



Annual Impact Report

2023 - 2024



Kamwell

It's time to re-define and re-design the way we work

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CEO letter

This past year has been one of innovation, growth, and renewed commitment as we continue our journey to embody the ethos of B Corps in every aspect of our work. With a focus on deepening our impact, we have taken significant steps to align our practices more closely with the core principles of social and environmental responsibility. Our B Corp certification continues to guide our decision making and is the lens through which we view every aspect of our business operations.

In this report, we'll outline our efforts across the primary B Corp impact areas - workers, community, customers, governance, and the environment - to illustrate the concrete steps we're taking toward positive, lasting change.

We're proud of the progress we've made and look forward to sharing our journey.

Kirsten Samuel – CEO



About Team Kamwell



We are Kamwell, a multi-award-winning, B Corp Certified Wellbeing and Culture Consultancy.

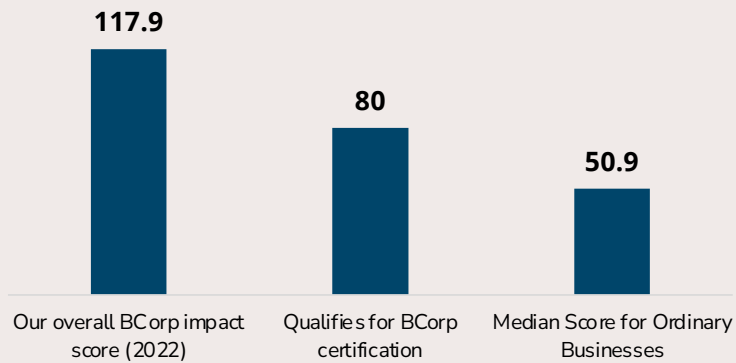
We partner with organisations to advance their human sustainability agendas, creating workplaces where wellbeing, equity, belonging, and purpose fuel long-term positive outcomes for everyone involved.

We are pioneers in the wellbeing industry with over a decade's experience delivering significant impact for some of the world's most forward-thinking organisations.

We believe that human sustainability is the foundation for flourishing workplaces, where organisations create value for people as human beings, first and foremost.

We are a passionate and friendly team who love what we do and are guided by our core values of: warmth, dedication, bravery and inquisitiveness.

Score breakdown (2022)



TOTAL 117.9

A table with a dark blue background and white text. It lists six stakeholder groups with their respective scores and icons. The groups are: Community (27.4), Environment (10.7), Customers (25.1), Governance (19.2), and Workers (35.2). Each row includes an icon representing the stakeholder group.

