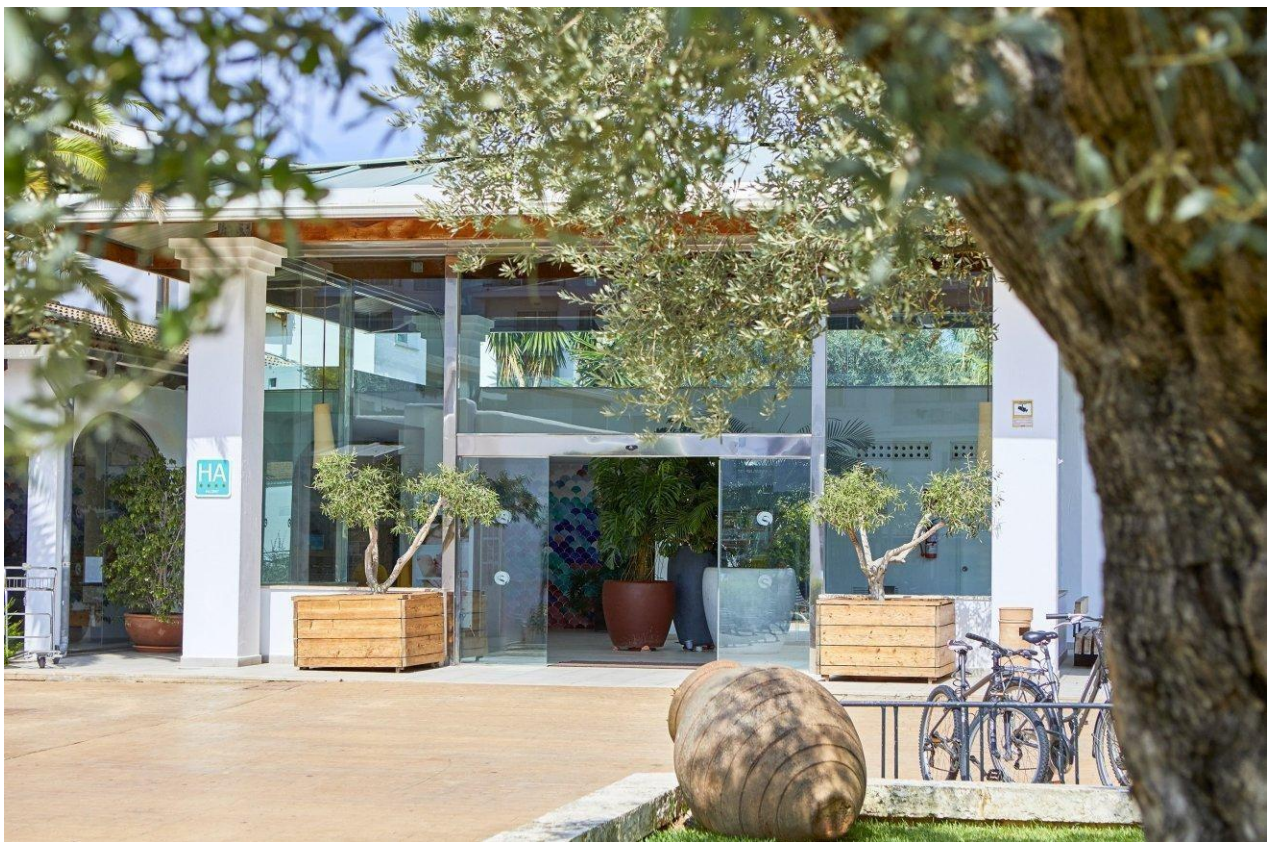


**CORPORATE SOCIAL RESPONSIBILITY REPORT**

**2022–2024**

**March 2025**

**Seaclub**Alcudia  
mediterranean resort



## 1) MISSION, VISION AND VALUES OF SEACLUB ALCUDIA

### MISSION (WHO WE ARE)

To offer our guests unforgettable experiences by sharing the best of our privileged surroundings, facilities and service vocation, under a sustainable tourism model.

### VISION (GOAL)

To be a leading company in sustainability, innovation and loyalty of both our external and internal clients, thanks to our strong commitment to quality and the environment and to our culture based on teamwork.

### VALUES

Seaclub Mediterranean Resort is a family-owned company that, over three generations, has passed down its original values such as **HONESTY, RESPONSIBILITY, PRUDENCE** and **ROOTEDNESS**. We are deeply proud of these values, which underpin—and from which have evolved—our current principles of **COMMITMENT** ◦ **EXCELLENCE** ◦ **SUSTAINABILITY** ◦ **TRUST** ◦ **RESPECT**

## 2) CORPORATE POLICIES

Sea Club Mediterranean Resort's commitment across the different areas of sustainability, and to Corporate Social Responsibility, is reflected in the corporate policies approved by Senior Management. These are:

