



Eat Well Global

Nourishing Our Impact

Impact Report 2023



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Every year is a big year for an impact-focused business. Whether the focus is on growth and development, innovation for the future or renewing and refreshing the company's identity, these phases and initiatives can feel seismic, especially for small or medium-sized companies. When reflecting on 2023 and our industry at large, all three of these effervescent themes – **growth, innovation and renewal** – bubbled right up to the top.

Eat Well Global saw business **growth** in 2023 despite a challenging economic environment, and we were proud to upskill and develop our team in new ways. One such training focused on best practices and new legal requirements for successful brand engagements with health professionals, a key group of credentialed experts who inspire and empower consumer behavior change.

To help our food industry clients address the changing landscape resulting from the rise of GLP-1 agonist medications for weight loss, we **innovated** within our insights service area by developing a proprietary report on the rise and reaction to these medications. We also **refreshed** Eat Well Global's brand narrative. After 12 years in business, it was time to update how we tell our story to reflect the value we're bringing our clients today and tomorrow. As a strategy and communication agency for the food and health industries, we are proud that our new narrative reflects how we unlock business potential and positive impact.

If you've read our impact reports from previous years, you may also notice that the 2023 *Nourishing Our Impact* report more closely aligns with the five B Corp pillars, highlighting key initiatives and our goals for continued progress in the year ahead. B Corp continues to serve as a guiding light for how we do business. As we evolve as an organization and a broader community, I'm excited about what the future holds for Eat Well Global in accelerating positive impact on people, planet and profits.

As always, I welcome questions, comments or collaborations on how we can do more, together.

With deep gratitude, *Erin Boyd Kappelhof*



2023 moments of pride

- ✓ Elevated Eat Well Global's insights capabilities
- ✓ Upskilled our team on ethical practices for health professional engagement
- ✓ Implemented proactive measures related to learning and development, career development and compensation
- ✓ Successfully established a Flexible Annual Leave Program

2024 areas of focus

- ✓ Implement a new brand narrative
- ✓ Develop a refreshed and evolved sustainable nutrition offering
- ✓ Provide additional insights offerings on priority food and healthcare topics

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Chief Executive Officer
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I'm always interested in connecting on how to improve impact. Please feel free to reach out if you fancy a chat!



[EMAIL ME](#)



Journey to Our Certified Status

As a proud B Corporation since 2018, we embrace the idea that our certification isn't just a milestone, but an ongoing journey. As an impact-driven company with a people-focused culture, the B Corp certification directly aligns with our strategic direction and unique culture, as we believe in using business as a force for good. For us, this means measuring our impact not only through profits, but also through the decisions we make that affect our team and our community.



- **99.6:** Our Overall B Impact Score
- **80.0:** Qualifies for B Corp Certification
- **50.9:** Median Score for Ordinary Businesses



Action plan for future success

Ahead of our next recertification cycle in 2025, we're focusing on the actions we can take across each element of the B Impact Assessment to positively grow our impact every day.



Governance (Current B Corp Score of 18.1)

Explore and formalize corporate structures to best support the evolution and expansion of our mission, vision and values



Workers (30.1)

Implement novel programming to support our team's professional development, individual leadership styles and general well-being



Community (22.9)

Continue directing our operating spend towards diverse suppliers and supporting our global community through strategic social initiatives and partnerships



