



Eat Well Global

Nourishing our Impact

2021 Impact Report



Hello and Welcome

A word from our Co-CEOs

Welcome to Eat Well Global’s 2021 Impact Report. As we reflect on another intense year for global health, well-being and planetary stability, we are exceedingly grateful for the growing platform and opportunities we have to drive new and greater impact for our team, our clients and the populations they serve.

If you read our 2020 Impact Report, you’ll notice this one is a little different. Yes, it’s longer, but it showcases examples of our client work for the first time. As a Certified B Corporation, we’re proud of how we do business and the increasing benefits we’re able to provide our top-notch team. But until now, we haven’t shared much about what we do in terms of impact through the clients we serve. We hope these examples illuminate the work we do with the private sector to drive better nutrition, health and well-being. After all, good nutrition is good business.

As always, we invite you to reach out if you’d like to share, inquire or collaborate on how Eat Well Global can have even more impact in the years to come.

With gratitude,

Erin & Julie

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About Us

Eat Well Global is a highly specialized strategic consultancy on a mission to empower global change agents in food and nutrition. We work at the intersection of food, sustainable nutrition, global health and well-being, serving our clients with insights, strategy and stakeholder engagement expertise.

Our nimble, global team of health, nutrition and insights experts are tailored to empower clients working across the food system, including leading multinational food, pharmaceutical and agriculture companies, commodity boards, NGOs, foodservice companies, and retailers. We prioritize thoughtful, constructive engagement to support sustainable global food systems and a culture of well-being. For more about how we serve our change agent clients, take a look at our case studies found [here](#).





Team Eat Well Global enjoying a cooking class

Our Values

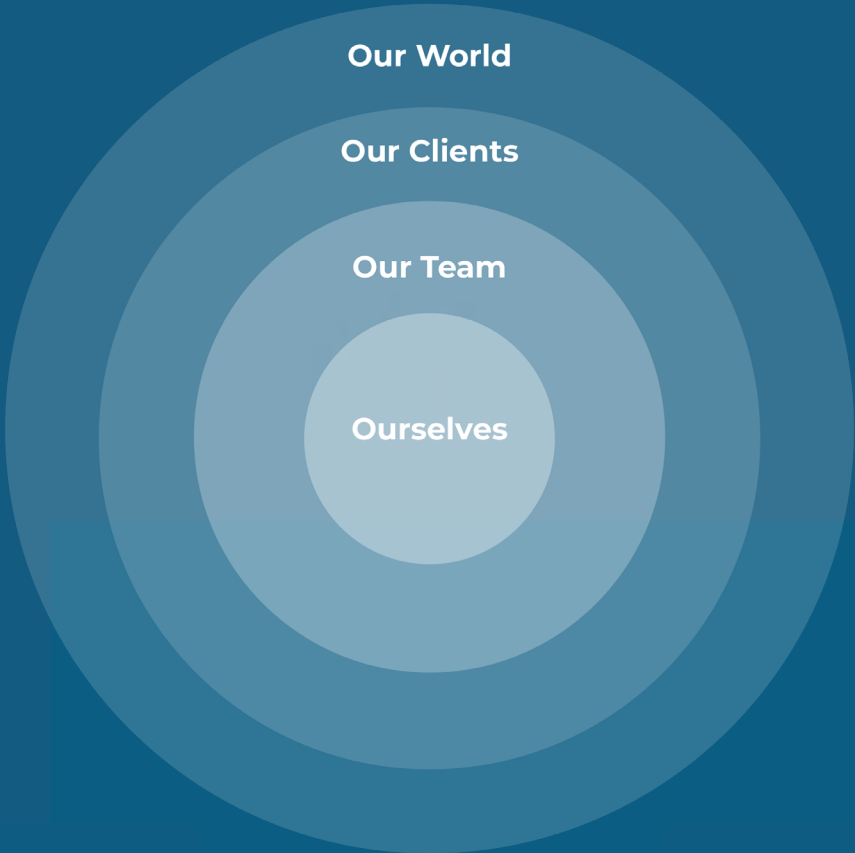
Our core values – quality, thoughtfulness, leadership and integrity – come into play at every turn of our business. From how we interact with our clients and each other, to the way we show up for ourselves as individuals and as a society.

