



Eat Well Global


Nourishing Our Impact


2022 Impact Report




A Year of Impact-Driven Milestones

2022 was a momentous year for not just our company but the world at large.

 This past year **marked our 10th year in business.** As a Certified Women-Owned Business and B Corporation, we're incredibly proud of this accomplishment, with this milestone representing the breadth of change-agent clients we've had the opportunity to partner with over the past decade. And because of the people-driven culture we've sought to create over the past 10 years, we know this achievement is also, in large part, a testament to the valuable contributions of every team member, who together drive Eat Well Global's impact forward every day.

 After launching into our B Corp journey in 2018 with our initial certification, 2022 was also the year that we **received our first B Corp recertification,** increasing our B Impact Assessment score by 20%. As we look ahead to our next three years as a B Corp, we will continue to explore how to grow our impact in new and progressive ways.

 And lastly, as we continued along our impact path, we **crystallized our three impact ambitions,** which are grounded in the United Nations Sustainable Development Goals (SDGs). Collectively serving as a north star for both our team and client work, the impact ambitions represent Eat Well Global's commitment to aligning our company's impact goals with a global, shared purpose.

With gratitude,
The Eat Well Global Team



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About Us





Our Mission, Our Vision

Working at the intersection of food, sustainable nutrition and global health, we serve our clients through insights, strategy and stakeholder engagement.

MISSION:
**To empower
global change
agents in food
and nutrition**

OUR VISION:
**Good nutrition
is good
business**



Our Values

As a values-driven company, we’ve constructed **four key principles**, which together support ourselves as individuals, our collective team, our change agent clients, and ultimately, our shared world.



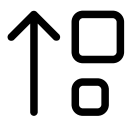
Quality:
Pursuing excellence and the highest standards possible



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



Leadership:
Providing vision and empowerment to reach a goal



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

What Impact Means to Our Team

Our nimble, global team of approximately 25 individuals includes credentialed professionals representing nutrition, insights, marketing and human resource areas of expertise. Together, this team empowers our change-agent clients at leading multinational food manufacturers, commodity boards, global health organizations, foodservice companies and retailers.



“Facilitate a thriving workforce: Impact means continuously growing, improving, and doing more and better whenever and wherever we can.”

“Impact means identifying and implementing novel ways to support the health & well-being of our global team.”

“Impact in a thriving workplace, to me, means a healthy, happy, engaged team who deliver upon our company mission of empowering global change agents in food & nutrition.”

“EWG’s focus on impact ensures that our entire global team rallies around our vision of a world where good nutrition is good business.”

“For me, personally, impact is the ability to make a difference in the lives of those around me. Feeling supported by an employer committed to creating space for change makes all the difference.”

“Impact means elevating a variety of credentialed voices in the field of nutrition and shining a light on different perspectives and lived experiences.”

“Impact at Eat Well Global means more than just bringing in revenue for the company. It means operating with greater purpose in the big and small things we do, and fostering a workplace where our team members thrive personally and professionally.”

Delivering on Our Impact Commitments





2022 Impact at a Glance

Impact Commitment	Year-End Results
Upskill our team on JEDI-related topics by engaging with an external expert partner	Developed a strategic plan for EWG's 2022-2023 JEDI efforts
Conduct in-depth well-being landscaping to inform priority areas for further development, engaging with external expert partners as needed	Onboarded Eat Well Global's Director of People, who conducted 1:1 interviews with the full team to gather an informed perspective of development opportunities and well-being-focused action items for 2023 and beyond
Achieve continued B Corp certification with an improved score after completion of our recertification cycle	Successfully received our B Corp recertification with an improved score of 99.6, representing a 20% increase from our initial score in 2018
Donate more than 1% of our annual revenue to charitable causes that align with our mission and vision	Supported global charitable organizations representing a diversity of causes, donating more than 1% of our 2022 revenue
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	Crystallized our three impact ambitions, which directly ladder up to and support the Sustainable Development Goals
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	Made substantial progress on our impact measurement capabilities and metrics, hiring our first Insights & Impact Director and continuing to improve our tools and resources

Our Impact Ambitions

In 2022, Eat Well Global embarked on a plan to align our company impact ambitions with a greater shared purpose. To define this alignment, we turned to the 17 interconnected Sustainable Development Goals (SDGs) developed by the United Nations Foundation. After identifying the two SDGs central to our mission and vision – SDG 3 (Good Health and Well-being) and SDG 10 (Reduced Inequalities) – we defined three overarching impact ambitions:

