

# IMPACT

## IMPACT REPORT 2019



IMPACTTRIP



IMPACTTEAM

IMPACTHOUSE



Certified



This company meets the highest standards of social and environmental impact

Corporation

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# MESSAGE FROM THE FOUNDERS

## MESSAGE FROM THE FOUNDERS

*This report comes 5 years after the creation our first brand, Impactrip. Five years trying to combine growth, positive impact, financial stability, and an increasing commitment to environmental sustainability.*

*The goal of this report is not only to communicate our achievements but also to help us reflect on further steps and commitments in this journey to becoming a better business.*

*Here you will gain a better understanding of what our three brands do, how that creates a positive impact in communities, and how our mission empowers the work of local nonprofits. Additionally, in an effort to be transparent, we will talk about the social and environmental risks and negative impacts associated with our activity, and how we are trying to mitigate them.*

*We celebrate profits the same way we celebrate new sustainability achievements and social impact. That, for us, is what being a successful business means.*

*This report is about our journey to become a more sustainable business.*

*We hope you enjoy it!*



RITA MARQUES



DIOGO AREOSA

HERE IT IS... OUR FIRST IMPACT REPORT. THIS ONE HAS BEEN IN THE PIPELINE FOR SOME TIME NOW, AND IT IS FINALLY OUT!

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# ABOUT US

## OUR STORY

Impact+ was born with Impactrip, a social business idea that started in 2013, after Rita decided to quit an international corporate internship in Malaysia to explore Asia.

On that trip, she didn't just want to be a normal tourist, she also wanted to know other cultures and connect with local communities.

That is why she decided to volunteer on her trips, which allowed her not only to continue traveling but also to give something back to the local communities, even if she knew it wouldn't change the world.

After going back to Portugal, she felt out of place in the corporate world and decided to join Diogo to create experiences in Portugal that could be as rewarding as her experiences in Southeast Asia. This was back in 2013.

Finally, in 2015, after a lot of meetings with nonprofits and a lot of trial and error, they created **Impactrip**.

The first volunteer programs and travel experiences with impact finally started to be sold, which allowed nonprofits to increase their capacity, thus creating greater impact in local communities.

Throughout that year, in large part thanks to the media coverage, companies started to contact us. They wanted to know how they too could support nonprofits to create a positive impact in their communities. In that moment, we understood that different audiences could empower nonprofits in different ways, so we decided to create **Impactteam**, an operational Corporate Social Sustainability (CSR) consulting brand that connects nonprofits and businesses, to address the needs of the third sector.

In 2017, we focused on consolidating the two brands and on planning 2 new launches for 2018: the first internationalization of Impactrip to Barcelona, and the launch of our third brand, **Impact House**.

Although originally created to host Impactrip volunteers in Lisbon, Impact House was also conceived with the ambitious goal of becoming the most sustainable hostel in Portugal, and to act as a space for our nonprofits to promote their work, their products and services, while at the same time raising awareness about the causes they support.

And then came 2019, the year in which Impactrip arrived in Split, Croatia. 2019 was a year of consolidation and growth: we got to support more nonprofits and our team welcomed many new members.

At the end of the year, we decided it was time to create an umbrella brand that could reflect the synergies among the three brands and their common mission of supporting and empowering nonprofit partners, which is the reason why our company is called **Impact+**.

And here we are, 8 years after the first meeting of our two founders. The rest of the story is yet to be written, so stay tuned!

**2015**

We tried different business models until finally our first brand, Impactrip, was created!



**2016**

Impactteam was born with the first Corporate client



**2017**

We took the year to consolidate the business and prepare for new adventures



**2018**

Impact House opened and Impactrip expanded to Barcelona



**2019**

We opened Impactrip in Croatia and we grew, meaning more clients and more positive impact.



## OUR BRANDS AND THEIR BUSINESS MODELS



### What does it do?

Impactrip is our responsible tour operator that develops and promotes volunteering programs and responsible travel experiences with a social and environmental positive impact, connecting motivated travelers with nonprofits partners in Europe.

### What is the business model?

Our volunteers don't pay for volunteer work. Instead, Impactrip makes a profit out of the complementary tourism services that are included in the program fee, namely accommodation, meals, airport pick-ups, and guided tours.

### Where is it located?

Currently, we have local teams in the 4 destinations where we have programs: Lisbon and Porto in Portugal, Barcelona in Spain and, Split in Croatia.



### What does it do?

Impactteam is our corporate social responsibility consulting brand that works with companies in order to increase their engagement with local communities and nonprofits through corporate volunteering, event hosting, and the creation of specific projects that help solve the problems of nonprofits.

### What is the business model?

Impactteam clients are businesses that wish to hire CRS specialists for consulting services, organization of team buildings, and corporate volunteer events.



### What does it do?

Impact House is our sustainable hostel in Lisbon. It hosts travelers, Impactrip volunteers, and involves local communities. It also serves as a space to promote the work of our social and environmental partners.

### What is the business model?

Impact House functions like other accommodation facilities. Our guests are mainly travelers visiting Lisbon and Impactrip volunteers whose accommodation is included in the tourism package of the volunteering program.



# IMPACT+ MISSION

**OUR MISSION IS TO SUPPORT  
AND EMPOWER THE WORK OF  
SOCIAL AND  
ENVIRONMENTAL  
NONPROFITS.**

It is true that, in order to solve the most pressing societal and environmental problems of our generation, we need to think globally. Nevertheless, actions need to be carried out locally, because different regions need different solutions, even if their problems are similar.

This means local nonprofits can have a big role in making the world a better place since, more than anyone, they are aware of their community's issues, they know their context and have the technical knowledge to create solutions that lead to effective change.

However, they don't always have enough resources to work at their full potential, which is why our mission is to support and empower their work.

We do that by creating solutions to challenges they have previously identified, by connecting them with different audiences and people that can provide valuable resources, and by helping them be more autonomous. This way, we are supporting their work while, at the same, creating awareness in society about local social and environmental problems.

In the end, our goal is to help them become as self-sufficient as possible as opposed to perpetuating the problems that led them to seek support in the first place. We aim to provide real solutions.

# HOW WE SUPPORT NONPROFIT PARTNERS



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



**By supporting their financial sustainability and autonomy, prioritizing them as our suppliers, and selling their services and products.**



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



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

## CORPORATE SECTOR

Companies with available resources looking to support local communities

## INTERNATIONAL VOLUNTEERS

Travelers with available time, looking to leave a positive impact in places where they travel to

## LOCAL POPULATION

Local population, looking to be more informed and active within their community



## LOCAL NONPROFITS

Working to solve local social and environmental problems, looking to raise awareness and in need of help to maximize their positive impact

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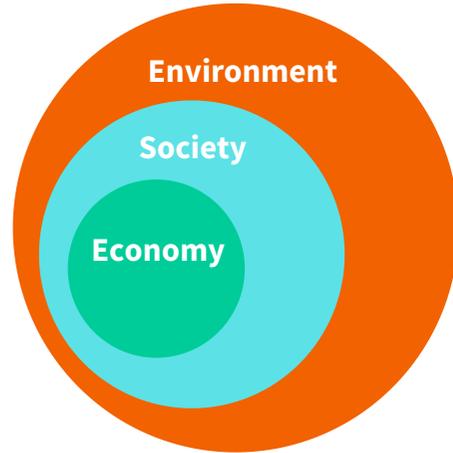
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# OUR COMMITMENT WITH SUSTAINABILITY

## WHAT SUSTAINABILITY MEANS TO US

Look at this image on your right.  
What do you see?

We see something that is obvious, but that many times we forget: first, economy is a by-product of society, and thus dependent on the latter's well-being; second, economy and society are dependent on nature, its resources and the conditions it offers to us.



Source: Based on Bob Doppelt, The Power of Sustainable Thinking

That is right: **without a healthy planet and prosper society, the economy cannot thrive.**

Hence, it should come as no surprise if we say that **it is in our best interest as business owners, humans, and people who care about future generations to put sustainability at the heart of our company**, as it is all about protecting the present and future of our business and the people we care about the most.



**"Sustainability for us is not a destination, but rather a journey. We know we will never achieve perfection, but we are committed to doing a little bit better everyday!"**

*Rita Marques*

**OUR COMMITMENT TO SUSTAINABILITY COMES WITH TWO DIFFERENT PLEDGES:**

**1. To be purpose driven, by creating positive value to present society**

Poverty, hunger, discrimination, inequality are some of the issues we help mitigate with our products and services, by supporting the work of local nonprofits and by working to source our purchases in a responsible way.

**2. To be future proof, by mitigating the negative environmental impacts of our activities**

Climate change, resource scarcity, deforestation, and pollution. We know that, directly or indirectly, we play a role in these issues simply by existing. Nevertheless, we continuously seek new ways to lower our negative environmental footprint by making changes in our business strategy, supply chain and operational processes, and by supporting local expert nonprofits.

**HOW DO WE DO IT?**

The innovation of our products and services is there to create social or environmental positive impact and that is why we say that, for us, sustainability is not an add-on to the company, but rather an intrinsic principle of our existence.

In fact, ensuring the social and environmental sustainability of our business is not a job done by only one person or even one team, but a shared responsibility of everyone: from our Impact Moms in the kitchen that have to choose recipes that respect product seasonality to our CEOs that only create new products that add value to society or the environment.



# OUR CONTRIBUTION TO THE SDGs

## THE SUSTAINABLE DEVELOPMENT GOALS

In 2015, the United Nations (UN), together with world leaders from 193 countries, agreed on the Sustainable Development Goals (SDG's), the world's new action plan for the next 15 years to eradicate extreme poverty and hunger, fight inequality, tackle climate change, and achieve peace and prosperity for this generation and the generations to come. In total there are 17 goals, each with different targets that can only be achieved if governments, businesses and people work together.

The SDGs are a call for long-term attitude and behavior changes and, according to the United Nations, volunteering plays a key role in achieving them.

Source: United Nations

Despite the fact that each program from each brand contributes to different Sustainable Development Goals, there are three SDG's that are common to all our three brands:



**Target 4.7** Ensure that, by 2030, all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development.



**Target 12.8** Ensure that, by 2030, people everywhere have the relevant information and awareness about sustainable development and lifestyles in harmony with nature.

In fact, by bringing people from different backgrounds to engage closely with the work of nonprofits that are working to achieve the SDGs, our clients from the different brands gain awareness and a deeper understanding of world problems, which, according to UN, contribute to changes in their mindsets, making them more likely to spread the message, inspire others and be active citizens in their communities.



**Target 17.17** Encourage and promote effective public, public- private, and civil society partnerships

The complexity of the problems that the SDGs tackle is such that no one sector – nonprofits, governments, businesses, civil societies or academia – will be able to solve them all alone, which, in turn, justifies the need for cross-sector collaboration.

Thus, by making cross-sector collaborations possible between nonprofits, civil societies and companies, Impact+ is bringing about the change needed in the world and contributing to achieving the SDGs.

**"By sharing information, resources, activities, and capabilities we can achieve things together that we could never achieve alone."**

*World Economic Forum*

# OUR ROLE IN SUSTAINABLE TOURISM

## PROBLEMS POSED BY THE GROWTH OF TOURISM WORLDWIDE:

Traveling has increased a lot in the last few decades and, in many aspects, that is something amazing: it has allowed us to try new experiences, to learn and be more tolerant towards cultures different from our own, to increase our knowledge about the world and its history, and to taste flavors of different gastronomies. It has also allowed entire regions to grow out of poverty, creating jobs, and incentivizing public investments that local communities benefit from.

Despite all this, if not done sustainably, tourism poses a lot of challenges (1), both for local communities and for the environment.

### Some of them include:

- Increased prices for local communities
- Loss of cultural identity
- Destruction of nature and habitat loss
- Increased pollution

To target these issues, the World Travel Market created the concept of **responsible tourism**, which is about "making better places for people to live in and better places for people to visit", a responsibility that has to be taken on not only by governments but also by tourists themselves and by tourism operators like us.