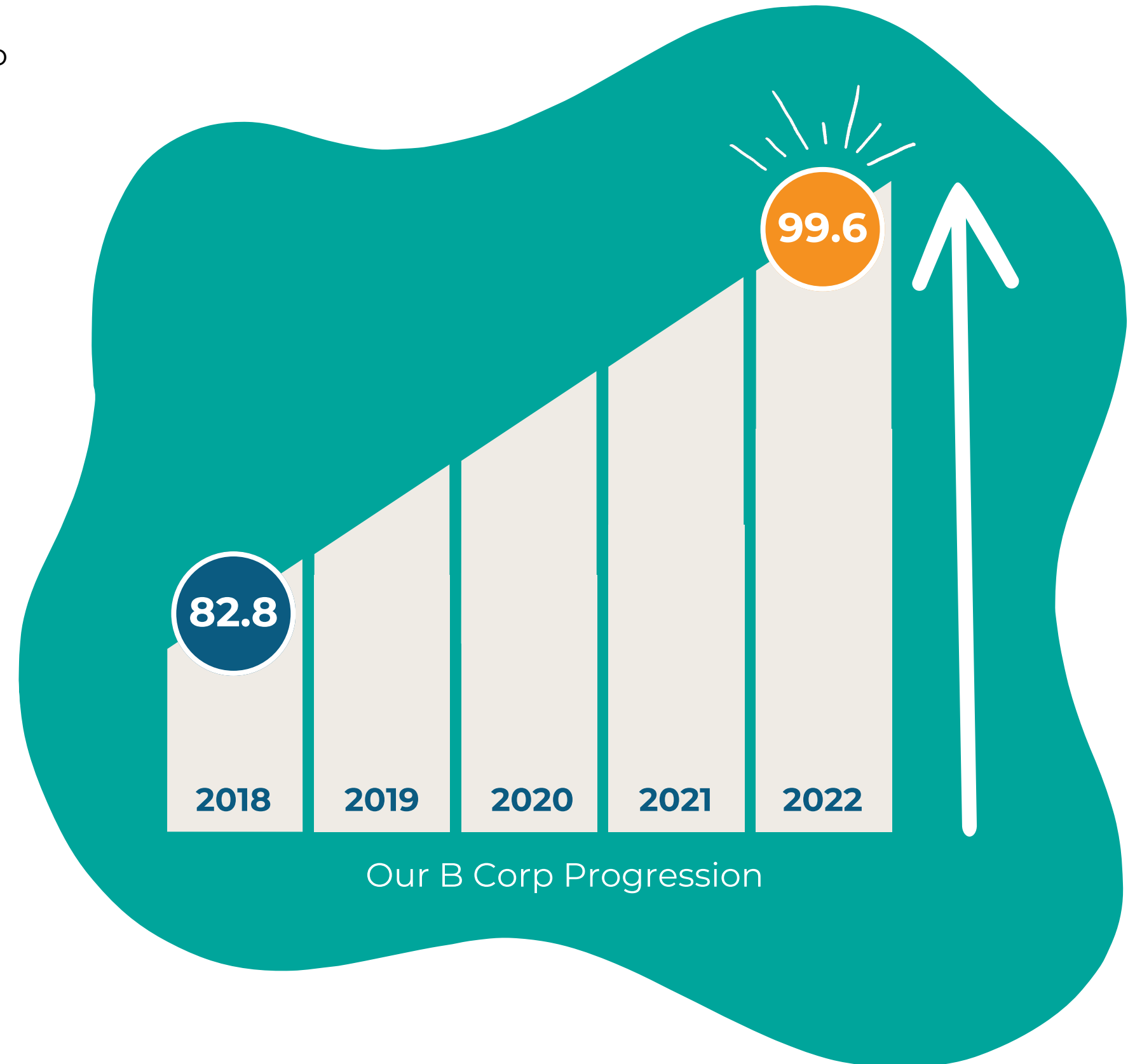
Customers (23.2)

Evolve our service offerings to further advance our clients' business goals and address pressing issues in food and healthcare



Environment (5.2)

Familiarize ourselves with the B Impact Assessment's new standards to inform the development of a strategy for 2025 focused on offsetting our carbon footprint from business travel and purchased goods



Impact Areas

2023 Progress



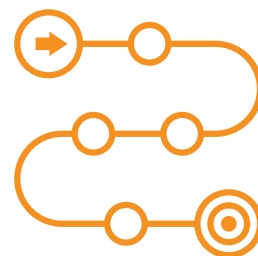


Enhanced Impact Measurement for **Comprehensive Business Insights**

In 2023, we committed to refining our **impact measurement capabilities and tools** to better report on business, health and social impact.



As nuanced insights are **essential for good decision-making**, we equipped our team with more advanced industry-leading insights and impact platforms to better collect and report on impact metrics for our client partners.