For the most part, our values help us see the way forward. Sometimes, our values drive us to consider how to do things differently. For example, how do we continuously perform at the highest level for our clients while being thoughtful about our team’s well-being?

Our goal is for these values to flow deep within our culture by continuously reminding and challenging us about how we want to play our part each day.

Quality
Pursuing excellence and the highest standards possible.

Thoughtfulness
Being attentive, considering and anticipating one’s needs.



Integrity
Demonstrating the highest ethical principles, on big topics and small.

Leadership
Providing vision and empowerment to reach a goal.

B Corp Proud Since 2018

Sustaining our Certification

Eat Well Global has been certified as a B Corporation since 2018. The rigorous certification process involved completing the B Impact Assessment of our practices and outputs across five categories: governance, workers, community, the environment, and customers. We were thrilled with our successful initial certification and knew we'd need to keep raising the bar on our standards to achieve recertification in 2021.

In the meantime, the exploding interest in B Corp certification has resulted in the doubling of certified businesses, with approximately 5,000 certified B Corporations worldwide during the reporting year. As a result, the busy team of analysts over at B Lab have kicked into high gear to respond to the rising demand of businesses eager to be a force for good.

At the time of writing, Eat Well Global is in the recertification queue, patiently awaiting our turn for review – a small price to pay to facilitate more ambitious businesses working together to change our economic system from within. After all, it's not about any single business, but our interconnectivity and the collective impact we can make on a global economy that benefits all people, communities and the planet.

For more information about the B Corp movement and certification, visit bcorporation.net.



Introducing our First B Keepers

To further engage and familiarize our team members with the B Corp community, we designated two 'B Keepers' to represent our team in the U.S. and U.K./Europe. Our B Keepers' role is to assess our company's impact, work towards improvements and to be the voice, eyes, and ears between the B Corp community and our internal staff.



Samantha Gillies,
U.S. B Keeper



Emily Stephens,
U.K./Europe B Keeper

Certified Women-Owned Business

Since 2017, we've been a Certified Women-Owned Business through the Women's Business Enterprise National Council (WBENC). To gain this certification, a company must be at least 51% owned, operated and controlled by a woman or women. As a company owned and run by entrepreneurial women, we're passionate

about empowering female leaders, and promoting and collaborating with other entrepreneurs from underrepresented groups around the world to play our part in fostering an equitable global workforce. Our clients are increasingly looking for this type of certification when bringing in external partners.

Our 2021 Impact

We have always defined our impact through our mission, *to empower global change agents in food and nutrition*, and 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, for companies, and for society as a whole. But impact also shows up in how we do business, structure our company, and interact with our communities through the policies and procedures we put in place.

A New Strategic Focus

Although we have been impact-driven since day one, we recognize a need to refine our impact strategy to help us achieve our mission. That's why, in 2021, we engaged with Rainbow Collection, an impact strategy agency and fellow B Corporation, to help us articulate our unique impact ambitions and guide us into the future. We will share more about that work in our 2022 Impact Report.



2021 Impact at a Glance

For our Team and Business Operations

- Submitted our B Impact Assessment *
- Launched a volunteer policy *
- Created a virtual office stewardship policy *
- Hosted 5 virtual social events to foster team connectivity *
- Announced our B Keeper program
- Made our first workforce nutrition commitment
- Engaged external experts to augment our impact strategy
- Donated >1% of our revenue to like-minded non-profits

For our Clients and Other External Stakeholders

- Empowered 18 change agent clients to drive nutrition and wellbeing forward
- Launched an internal impact metrics initiative
- Launched a free resource on sustainable nutrition
- Grew Eat Well Connect to 1000 members in 70 countries

For Greater Justice, Equity, Diversity and Inclusion (JEDI) Focus

- Developed an equal opportunity employer statement *
- Improved our recruitment to facilitate opportunities for underrepresented groups *
- Prioritized recruitment and contracting of influencers from underrepresented groups *
- Implemented a pronoun sharing process *
- Honored observances celebrating underrepresented groups *
- Engaged with a leading U.S. non-profit to diversify the dietetics profession
- Sourced 58% of our operational expenses from business we consider impact vendors
- Encouraged a team member to serve as a volunteer mentor and reviewer for diversity initiatives in the U.S. national dietetics professional association
- Sponsored two live events focused on celebrating and supporting diversity in dietetics