**"Responsible Tourism is about making better places for people to live in and better places for people to visit."**

*World Travel Market*

## WHAT WE DO TO LEVERAGE THE POSITIVE IMPACT OF TOURISM:



We offer and promote tourism experiences that connect tourists with local people and culture, benefiting both communities and the environment at the same time.



We promote responsible tourism in fairs, debates, workshops, and talks.



We minimize the negative environmental impacts of the hospitality sector by implementing more sustainable practices in our hostel and in day-to-day activities.



We inform, provide solutions and encourage clients to exhibit more responsible behaviors while traveling.



**A SMALL VIDEO ABOUT OUR VIEW ON RESPONSIBLE TOURISM (CLICK [HERE](#))**



## OUR ROLE IN CORPORATE SOCIAL RESPONSIBILITY

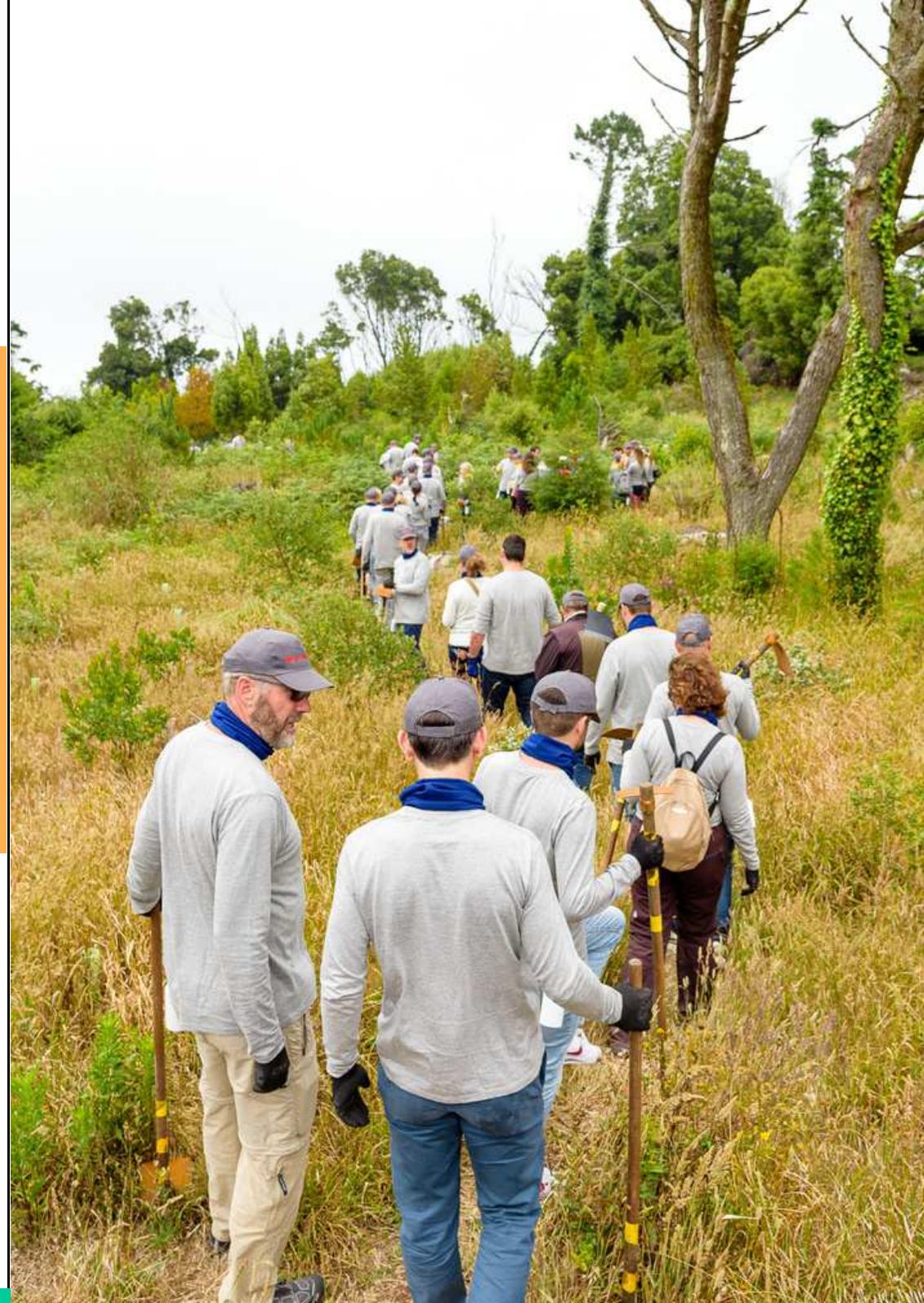
### WHY IS CORPORATE SOCIAL RESPONSIBILITY (CSR) AND BUSINESS COMMUNITY ENGAGEMENT SO IMPORTANT?

CSR describes the voluntary contributions of businesses to sustainable development. Why is this so important? Because companies are a major agent of social and environmental problems and, at the same time, they are also the ones able to innovate and bring to the market solutions and principles that can help achieve sustainable development.

One way to contribute to sustainable development is through the engagement of companies with the communities they serve, which is not only good for society and the environment, but also for the business itself, the growth of which depends on community well-being and natural resources.

Connecting businesses with the third sector can be an fantastic way to empower the positive work of nonprofits and to promote the engagement of companies in the communities that they serve.

The goal of Impactteam is to make this happen by helping to identify ways to support and empower nonprofits, and by finding businesses willing to help close the resource gap.



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# BECOMING A B CORP IN 2019



B Corp\* is a certification given to companies that use the power of businesses to solve social and environmental problems by meeting high-performance standards of social and environmental sustainability and transparency.

The community of B Corps, which includes companies like Patagonia, Ben & Jerry's and Tony's Chocolate, believe that:

- We must be the change we want to see in the world
- All businesses ought to be conducted as if people and place mattered
- Through our products, services, and practices we should aspire to do no harm and to benefit all.

**\*B-CORPS ARE ACCELERATING A GLOBAL CULTURE SHIFT TO REDEFINE SUCCESS IN BUSINESS AND BUILD A MORE INCLUSIVE AND SUSTAINABLE ECONOMY**

**71**  
COUNTRIES

**12**  
B CORPS IN PORTUGAL

**3,500**  
B CORPS WORLDWIDE

Taking that into account, in 2019, after a process of 1.5 years, we received the B Corp certification, making us one of only twelve Certified B Corps in Portugal. This was a very important step for us, as it recognized the work we had been doing and the efforts we had been making for many years.

In order to get certified, we had to describe and prove to B Lab how Impact+ contributed to the well-being of customers, local communities, workers, and

the environment, and how our structure and management practices guarantee business transparency and accountability. This evaluation took into consideration not only our business but also our supply chain. You can find out more about this journey in [this article](#).

Our current B Corp score is 86.6 out of 200, which shows we still have a lot to improve. We are committed to increasing this score until 2022, when the B Corp certification will be reviewed.



**“We have a dream: that one day all companies will compete not only to be the best in the world, but the best for the world.”**

*B Lab*

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# NONPROFITS SUPPORTED FOR GREATER POSITIVE IMPACT IN 2019

# IMPACT

IN 2019

## 359

TOTAL NONPROFIT PARTNERS

+20% COMPARED WITH 2018

## 63

NONPROFITS SUPPORTED AND EMPOWERED IN 2019

31  
IN PORTUGAL

8  
IN CROATIA

24  
IN BARCELONA

## 46%

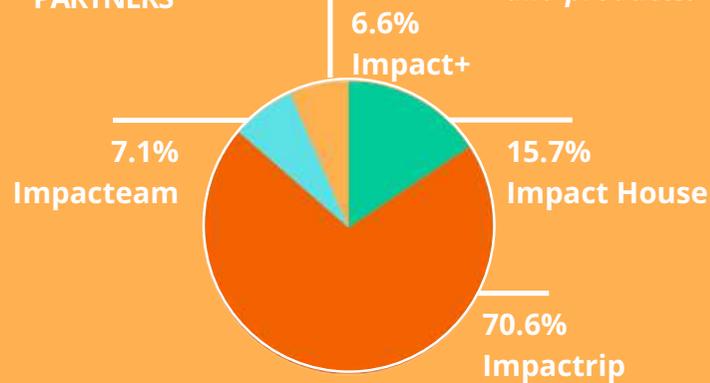
OF OUR EXPENSES FOR SUPPLIES AND EXTERNAL SERVICES CAME FROM NONPROFIT ORGANIZATIONS



*We support the financial sustainability and autonomy of nonprofits by prioritizing them as our suppliers, and by selling their services and products.*

## 253,123€

OF CONTRIBUTION TO THE FINANCIAL SUSTAINABILITY OF NONPROFIT PARTNERS



## 12

EXHIBITIONS OF NONPROFIT PARTNERS

## 13

EVENTS PROMOTED BY NONPROFIT PARTNERS



*We promote their work in order to increase their reach and create more awareness about the issues they work to solve.*

## 33,236

VOLUNTEER HOURS



*We connect nonprofit partners with people willing to give their time to contribute to the organizations' causes.*



## 7

NEW IMPACTRIP PROGRAMS CREATED AS AN ANSWER TO NONPROFITS NEEDS

## 8

IMPACTTEAM PROJECTS CREATED AS AN ANSWER TO NONPROFITS NEEDS



*We co-create and implement solutions to the diverse problems they have identified.*

**Impact Report 2019**



**IMPACTRIP**

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# **IMPACTRIP IN 2019**



**46**

**NONPROFITS  
SUPPORTED  
AND  
EMPOWERED**

**3**

**COUNTRIES**

*+1 COMPARED WITH  
2018*

**4**

**CITIES**

*+1 COMPARED WITH  
2018*

**9**

**VOLUNTEER  
PROGRAMS**

*+5 COMPARED WITH  
2018*

**31,336**

**VOLUNTEER  
HOURS**

**178,827€**

**CONTRIBUTION TO THE  
FINANCIAL  
SUSTAINABILITY OF  
NONPROFITS**

INCLUDED PAYMENT FOR  
ACCOMMODATION  
SERVICES FOR IMPACTRIP  
VOLUNTEERS, MATERIALS  
AND OTHER SUPPORT  
SERVICES PAID TO  
NONPROFITS

**715**

**VOLUNTEERS**

*+92% COMPARED  
WITH 2018*

**450  
IN PORTUGAL**

**255  
IN BARCELONA**

**40  
IN SPLIT**



**WHAT THESE STATISTICS  
MEANT FOR RESPONSIBLE  
TOURISM:**

**Positive contribution to solve  
local and social-environmental  
challenges**

By volunteering with local nonprofits, volunteers helped to solve local social and environmental problems, compensating for the negative impact associated with their "tourism footprint".

**More meaningful connections  
with local communities**

By staying longer and volunteering in local nonprofits, tourists created a greater understanding of the local culture while promoting global citizenship values.

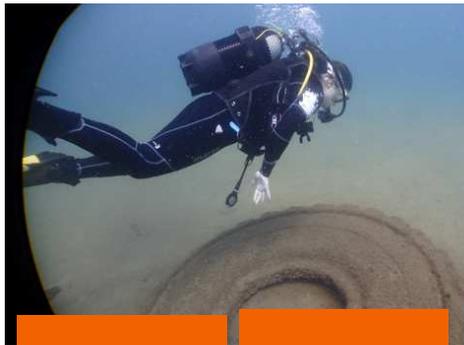
**More people informed about  
responsible traveling**

On the introduction day, all the volunteers attended a presentation about the local culture and zero waste tips. Clients were also encouraged to support local small businesses.

## VOLUNTEER PROGRAMS

Volunteering abroad combines the experience of discovering a new country and its local community with the opportunity to help and leave a positive impact, both socially and environmentally. In addition, travelers have the chance to meet unique people from all over the world, fostering global citizenship and greater tolerance towards other cultures.

The volunteering programs from 2019 were tailor-made according to the needs of each nonprofit, covering different social and environmental problems.



**128**  
VOLUNTEERS  
In Lisbon,  
Barcelona  
and Split

**5500**  
VOLUNTEER  
HOURS

**816kg**  
OF TRASH  
COLLECTED

### MARINE CONSERVATION

This program was all about discovering the underwater world while protecting the marine ecosystem by collecting trash while diving. Moreover, it taught volunteers about the importance of healthy oceans. This was done in collaboration with local businesses that offered internationally recognized diving certifications and supervision of the trash-collecting activities.