We also refined our impact measurement capabilities by completing a global talent mapping assessment for our internal team to **illuminate targeted development areas** and inform project staffing needs.



Evolved Team Well-being and Professional Development

29
employees, including
part-time, contractors
and interns

7
languages spoken

5
global time zones

18
Credentialed
nutrition
professionals

Our team of experts empowers our clients to execute smart, strategic initiatives that elevate impact.

14	1	4	1
Advanced degrees	MBA	MPH	MSc in Sustainable Development

“As a client-service company with incredibly high performing and dedicated team members, employee well-being and boundaries are topics we can never take for granted and something we must constantly work on.”

Nick Halar, Director of People

I feel lucky to work in an environment with a leadership team that values and prioritizes employee well-being.

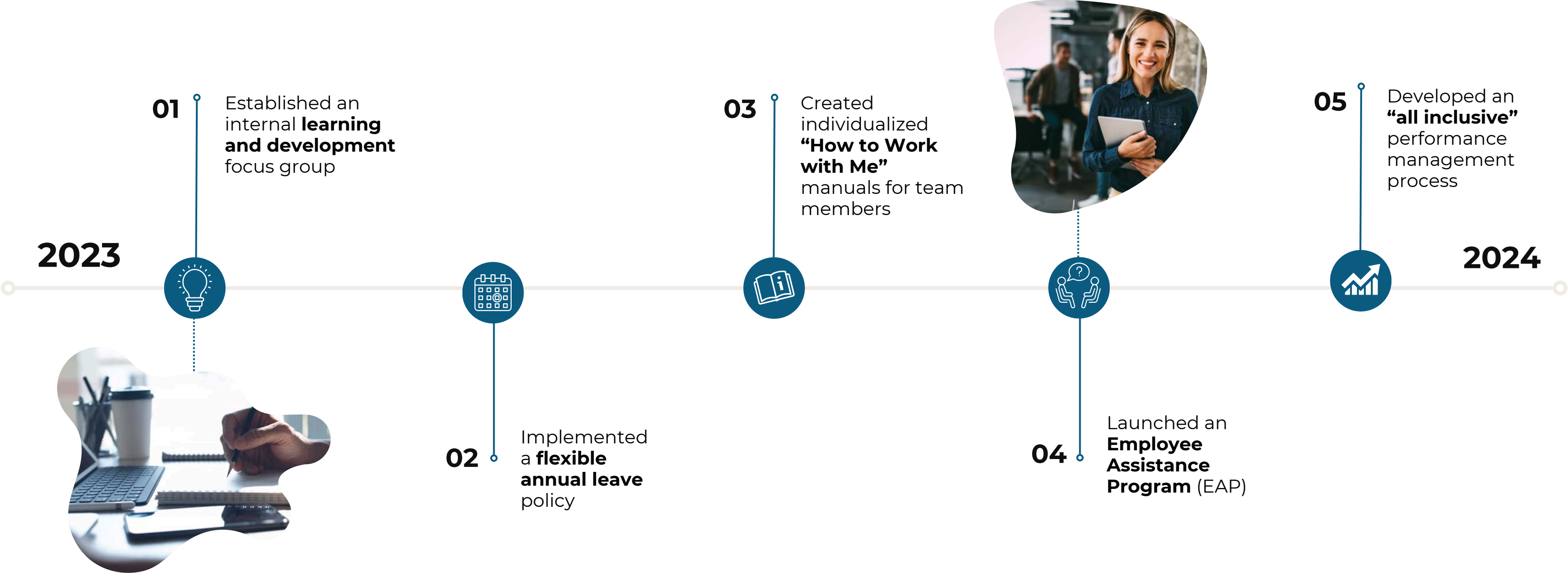
The values-driven culture makes it an amazing place to work!

“The company's mission is clear and makes the work feel worthwhile.”