	Community	27.4
	Environment	10.7
	Customers	25.1
	Governance	19.2
	Workers	35.2

2023-24 progress



2023-24 progress at a glance

	Impact Area 1: Governance 	Impact Area 2: Workers 	Impact Area 3: Customers 	Impact Area 4: Environment 	Impact Area 5: Community 
What we said we'd do	<ul style="list-style-type: none"> Define a clear and engaging mission for our business. Align our business structure and product offerings with core B Corp principles. 	<ul style="list-style-type: none"> Implement and track feedback on our new mindset framework to ensure our team feels and functions well at work. 	<ul style="list-style-type: none"> Galvanise the positive impact we stand to make with our new business model. Continue to communicate and campaign for the importance of prioritising wellbeing in the workplace. Continue to increase opportunities for impact measurement 	<ul style="list-style-type: none"> Continue to be guided by our Virtual Office Stewardship Policy. Find ways to engage more of our clients through educational sessions on environmental issues. 	<ul style="list-style-type: none"> Maximise the impact of our team's two volunteering days per year. Continue expanding our Knowledge Partner Network (KPN) to bring in a more diverse range of expert voices.
What we did	<ul style="list-style-type: none"> Conducted a comprehensive, stakeholder-led rebrand and restructuring process, revisiting every aspect of our business - from our mission and services to how we communicate our impact. Launched four innovative products designed to drive long-term culture transformation and create sustainable, human-centred workplaces. Developed a compelling new narrative to guide our work, encapsulating our decade-long purpose into three clear guiding principles. Introduced a new website and brochures, featuring rich, mission-driven content to engage and inspire our community. 	<ul style="list-style-type: none"> Introduced bi-monthly Reflect and Connect days to foster team connection. Held an open feedback session where each team member shared and celebrated the strengths of their colleagues. Reinforced our company values by launching a dedicated Slack channel. Launched Walk and Learn initiatives to encourage movement and informal knowledge sharing. Embedded mindset sessions facilitated by industry experts to nurture personal and professional growth. 	<ul style="list-style-type: none"> Launched our new sustainability, with a focus on leaders and managers, employees and wellbeing champions. Successfully worked through our test and learn phase with the new products, piloting our Leading for Wellbeing programme and Culture Catalyst Course with customers. These received positive feedback, and we are making improvements to both to align even more closely with customer need and our guiding principles. Had our most data-driven year yet, with our data and insights services becoming a fundamental element of our customer offering. We co-chaired a LinkedIn live panel discussion on human sustainability, which achieved an engagement of 527 participants /customers and later received over 1,400 unique views/playbacks. Actively working with CSR teams to provide thought leadership on human sustainability. 	<ul style="list-style-type: none"> Maintained alignment with our Virtual Office Stewardship Policy to minimise environmental impact. Onboarded new environmental experts to educate the organisations we partner with. Delivered impactful sessions to staff at the world's largest global agricultural innovation network, supporting their mission for a world free of poverty, hunger, and environmental degradation. Partnered with the largest development bank in the Caribbean to develop their human sustainability agenda and wellbeing and culture strategy – their primary focus is investing in the economic and social development of its Borrowing Member Countries. These investments are geared towards poverty reduction, and span sectors such as agriculture and rural development, energy, water and sanitation. 	<ul style="list-style-type: none"> Half of our team took full advantage of their volunteering days, dedicating their time to causes they're passionate about. We proactively expanded our KPN bringing in a broader spectrum of voices that offer unique, diverse and valuable perspectives – including from different geographies and cultures. Our CEO, Kirsten, has actively advocated for human sustainability, sharing its importance through public events and industry forums.
Goals for the next 12 months	<ul style="list-style-type: none"> Deepen engagement with the B Corp community by exploring partnership opportunities with other B Corps, actively participating in B Corp events and increasing activity on the B Hive platform. Continuously monitor and evaluate the impact of the transformations made in 2023/2024 to ensure they deliver the intended outcomes. 	<ul style="list-style-type: none"> Continue all existing initiatives as they've been highly impactful and well-received by the team. Introduce a new employee feedback mechanism—an Employee Opinion Survey (EoS)—to complement our ongoing feedback touchpoints. Establish a formal budget for career development and clearly communicate its availability to the team. 	<ul style="list-style-type: none"> Bring customers along on our Human Sustainability journey, weaving this wider education piece into our communications, planning and delivery. Following our test and learn period, work to embed our new offerings with more customers, and extend their impact with existing customers, maintaining a continual feedback loop. Streamline our data and insights service to enable us to offer this to more customers. Refine our CRM to enable more effective segmentation and ensure our marketing is more targeted, relevant and valuable. Launch refreshed customer feedback survey. 	<ul style="list-style-type: none"> Deepen our engagement with environmental awareness days (e.g., Earth Day) by creating blog posts, sharing actionable tips, and emphasising the intrinsic link between environmental sustainability and wellbeing. Raise awareness across our network about the interconnectedness of environmental health and workplace wellbeing. Collaborate with another B Corp with a strong environmental score to exchange skills and insights, helping us enhance our environmental policies and practices as a small business. 	<ul style="list-style-type: none"> Team: Increase the use of volunteering days from 50% to 100%. Upskill the Team: Offer targeted training to equip our team with new skills. Partners: Continue to diversify our KPN by onboarding more DE&I and international experts to ensure we represent a wider range of experiences and perspectives. External Communications: Build on our position as thought leaders by continuing to engage with the public through events and platforms, spreading awareness of human sustainability.

Progress Deep Dive



1 Governance

'Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.'



Governance: overview



What we said we'd do:

- Define a clear and engaging mission for our business.
- Align our business structure and product offerings with core B Corp principles.