**40**  
VOLUNTEERS  
In Barcelona  
and Split

**1640**  
VOLUNTEER  
HOURS

### ANIMAL CARE

This project supported the welfare and protection of animals at local shelters. Here, volunteers played a role in protecting abandoned animals, managing colonies of stray cats, promoting animal adoption, and raising awareness about animal abandonment. Volunteer tasks included: cleaning the spaces, assisting with feeding, providing companionship by playing and socializing with the animals.



**49**  
VOLUNTEERS  
In Lisbon

**3240**  
VOLUNTEER  
HOURS

### CONSTRUCTION AND RENOVATION

In this program, volunteers assisted a nonprofit that rebuilds houses of people with economic difficulties, in order for them to have a place they can comfortably call their home. Together with local volunteers and experienced professionals, the volunteers transformed houses by painting doors, repairing rooms, floors, or fixing the kitchen or bathroom.



**10**  
VOLUNTEERS

In Lisbon

**340**  
VOLUNTEER  
HOURS

### HOMELESS SUPPORT

This program aimed at reducing inequalities and helping to rebuild the lives of homeless people and people with drug addiction by supporting the nonprofits' mission of offering free accommodation, food, clothes, medical care, and other types of basic support. Volunteer tasks included preparing, cooking and distributing meals, developing sportive and recreational activities, and sorting clothing donations.



**4**  
VOLUNTEERS

In Split and  
Barcelona

**560**  
VOLUNTEER  
HOURS

### TEACHING

This project provided extra-curricular classes for local children, youth and adults who needed additional educational support, and who would otherwise be unable to afford extra lessons. Volunteer tasks consisted essentially of teaching/helping to practice languages, namely English.



**39**  
VOLUNTEERS

In Lisbon

**1740**  
VOLUNTEER  
HOURS

### WOLF CONSERVATION

This program aimed at supporting a local nonprofit in preventing the extinction of the Iberian wolf, an endangered species. Volunteers' tasks included assisting with feeding the animals, maintenance of the center's infrastructure, fire prevention, forest cleaning and observation of the wolves.



**212**  
VOLUNTEERS

In Lisbon,  
Porto, Split  
and  
Barcelona

**10120**  
VOLUNTEER  
HOURS

### YOUTH SUPPORT

This program aimed at supporting local nonprofits that provide extra-curricular activities for underprivileged children and teenagers. The tasks of the volunteers included designing, implementing and supporting extra-curricular activities, teaching a new sport, culture, language, musical instruments, or anything else the volunteer is good at.



**158**  
VOLUNTEERS

In Lisbon and  
Porto

**7140**  
VOLUNTEER  
HOURS

### FOOD RESCUE

Here volunteers contributed in the fight against food waste by helping in packaging and redistribution of surplus food from local supermarkets and restaurants among homeless people, poor families, and other people in need.



**Did you know...**

That 1/3 of food produced worldwide is wasted?

Source: United Nations

### SPECIAL NEEDS SUPPORT

In this project volunteers provided assistance in care centers for children, teenagers and adults with a wide range of physical and mental disabilities, enabling them to be more integrated into their communities and to live a less stigmatized life, while also improving their overall quality of life. Volunteers' tasks consisted mainly of helping to run activities such as beach walks, arts and crafts workshops.



**68**  
VOLUNTEERS

In Split and  
Barcelona

**3300**  
VOLUNTEER  
HOURS





# VOLUNTEER PROGRAMS CONTRIBUTION TO SDGs



## SDG TARGET 4.7 - THE IMPACT OF VOLUNTEERISM IN GLOBAL CITIZENSHIP

The importance of global citizenship to achieve the Sustainable Development Goals is reflected in goal 4 "Quality of Education".

The concept, according to the United Nations, stands for the promotion of "respect and responsibility across cultures, countries and regions".

Both traveling and volunteering abroad can be considered great ways to foster global citizenship since they allow people to be immersed in different cultures, which fosters tolerance and respect for difference.

Moreover, it allows people to gain a better understanding of the world's inter-connectivity and global challenges like climate change.

**"Volunteerism strengthens civic engagement, safeguards social inclusion, deepens solidarity and solidifies ownership of development results."**

*UNV - United Nations Volunteers*

### VOLUNTEER PROGRAMS' CONTRIBUTION TO SPECIFIC SDGs

Each of our volunteer programs has helped achieve specific SDGs, as they provided extra resources to organizations that are contributing to solve some of the most pressing issues of our generation:

| Program Name        | Contribution to the SDGs | Specific target SDG  |
|---------------------|--------------------------|--|
| Marine Conservation |                          | <b>14.1</b> By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.                                       |
|                     |                          | <b>12.8</b> By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature.  |
| Wolf Conservation   |                          | <b>15.2</b> By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally. |
|                     |                          | <b>15.5</b> Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species.                  |
|                     |                          | <b>13.1</b> Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries  |
| Food Rescue         |                          | <b>12.3</b> By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses                                   |
|                     |                          | <b>11.6</b> By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management                                     |
|                     |                          | <b>2.1</b> By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.               |



| Program Name              | Contribution to the SDGs                   | Specific target SDG  |
|---------------------------|--|--|
| Youth Support             | <p><b>4</b> QUALITY EDUCATION</p>          | <b>4.7</b> "By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, (...) global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development"   |
|                           | <p><b>10</b> REDUCED INEQUALITIES</p>      | <b>10.2</b> by 2030 empower and promote the social, economic and political inclusion of all irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status  |
| Homeless Support          | <p><b>2</b> ZERO HUNGER</p>                | <b>2.1</b> By 2030, end hunger and ensure access by all people, in particular the poor and people in vulnerable situations, including infants, to safe, nutritious and sufficient food all year round.   |
|                           | <p><b>3</b> GOOD HEALTH AND WELL-BEING</p> | <b>3.5</b> Strengthen the prevention and treatment of substance abuse, including narcotic drug abuse and harmful use of alcohol.   |
|                           | <p><b>1</b> NO POVERTY</p>                 | <b>1.4</b> By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance |
| Construction & Renovation | <p><b>10</b> REDUCED INEQUALITIES</p>      | <b>10.2</b> By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status  |



## VOLUNTEERS' FEEDBACK

### Youth Support, Lisbon

"The program is such an incredible opportunity for anyone interested in volunteering in a new culture and making friends from all around the world who share a similar interest in making a difference."

*Abigail, Canada*

### Marine Conservation, Split

"I met some amazing people and made lifelong friends, as well as growing as a person and becoming more independent."

*Phoebe Gurdon, USA*

### Special Needs, Barcelona

"I think it is the perfect way to travel and spend time learning about different cultures, while still making a small impact and providing a needed service to a community. I would do it again in a heartbeat!"

*Meredith, UK*

### Youth Support, Lisbon

Allowing others to show us their ways and accepting it with an open heart, being willing to teach others of your culture and receiving teachings from others can help to create a more powerful global community.

*Simone Fuls, USA*

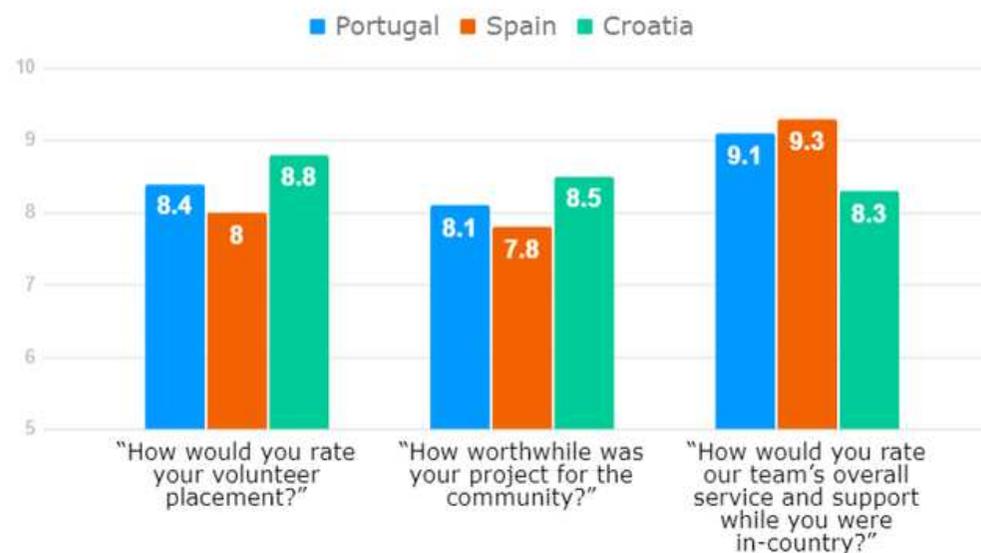
Percentage of volunteers that consider volunteering with Impactrip again:

**92.2%**  
IN PORTUGAL

**81.63%**  
IN SPAIN

**94.74%**  
IN CROATIA

Volunteers' feedback quantified, from 1-10, where 10 means "outstanding" and 1 means "Very bad":



# MITIGATING POTENTIAL SOCIAL RISKS OF VOLUNTEERING ABROAD

## ADVANTAGES AND POTENTIAL NEGATIVE EFFECTS OF VOLUNTOURISM

Volunteering abroad, also called voluntourism, can have great advantages. First, like any other type of volunteering, it gives nonprofits resources needed to implement solutions to social and environmental problems. Moreover, it creates space for both travelers and local communities to build deeper connections, which increases tolerance between different cultures. And finally, volunteering abroad increases the awareness of travelers about social and environmental issues, and constitutes a great opportunity for personal development.

Nevertheless, just as any good thing in the world, voluntourism can also have negative effects. Some nonprofits, for example, use volunteers to substitute paid labor, which impacts negatively on the community. Another problem is that, when paid, volunteering can contribute to perpetuate or worsen social and environmental problems, as those organizations want to continue receiving the money. There is also the risk of nonprofits illegitimacy, which is especially high when the organizations that send volunteers abroad do not have local teams on those communities.

Thus, to guarantee that our volunteer programs create a positive impact, we work to leverage all the advantages of voluntourism while mitigating its potential risks. For that purpose, we have created policies and defined specific procedures that we follow strictly.

## VOLUNTEER PROGRAMS POLICY AND CHILDREN PROTECTION POLICY

Our Volunteer Programs Policy was created in 2019 and it is publicly available [here](#). It is a standard document that needs to be read and signed by all employees, volunteers, and meaningful suppliers to ensure understanding of the principles that must guide behavior during the creation and implementation of volunteering programs, and of the consequences of their violation.

Moreover, we have created a policy specifically for programs that involve children, which aims to tackle risks associated with volunteering programs that involve people of young age. It is called Children Protection Policy. Furthermore, it states clearly the responsibility that our business and all our employees have in taking care of and protecting children involved in the programs.

### 2019 Policy monitoring

Reviewing policies is an essential part of any company's continuous process of improvement, as it allows for correcting mistakes and for setting more ambitious principles.

Thus, after careful review of the Volunteer Programs Policy and Children Protection Policy that were in place in 2019, we have concluded that a reform is needed in both of them to correct certain mistakes, including inconsistencies and some repetitiveness issues.

## COMPANY PROCEDURES THAT INCREASE ADVANTAGES AND MITIGATE SOCIAL RISKS OF VOLUNTOURISM

Company procedures are what ensures that business commitments and policy principles are followed, as they reflect how the company works on a day-to-day basis.

Therefore, we thought it was important to show in this report the procedures that help us make the most of the advantages of voluntourism.

In order to ensure the legitimacy of partner nonprofits and the relevance of their work:

- We validated the authenticity of the organization through research before the first contact;
- We prioritized organizations that are not state-owned, since those should seek primarily state resources;
- We visited their sites, both before creating volunteer programs and throughout our partnership;
- We had local teams that spoke the local language, which made it easier to spot misconduct and inconsistencies;
- We reserve the right to terminate the partnership with nonprofits in the event of suspected misconduct.