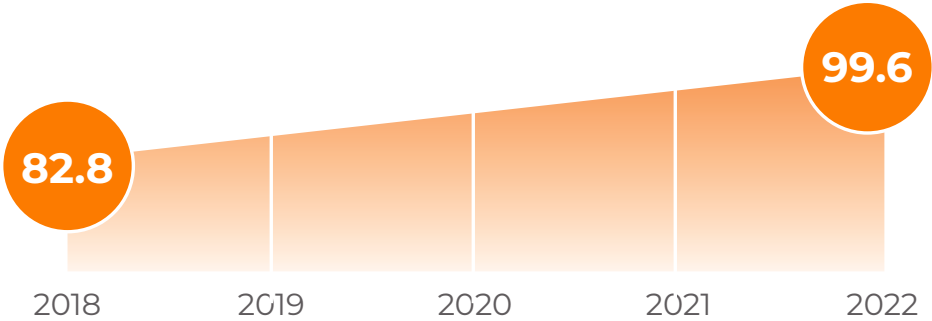




Growing Our Impact Through B Corp Recertification

Certified In 2018, Eat Well Global officially became a fully certified B Corporation, with an overall score of **82.8** for our first B Impact Assessment in 2018. And following the completion of our recertification process in 2022, we're proud to have significantly increased our score by nearly 17 points – for a total of **99.6!**

This increased score is the result of intentional and continuous efforts to improve our policies and procedures across the five elements of the B Impact Assessment, which ultimately grew our Impact Score by 20%.



B Impact Assessment Criteria	2018 Score	2022 Score
Governance	17.0	18.1
Workers	24.5	30.1
Community	26.0	22.9
Environment	3.7	5.2
Customers	11.3	23.2

Our Theory of Change

In addition to crystalizing our impact ambitions, we developed our own Theory of Change, a foundational resource outlining exactly how we embark on empowering global change agents in food and nutrition.



Build Business Solutions That Promote Good Nutrition





Abbott Nutrition Health Institute (ANHI)

Enabled impact and credibility through compelling educational opportunities.

ANHI is committed to being the world's leading provider of therapeutic nutrition resources for everyone at every stage of life. ANHI actively works to understand what nutrition resources providers need in daily practice and engage thought leaders to create educational programming and other evidence-based tools that support those needs.

The goal

ANHI supports and empowers half a million healthcare professionals (HCPs) and the millions of patients they serve. The challenge of this work was to produce a consistent and professional-level series of educational events that provided attendees with useful takeaways to incorporate into their everyday practice.

Our role

Eat Well Global planned, developed and implemented a comprehensive continuing education (CE) event pipeline for the entire ANHI business entity, from ideation to promotion to management. Within this framework, we created a metrics dashboard, connecting the dots between event planning, topic engagement and follow-up sales activities. Our insights have shown that the primary hurdles for HCPs pursuing continuing education are accessibility and time. With recorded webinars and on-demand viewing options, participants received tangible solutions for their learning challenges. Throughout 2022, ANHI provided continuing education opportunities to more than 12,000 attendees, representing a 55% average growth increase over events hosted in 2021.

The result

Educational programming proved to be meaningful and impactful for participants as evidenced by post-event feedback, with an above 75% excellent rating average for events overall and an above 87% excellent rating average for participating speakers. Our work yielded key insights regarding the sentiment toward ANHI's educational events through a series of post-event surveys and helped to solidify ANHI's reputation as a world-leading provider of educational resources.



Egg Nutrition Center

Removed barriers to the consumption of a United Nations Food Systems Summit “Star Ingredient.”

The Egg Nutrition Center (ENC) is the science and nutrition education division of the American Egg Board. ENC provides balanced, accurate information on the complex issues surrounding eggs, nutrition and health.

The goal

In September 2021, in celebration of World Food Day, the United Nations Food Systems Summit (UNFSS) formally recognized eggs as a “star ingredient” and highlighted the key role that eggs play in diets around the world as an accessible, nutritious food.

However, despite the removal of the dietary cholesterol limit from the US Dietary Guidelines in 2015, ENC’s consumer research shows that many still limit egg intake today due to concerns about dietary cholesterol.