Our 2023 Worker Commitments

Our 2023 commitments focused on **evolving our support of team well-being, culture and professional development through dedicated initiatives and frameworks.**
Here's what we achieved:

- ✓ Advancing our commitment to employee well-being by adopting tailored collective boundaries
- ✓ Expanding and enhancing our inclusive employee culture
- ✓ Developing a company-wide learning and development framework to augment our team's skills and nurture a culture of learning





Deployed Custom Learning Opportunities for Justice, Equity, Diversity & Inclusion (JEDI) and Community Empowerment

Our 2023 commitments centered around **deploying custom learning opportunities for internal and external communities.**



Provided opportunities for team members to **learn together and share their experiences** on topics related to JEDI

- *Our Monthly Awareness Journal*
- *Social events themed around observations like Black History Month, Women's History Month, Pride Month*
- *Team roundtable discussion during Latinx Heritage Month*



Supported the planning and execution of **communications workshop in collaboration with Diversify Dietetics**, a long-standing partner dedicated to increasing ethnic and racial diversity in the nutrition and dietetics profession



Developed a **Principles of Engagement resource** in collaboration with Diversify Dietetics and other registered dietitian (RD) partners outlining core principles for agencies and brands to abide by when partnering with nutrition professionals from underrepresented racial and ethnic backgrounds



Diversify
Dietetics



The Cinnamon Trust

CONCERN
worldwide



World
Central
Kitchen

GENYOUTH



Motherhood Beyond Bars
Care • Support • Reunify



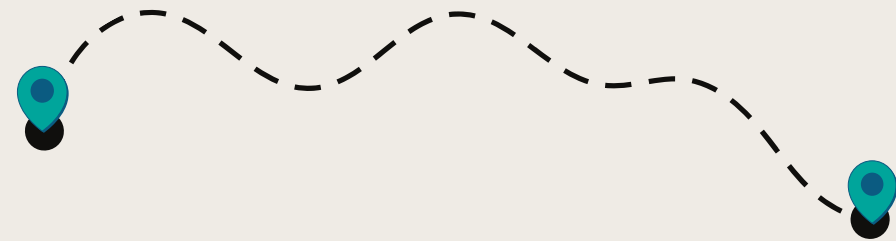
SIKSHA
FOUNDATION
A Small Step With a Big Difference



Mercy
Ships



CHOICES INTERNATIONAL
FOUNDATION



In 2023, we honored our ongoing commitment to **donate 1% of our annual net revenue** to charitable organizations around the world.

With each passing year, we work to vary our contributions across organizations that align with our **mission, vision and commitment to our impact ambitions.**

In 2023, **44%** of our operating expenses went towards over **240 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.

Z O K U

Zoku Hotel Amsterdam

Representing the first B Corp-certified hospitality company in the Netherlands, Zoku Amsterdam is a new type of business hotel providing locals and travelers with a place to live, co-work and socialize. Zoku believes that hybrid use is the future of sustainable and connected urban spaces, and thus offers sustainable solutions to make the most of urban environments and people. With rooftop meeting rooms designed for collaboration and the mission of creating inspiring spaces where human connection is seamless and meaningful, our team had the pleasure of hosting a client kick-off meeting and team co-working sessions at Zoku in 2023.





Elevated Impact Across Our Service Offerings

As we help our clients better **navigate the complex nexus of food, sustainable nutrition and health**, we continued to evolve our three main service areas in 2023:



Evolved

our **expert insights capability** to include the development of industry-wide insights packages to fill critical knowledge gaps and inform strategic decisions for our clients

Refreshed & Augmented

our sustainability-focused **strategic offerings** to help our clients chart their unique course toward a better future

Upskilled

our team on ethical practices for **healthcare professional (HCP) engagement** to continue bringing our clients' strategies to life through thoughtful, evidence-based partnerships and platforms

Our Projects

Partnering with change-agent clients who see health and sustainability as a necessity, not just a nicety, our projects directly ladder into Eat Well Global's Impact Ambition of building business solutions that promote good health and sustainable nutrition.