In order to guarantee the relevance of the volunteering activities:

- We only created programs that responded to the pre-existing needs of partner nonprofits;
- Volunteers did not pay for volunteering work, since that would create an incentive for nonprofits to keep accepting volunteers even if they didn't need them.

In order to safeguard children and vulnerable people involved in our volunteer programs:

- We visited those nonprofit sites with more frequency than others so as to actively prevent any type of abuse and to report suspicious cases;
- All employees and volunteers read and signed our Children Protection Policy and vowed to act according to the principles and values stated;
- All volunteers engaged in programs that required contact with children and other vulnerable individuals had to send a criminal record with zero occurrences.

## **SERVICES PROVIDED BY NONPROFITS AND INCLUDED IN THE PROGRAMS' FEE, AND POTENTIAL CONFLICT OF INTERESTS**

It is part of our principles that volunteers shall not pay for volunteering work, as that could become a wrong incentive for nonprofits to accept our volunteers. In other words, we do not want nonprofit partners:

- Accepting volunteers even if they don't need them;
- Preferring international volunteers over locals;
- Becoming financially dependent on these contributions, which could encourage the perpetuation of social and environmental problems.

Nevertheless, there are some grey areas which may legitimate payments to nonprofit partners, associated with the volunteer programs they host. These exceptions are carefully analyzed by the quality manager of Impactrip in order to make sure that potential conflicts of interest are mitigated. These exceptions usually have to do with products and services supplied by nonprofits, necessary for the volunteer programs.

**In 2019, the exceptions approved by our quality manager were:**

- **Fee for construction materials needed for volunteering tasks in the Construction & Renovation Program**

As stated previously, this program used volunteer work to rebuild and reconstruct houses of people in need. In order to perform that work, construction materials were needed. For that reason, to help the organization face those costs, we have agreed to include a fee for construction material, not exceeding 200€+20€/week.

However, at the end of the year, suspicions arose that the fee for construction material was the reason why international volunteers were favored over local volunteers, which was for us a clear indication of conflict of interest. For that reason, even though this was one of our most popular volunteer programs in Lisbon, we have decided to terminate this program.

- **Payment of accommodation, included in the volunteer's program fee, to the nonprofit that hosts the Wolf Conservation Program**

The Wolf Conservation program in Portugal took place in Picão-Mafra, which was very difficult to access from Lisbon by public transport.

This way, taking into account that accommodation is always included in the program fees and that the host nonprofit organization could provide this service, we have decided to choose them as service providers. This way we are also supporting one of the projects that give financial sustainability to the nonprofit.

### **VOLUNTEER PROGRAMS HOSTED BY SOCIAL BUSINESSES**

Although the main mission of Impact+ is to support and empower nonprofits, there are other ways for travelers to create a positive impact, and it would not make sense for us to discard them.

Consequently, Impactrip also has volunteer programs in partnership with local businesses, available only as long as the volunteer project and the volunteer's specific tasks contribute directly to solving a social or environmental problem, and provided that our program fee principles are met.

This is the case of our Marine Conservation program, which made our oceans cleaner by hosting ocean clean-ups and by logging information of trash collected.

This specific program required skilled work from professional scuba divers, as volunteers needed to make a scuba diving course in order to perform their tasks and to do it safely. In addition, professional scuba diving material is needed for this kind of activity.

Therefore, in order to make the program happen, we partnered with local diving businesses. Thus, while volunteers do not pay for volunteering, the fee for the program includes costs related to the scuba diving course, the international certification and the cost of the material rental.

### **EXPLAINING OUR PROGRAM FEES FOR GREATER TRANSPARENCY**

We do not charge our clients for volunteering work and neither do we pay nonprofit partners for accepting our volunteers. This is to guarantee that the assigned functions are really needed.

Instead, we charge our clients a program fee/tourism package that covers various costs inherent to traveling, such as accommodation, airport pick-up, a city tour, and meals. This fee also includes pre-arrival costs, like visits to the nonprofits and human resources allocated in the process of creation of the program, and pre-arrival back-office work. This way, we are able to ensure the credibility of the nonprofit and usefulness of tasks.

Taxes and a profit margin are also added to comply with fiscal duties and to grow the business.

To ensure the transparency of the program fees, on the introduction day, all volunteers were presented with detailed information about how much money was allocated to which category.





Impact Report 2019  IMPACTTEAM

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# IMPACTTEAM IN 2019



**6**

**NONPROFITS  
SUPPORTED  
AND  
EMPOWERED**

*-2 COMPARED WITH  
2018*

**1,400**

**PEOPLE MORE  
AWARE OF A  
SOCIAL/  
ENVIRONMENTAL  
PROBLEM**

*X6 COMPARED WITH  
2018*

**8**

**CORPORATE  
CLIENTS AND  
ACTIVITIES**

*+3 COMPARED WITH  
2018*

**1,900**

**VOLUNTEER  
HOURS**

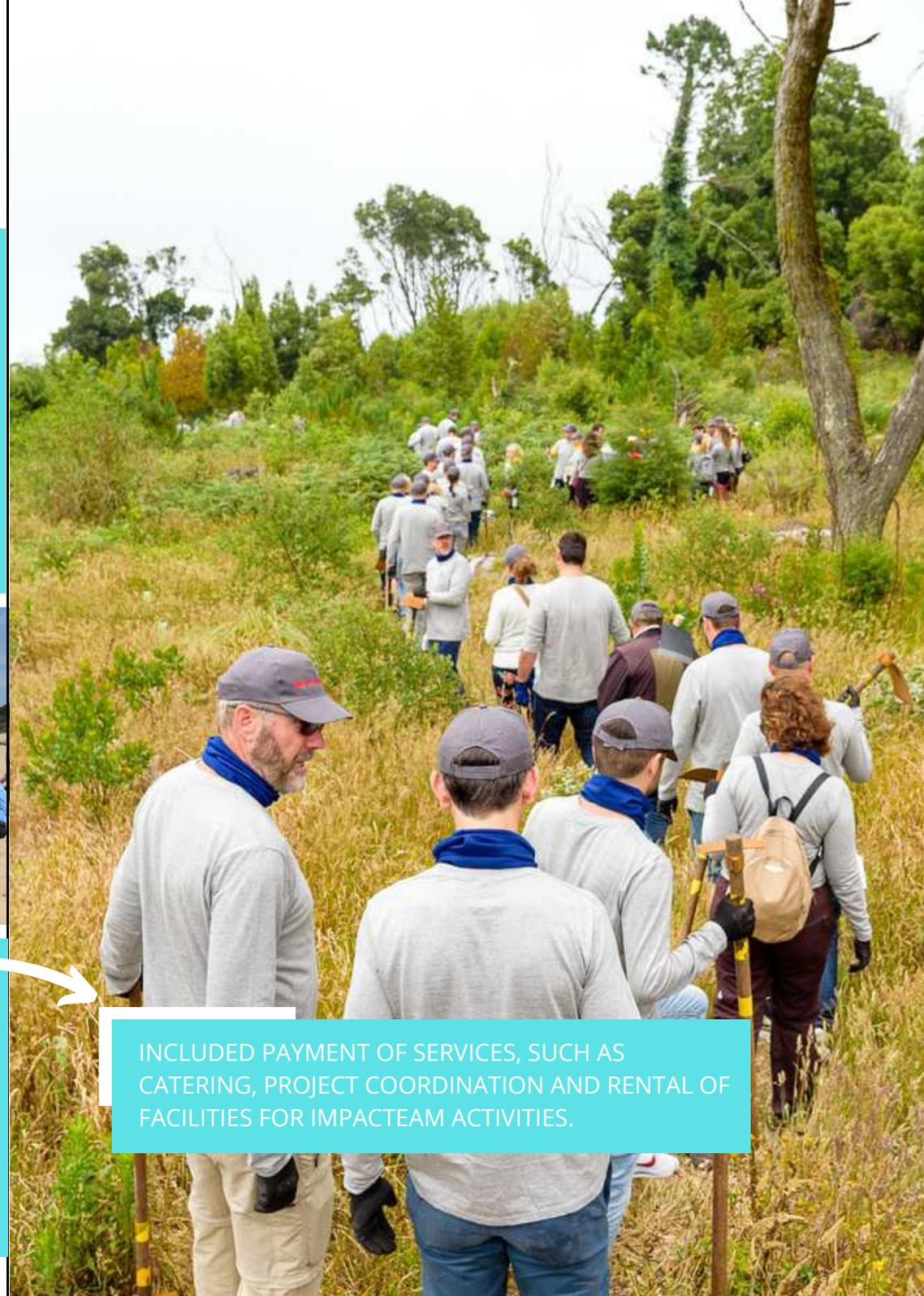
*+90% COMPARED  
WITH 2018*



**17,900€**

**CONTRIBUTION TO THE  
FINANCIAL SUSTAINABILITY OF  
NONPROFITS**

*+1% COMPARED  
WITH 2018*



INCLUDED PAYMENT OF SERVICES, SUCH AS CATERING, PROJECT COORDINATION AND RENTAL OF FACILITIES FOR IMPACTTEAM ACTIVITIES.

## CORPORATE VOLUNTEERING EVENTS WITH POSITIVE IMPACT



### "GUARDIÃO DA FLORESTA" FOREST SERVICES' CONSERVATION

These were conservation activities, such as forest cleaning and control of invasive species, aimed at restoring ecological systems and preventing wildfire spreading.

The knowledge needed for these restoration activities was provided by expert partner nonprofits, who know very well the needs of each region. This is especially important, since each ecosystem, at a specific time, has different needs that have to be taken into account to ensure our activities have a positive impact.

Since Portugal is the European country most affected by wildfires (2), these activities are especially important, as forests are crucial for natural regulation and assurance of air, water, and soil quality (3).

**3**  
ACTIVITIES

**3**  
NONPROFITS  
SUPPORTED

**303**  
PEOPLE  
EDUCATED  
ABOUT THE  
IMPORTANCE OF  
FORESTS FOR  
THE PLANET

**≈600**  
PLANTS OF  
INVASIVE  
SPECIES  
COLLECTED

**674**  
HOURS OF  
CORPORATE  
VOLUNTEER  
WORK

**4364€**  
CONTRIBUTION  
TO THE FINANCIAL  
SUSTAINABILITY  
OF NONPROFITS



### "O MAR É DE TODOS" BEACH CLEAN-UP TEAMBUILDING

These were beach clean-up team building activities aimed at preventing sea pollution by collecting trash from the beaches. The collected trash was then properly discarded for recycling and treatment.

In the last activity, we sent the trash to a special waste management facility that recycles more difficult plastics and transforms them into outdoor benches.

In addition to the immediate positive impact on the environment, this activity increased people's awareness about sea pollution, and the importance of marine conservation and good waste disposal practices. This is a way to educate people and to prevent future irresponsible and uninformed behavior.

**3**  
ACTIVITIES

**4**  
NONPROFITS  
SUPPORTED

**782**  
PEOPLE  
EDUCATED  
ABOUT THE  
PROBLEM OF  
PLASTIC  
POLLUTION

**317kg**  
OF TRASH  
COLLECTED AND  
CORRECTLY  
DISPOSED OF

**1164**  
HOURS OF  
CORPORATE  
VOLUNTEER  
WORK

**12850€**  
CONTRIBUTION  
TO THE  
FINANCIAL  
SUSTAINABILITY  
OF NONPROFITS

This activity is especially important nowadays due to the increasing amount of plastics in the ocean and of micro plastics in the animal and human diets (4).



### "DAR UMA MÃO'ZINHA ÀS DUNAS" COASTAL EROSION PREVENTION

This activity consisted of the plantation of marram grass, an important dune plant that serves as the first barrier to coastal erosion (5), which is an increasing threat due to climate change and consequent sea-level rise.

For this specific activity, we did not partner with any nonprofit. Instead, we collaborated with a municipality and a local university that assured the correct plantation of marram grass.

In addition to the plantation activity, participants also learned about climate change and its consequences, raising their awareness of the problem, and making them more likely to consume more responsibly and to take action against climate change.