What we did:

- Conducted a comprehensive, stakeholder-led rebrand and restructuring process, revisiting every aspect of our business - from our mission and services to how we communicate our impact.
- Launched four innovative products designed to drive long-term culture transformation and create sustainable, human-centred workplaces.
- Developed a compelling new narrative to guide our work, encapsulating our decade-long purpose into three clear guiding principles.
- Introduced a new website and brochures, featuring rich, mission-driven content to engage and inspire our community.



Goals for the next 12 months:

- Deepen engagement with the B Corp community by:
 - Exploring partnership opportunities with other B Corps.
 - Actively participating in B Corp events and increasing activity on the B Hive platform.
- Continuously monitor and evaluate the impact of the transformations made in 2023/2024 to ensure they deliver the intended outcomes.

Governance: Guiding principles

In alignment with our mission to foster human sustainability and promote thriving workplace cultures, we have anchored our business activities on three core guiding principles:

- **1. Address the root causes of poor wellbeing and suboptimal culture:** To move beyond surface-level interventions, it is essential to understand and address the underlying factors contributing to poor wellbeing and suboptimal culture. This requires tackling an organisation's key challenges with clarity and commitment to drive meaningful change.
- **2. Embed wellbeing as a multi-stakeholder responsibility:** Wellbeing is everyone's responsibility. By amplifying all voices within an organisation and uniting them around a shared vision for wellbeing, it becomes possible to fully integrate wellbeing into the organisation's fabric and culture.
- **3. Support organisations to balance economic growth with social responsibility:** For businesses and employees to thrive, there must be a harmony between economic growth and social responsibility. Sustainable, equitable, purpose-driven workplaces that prioritise wellbeing and foster a sense of belonging are essential. Organisations hold the responsibility to achieve this balance, and we are dedicated to guiding them on this journey.

What we *stand* for:

1. Addressing the root causes of poor wellbeing and suboptimal culture
2. Embedding wellbeing as a multistakeholder responsibility
3. Supporting organisations to balance economic growth with social responsibility

Governance: Human Sustainability

As a certified B Corp, our commitment to supporting businesses to balance purpose and profit has always guided our journey. This year, we took a transformative step to realign our brand and reposition our workplace wellbeing and culture consultancy to more deeply reflect the principles of human sustainability and the values of the B Corp community.

Integrating Human Sustainability into our brand

In a world where businesses are increasingly expected to drive positive change, we recognised that sustainability isn't just about the environment - it's also about people. Human sustainability, the concept that people's wellbeing, resilience, and growth should be prioritised just as much as financial and environmental sustainability, is central to our purpose. We believe that workplaces should be places where individuals thrive - not just survive.

This belief drove our rebrand, as we wanted our new identity to reflect our deepened focus on the principles of human sustainability. We realised that to truly champion human sustainability, we needed to reflect these values not just in the services we offer, but in the very foundation of who we are as a company.

This year, we've taken meaningful steps to support businesses in prioritising their people alongside profit. From writing thought-provoking articles to leading panel discussions and webinars, we've shared insights and practical guidance to help organisations and key stakeholders take their first steps toward a human sustainability agenda. This work reflects our belief that sustainable businesses are built on thriving individuals—aligning our brand, purpose, and actions to drive positive change in workplaces everywhere.



Human sustainability is the extent to which organisations enrich the lives of the people connected to them.