*Achievements based on commitments made in 2020

New Benefits and Policies

As part of our commitment to continuous growth and improvement, we developed several new policies and extended benefits for our team in 2021:



Georgia Rounder and Julie Meyer volunteering at The Campaign Against Hunger in Brooklyn

Volunteer Policy

Our new volunteer policy is designed to extend our impact as a company and as individuals by encouraging direct-service volunteer work. Team members can now volunteer up to five days per year during their working hours with an organization of their choice.

Workforce Nutrition Commitment

As a nutrition-focused company staffed primarily by credentialed healthcare professionals, we recognize the importance of healthy eating patterns for overall well-being, especially during busy workdays.

As such, we’re an advocate for workforce nutrition programs; we’ve collaborated with the Global Alliance for Improved Nutrition (GAIN) on several initiatives and serve as a technical partner to the Workforce Nutrition Alliance, a joint initiative between GAIN and the Consumer Goods Forum.

We’ve also made a formal commitment to Nutrition for Growth — a global multi-stakeholder effort and pledge to drive greater action toward ending malnutrition.

Nourishing our People

As part of this commitment, we developed a unique approach to providing team members with convenient and nutritious fresh food to be enjoyed for meals and snacks in their home office, co-working space, or wherever they’re logging work time. All team members are offered a subscription-based fresh food service in their local area.

Nourishing our Clients

As this continues to be an area of increasing interest among our clients, we are proud to provide both inspiration and strategic counsel on how they can also improve nutrition at work.

Equal Opportunity Employer Statement

In 2021, we developed a statement to ensure that no job applicant or team member receives less favorable treatment due to race, religion or belief, color, sex, age, national origin, disability, or sexual orientation.

Virtual Office Stewardship Policy

We made a step towards addressing our environmental impact as a company in 2021 by creating a virtual office stewardship policy. As a virtual

company with no central office space, we recognize our role in minimizing the overall environmental footprint of our virtual environment on the natural environment. The policy encompasses recommendations for best practices surrounding the energy and resources we consume, the products we purchase, and our everyday work habits.



A box of beautiful fresh produce from Farmer Jones Farm in Ohio

Building our (Virtual) Culture

Some may not consider social activities as “impact focused”, but we wholeheartedly disagree. Between continued pandemic-induced isolation and adding eight new team members, building connections with colleagues became increasingly important — and challenging — in 2021.

To gather (virtually) as a team for some inspiration, mindfulness and a dose of good old-fashioned silliness, we enjoyed several virtual social events throughout the year. We also deliberately infused inclusivity and diversity into these events by engaging with a variety of talented professionals who served up all kinds of fun.



Also known as New York’s #1 Bingo queen, Linda Loves Bingo brought her sass and smile to our team’s social event, complete with a host of hilarious door prizes.



28muses tapped into our team’s creativity with a one-of-a-kind interactive visual-music workshop.



An Eat Well Global favorite, RORYOGRAPHY slayed our team with his virtual dance/aerobics/theater class “intended to make you laugh and sweat.” Mission 100% accomplished.

Our Impactful Client Work

Our clients include companies in the food, beverage, agriculture and pharmaceutical sectors whose products and services span the globe. We also partner with commodity boards and trade associations, representing farmers, growers and producers throughout the supply chain,

Although the needs of our clients vary, they are all poised to be agents for positive change when it comes to people's health and well-being. And this is where we come in. To bring our impact to life, here are a few examples of our client work in 2021.





IKEA

Accelerating the transition to healthier and more sustainable foods

The IKEA Food Nutrition Profiling System (IFNPS)

IKEA is a global company with a vision to create *a better everyday life for the many people*. With approximately 680 million consumers in their food business area, which includes foodservice and consumer packaged goods, IKEA's overarching commitment is "to inspire and enable the many people to live a better everyday life within the boundaries of the planet."