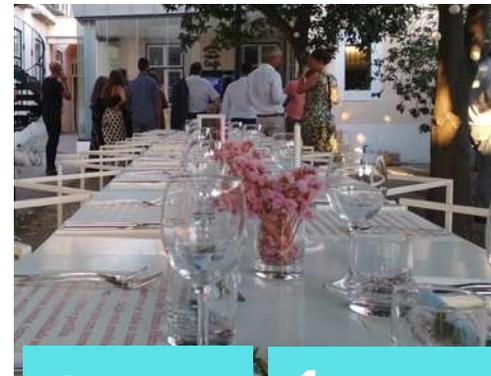
**1**  
ACTIVITY

**≈600**  
PLANTED MARRAM GRASS

**72**  
PEOPLE INFORMED ABOUT CLIMATE CHANGE

**200m<sup>2</sup>**  
OF PLANTED AREA

**72**  
HOURS OF CORPORATE VOLUNTEER WORK



### SOLIDARY CORPORATE DINNER

Nonprofits' financial sustainability can be achieved in different ways and the creation of social businesses is one of them. This way, without depending on donations, nonprofits can support their financial activities and, at the same time, provide a useful service/product to society.

**1**  
ACTIVITY

**1**  
NON PROFIT SUPPORTED

Taking that into account, by opting to do the company's Christmas dinner in the restaurant of a nonprofit that works to promote human rights, our client has financially supported their mission and the educational and women empowerment activities that they do.





## CONTRIBUTION OF CORPORATE EVENTS TO THE SDGs

Just as with Impactrip, we design the corporate activities of Impacteam in such a way that there is a direct positive impact in society and/or the environment, helping to achieve the Sustainable Development Goals.

Taking into account the description of each of the events that we organized in 2019, the impact on the SDGs was the following:

| Corporate Activity  | SDG   | Specific Target   |
|---|---|---|
| <b>O Mar é de Todos</b><br><i>Everyone's Sea</i>                  | <b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION<br> | <b>12.4</b> By 2020 (...) significantly reduce their [chemicals and all wastes] release to air, water and soil in order to minimize their adverse impacts on human health and the environment                       |
|   | <b>14</b> LIFE BELOW WATER<br>                      | <b>14.1</b> By 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution                                       |
| <b>Guardião da Floresta</b><br><i>Forest Guard</i>                | <b>15</b> LIFE ON LAND<br>                         | <b>15.2</b> By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally |
| <b>Dar uma mão'zinha às Dunas</b><br><i>Helping out the dunes</i> | <b>13</b> CLIMATE ACTION<br>                       | <b>13.1</b> Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries   |
|   | <b>15</b> LIFE ON LAND<br>                         | <b>15.1</b> Conserve and restore terrestrial and freshwater ecosystems  |



Impact Report 2019



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# IMPACTHOUSE IN 2019

# IMPACT HOUSE IN 2019



**21**

NONPROFITS  
SUPPORTED  
AND  
EMPOWERED

**5,000+**

PEOPLE MORE  
AWARE OF A  
SOCIAL/  
ENVIRONMENTAL  
PROBLEM

**8,267**  
NIGHTS SOLD

**61%**

OF NIGHTS  
WERE SOLD  
TO IMPACTRIP  
VOLUNTEERS



**39,680€**

CONTRIBUTION TO THE  
FINANCIAL SUSTAINABILITY OF  
NONPROFITS



INCLUDED PURCHASE OF PRODUCTS AND SERVICES,  
SUCH AS RENTAL OF IMPACT HOUSE FACILITIES,  
SOCIAL SHOP SALES, CAR PARKING AND FOOD  
PRODUCTS USED IN THE KITCHEN.

# PROJECTS WITH POSITIVE IMPACT



109€

CONTRIBUTION TO THE FINANCIAL SUSTAINABILITY OF NONPROFITS

8

NONPROFITS SUPPORTED

## SOCIAL AND SUSTAINABLE SHOP

A store in our hostel where we sold items made by our nonprofit partners and their beneficiaries, thereby contributing to the financial sustainability of their operations and/or of their beneficiaries.

Additionally, we also sold zero-waste products such as solid shampoo, reusable water bottles, and menstrual cups. This way, we nudged our customers into a more environmentally friendly lifestyle.

## BOOK SWAP

One common item among travelers are books, and when they finish one, the most common thing is to buy a new one and leave the other forgotten on a shelf.

That is why we created a book swap spot to prolong the life of books and as a tribute to their greatness.



## CLOTHING SWAP SPOT

To facilitate more sustainable lifestyles, to fight fast fashion and promote a circular economy, all guests, employees, and overall community were encouraged to swap clothing items they did not use by others they liked and wanted to use.

1

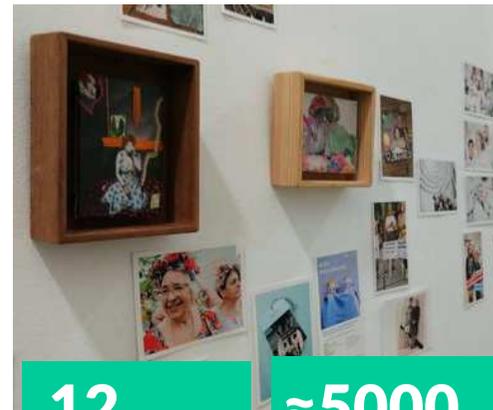
NONPROFIT SUPPORTED



### Did you know...

The fashion industry is the second-biggest consumer of water and is responsible for 8-10 percent of global carbon emissions - more than all international flights and maritime shipping combined.

Source: United Nations



## ACTIVISM WALL

A place where we promoted the different social and environmental causes supported by our nonprofits partners, as well as the work they do to help mitigate those issues.

Awareness is the first step to action, so we called it the activism wall because we hope that these walls inspired our clients to act and to contribute to a better world, whether it is through their personal actions, activism, or entrepreneurship.

12

EXHIBITIONS FROM NONPROFIT PARTNERS

≈5000

EXHIBITION VISITORS EDUCATED ON SOCIAL AND ENVIRONMENTAL ISSUES



2

HOMELESS NONPROFITS SUPPORTED

### DONATION BOX

Many times, travelers leave behind personal goods because they do not fit in their luggage anymore, so all guests were invited to leave those items in the donation box.

They could leave anything from clothes to shampoo, as long as the products were in good condition to be consumed by someone else.

Those objects were then donated to two of our nonprofits that work with homeless people in Lisbon.



18

EVENTS WITH SOCIAL AND ENVIRONMENTAL FOCUS

6

NONPROFITS SUPPORTED THROUGH DONATION OF SPACE

### POSITIVE IMPACT EVENTS OPENED TO THE COMMUNITY

Gatherings that were open to the local community, most with the goal of creating awareness about social and environmental issues and solutions, and/or contributing to projects with a positive impact. These included movie screenings, exhibitions and workshops. We have never charged for space, so money always went to social partners and small businesses.



IN THIS EVENT, IN PARTNERSHIP WITH ONE NONPROFIT, WE MADE 90-YEAR-OLD ISABEL'S DREAM COME TRUE: TEACHING OTHERS HOW TO COOK PORTUGUESE PIES (SO SIMPLE, RIGHT?).

IT WAS AN EVENT THAT GATHERED PEOPLE FROM DIFFERENT GENERATIONS AND CULTURES, WHICH MADE IT EVEN MORE SPECIAL.

IN A WORLD WHERE ELDERLY PEOPLE ARE OFTEN SEGREGATED AND FORGOTTEN BY SOCIETY, WE THINK THIS WAS A GOOD WAY TO REMEMBER EVERYONE OF THEIR VALUE AND HOW SMALL ACTS CAN HAVE SUCH A BIG IMPACT ON SOMEONE'S LIFE.



**Did you know...**

Lower consumption of animal products is crucial to avoid the worst impacts of climate change.

Source: United Nations

**NUDGING OUR CLIENTS INTO A MORE PLANT-BASED DIET**

Every day but Friday, we had two meal options: a meat or fish dish and a vegetarian dish. As for Friday, we only served vegetarian dishes, calling it our veggie Friday.

Still, our biggest nudging technique was something else: the great flavor of the food made by our Impact Mums.

**DONATION OF FOOD SURPLUS**

Food surplus is almost inevitable in a restaurant. So, even though we tried to prevent it at the source, we donated surplus food to a food-saving nonprofit partner that distributes it to families in need.

This was an initiative with a positive impact for both the environment and society, since food waste is a source of many environmental problems.



**630kg**

OF FOOD DONATED AND WASTE AVOIDED

**2**

NONPROFITS SUPPORTED

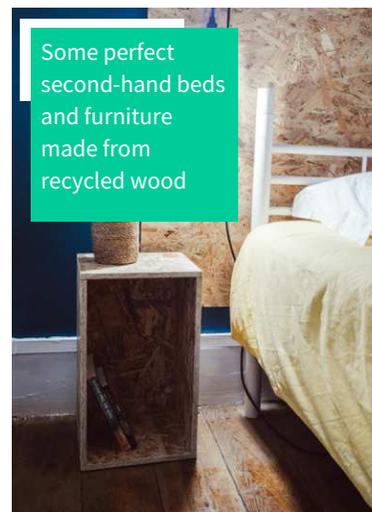
**1197kg<sup>(6)</sup>**

OF CO2-E AVOIDED

**UPCYCLING FURNITURE & SECOND-HAND PURCHASE**

Before buying new furniture we upcycled and repurposed second-hand furniture and other objects. If we needed to buy new furniture, we chose recycled and recyclable materials.

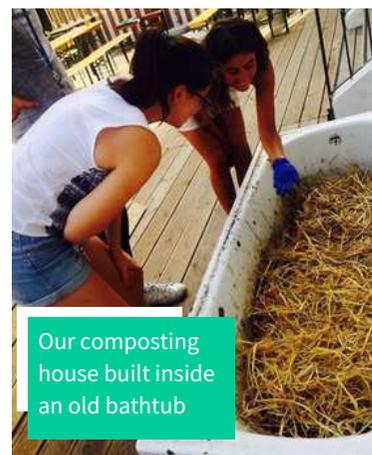
This way, we avoided the extraction of valuable resources, as well as energy and Co2 emissions, prolonging the life of resources and contributing to a more circular economy.



Some perfect second-hand beds and furniture made from recycled wood



The bed frame transformed into the reception desk and an old table



Our composting house built inside an old bathtub



Some second-hand chairs and a cabinet in the background that looks new after some painting



This is a bunk bed that was cut in two in order to furnish our double bedroom.

**? Did you know...**  
Studies suggest that, on average, a piece of furniture consumes approximately 47 kg of CO2e, equivalent to driving 188 km in a petrol car. Source: Office for National Statistics UK



Some old pallets transformed into a bench and a side table.



This was part of the kitchen cabinet, which we refurbished!

**"Waste isn't waste until you waste it"**  
*Unknown source*



# GUESTS' FEEDBACK

Impact House is not only a hostel but also the home of Impacttrip volunteers in Lisbon, so, for us, it made sense to have a separate section to talk about Impacttrip clients' and hostel guests' feedback.

## FEEDBACK FROM IMPACTTRIP CLIENTS

**8.6** /10  
AVERAGE OVERALL EVALUATION OF IMPACT HOUSE SERVICES

"...my time at the Impact House was fab, not to mention the home cooked meals by the Impact mums. Divine."

*Ngan Ho, IVHQ website*

"The food was the highlight of the trip. This is the best food I have had in a while. Both the cooks are very sweet and make sure there is enough varieties for everyone."