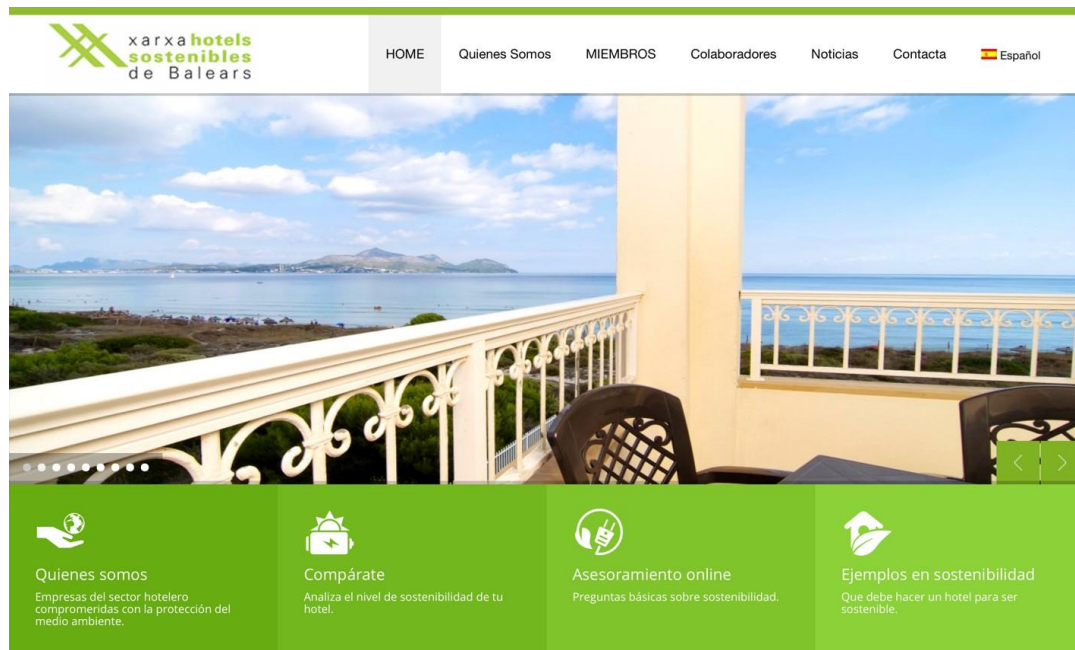
1. Quality Policy
2. Environmental Policy
3. Health & Safety Policy
4. Policy on Good Labour Practices and Human Rights
5. Policy on Support for the Local Community

These corporate policies ultimately express a global and personal awareness grounded in compliance with the 2030 Agenda adopted by the United Nations and the Sustainable Development Goals (SDGs). Their purpose is to raise awareness among employees, customers, suppliers and partners

### 3) ACTIONS AND IMPROVEMENTS UNDERTAKEN IN CSR PERFORMANCE

#### 3.1. Members of the XHSB

Seaclub Mediterranean Resort has been a member since 2015 of the **Xarxa d'Hotels Sostenibles de Balears**



#### 3.2. "Caps for a New Life"

Plastic caps are collected in all hotel departments in support of the **"Tapones para una nueva vida"**

This initiative is also available to guests at the hotel reception.



El proyecto Tapones para una nueva vida®, iniciativa estrella de Fundación SEUR, consiste en recoger tapones de plástico con el fin de facilitar el acceso a tratamientos médicos u ortopédicos no cubiertos por la Seguridad Social de niños con enfermedades graves.

A día de hoy 171 niños y niñas ya han recibido en total más de un millón de euros.

### 3.3. “Operación Kilo” Campaign

An initiative of **FEHM** (Mallorca Hotel Federation) to collect long-shelf-life dry food in hotel establishments to be donated subsequently to local NGOs, which distribute it to soup kitchens or directly to families in need. In 2024, we donated **€466**

### 3.4. Collaboration with UNICEF

We collaborate with **UNICEF**



### 3.5. Annual Participation in World Environment Day Campaigns

In 2024, World Environment Day focused on raising awareness of land restoration, the dangers of desertification and the importance of strengthening drought resilience, under the theme **“Our Land. Our Future. We are #GenerationRestoration.”**

We participate annually in the campaigns according to the respective themes proposed by the United Nations.



### 3.6. Use of Natural Light, LED Technology and Commitment to Renewable Energy

Thanks to its design, Seaclub Mediterranean Resort benefits from abundant natural light throughout its facilities, such as the reception hall, dining room and bars.

The Resort is also progressively replacing luminaires with **LED**

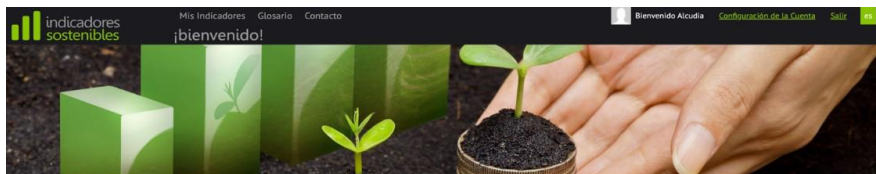
We have **heat recovery**

In addition, since 2021 we have installed **photovoltaic solar panels**

### 3.7. Tools for Managing Energy and Water Aspects, and Carbon Footprint Calculation

We use the **Asenerval** application to record daily readings of energy and water consumption, and to support daily control routines for facilities and maintenance. Furthermore, the **EISI** and **WINNOW**

Using **IndicadoresSostenibles.com**, Sea Club Mediterranean Resort calculates its **carbon footprint**



#### indicadores sostenibles

Recopile todos sus indicadores relacionados con la Responsabilidad Social Corporativa, adaptados al sector al que pertenece su empresa.