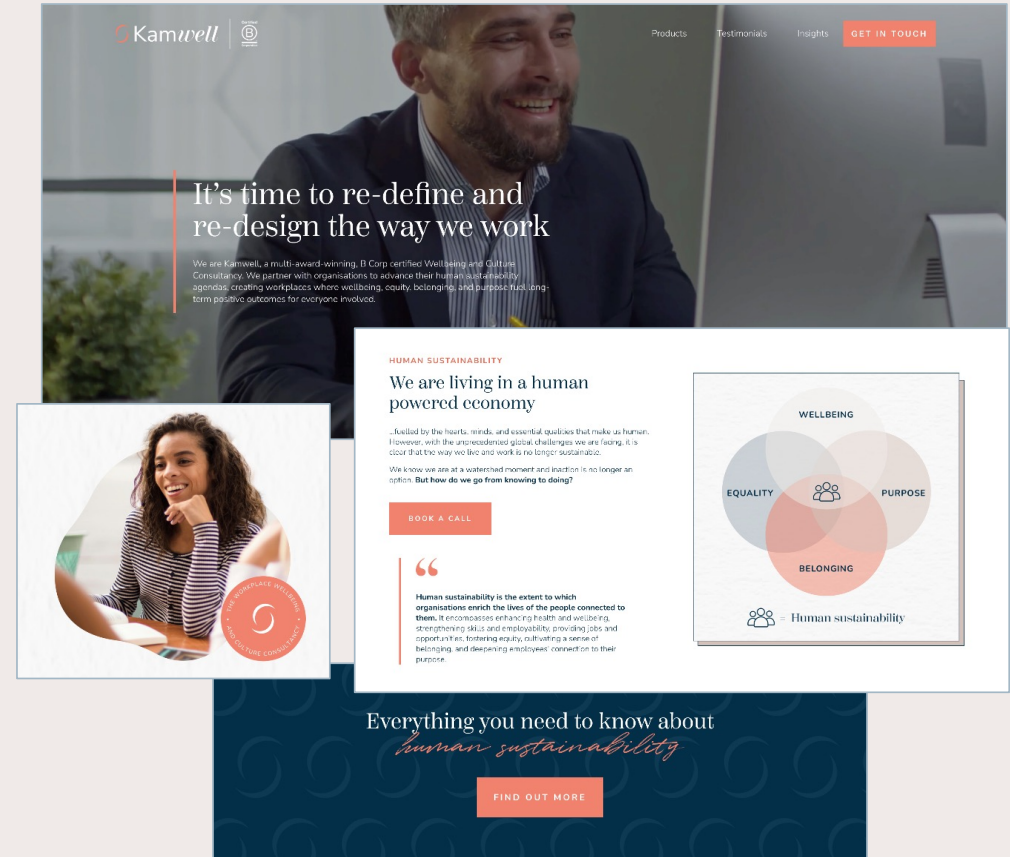
It encompasses enhancing health and wellbeing, strengthening skills and employability, providing jobs and opportunities, fostering equity, cultivating a sense of belonging, and deepening employees' connection to their purpose.

Governance: Human Sustainability

Repositioning for a Purpose-Driven Future

Guided by our B Corp principles, our rebrand wasn't just cosmetic - it involved revisiting every aspect of our business, from our mission and services to how we communicate our impact. We honed in on three key elements:

- 1. Clarity of purpose:** We refined our mission to more explicitly emphasise human sustainability in the workplace. Our new brand identity communicates our commitment to helping businesses foster healthier, more equitable, and purpose-driven cultures where employees feel a sense of belonging.
- 2. Impact-driven strategy:** To align with B Corp's values, we restructured our services around measurable social impact. This included revising our programmes to focus on long-term workplace wellbeing and culture transformation, positioning us to create not just healthier organisations but thriving workplaces.
- 3. Visual and verbal identity:** We developed a brand language and visual identity that embodies our focus on human sustainability. Our new tone reflects empathy, inclusion, and empowerment, mirroring the B Corp values of creating a regenerative and just world.



Screen grabs from our new website

Governance: Human Sustainability

Our B Corp Alignment: Moving Forward with Purpose

Our rebrand represents a natural evolution of our ongoing B Corp journey.

By shifting our focus toward human sustainability, we are reinforcing our commitment to advancing the B Corp mission: to use business as a force for good, ensuring that every individual in the workplace reaches their full potential.

We have always been dedicated to making a positive impact, and this rebrand allows us to more clearly align our consultancy with both the wellbeing of individuals and the broader societal good.

We are excited about this next chapter and look forward to continuing our work with purpose-driven organisations as a trusted partner in fostering sustainable, human-centred workplaces.

3 | INTRODUCTION Kamwell

Introduction

It's time to re-define and re-design the way we work

We are living in a human-powered economy fuelled by the hearts, minds, and essential qualities that make us human. However, with the unprecedented global challenges we are facing, it is clear that the way we live and work is no longer sustainable. We know we are at a watershed moment and inaction is no longer an option. But how do we go from knowing to doing?