*Tanmay, IVHQ website*

## FEEDBACK FROM HOSTEL GUESTS

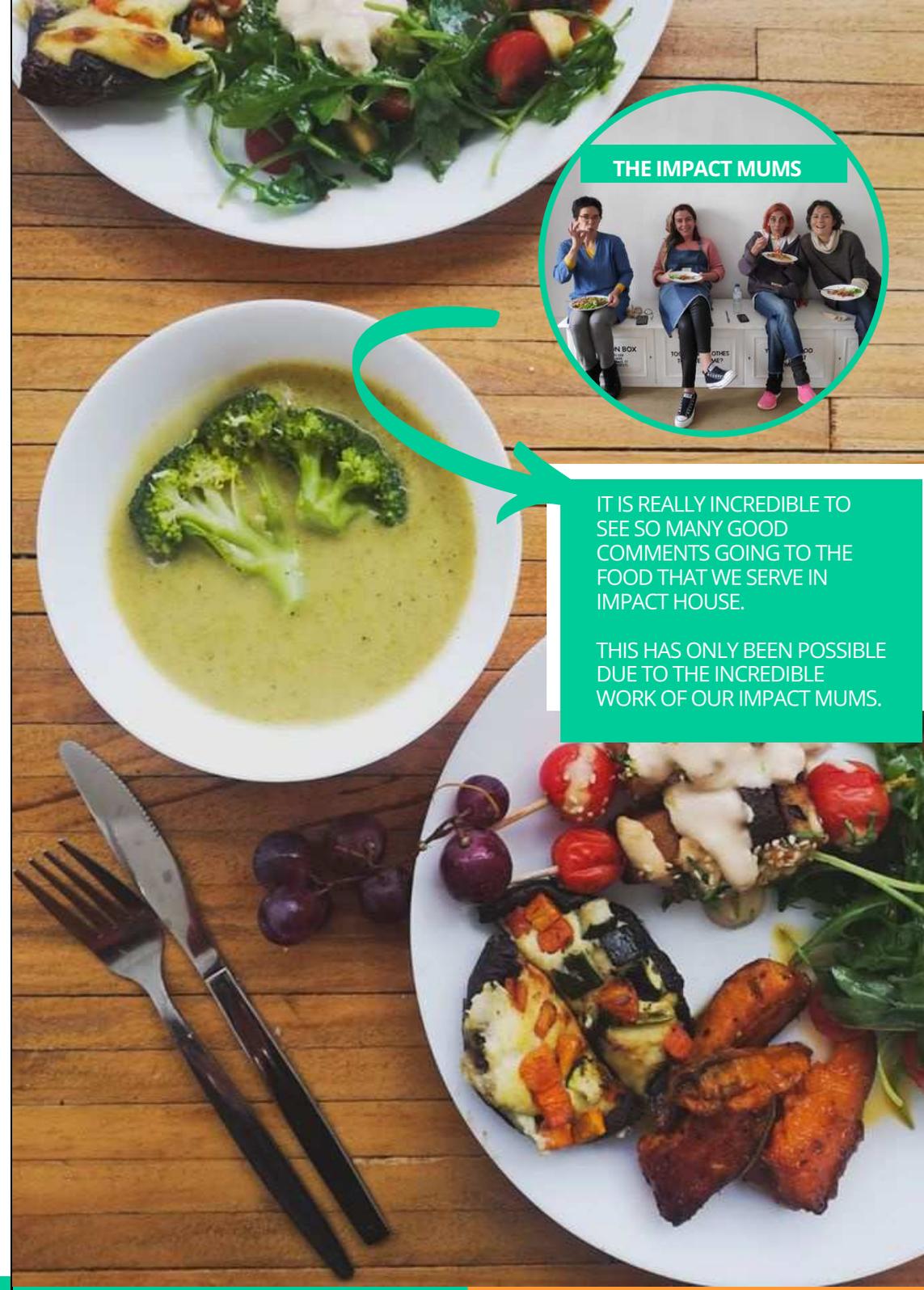
**8.3** /10  
AVERAGE OVERALL EVALUATION OF IMPACT HOUSE SERVICES

"Comfortable accommodation, everything very clean! Family atmosphere."

*Aline, Tripadvisor*

"Very pleasant ! I love the Impact! The idea of impact is simply excellent! This is by far one of the best hostels I have been."

*anthony, Booking*



THE IMPACT MUMS

IT IS REALLY INCREDIBLE TO SEE SO MANY GOOD COMMENTS GOING TO THE FOOD THAT WE SERVE IN IMPACT HOUSE.

THIS HAS ONLY BEEN POSSIBLE DUE TO THE INCREDIBLE WORK OF OUR IMPACT MUMS.

Impact Report 2019 IMPACT 

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**ADVOCATING FOR  
RESPONSIBLE TOURISM AND  
BUSINESSES IN 2019**

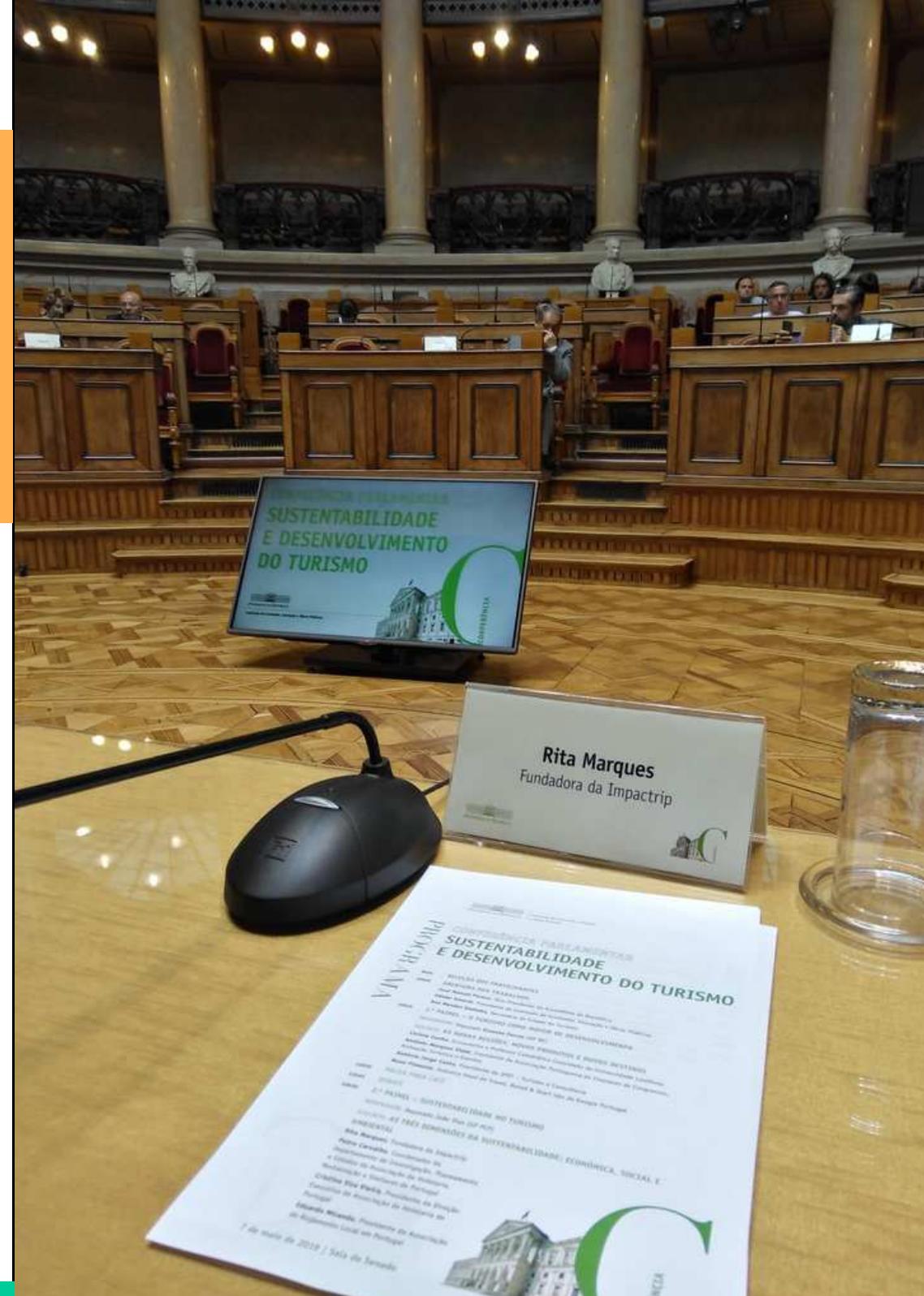
## WHY IS IT IMPORTANT?

On our journey to try to make our business more sustainable and through our work with partner nonprofits, we learn a lot. We learn about social and environmental problems that affect local communities and the world, and we also learn about different solutions to those problems.

It is for that reason that we share our knowledge and our work, so that we can inspire others to join us in our sustainability journey and so that we can also learn with them. We share what we know on our social media, and at events, workshops and podcasts where we are invited to speak.

## ADVOCATING ACTIVITIES IN 2019

- **26/03** | Participation in a panel about social sustainability in the tourism industry at ISQ event *Towards a sustainable tourism industry event*
- **09/09** | Presentation of *Impact+* as a case study example on how responsible tourism can be done in Portugal, for the parliamentary conference about *Sustainability and Development of the tourism industry*.
- **19/09** | Speaker on a session about the *Future of Tourism*, where we talked about responsible tourism and sustainability at *ALA+T*, an international conference about tourism development at regional and municipal levels.
- **25/09** | Free consulting session for social organizations in Resource Management at *Collaboration Week of Oeiras*, an event from Oeiras Municipality.
- **26/11** | Presentation about sustainability in the hospitality sector for the *VI Convention of HotelShop+SocialShop*.
- **10-11/12** | Moderation of panel about *how to be a successful business with purpose* at the *Portugal Social Economy Fair*.



Impact Report 2019 IMPACT 

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# MITIGATING THE NEGATIVE ENVIRONMENTAL IMPACT OF OUR ACTIVITIES IN 2019

There are many different ways in which a company can have negative impacts on the environment. Even though the negative impact of Impact+, as a company that mainly sells services, is not substantial, we do recognize our responsibility in mitigating not only the direct impacts but also the impacts of our supply chains.

In 2019, we started to introduce processes that could help us measure our environmental footprint, but they are still in a very early stage.

**"Not being able to measure doesn't prevent you from trying to do better"**

*Catarina Alves, Impact+*

Nevertheless, that has not stopped us from continuously introducing projects and processes that are more environmentally friendly.

Consequently, in this chapter, we will disclose the information we were able to collect, and we will present the processes and projects we introduced to mitigate our environmental footprint.

We have decided to disclose the information as Impact+ since our three brands share most of the resources.

## SCOPE 1 GREENHOUSE GAS EMISSIONS

Scope 1 emissions (7) include all carbon emissions which we directly emit to the atmosphere during our business activity. For Impact+, they were not so substantial. We would like to tell you that it is so because we are very good at mitigating them, but the truth is it is mostly because of the nature of what we do.

Even so, we did have two vans of our own in Portugal, shared between our three brands, which were mostly used to drive long distances, to facilitate transportation of materials purchased, and to pick up and drop out volunteers at the airport. Whenever we used them, we are directly responsible for emitting CO2 into the atmosphere.

Unfortunately, in 2019 we did not measure the CO2 emissions from this source.

### HOW DID WE TRY TO MITIGATE THESE?

We prioritized public transportation whenever possible. For example, all visits to nonprofits, suppliers, and potential corporate clients (Impacteam) in the metropolitan areas where we operate were made by public transportation. In addition, the volunteer placements and accommodation were chosen in such a way that volunteers are always able to move daily by public transportation.

## SCOPE 2 GREENHOUSE GAS EMISSIONS

Scope 2 emissions (7) are emissions that occur in the process of electricity generation, and, although we have no direct control over it, we did purchase this type of energy and we are thus indirectly responsible for those emissions.

Electricity consumption in 2019 occurred mainly at Impact House. Unfortunately, we do not have records of our electricity consumption in Kwh to have reliable information on CO2 consumption, since the electricity invoice was received by our landlord.

### HOW DID WE TRY TO MITIGATE THESE?

The building where Impact House was located produced its own solar energy, mitigating some of the carbon emissions from our electricity consumption.

# SCOPE 3 GREENHOUSE GAS EMISSIONS

Scope 3 emissions (7) are all the other emissions that come from sources we do not control. These usually correspond to the biggest share of emissions of a company, but they are also the hardest to calculate, mostly because of the size and complexity of supply chains, which is why we were not able to calculate most of these emissions.