**indicadores ambientales**  
consumos energéticos, agua, residuos, emisiones, vertidos... Conozca su nivel de eficiencia energética y su huella de carbono, y minimice su impacto.

**indicadores sociales**  
prácticas laborales, ética en el trabajo, derechos humanos, formación... La RSC alineada a su estrategia.

**indicadores productivos**  
Nº de servicios o productos, desempeño, presencia en el mercado, competencia, prácticas de adquisición...

**indicadores estratégico-económicos**  
Análisis para enfocar su estrategia y permitir ratios en el análisis de otros indicadores.

**BENCHMARKING<sup>2</sup>**: La base de datos de indicadoresostenibles.com le permitirá comparar sus indicadores con su competencia de forma anónima, y con la media de su sector (filtros según características), garantizando la protección de sus datos.

Los indicadores analizados le permitirán conocer su desempeño, según las diferentes guías o normas internacionales en Responsabilidad Social Corporativa y/o Sostenibilidad:

### 3.8. Proper Waste Management

Waste management is highly relevant in a hotel, as the amounts generated must be properly handled to recycle the maximum fraction. At Seaclub Mediterranean Resort, guests have easy access to clearly labelled bins for each waste type generated at the hotel (packaging, paper-cardboard, glass and general waste). Housekeeping staff also collaborate in in-room recycling.



### 3.9. WINNOW Food Waste Reduction Project

At Sea Club Mediterranean Resort we use the **WINNOW**



### 3.10. Reusable Cups in Pool Areas

Glass is not permitted in pool areas; therefore, the hotel uses **polypropylene cups**



### 3.11. Elimination of Single-Use Items and Single-Dose Formats

To avoid generating single-use items and single-dose packs, Seaclub Mediterranean Resort uses **reusable alternatives**. We have eliminated straws, disposable cups and single-dose sauce packets. In the dining room buffet, all single-use plastic for individual servings has been replaced with **reusable containers**. Single-use items are offered only occasionally for take-away service, and then always using **compostable materials**

We offer our guests the **Seaclub bottle** to eliminate the consumption of plastic bottles. The welcome water bottle is **returnable glass**



### 3.12. Increased Reuse or Recovery of Bulky Waste Through Non-Profit Organisations, Contributing to a Just Transition to a Circular Economy

Seaclub Mediterranean Resort systematically **donates furniture and textiles** no longer in use to public and private institutions, such as the **Fundació Deixalles** and its “**Fem que circuli**”



### 3.13. Digital Portal for Employees

Through the **NIKIS** portal, Sea Club Mediterranean Resort employees can access all documentation related to their employment contracts, as well as relevant departmental

information (welcome handbook, corporate policies, work instructions, among others). The portal also showcases the various **benefits**

### *3.14. Communication of Environmental and Cultural Values*

All information related to our corporate social responsibility actions, environmental performance and collaborations with local businesses is available digitally via **QR codes** placed in rooms and at reception screens. This allows any guest or interested person to easily access up-to-date content, including our **CSR Policy**

Through these digital channels we also give visibility to **local businesses**

### *3.15. ISO 9001 and ISO 14001 Certifications*



## **4) PERFORMANCE INDICATORS**

Following the guidelines of our Corporate Social Responsibility Policy, Seaclub Mediterranean Resort annually reviews the actions carried out in terms of social contribution and social indicators, following **GRI Standards (Global Reporting Initiative)** in our **Indicadores sostenibles.com** tool and aligned to the **United Nations 2030 Agenda SDGs**

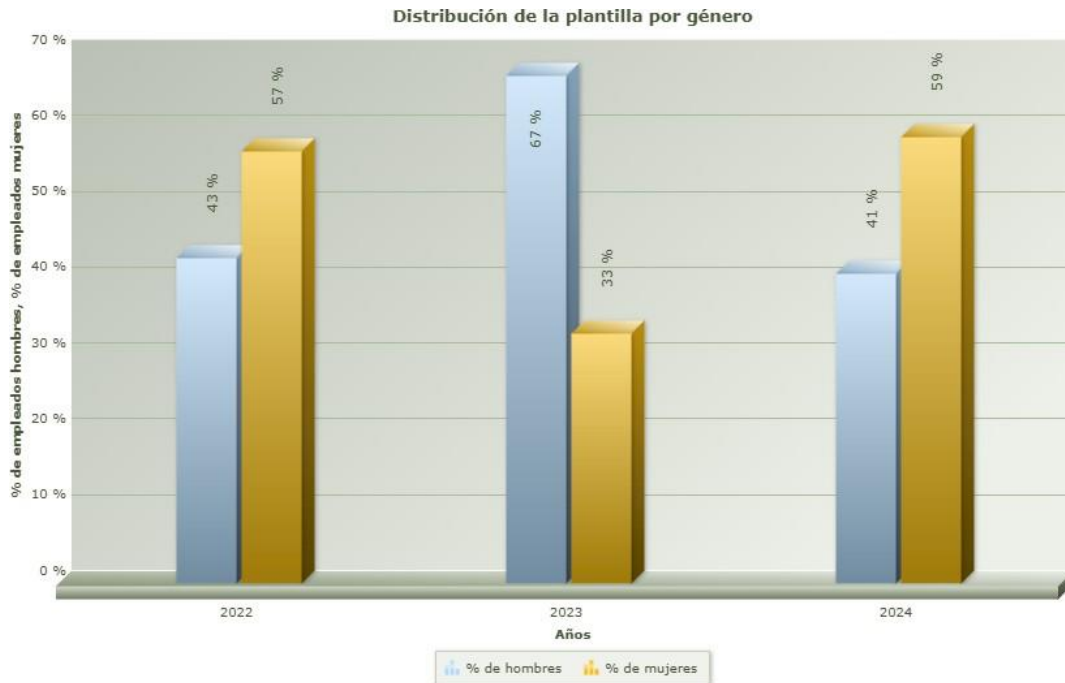
We present the indicators obtained up to **2024**



