental non-profits. May the next 10 years be as happy and fun as these past years were!

We are truly excited for what 2025 will bring us.





THANK YOU FOR READING



IMPACTRIP

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| @impactbeachhouse