Related to our business and taking into account the number of emissions and our degree of influence in mitigating those emissions, we considered the most relevant GHG scope 3 emissions to be:

- Impact House and Impactrip client air travel
- Impactrip business air travel
- Waste generated at Impact House

## AIR TRAVEL - CLIENTS

Client air travel was by far the biggest source of GHG emissions from all our three brands since most clients from Impactrip and Impact House travel in airplanes to our volunteer programs and our hostel.

| Flight length                           | (1) Average CO2 emissions - kgCO2 | (2) # Flights  |
|---|-----------------------------------|----------------|
| Domestic                                | 100                               | 3              |
| Short-haul                              | 800                               | 153            |
| Medium-haul                             | 1700                              | 48             |
| Long-haul                               | 3400                              | 236            |
| Ultra long-haul                         | 5400                              | 274            |
| <b>Total emissions (1)*(2) - kg CO2</b> |                                   | <b>2486300</b> |



**2,486,300kg**

KG OF CO2 EMISSIONS, FROM IMPACTRIP CLIENT FLIGHTS



Equivalent to driving 248 trips around the globe in a petrol car (8)

## HOW DID WE MITIGATE THESE?

In 2019, we started a campaign to encourage our clients to compensate for their flight's CO2 emissions. We did that in partnership with e)Mission from TerraSystems, who invests carbon emission credits in carbon positive projects.

Nevertheless, none of our clients in 2019 adhered to this. We admit that this is probably our fault for not communicating it well enough and for failing to train the reception team on this subject.

## AIR TRAVEL - BUSINESS TRIPS

| Flight length                           | (1) Average CO2 emissions - kgCO2 | (2) # flights |
|---|-----------------------------------|---------------|
| Short-haul                              | 800                               | 8             |
| Medium-haul                             | 1700                              | 2             |
| <b>Total emissions (1)*(2) - kg CO2</b> |                                   | <b>9800</b>   |



**29,800kg**

KG OF CO2 EMISSIONS, FROM IMPACTRIP BUSINESS FLIGHTS



Equivalent to a return trip from Faro to Stockholm in a petrol car (8)

## HOW DID WE TRY TO MITIGATE THIS?

We only used air travel as a means of transport for international business trips, which were very few since we have local teams in each of our Impactrip destinations.

# SCOPE 3 GREENHOUSE GAS EMISSIONS - WASTE MANAGEMENT

Although waste management is a category of scope 3 emissions, we want to talk

about it separately, as this is also a topic that involves environmental issues that go beyond climate change, namely resource scarcity, pollution and, in some cases, biodiversity loss.

Impact House, because of its nature, is a lot more resource-intensive than the other two brands, meaning that it is also the brand that generates the biggest amount of waste. For that reason, this section is going to focus on Impact House.

A hostel with a restaurant consumes a lot of products, including —but not limited to— food, water, cleaning products, furniture, bedsheets, etc. All these produce waste in different stages of the product's lifestyle.

In 2019, we were not able to quantify the waste generated. Nevertheless, we have made various efforts to reduce it, using the circular economy principles: reduce, reuse, repair, refurbish and repurpose for both consumables and durable products.

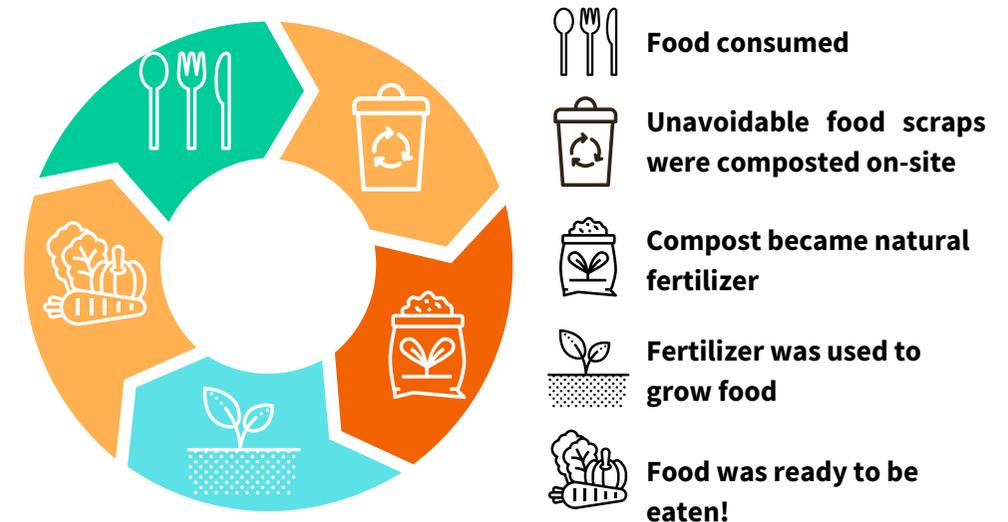
In 2019 we **REDUCED consumption whenever it was possible, and we REUSED** what we had or bought second-hand. If what we had was broken, we **REPAIRED, REFURBISHED or REPURPOSED it. Only if none of these options was possible, we would think about buying new.**

**Closing the loop on food waste:**

- **Reducing:** The Impact Mums working in the kitchen worked with zero waste techniques in order to avoid food waste.
- **Reducing:** Clients booking full-board stays were nudged to inform the kitchen when they do not come to eat.
- **Reducing:** Food surplus was donated to two nonprofit partners.
- **Recycling:** All food scraps that were not possible to avoid were composted in our facilities, turning them into fertilizer used to grow our garden.
- **Recycling:** All food leftovers were separated from the rest of the waste,

composted in industrial facilities, and then transformed into fertilizer to grow food.

**Related projects:** Donation of food surplus (see page 79)



**Prolonging the life of durable products:**

- **Repairing:** If something breaks, we tried to fix it before replacing it
- **Repurposing:** Before buying anything, we checked if we had any unused objects or materials that could be turned into something new that would meet our needs.
- **Reusing:** Before buying any new durable products, we bought second-hand.

**Related projects:** Up-cycling furniture & second-hand purchase (see page 80)

Furthermore, we also recycle other types of waste.

**By avoiding waste and choosing a circular approach in our management practices we are saving natural resources and avoiding CO2 emissions.**

 **NET ZERO | 2030**

We are aware that climate change is one of the biggest threats to our societies (9), economies and global health, and we stand up for science, understanding the need to keep the average global temperature rise no higher than 1.5°C, compared to pre-industrial levels.

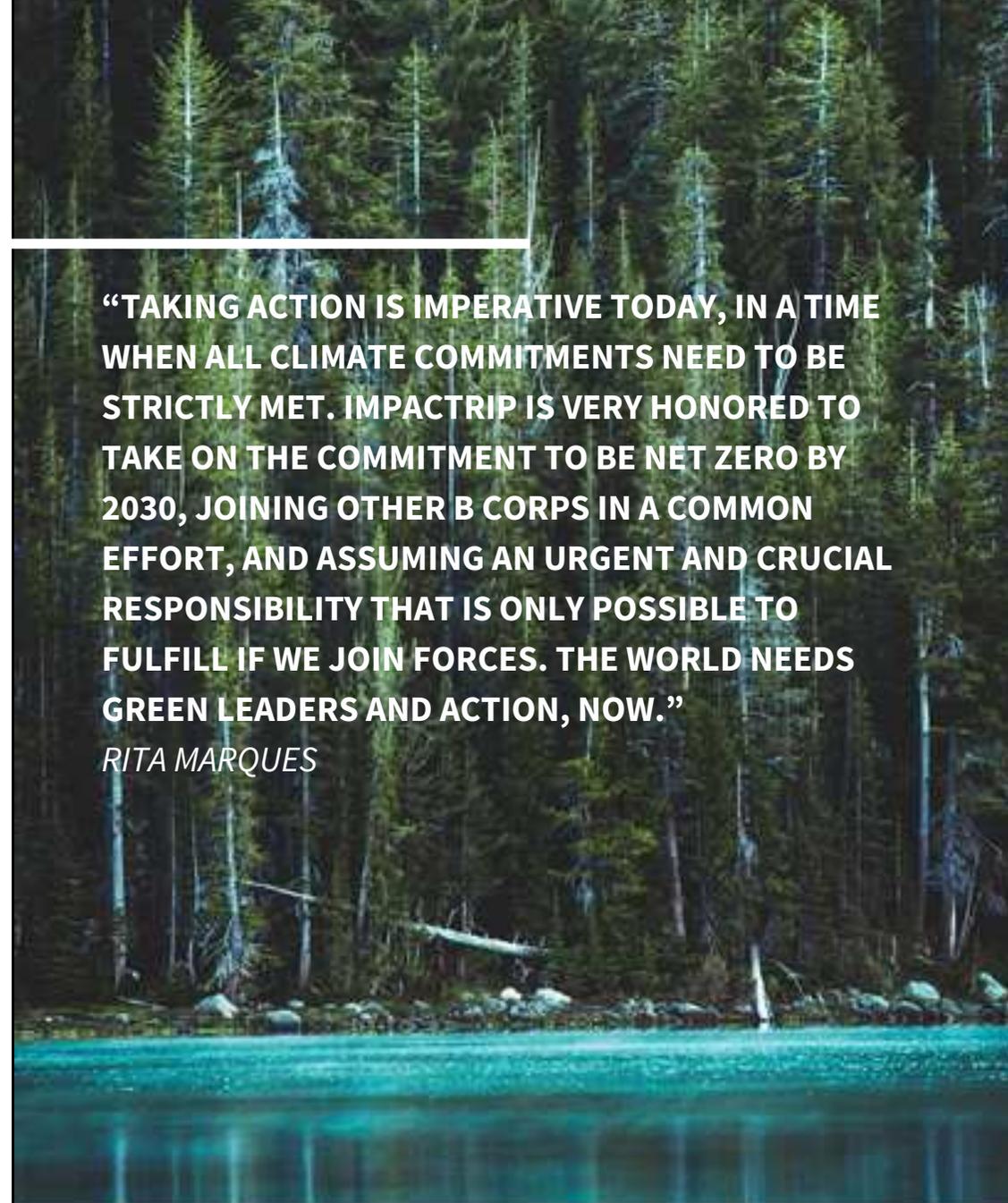
This way, at the end of 2019, signaling the largest constituency of businesses leading on climate action, Impact+ and other 532 B-Corp committed to accelerating the reduction of their greenhouse gas emissions, pledging to be carbon neutral by 2030, 20 years before the Paris Agreement deadline.

In order to do this, we will need to identify and quantify all our sources of direct and indirect CO<sub>2</sub>-e emissions, we will need to find solutions to dramatically reduce those emissions (which will mean changes in the way we operate our business) and, for the emissions we won't be able to reduce, we will need to find ways to offset them.

We know it will not be an easy ride. A lot of work and definitely some money will need to be put into the process, but we are ready for it!



TRY TO SPOT OUR FOUNDERS DIOGO AND RITA IN THIS VIDEO ABOUT THIS JOINT COMMITMENT FROM B CORPS (CLICK [HERE](#))



**“TAKING ACTION IS IMPERATIVE TODAY, IN A TIME WHEN ALL CLIMATE COMMITMENTS NEED TO BE STRICTLY MET. IMPACTRIP IS VERY HONORED TO TAKE ON THE COMMITMENT TO BE NET ZERO BY 2030, JOINING OTHER B CORPS IN A COMMON EFFORT, AND ASSUMING AN URGENT AND CRUCIAL RESPONSIBILITY THAT IS ONLY POSSIBLE TO FULFILL IF WE JOIN FORCES. THE WORLD NEEDS GREEN LEADERS AND ACTION, NOW.”**

*RITA MARQUES*



**NET ZERO | 2030**

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## ABOUT THE TEAM IN 2019

## OUR TEAM

Our team was very multidisciplinary, comprised of individuals with very different skills and life stories, and an age range between 20-55 years old, even if most people were under 35.

We would describe our team's organizational culture and values as open-minded, mission-driven, proactive and creative. Nevertheless, and despite the fact that we enjoy diversity and that we work with a principle of non-discrimination, we acknowledge that our team lacked ethnic diversity and gender balance, which is something that we want to change.