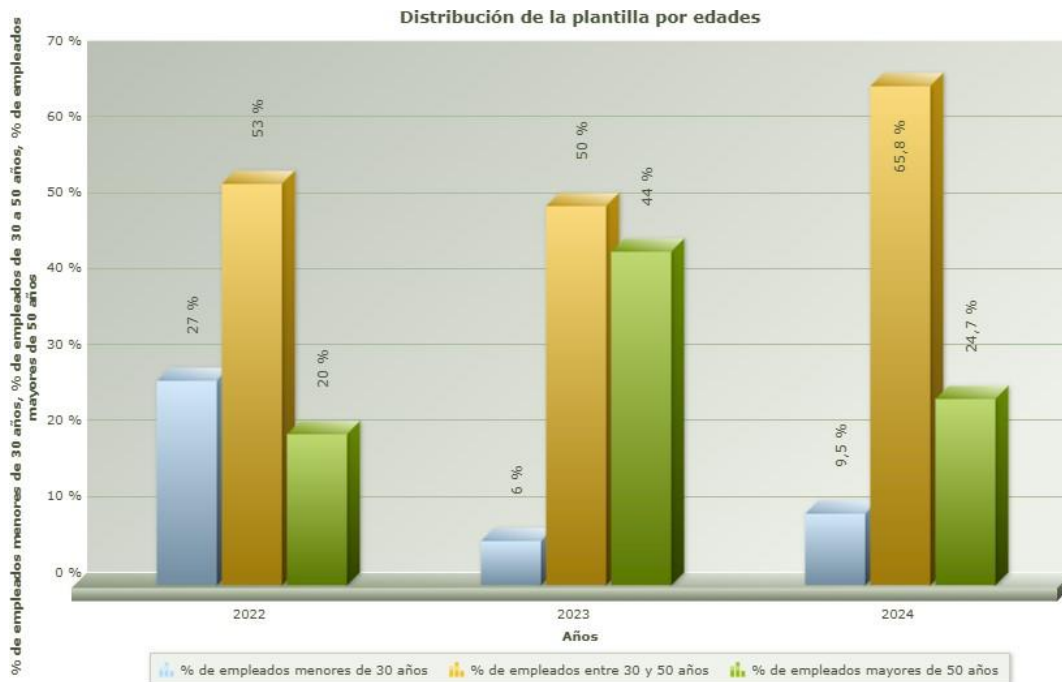
**4.1. Social Indicators (Market Presence and Labour Practices)**

Human rights, good labour practices, professional ethics and impact on the local community are fundamental elements of our CSR Policy. Since **2012**

Regarding social responsibility in recruitment processes, we specifically analyse the impact our decisions have on the local society.



The chart shows varying percentages of hiring across different **age groups**. This information reflects **non-discrimination**



#### 4.2. Indicators of Our Impact on the Local Community

The Purchasing department asks suppliers to indicate the **origin of products** in each delivery, maintaining an annual control of the percentage of food and beverages of **local origin**

According to Seaclub Mediterranean Resort’s Purchasing procedure, suppliers and subcontracted companies are **evaluated**

#### 4.3. Environmental Indicators

Management continuously and meticulously monitors the establishment’s **energy and water consumption**. This control is currently managed using **Asenerval**