The goal

IKEA Food aims to support more sustainable eating and lifestyle habits with a positive impact on people and planet. To deliver this objective, IKEA Food sought to develop a science-based nutrition profiling system that could be used to drive innovation and renovation initiatives, and help the business meet its 2025 Food Goals.

Our role

Eat Well Global supported IKEA Food in developing the IKEA Food Nutrition Profiling System (IFNPS). We advised IKEA on both the process and steps that should be taken to establish a company nutrition profiling system. But we also conducted a category-by-category analysis and provided recommendations, including a deep dive into challenges and opportunities for each product group. Finally, we contributed to the criteria development for several food categories by preparing a series of scientifically grounded options.

The result

IFNPS is a practical tool that can be used to assess the nutritional quality of the entire IKEA Food range by measuring the content of calories (kcal), saturated fat, sugars, salt and fiber. What IFNPS ultimately does is accelerate the transition to healthier and more sustainable foods, enabling IKEA to improve the lives of its 680 million food customers.



American Pecan Council

Driving recommendations and intake of healthy foods

Leveraging the power of registered dietitian strategic engagements

Based in Fort Worth, Texas, U.S., the American Pecan Council (APC) is an organization of U.S. pecan growers and shellers who are working together to build demand for American Pecans. Created as a result of a USDA Federal Marketing Order for pecans, the APC is telling the unique story of America's native nut.

The goal

Pecans are often perceived as dessert-only nuts despite their top-notch nutritional value. Eat Well Global was tasked with changing these perceptions and showcasing pecans' unique heritage story as America's native nut by increasing pecan recommendations among an influential healthcare professional group: registered dietitians.

Our role

To achieve this, Eat Well Global strategically focused on reaching a subset of registered dietitians that were most likely to increase pecan recommendations: those working in grocery retail, private practice and nutrition consulting, and culinary nutrition. We then executed a series of high-touch activations, including brokering social media influencer partnerships; partnering with the Retail Dietitians Business Alliance on sampling and resource distribution; developing new culinary-focused patient handouts; and connecting with practitioners at the Today's Dietitian Spring Symposium, the second largest dietitian conference in the U.S.

The result

Collectively, these strategic activations helped place pecans squarely on the nut recommendation map in 2021, as evidenced by a 15% increase in consumption and recommendation of pecans by registered dietitians.



Keurig Dr Pepper

Increasing innovation and transparency while driving informed consumer choice

Establishing an enterprise-wide health and wellbeing strategy for Keurig Dr Pepper

Keurig Dr Pepper (KDP) is a leading producer and distributor of hot and cold beverages designed to satisfy virtually any consumer need, any time, anywhere. The multinational company is based in Plano, Texas, U.S.

The goal

Following the 2018 merger of Keurig Green Mountain Inc. and the Dr Pepper Snapple Group Inc., the newly created KDP set out to establish its health and wellbeing goals as part of its Drink Well. Do Good. corporate responsibility program. It embarked on this journey in 2020. Our role in this project was two-fold: gathering insights resulting in a health and wellbeing strategy and seeking partnerships resulting in innovation and transparency.

Our role

In 2021, to drive the program forward, Eat Well Global collected 360-degree insights from the consumer landscape, internal interviews with KDP executives, and an external health and wellbeing Advisory Panel that we helped KDP develop. The Advisory Panel was comprised of six experts in research, fitness, wellbeing, public health, nutrition, and mindfulness.

The result

The outcome was a cohesive and expert-informed health and wellbeing strategy that married the business's ambitions with consumer needs and the public health environment. This strategy will ultimately challenge KDP to be a true partner on the wellbeing journey of their consumers by expanding choices in their portfolio and access to their better-for-you options as well as committing to greater transparency.

Looking ahead, this work ultimately helps KDP accelerate product innovation and transparency, as they empower consumers to make informed choices.

Our role

To solidify this strategy, Eat Well Global then conducted a nationwide search for a credible non-profit partner that could further help strengthen and verify a portfolio-wide goal to offer healthier beverages that KDP would establish.

The result

A multi-year partnership with the public health NGO *Partnership for a Healthier America* was brokered, leading to transparency around KDP's year-on-year progress in transforming their beverage portfolio to expand healthier options.