Our role

ENC commissioned Eat Well Global to focus our efforts on educating credentialed health professional communicators to help clear up the confusion and increase awareness of current authoritative guidance on dietary cholesterol and egg intake as part of a heart-healthy diet. Registered Dietitian Nutritionists (RDNs) are key partners in this work as they educate not only patients and clients, but friends, family, social media networks and – importantly – other trusted health care providers.

To expand this cholesterol conversation, Eat Well Global executed a series of activations including retail campaigns, strategic partnerships with respected RDNs and a webinar in partnership with the Produce for Better Health Foundation and the Hass Avocado Board.

The result

Retail activation > 3 million campaign impressions

- > 40% increase in egg movement for the retailer vs. the same time period for the previous year

RDN partnerships

- Reach: 180 million across social and traditional media

Webinar

- 700 attendees
- > 1/3 of participants reported that they would recommend eggs more often to their patients/clients after attending the webinar



Paulig Group

Highlighted the role of front-of-pack nutrition labeling (FOPNL) in empowering healthy consumer choice.

Paulig is an international food and beverage company, founded in Finland in 1876. Their products are sold today in more than 80 markets around the globe. Providing various tasty products, from coffees and beverages to Tex Mex, spices and snacks, Paulig aims to be part of growing a healthier, more sustainable food culture – one that is good for both people and the planet.

The goal

This project aimed to facilitate a dynamic and transparent discussion with key stakeholders around the European Commission's upcoming proposal of FOPNL across all European member states. As the proposal aims to help European consumers make healthier food choices, the discussion's intent was to bring forth key considerations with FOPNL, such as features of importance, implications for consumers and company ways of working.

Our role

In partnership with Paulig and EIT Food*, Europe's leading food innovation initiative, Eat Well Global contributed to and moderated the FOPNL discussion, which took place as a webinar titled "Can a nutrition label change our eating habits?" in October 2022. We invited an expert group of researchers, industry representatives, consumers and decision-makers to participate in a discussion following the panel event, all of whom shared the common sentiment of empowering consumers in their quest for healthy products.

After the webinar, which garnered over 500 registrants, Eat Well Global developed a detailed summary with key highlights and outcomes from the discussion. This summary was shared across our global network, including LinkedIn and other pertinent social platforms, with over 300 clicks on the summary resource. The webinar recording and Q&A were also shared with attendees following the virtual event.

The result

The discussion, which included questions about the opportunities and challenges of a harmonized FOPNL system, revealed an overall positive outlook on the potential impact of the European Commission's upcoming proposal on public health in Europe. Another key outcome included the opportunity for the food and beverage industry to actively contribute to the FOPNL dialogue and play an important role in empowering consumer health and well-being.

* EIT Food is supported by the European Institute of Innovation & Technology (EIT), a body of the European Union.

Facilitating a Thriving Workforce





Cultivating a People-Centered Culture

Since the founding of Eat Well Global ten years ago, we have set the intention to place our people at the center of our operation. We believe that when our team is supported to do their best work, we can fully support our teammates and perform at the level of quality and professionalism we consistently provide for our clients. To continue to bring this intention to life throughout 2022, we evolved our focus on well-being for both our team and our clients.



Personalized Benefits

Eat Well Global is committed to providing a comprehensive, personalized benefits program for our team. Our benefits program is designed to support our broader well-being focus across our company.

In order for our team to perform their best and find fulfillment in their career at Eat Well Global, we believe that our team should take the time they need for rest and rejuvenation. To actively support this intention, we established two new policies in 2022 – **Flexible Annual Leave** and **Family Sick and Compassionate Leave**. These new policies were designed to provide team members with the autonomy and option to take the leave they need throughout the year, in addition to our existing leave policies for sick time, paid parental leave and paid time off for volunteer hours.



Learning & Development

As our company has grown, our team's professional growth and personal development needs have increased as well, and we knew we needed to augment the tools we were offering. To identify resources that best meet the needs of our team, we conducted a landscape assessment of learning management systems (LMS) to allow our team to upskill themselves in a variety of development areas, with a plan to then implement an appropriate LMS for our company in early 2023.



Workplace Well-being

As a fully remote company, we aim to offer flexibility with our ways of working and actively encourage our team to set healthy boundaries. However, the realities of a client-service-oriented business presents real challenges to this intention, especially with such a high-performing team. In 2022, Eat Well Global embarked on a journey of identifying our team's challenges in setting healthy boundaries and discussing potential practices for communicating our boundaries to colleagues and clients.