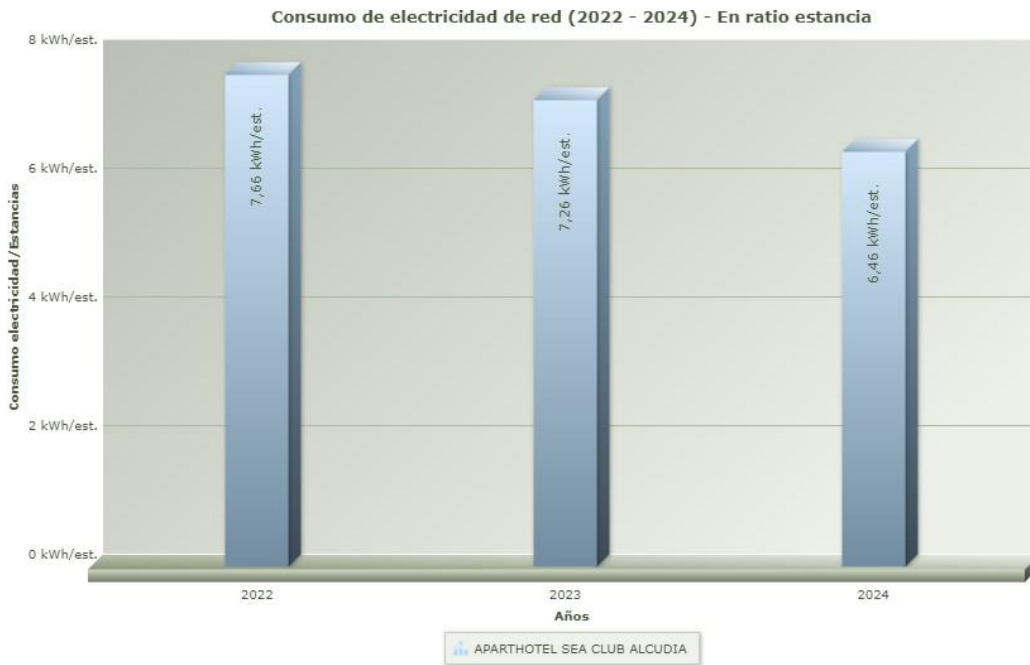
For waste management, we keep **fraction-specific records**, which are uploaded to the **EISI**

We present the **2022–2024** data for all these indicators, thanks to their analysis through **www.indicadorestostenibles.com**

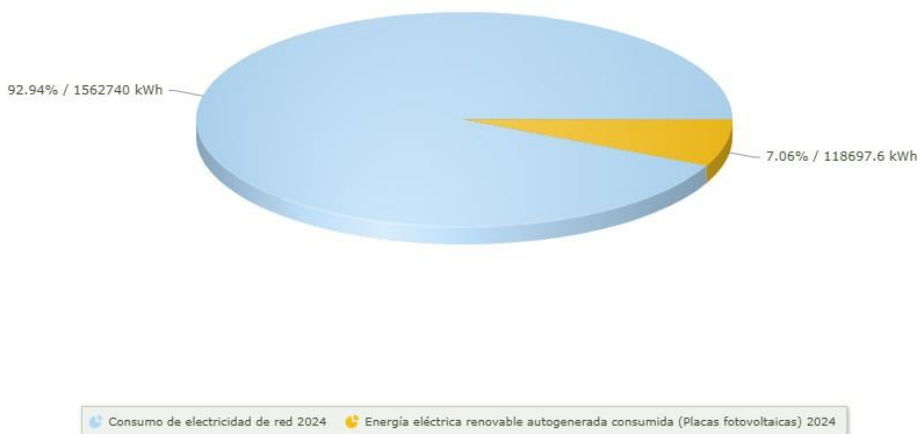
Stays at Seaclub Mediterranean Resort in **2024** were **2.4%** lower than in **2023**

#### Electricity Consumption

Sea Club Mediterranean Resort records electricity consumption daily. Electricity consumption (per-stay ratio) in **2024** shows a **downward trend** compared with **2023** and **2022**. The progressive expansion of our **photovoltaic**