KIND®

Raising awareness of low nut intake in the UK

Healthcare professional engagement and education with KIND®

KIND® is a global company on a mission to create a kinder and healthier world - one act, one snack at a time. The brand believes that convenient snacks can be nutritious and tasty when they are made using nutrient-dense ingredients like whole nuts, fruits and grains as the first and majority of ingredients in the recipe.

The goal

UK research has shown that only 1 in 10 people eat the recommended amount of nuts daily¹, despite strong scientific evidence demonstrating the positive health benefits of nut intake². This is why KIND® set out on a mission to raise awareness of the nut intake gap among trained nutrition professionals in the UK through a dedicated healthcare professional (HCP) engagement strategy.

Our role

Eat Well Global supported KIND® in building their first comprehensive UK HCP engagement strategy, from gathering data to planning and executing activations. Within this framework, we consolidated localized 360-degree insights and delivered a four-tier plan with cross-tactic synergies in both messaging and activation.

The result

During their first HCP marketing campaign in the UK, KIND® reached over 22,000 trained nutrition professionals and engaged directly with over 650 of them through various educational activities, such as webinars ([access here](#)), one-on-one conversations and newsletters. This engagement increased awareness of the UK's nut intake gaps among key nutrition experts. Having successfully completed the first year of HCP engagement, the brand is continuing its HCP journey through to 2022 and beyond.

Beyond Client Work

In addition to the impact we make through our clients, we reached other stakeholder groups with several new or evolving initiatives in 2021.



Eat Well Connect

Our growing global network of food and nutrition experts expanded to 1000 members from over 70 countries. Through this platform, we are able to empower an increasing number of health influencers around the world with resources, opportunities, inspiration and tools to advance their careers and lead with impact.

Join the Eat Well Connect network [here](#).



Sustainable Digest

We launched a free, informative monthly e-newsletter to serve those working in the food and nutrition industry by curating the latest and most relevant scientific and policy updates related to this rapidly growing field.

Sign up to the Sustainable Digest [here](#).

Greater JEDI Focus

Throughout 2021, we continued to build on our work to focus our efforts on cultivating greater justice, equity, diversity and inclusion (JEDI) as individuals, as a company, and with our clients. There is still much more to do, and we're committed to continual improvement and growth.

During the reporting year, we established an internal JEDI task force, representing team members of all levels in our organization, to lead this important work. Through this group, we strengthened our partnership with the non-profit organization Diversify Dietetics, with whom we collaborated to create practical resources for registered dietitians and students from underrepresented groups. We will share more from this collaboration in the year ahead.

We also sponsored two first-time, annual forums for dietitians and students from underrepresented groups – the Nutrition Diversity Conference, hosted by the Metropolitan University of Denver, and the Diversify Dietetics RDs of Color Entrepreneurs Summit.

In addition, we supported Diversity, Equity and Inclusion (DEI) efforts at the largest U.S. association for dietetic professionals, the Academy of Nutrition and Dietetics, by serving as mentors for the Diversity Mini-Grant applications and reviewers for the Advancing Diversity in Dietetics Scholarship.

We know that we have a long way to go when it comes to diversity on our own team. For this reason, we continued to improve our recruitment and hiring process to attract a wider pool of representative candidates and hires for open positions by broadening recruitment channels to include DEI-focused platforms as well as academic institutions serving largely professionals and students from underrepresented groups.

We also developed a non-discrimination statement and included an Equal Opportunity Employment

(EOE) statement in all of our job postings. We routinely involved a variety of team members in hiring and interviewing activities and added further structure to our hiring processes to minimize unconscious bias. We also broadened our requirements for education and experience for open positions to attract a wider pool of candidates.

Beyond recruitment, we wanted to further infuse JEDI-focused principles into our daily work and internal initiatives. For example, we implemented an initiative and guidance for team members to publicly share their preferred pronouns to create a more inclusive space for all, regardless of gender identity or gender expression.

We continued to celebrate special observances, both internally and externally, such as Black History Month, Pride Month, and Women's Equality Day.

We also intentionally recruited and engaged nutrition influencers and key opinion leaders from underrepresented groups in our work on behalf of clients to drive communications objectives forward.

