

Nourishing Our Impact



2020 Impact Report
Eat Well Global



Let's Talk Impact

Welcome to Eat Well Global's inaugural Impact Report.

This annual report looks retrospectively at our impact in 2020 and presents our impact ambitions for 2021 and beyond. It includes our overarching goals and key focus areas, as well as some of the enablers that help us achieve our objectives. It also details some of the areas warranting more focus in the future.

About Eat Well Global

Eat Well Global is a highly specialized, nutrition communications consultancy with a mission to empower global change agents in food and nutrition, through 360-degree insights, strategic planning, and stakeholder engagement. Led and run by registered dietitian nutritionists, Eat Well Global understands the science behind the trends and works with key opinion leaders to engage their core audiences and positively impact consumer behavior. With clients ranging from multinational food manufacturers to technology, pharmaceutical and agricultural companies, to leading commodity boards and global NGOs, Eat Well Global represents change agents working across the food system.

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Our Values

As a values-driven company, we strive to embody our four core principles - quality, thoughtfulness, leadership and integrity - in everything we do. We apply these values first to ourselves as individuals, which enables our highly functioning team and leads to the highest level of professional service for our clients so that they can have the greatest impact on the world.



Proud to be a B

In 2018, Eat Well Global became a **Certified B Corporation** in an effort to put impact at the center of how we operate our growing business. Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

In 2018, we certified with a score of 82.8 on the B Impact Assessment (BIA), the management and scoring tool used by B Lab to evaluate how a company's operations and business model impact its workers, community, environment and customers.

We are proud of our initial certification (it was no small feat!) and have come to rely heavily on the B Corp resources and community as we continue to refine our operations, sharpen our focus on impact and drive forward our mission.

2021 is our recertification year, as businesses must resubmit the BIA on a three-year cycle. Our goal this year is two-fold: to successfully recertify and achieve an improved BIA score.



Women Empowering Women

Eat Well Global is proud to be a Certified Women Owned Business through the Women's Business Enterprise National Council (WBENC), the largest certifier of women-owned businesses in the U.S. and a leading advocate for women business owners and entrepreneurs. As a company owned and run by entrepreneurial women, we are passionate about empowering female leaders and promoting and collaborating other women entrepreneurs around the world to play our part in fostering an equitable global workforce.

What is a Certified Women Owned Business?

To become a Certified Women Owned Business through WBENC, a company must be at least 51% owned, operated and controlled by a woman or women and it is preferred that one or more of the women be in control of both management and daily operations. The benefits of WBENC certification include access to mentoring, education and capacity development as well as access to a community of support which helps with business promotion and women advocacy. The Women Owned initiative helps certified businesses market and display membership to encourage investment into women owned enterprises around the globe.



“ As a women-owned business, we see very clearly the benefits of empowering female leaders and entrepreneurs as well as fostering authentic leadership among our own team. ”

Julie Meyer
Founder & Co-CEO

Impact at Eat Well Global

What do we mean by impact?

One of the primary ways Eat Well Global drives impact is by bringing to life our mission, to empower global change agents in food and nutrition, as well as our vision, a world where good nutrition is good business. The way we see it, increased demand for healthier foods is good for everyone — for individuals, businesses and society as a whole. Impact also shows up in how we do business — from the way we structure our company and interact with our communities to the policies and procedures we put into place. And although impact can take on many forms, one thing is certain: there's always room for growth.

A year for the history books

2020 will likely go down in history as one of the most intense years in generations. From the global COVID-19 pandemic to the eruption of a long overdue racial justice reckoning in the United States and around the world, the increased focus on social and environmental impact will undoubtedly persist in 2021 and beyond. That is why we know that our impact efforts must be integrated into everything we do and not be carved out separately from our day-to-day business. The following section details how we amplified our impact in 2020.

“ Impact represents the very heart of what we do at Eat Well Global and how we see our place in business and in the world. As our company grows and evolves, so too will our impact, and that potential is what excites me the most. ”

Erin Boyd Kappelhof
Co-CEO



We Dedicated New Resources

In 2020, we added new resources to support our impact efforts:

- We hired our first ever impact intern to support new policy developments and get a head start on the B Corp recertification process
- We created an impact task force to regularly address impact-related topics, from diversity, equity and inclusion to new policy development
- We started an impact metrics workstream to enhance the way we track our business and social impact progress, both as a company and ultimately for our clients as well



We Codified Our Intentions

Sustained impact can only be achieved when efforts become formalized. That's why we strengthened our existing policies and added six new policies and procedures:

- Formal Code of Ethics
- Infant Feeding Support Policy
- Parental/Caregiver Leave Policy
- Recruitment Diversity & Inclusion Policy
- Supplier Diversity Policy
- Whistleblower Policy



We Became More Vocal About Impact

Knowing that our intentions and words set the stage for ensuing actions, we started talking more openly about our motivation, our approach, and our ongoing impact journey:

- We produced an impact-centered newsletter for [Eat Well Connect](#), our global professional network for those working in food, nutrition, and/or agriculture. This informational piece highlights our current efforts to elevate impact and support diverse dietitian groups, including facilitated donations to Diversify Dietetics and Eat Well Exchange, among others
- We launched an impact section on our website, to explain what impact means to our business, define our values, deconstruct our mission and vision and highlight our status as a Certified Women-Owned Business as well as a Certified B Corporation



We Began an Earnest Journey Toward Greater Social Justice, Equity, Diversity and Inclusion

Like many other organizations, we began to more closely examine our role in these matters and identified ways to move beyond passive calls for change:

- We conducted a company-wide implicit bias assessment and team training to first look inward at our current company culture and operations
- We launched a social justice discussion club to offer a dedicated time and space for our team to learn more about systemic racism, how it affects our industry and what we can do to address and dismantle racism in our professional sphere
- We improved our recruitment process to increase our team diversity, leading to new hires at several levels of our organization from under-represented groups
- We strengthened our supplier diversity policy to ensure we increasingly support vendors that are owned and operated by underrepresented racial and ethnic groups, women, veterans, individuals with disabilities, and LGBTQIA+ individuals

We Substantially Increased Our Charitable Contributions

In 2020, we supported a variety of organizations related to our mission; including Feeding America, The European Food Banks Federation, Eat Well Exchange, the Seed Fund and most notably, Diversify Dietetics.



Spotlight on Diversify Dietetics

Dietitians are an extremely important stakeholder group for Eat Well Global. These food and nutrition experts represent the backbone of our company, comprising a substantial proportion of our own staff as well as a key group we engage with on behalf of our clients. The lack of diversity within nutrition and dietetics is stark and the implications are far reaching. As we looked to better equip ourselves, our clients and our colleagues with the perspectives and expertise of dietitians of color, we knew we needed to help address the lack of diversity within the profession itself.

That's why we channeled a significant percentage of our 2020 donation dollars to Diversify Dietetics, an organization aiming to increase the racial and ethnic diversity in the field of nutrition by empowering nutrition leaders of color. Diversify Dietetics provides a community for students, professionals, and educators dedicated to increasing ethnic and racial diversity in the nutrition and dietetics profession. We are proud to support and engage with this incredibly talented group of leaders and we look forward to sharing more about our collaborations in the months and years to come.

For more information about Diversify Dietetics and to support them directly, please visit www.diversifydietetics.org



We Intentionally Focused on Vendors with Impact

In addition to supporting vendors that are owned and operated by underrepresented racial and ethnic groups, women, veterans, individuals with disabilities, and LGBTQIA+ individuals, we are also prioritizing impact-focused vendors, such as Certified B Corporations. In 2020, more than 50% of our operating expenses were spent with vendors meeting these qualifications. Below are some of the companies we supported last year.

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ETHICAL & SUSTAINABLE MARKETPLACE


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Spotlight on Paper on the Rocks

When it came time to order new Eat Well Global notebooks, we were thrilled to support Paper on the Rocks, a fellow B Corporation that produces environmentally friendly stationery. Their high-quality notebooks use tree-free paper, made from construction and agricultural waste. What really excited us were the leafbooks. These beauties are created out of stems from rice, wheat, barley, cereals, corn, hemp, and sugar cane crops. Reducing and repurposing food and agricultural waste is an issue near and dear to our hearts, so the leafbooks were a perfect fit. For more information, please visit paperontherocks.com



paper / on the rocks

Our 2021 Impact Ambitions



One of the major initiatives we will be working on in 2021 and beyond is to enhance the tracking, measurement and relevance of our impact. Metrics are an important part of this, but understanding the context and purpose for what we measure is just, if not more, critical to identifying where and how to have greater impact. Not only will this reinforce the value of our work and the work we do on behalf of our clients, but this will hold us accountable to the commitments we make and help us stretch our ambitions even further. More to come on this area in the months and years ahead.

*Vendors that are owned and operated by underrepresented racial and ethnic groups, women, veterans, individuals with disabilities, and/or LGBTQIA+ individuals, as well as impact-focused vendors, such as Certified B Corporations.

Develop additional policies or guidance related to the following:

- Equal opportunity employment
- Paid time off for volunteer work
- Environmentally friendly remote work practices
- Inclusivity around gender identity

Refine our recruitment process and practices to increase the likelihood of identifying and hiring qualified individuals from underrepresented groups.

Make headway with our impact metrics workstream to enhance the way we track progress on both business and social impact, both as a company and ultimately for our clients as well.

Commit to continuing to purchase from impactful suppliers with at least 50% of our operating expenses spent with these vendors.*

Identify priority areas for action around justice, diversity, equity and inclusion to ensure our practices are aligned with our beliefs.

Augment our existing benefits and features of our company culture to support our team members, particularly amidst the challenging times we are currently living in.

Connect With Us

Thank you for your interest in Eat Well Global's impact journey. We would love to hear from you and we welcome any ideas for collaboration to improve our impact. We invite you to contact us at hello@eatwellglobal.com

Eat Well Global



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