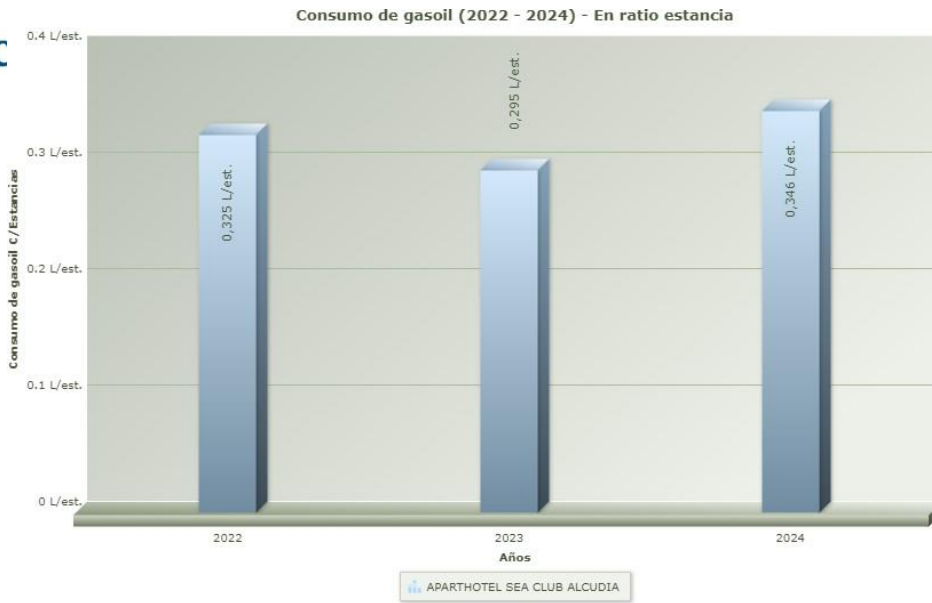


**Consumo de electricidad autogenerada y consumo de electricidad de red (2024) - En valores absolutos**

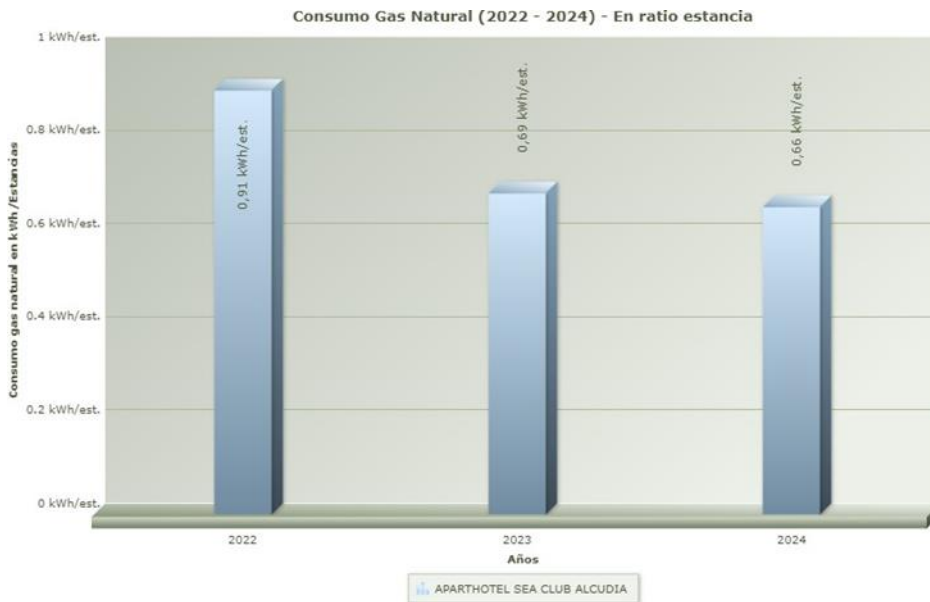


### Diesel Consumption

Diesel is used to generate DHW in certain areas of the hotel. Diesel consumption in **2024** was **higher** than that recorded in **2022** and **2023**