JEDI will continue to be one of Eat Well Global's primary areas of impact focus, as we know we have the responsibility, desire, and ability. There is simply so much more to be done.



Amaris Bradley
JEDI Task Force Leader

"I'm so proud to work for an impact-driven company that is prioritizing justice, equity, diversity and inclusion (JEDI) across our team and in our business practices. As a first-generation Colombian American, these are issues that deeply affect my experience as a health professional in this field and in the workforce generally. The time is long overdue for companies to be held to a higher standard in this regard."

Giving Back

Beyond the work we directly do with our clients and our teams, we were able to donate more than 1% of our revenue to support leading organizations working to achieve a sustainable, equitable, and nutritious future for all.

Below are some of the organizations we supported in 2021. If you feel so inclined, we encourage you to donate to these groups as well:



This network of over 341 food banks in 30 European countries contributes to reducing food insecurity through food waste prevention.



Founded by chef José Andrés, this organization provides meals in response to humanitarian, climate, and community crises. They build resilient food systems with locally-led solutions right at the frontlines.



In addition to working alongside this inspiring group of nutrition experts, we are proud to support Diversify Dietetics' work in providing a community for students, professionals, and educators dedicated to increasing ethnic and racial diversity in the nutrition and dietetics profession.



The largest hunger-relief organization in the United States, Feeding America's mission is to advance change across the country by ensuring equitable access to nutritious food for all, in partnership with food banks, policymakers, supporters, and the communities they serve.

Vendors with Impact

When it comes to our own business needs, we prioritize supporting vendors that are owned and operated by underrepresented racial and ethnic groups, women, individuals with disabilities, LGBTQIA+ individuals and impact-focused vendors such as Certified B Corporations. In 2021, 58% of our operating expenses went towards vendors meeting these qualifications. Below are just a few of the companies we supported last year.

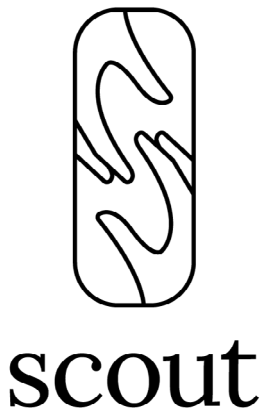
RAINBOW COLLECTION

As noted on page 6, we are proud to be working with to be working with this B Corp and creative impact agency to take our impact to the next level.



Allbirds is a footwear and apparel company and Certified B Corporation that focuses on natural and recycled materials such as merino wool. Our team members each received a pair of Allbirds footwear for their 2021 holiday gift.

Eat Well Global showing off their Allbirds



SCOUT is a person of color (POC) and woman-owned human resources and organizational development firm that collaborates with purpose-driven organizations. We work closely with SCOUT's founder and principal, Rose Chan, to build inclusive and equity-focused people practices for our dynamic team. Scout has provided EWG with thought partnership and nimble solutions to attract, develop, and retain our talented team.



BOCCA is a specialty coffee roaster and Certified B Corporation in the Netherlands. Our European colleagues organized a teambuilding event around a BOCCA coffee tasting and brewing workshop.



Team members Sue Cloran, Allison Pigatto, Erin Kappelhof, Bianca Mercouffer and Christina Xenaki at a team building event at Bocca Coffee.

Looking Ahead

As we work towards becoming an ever more impactful organization, we've made several specific commitments for 2022:

- Upskill our team on JEDI-related topics by engaging with an external expert partner.
- Conduct in-depth well-being landscaping to inform priority areas for further development, engaging with external expert partners as needed.
- Achieve continued B Corp certification with an improved score after completion of our recertification cycle.
- Donate more than 1% of our annual revenue to charitable causes that align with our mission and vision.
- Solidify our strategic impact focus and articulate the specific role we want to play to empower our change agent clients, foster well-being and contribute to greater justice, equity, diversity and inclusion within food and nutrition.
- Develop an impact measurement solution to better understand and quantify Eat Well Global's impact via our change agent clients, and in turn, to help them measure the value of their own efforts.



Get in Touch

Thank you for your interest in Eat Well Global's impact journey. We would love to hear from you and we welcome any inquiries for collaboration.

We invite you to contact us at:

hello@eatwellglobal.com



Eat Well Global