Across **60 total completed projects in 2023** for some of the world's largest food and nutrition organizations, **each one directly addressed one or more of the following Sustainable Development Goals (SDGs)**, a set of 17 interconnected global goals adopted by all United Nations Member States:



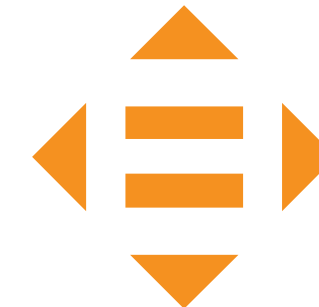
SDG 2
(Zero Hunger)



SDG 3
(Good Health
and Well-being)



SDG 10
(Reduced
Inequalities)



SDG 12
(Ensure Sustainable
Production and
Consumption)

As we continue to empower our future-thinking clients to execute strategic initiatives that elevate impact, 2023 brought forth projects tackling emerging health insights, sustainable diets, customized strategic roadmaps, nutrition policy strategic support and innovation-driven healthcare professional engagement.



Client Case Studies

Illuminating the Role of the Dietitian in Sustainable Nutrition

Upon collecting geotargeted healthcare professional survey insights on sustainability knowledge, perception and behaviors, we identified key areas of opportunity for a regional US dairy commodity board to strategically enhance communication efforts and increase dairy sustainability education and awareness. These strategic insights informed new messaging and a tailored HCP engagement plan designed to authentically cultivate trust in dairy as integral to a sustainable food system.

Results

At baseline, **85% of RD survey respondents reported making dietary changes to lessen their impact on the environment** and recommending sustainability practices to their patients/clients, making them a prime audience to engage with actionable and resonant dairy sustainability facts.

Charting the HCP Engagement Course for Nutritionally Complete Food

To support a major global food and beverage manufacturer's understanding of HCP perception and knowledge of nutritionally complete foods and consumer barriers to achieving a healthy, balanced diet in the US and UK, we conducted an HCP survey and an internal strategy workshop with key stakeholders. This work informed the development of a tailored strategy designed to equip the company's nutrition team with the necessary insights and tools to action on HCP engagement in the US and UK in 2024 and beyond.

Results

The survey results across 800 US and UK HCPs **amplified the importance of ongoing scientific research and education** to advance sentiment, perception and brand awareness.





New Brand Narrative

As part of our overall strategic planning in 2023, we underwent a brand narrative refresh to refine the way we talk about who we are and what we do. Here are a few of the building blocks:

The goal of this project was not to create an entirely new brand identity, but rather to **improve understanding of the value that Eat Well Global brings** today, and the impact that we have as an essential, future-forward business partner.

Who We Are:

Eat Well Global is a strategy and communication agency for the food and health industries to accelerate positive impact on people, planet and profits.

Mission:

To unlock business potential and positive impact in food and health.

Vision:

A thriving food and health ecosystem that nourishes and provides for all.

Who We Work With:

Strategists and scientists. Leaders and doers. Advocates and allies.

We welcome you to **contact us** to find out more about how we can help your business or to visit our website to experience more of our refreshed brand narrative.



Addressed an **Evolving Sustainability Landscape**

With sustainable food systems emerging as a **critical focus** area across nutrition and health over the past few years, we grew our global health and sustainability offerings to help clients navigate this changing landscape, linking sustainability and nutrition more closely together.

In partnership with a sustainability expert and strategist in conjunction with our own team's expertise, we developed a suite of new sustainability-focused offerings from support with benchmarking against global targets across sustainability metrics to providing custom training on topics such as food systems, sustainable diets and social impact.

To augment these new offerings, our team closely monitors this space via a monthly sustainability newsletter that provides updates on the latest happenings on sustainable food systems for stakeholders across the food, agriculture and healthcare industries.

And as a fully remote team, we recognize our role in minimizing our overall environmental footprint within our virtual working environment. Through the adoption of our virtual office stewardship policy, our global team is mindful of energy efficiency, internet usage and paper-use best practices in their day-to-day work.

Subscribe to our free newsletter, which offers a recap on the need-to-know updates around healthy and sustainable food systems.



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 contact us at: hello@eatwellglobal.com

Visit our website to learn more about our journey: eatwellglobal.com