**Natural Gas Consumption**

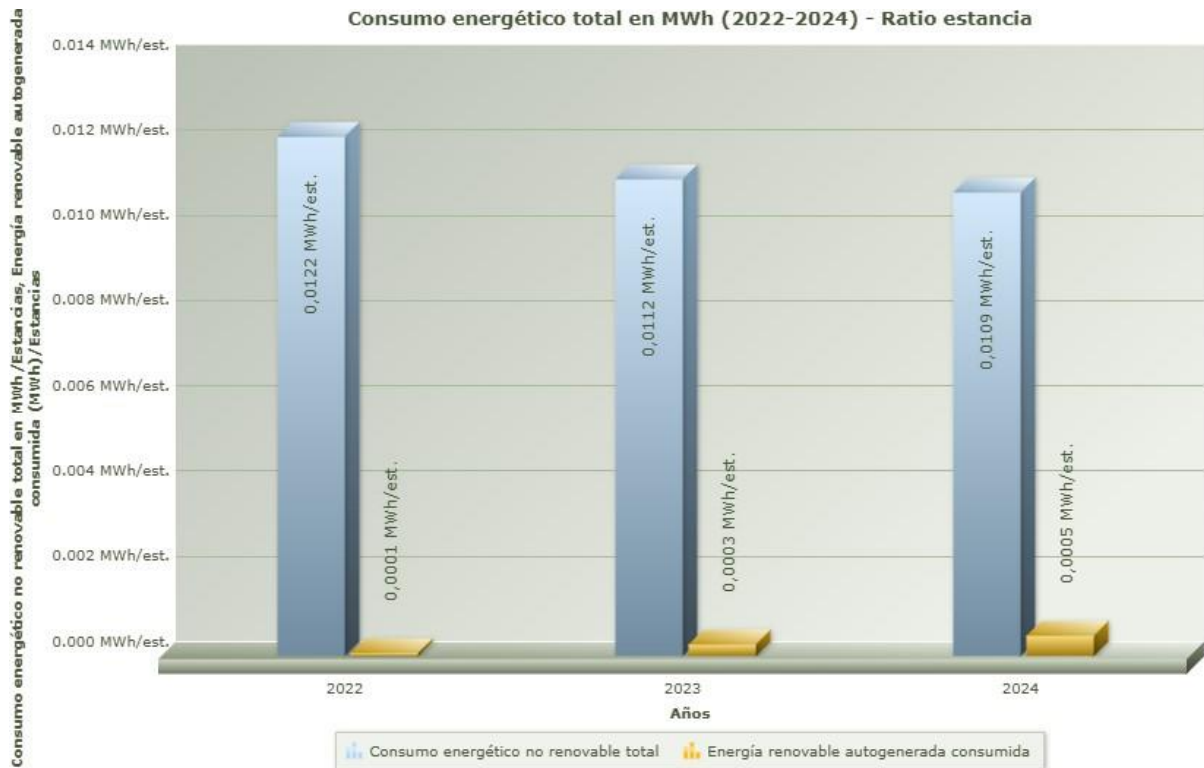


*(Chart referenced in the original.)*

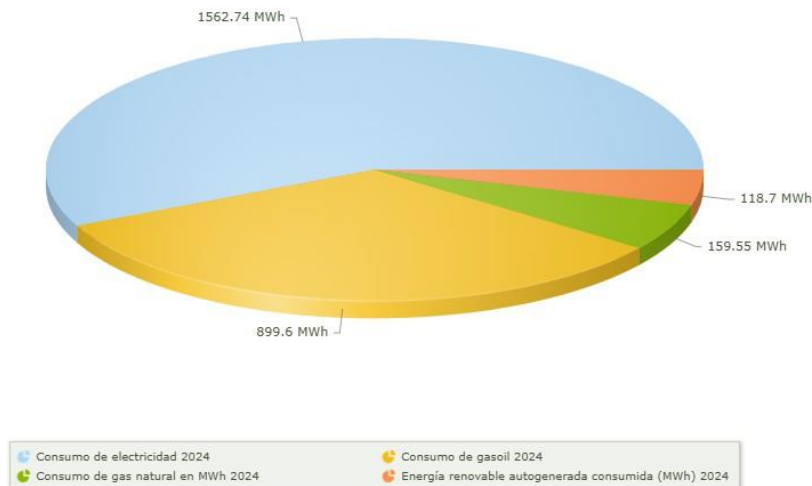
**Total Energy Consumption in MWh**

We convert to **MWh**

*(Charts referenced in the original.)*



**Consumo energético por fuente de energía en MWh (2022-2024) - En valores absolutos**



## Atmospheric Emissions

We also analyse **greenhouse gas (GHG) emissions for Scopes 1 and 2**



*Annual carbon footprint per overnight stay (kg CO<sub>2</sub>/stay). Reference: “Resolution of the Minister for Business, Employment and Energy, at the proposal of the Director-General for Circular Economy, Energy Transition and Climate Change, approving the emission factors to quantify greenhouse gas emissions in the Balearic Islands during 2023 (4 March 2025). (Emission factors 2007–2023, version 4, published 16 May 2024 by the Ministry for the Ecological Transition and the Demographic Challenge).”*

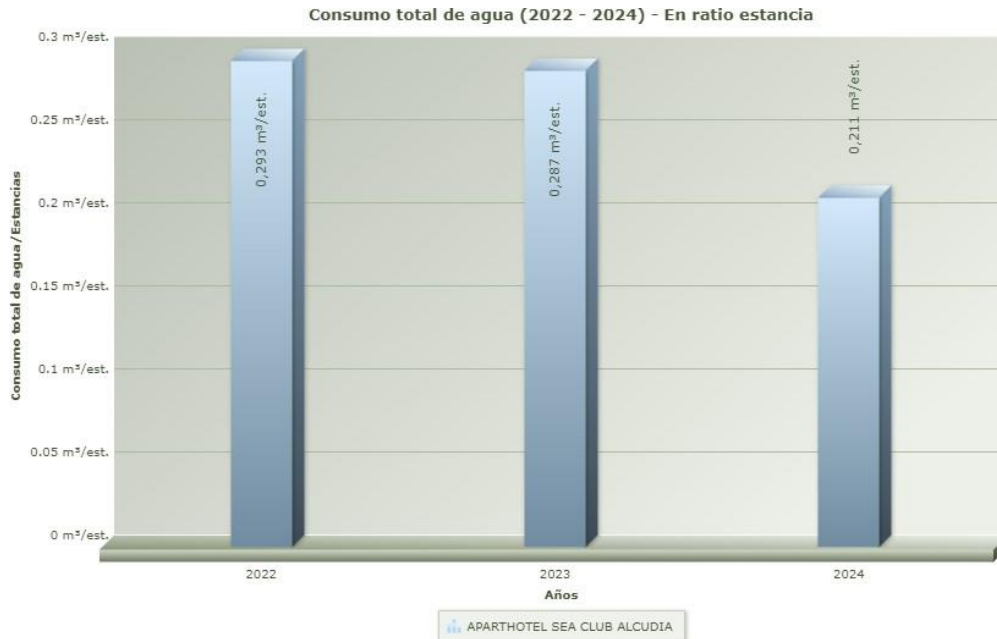
Note: We are analysing **raw materials** (high-emission foods) to build information on **Scope 3**

With the aim of further reducing emissions, in **2025** we plan improvements such as opening **two supplementary geothermal wells**, installing **100 fans** in apartments to reduce air-conditioning use, and replacing a **chiller**

Across all planned improvements, we expect to achieve an **approximate 15% reduction by 2027** relative to **2022**

## Water Consumption

Water consumption at Seaclub Mediterranean Resort arises from pools, irrigation, kitchen use, cleaning and consumption in apartments and public-area restrooms. Since **2023** we have had a meter for the **osmosis**



Total water consumption per stay in **2024** shows a **significant decrease**

To continue reducing water consumption, in **2025** we plan a series of improvements: strict control of **pool filter backwashing** to avoid unnecessary water use; progressive replacement of **deteriorated flow regulators** with **high-efficiency units** (constant flow regulator technology) to ensure **5 L/min** at taps and **10 L/min**