In partnership with **GigifyWork**, a women-owned consulting and coaching company based in Canada, our team co-created a set of collective boundary commitments through collaborative and transparent brainstorming, discussion and reflection. These commitments represent specific actions that our team has agreed to uphold as we strive for a workplace culture where high-quality, impactful work and work-life balance aren't mutually exclusive. They also serve as a blueprint to empower the entire company, including leadership, to improve our ways of working to be more oriented toward collective well-being. To move this critical initiative forward, we developed a roadmap to fully embed these commitments into our ways of working through 2023.

And as an additional set of benefits for our team, Eat Well Global rolled out **Perks at Work**, a discount and wellness platform offering live and on-demand classes for our team to participate in per their personal interests and needs.

Contribute to Greater Justice, Equity, Diversity and Inclusivity





Outlining Our JEDI Strategic Plan and Ambitions

In 2022, we formalized Eat Well Global’s JEDI ambitions after spending the prior two years exploring the topic more broadly. Our aim is to contribute to greater justice, equity, diversity and inclusion, and we developed specific interpretations of these terms to bring these concepts to life at Eat Well Global and the work that we do in the world.



Mission-Driven Donations

Each year, Eat Well Global commits to donating at least 1% of our annual net revenue to organizations that align with our mission, vision and commitment to our impact ambitions. In 2022, we supported many mission-aligned non-profits around the globe:



World Central Kitchen



SEEK HER FOUNDATION





Compounding Our Impact Through Stellar Partners

In 2022, 58% of our operating expenses went toward vendors with impact, defined as companies owned and operated by underrepresented racial and ethnic groups, women, individuals with disabilities, LGBTQIA+ individuals, nonprofits and fellow Certified B Corporations. These are just a few of the many great impact vendors we had the opportunity to partner with in 2022.

Canvas is a fellow Certified Women-Owned Business that provides full-service planning for every type of event, from in-person retreats and incentive management to virtual and hybrid conferences. Across all its events and services, Canvas is committed to having a positive impact in the communities where we work, live and travel, frequently partnering with minority-owned and small businesses. Our team had the opportunity to collaborate with Canvas on the planning and execution of our team off-site in Atlanta, Georgia, which took place in June.



Caroo is a modern gifting service designed to recognize employees and clients through the direct delivery of custom snack boxes. For every Caroo snack box delivery, the company donates meals to Feeding America, with every dollar providing at least ten meals to local member food banks. In honor of Black History Month in February 2022, each team member received a curated snack box featuring a variety of Black-owned brands.

Earth Hero is a fellow Certified B Corp and online marketplace for eco-friendly products. Featuring brands from a wide variety of impact vendors, including Black-owned brands, sustainably harvested products and goods made with upcycled and repurposed materials, Earth Hero aims to build a more sustainable world and highly values its responsibility to make the planet better. To celebrate our B Corp recertification at the end of the year, our B Keeper team sent Earth Hero lunch box kits to our entire team for eco-friendly, convenient lunches throughout the week.



GigifyWork is a women-owned consulting and coaching company based in Canada that empowers leaders and teams to approach work in a way that supports better engagement, growth and well-being. Through interactive workshops, coaching and courses, Co-Founders Huong Bui and Angela Smith tackle important and relevant topics in today's workplaces, including stress management, burnout, boundaries and flexibility. In 2022, we engaged GigifyWork as a thought partner in the launch of our collective boundary-setting initiative. Together, we explored strategies to proactively enhance the well-being of our team and continue to build a workplace culture that supports this mission.

What's Next for 2023

As we continue to grow and evolve our impact at Eat Well Global throughout the next year, we've outlined several new commitments for 2023:

- Advance our commitment to employee well-being by adopting tailored collective boundaries as part of our overarching health and wellness focus
- Conduct a team-wide JEDI-related training
- Continually expand and enhance our inclusive employee culture
- Develop a company-wide learning and development framework to augment our team's skills and nurture a culture of learning
- Refine our impact measurement capabilities and tools to better report on business, health and social impact
- Support nutrition communication education and training among underrepresented nutrition professionals and students





Let's Talk Impact

Thank you for your interest in Eat Well Global's impact journey. We'd love to discuss impact with you and explore potential collaboration opportunities. We invite you to message us at:
hello@eatwellglobal.com

To explore more about our impact journey, visit
<https://eatwellglobal.com/impact/>

Connect with Eat Well Global:



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