### THE TEAM IN NUMBERS

13

EMPLOYEES ON AVERAGE

50%

OF THE EXECUTIVE BOARD WERE WOMEN

x2.6

DIFFERENCE BETWEEN HIGHEST AND LOWEST PAY

4

NATIONALITIES - PORTUGUESE, ITALIAN, SPANISH AND CROATIAN

15% (ONLY)

OF EMPLOYEES WERE MEN

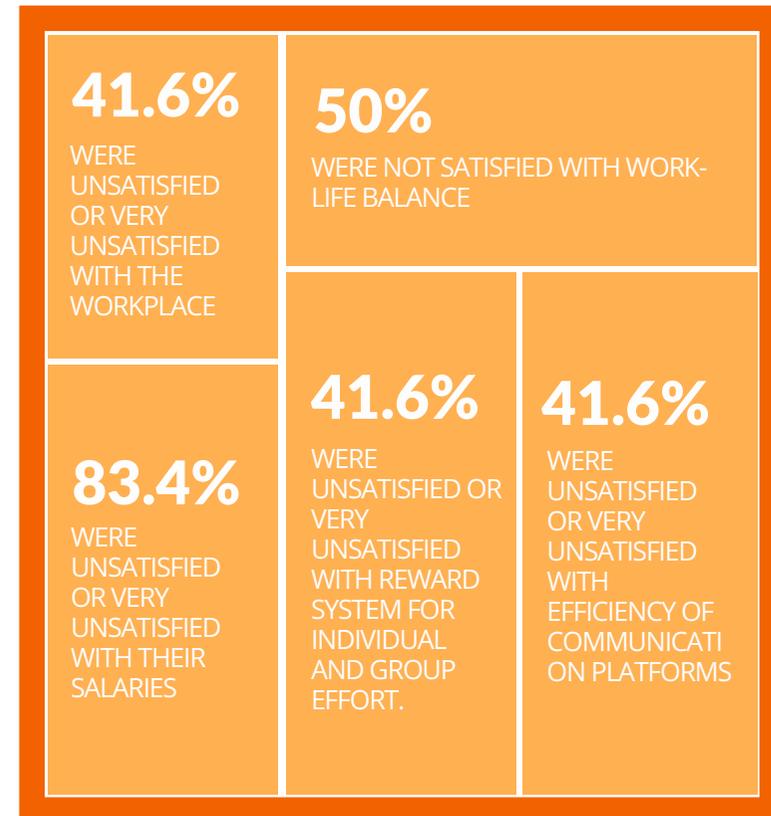


# TEAM SATISFACTION SURVEY RESULTS

At the end of 2019 we sent a questionnaire to all employees, excluding the two CEOs, in order to understand the satisfaction levels of workers in different subjects, namely work-life balance, motivation and remuneration.

From the 13 workers, 12 answered. This number is inferior to the minimum number of answers required for the conclusions to be statically valid, which means that its interpenetration has its limitations. Still, these numbers gave the CEOs an overall perception of the areas with room for improvement.

  
**RESULTS THAT WE ARE PROUD OF AND THAT WE WILL WORK TO MAINTAIN**



**RESULTS THAT WE ARE NOT PROUD OF AND THAT WE ARE COMMITTED TO IMPROVE**

These results gave a huge opportunity for reflection.

On the one hand, we see that employees enjoyed working at Impact+ in 2019. They liked the quality of the working culture, the engagement the company had with the community, and the innovative spirit. These facts seem to have had a big impact on their motivation, since motivation levels scored quite high in all the different areas that were analyzed.

However, on the other hand, half of the team is not satisfied with their salaries and with the work-life balance. The workplace, communication processes, and reward systems were also pointed out as something to improve.

The management team is aware that some of these results highlight pressing issues that we need to correct and improve as the team grows to keep everyone engaged with and motivated about the work we do.

Still, it is worth mentioning that, as the team is small, most of the issues that came up on the survey had been already identified and the management team was already working on them.

Check page 113 to see the immediate response of our CEO's regarding changes in the workplace, compensation benefits and work flexibility for 2020.



## A FEW MESSAGES FROM THE TEAM



"I love that I can interact with people from different cultures everyday and I really enjoy the caring and friendly working environment that the management team has established. They even try to help us solve personal problems."

*Ana Matias, Impactmum at Impact House*



"Being appreciated by our work, having constantly new challenges and schedule flexibility is something I really like here. But what motivates me the most is the fact that I truly believe we are making the world a better place."

*Mariana Moura, Quality Manager of Impacttrip*



"What I enjoyed the most in 2019 was that my work had a direct impact on the growth of the company and the well-being of the team. Ah, and of course, the food of our Impactmums!"

*Mariana Teixeira, General Director*

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# FINANCIAL PERFORMANCE IN 2019

It is very important for us to ensure the financial sustainability of the business, because only with that stability can we expand, reach more people, support non-profit partners, increase the wages of our employees, etc.

After a year of losses in 2018, due to the significant investment we have made in the creation of Impact House and in the internationalization of Impactrip to Split, in 2019 we were able to end the year with financial gains.

This is always good news, because it is a confirmation of our value as a company and a way to show to the corporate sector that a purpose-driven company can be profitable.

**15,783€**

WAS OUR NET PROFIT IN 2019

**0€**

OUR LEVEL OF DEBT

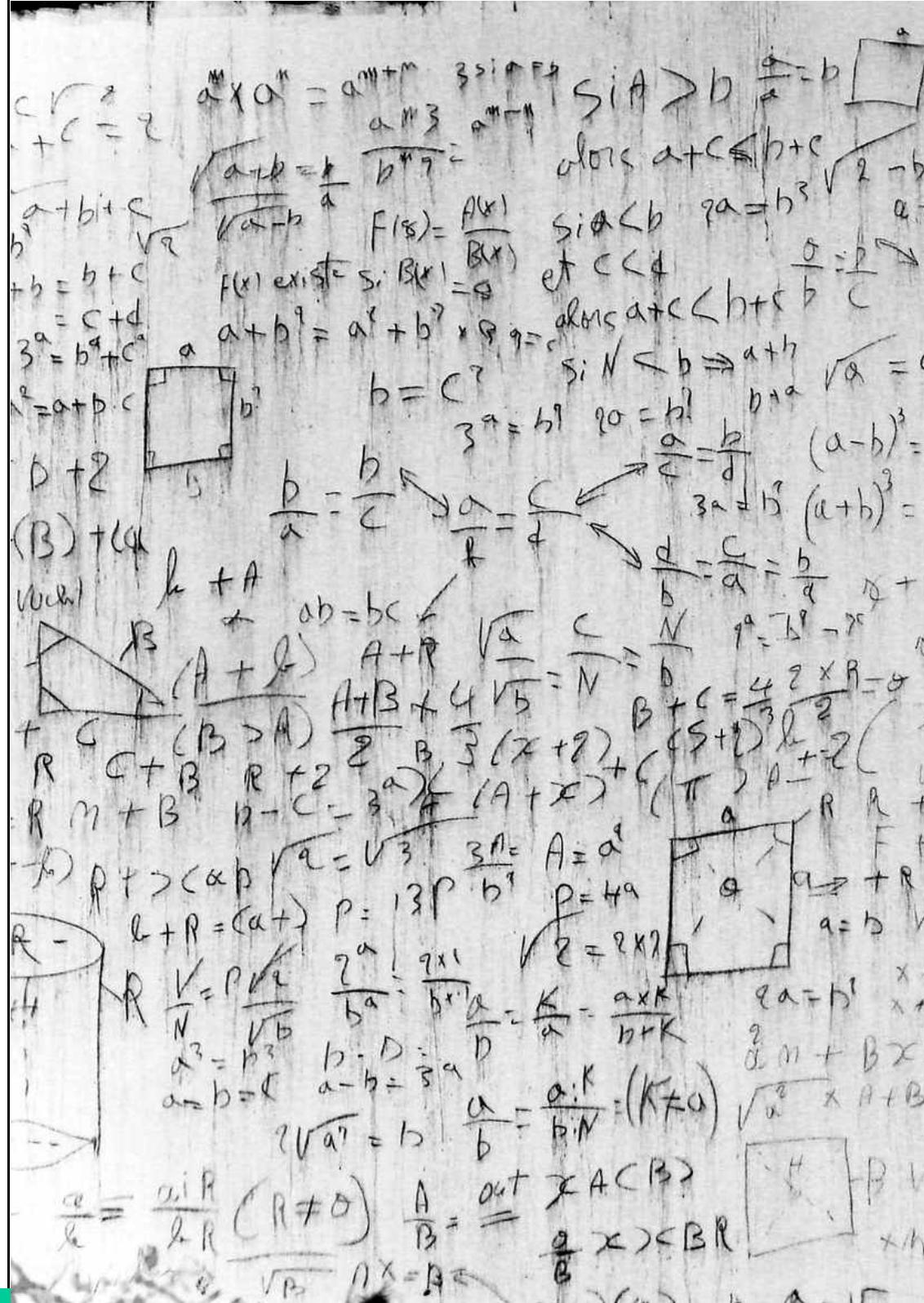
**100%**

OF OUR PROFIT WAS REVESTED IN THE BUSINESS

**Check how we have spent our 2019's profit on page 113 of this report**

## 2019 RESULTS COMPARED WITH 2018

| Results  | 2018        | 2019        |
|--|-------------|-------------|
| Revenues   | €264,496.68 | €439,882.74 |
| Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA) | -€12,934.87 | €23,613.15  |
| Taxes  | -258,49     | -€7,829.91  |
| Net income   | -€13,193.36 | €15,783.24  |



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**SNEAK PEEK INTO 2020**

## PROFIT FROM 2019 REINVESTED IN THE BUSINESS IN THE FIRST TRIMESTER OF 2020

2020 was supposed to be our best year, as we were expecting an increase of 100% in our revenues. That led us to make big investments in the first trimester of the year, using the profits of the previous year:

### 1. 5 NEW MEMBERS FOR THE TEAM:

In order to cope with growth prospects for 2020, we grew our team, recruiting 5 new employees for new positions between November 2019 and March 2020, which represented a 50% increase in our staff.

### 2. RENOVATING THE NEW IMPACT HOUSE

We moved Impact House to a larger building, which we renovated and furnished in the first two months of the year.

### 3. INVESTMENT IN EMPLOYEE'S WELL-BEING

In the beginning of the year, our CEOs decided to offer health insurance and free lunch meals (in addition to pre-existing food allowance) to employees operating in Portugal. We also upgraded the workplace conditions and planned to raise salaries in the second trimester.

## THE IMPACT OF COVID-19

As a business in the tourism and event organization sector, COVID-19 hit us hard. We were still recovering from a fire we had in the new facilities, which made us spend a big amount of money on damage recovery, when we realized the impact that COVID-19 would have on our business.

If in February of 2020 we were expecting a 100% increase in sales, a month later we realized this was going to be a year of big challenges.

We worked hard to adapt all our brands to the "new normality". We talked with our nonprofits partners to understand their new needs and we tried to be creative to meet them. Impactteam started to create proposals of online teambuilding events to sell to companies; Impacttrip created online volunteering experiences and a new forest conservation program that was easier to fit in the COVID-19-influenced scenario, given it is an open-air activity with no need for social contact; and Impact House focused on the local market, opening its restaurant, pool and bar to the public.

Still, that wasn't enough to guarantee the financial stability of the business, which led us to a net loss of 114,000€ in the first semester of 2020 alone.

Nevertheless, we did not forget our identity as a purpose-driven business and that motivated us to cook and donate 20 meals/day to the medical staff of the hospital next door during the confinement period. We have also been able to maintain all jobs, with the support of the Portuguese government, even the jobs of the team members that did not have a working contract.

What we expected to be the best year we ever had, turned out to be the most challenging one. As we publish this report, we are working hard to turn this around and make the best lemonade we can with the lemons life gave us.



# IMPACT



[www.impactteam.pt](http://www.impactteam.pt)  
[www.impactrip.com](http://www.impactrip.com)  
[www.impactrip.com/impact-house/](http://www.impactrip.com/impact-house/)

**Certified**



This company meets the  
highest standards of social  
and environmental impact

**Corporation**