Across all planned improvements, we expect to achieve an **approximate 10% reduction** by **2027** relative to **2022**

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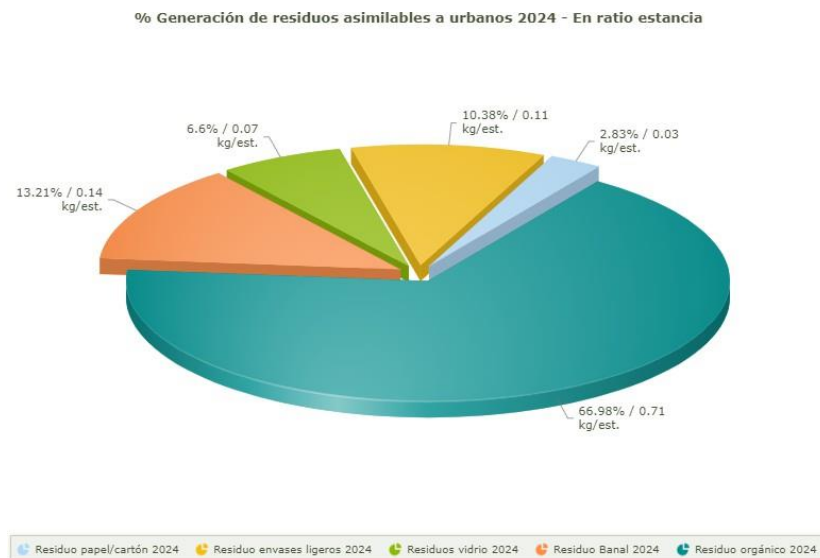
## Waste Generation

In **2023**, separate collection of the **organic fraction** was introduced, so we have **annual data from 2024**

Waste is separated in each department and by guests, with selective collection bins throughout the property.



As shown in the chart, the percentage of **recyclable waste** in **2024** was **33%**



To continue improving our waste generation and management, our **2025 objectives plan** includes goals such as encouraging greater **in-apartment segregation** by guests, **removing loose bins** from the hotel and improving **data analysis** with the **WINNOW**

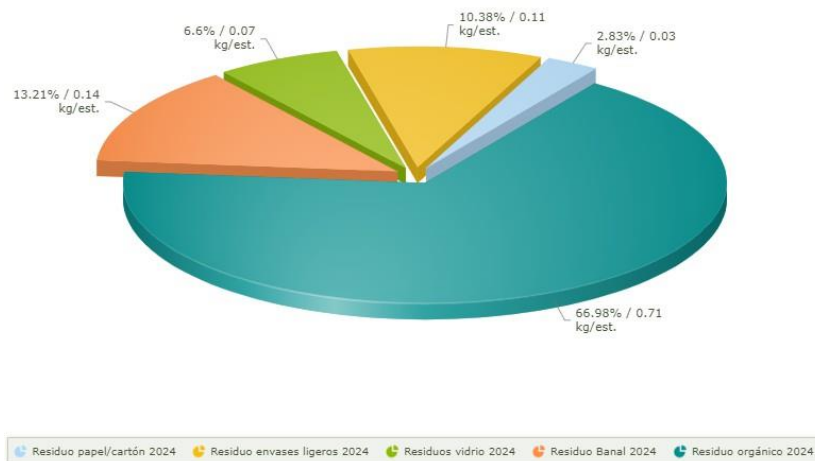
Across all planned actions, we expect to achieve an **approximate 10% reduction** in general **(banal) waste** by **2027** relative to **2022**

Used **vegetable oil** is collected by an authorised manager. Other waste—such as construction debris or bulky waste not delivered to **Fundació Deixalles**—is managed via an authorised carrier and delivered to **Mac Insular** or **TIRME**

Pruning waste is managed through a **green composting project**: the hotel transports this waste to the site where composting is carried out. Pruning residues act as a **structuring material** that, together with food scraps from other establishments participating in the project, become **ecological compost** suitable for **organic agriculture**. Thus pruning waste ceases to be waste and becomes a **resource**

The hotel has an area designated for the collection of **hazardous waste**. To manage such waste, we have contracted services from a manager authorised by the **Conselleria de Medi Ambient** of the **Govern Balear**

% Generación de residuos asimilables a urbanos 2024 - En ratio estancia



### Consumption of Chemical Products

The chemical products used are broadly divided into:

- **\*\*Housekeeping cleaning products\*\***

Suppliers of these products—considered a significant environmental aspect—are periodically evaluated. Cleaning products are biodegradable to the extent possible; in all cases we study the use of products that are least harmful to the environment and human health.

- **\*\*Cleaning products for bar, dining room and kitchen\*\***

Products used to clean and disinfect service areas (dining room, bar and kitchen), as well as those used in dishwashing lines, dishwashers and manual utensil cleaning.

- **\*\*Pool maintenance products\*\***

Several pools are treated with **salt electrolysis**

- **\*\*Gardening products\*\***

Products used for garden maintenance are natural whenever possible. If phytosanitary treatments are required, the gardener holds the corresponding licence and products are always kept locked.

As recognition of our commitment to sustainability, the hotel holds the **Travelife**