We are Kamwell, a B Corp certified, multi-award-winning Workplace Wellbeing and Culture Consultancy. We partner with organisations to advance their human sustainability agendas, creating workplaces where wellbeing, equity, belonging, and purpose fuel long-term positive outcomes for everyone involved.

Our industry-leading strategy work, advanced data and analytics, and high-impact programmes address the root causes of poor wellbeing and sub-optimal culture; embed wellbeing as a multi-stakeholder responsibility; and support organisations to balance economic growth with social responsibility.

- FOR THE WHOLE ORGANISATION**
Wellbeing Strategy
Create a comprehensive, data-driven and tailored strategy
- FOR LEADERS & MANAGERS**
Leading for Wellbeing Programme
Unleash the power of wellbeing-centred leadership
- FOR COLLEAGUES**
Energise You Programme
Put wellbeing at the heart of your organisation
- FOR WELLBEING CHAMPIONS**
The Culture Catalyst Course
Upskill your wellbeing champions to be catalysts for a thriving culture

“
Studies have consistently found that organisations engaged in practices related to human sustainability produce stronger business results
– Deloitte, 2024. When People Thrive, Business Thrives: The Case for Human Sustainability

Extract from our product brochure

Governance: education

We also want to highlight our commitment to educating others on the critical importance of human sustainability. This work focuses on fostering long-term, human-centred practices that prioritise employee wellbeing, personal growth, and healthy work-life integration - key elements that contribute to a resilient and sustainable workforce.

Part of our mission is to guide businesses in embedding human sustainability within their core strategies. We host workshops, provide tailored training programmes, and share resources that emphasise transparency, ethics, and social accountability, all aligned with B Corp principles. By encouraging leaders to formally consider employee wellbeing as part of their decision-making and governance structures, we empower them to build environments where employees thrive, which, in turn, drives long-term organisational success and positive social impact.

HUMAN SUSTAINABILITY

Human Sustainability: Everything you need to know (for now!)

As a society we are well accustomed to hearing the word "sustainability" in relation to the environment. But put that word in a different context, for example that of "human sustainability", and some people might be left feeling at best unclear, and at worst uninterested, as they absorb the latest in a string of buzzwords that get floated around and overused. The concept of human sustainability, fortunately, possesses a vital and irrevocable relevance; it prioritises people. It's no wonder the corporate world is catching on.

At Kamwell, our focus has always been on prioritising people's health and wellbeing. As such, we are pleased to see this is being increasingly adopted by more organisations. This trend not only validates the importance of our decade-long work supporting working people's wellbeing, but also promises a future where work is designed around people, not the other way around.

While it might seem obvious to some, we think it's important to dive into what "Human Sustainability" means. If our peers and clients can synthesise the idea on a personal level alongside us, it blows the potential for creating real and lasting change within the working world, wide open.

What is human sustainability?

Human sustainability refers to the practice of creating and maintaining a world in which humans and nature can exist in productive harmony; ensuring that the social, economic, and environmental resources needed to support present and future generations are continually available and equitably distributed. This encompasses a wide range of efforts and principles aimed at promoting wellbeing, health, and quality of life for individuals and communities, while minimising the negative impact on the planet. Broadly, the key tenets are:

1. **Health and wellbeing:** ensuring access to healthcare, clean water, nutritious food, and a healthy living

Progress Deep Dive



2 Workers

'Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.'



Workers: overview



What we said we'd do:

- Implement and track feedback on our new mindset framework to ensure our team feels and functions well at work.



What we did:

- Introduced bi-monthly Reflect and Connect days to foster team connection and prioritise 'together time'.
- Organised quarterly mindset sessions led by experts from the Kamwell Partner Network.
- Held an open feedback session where each team member shared and celebrated the strengths of their colleagues.
- Reinforced our company values by launching a dedicated Slack channel, providing a space for team members to give each other "shout-outs" for embodying our values daily.
- Launched Walk and Learn initiatives to encourage movement and informal knowledge sharing.



Goals for the next 12 months:

- Continue all existing initiatives as they've been highly impactful and well-received by the team.
- Introduce a new employee feedback mechanism—an Employee Opinion Survey (EOS)—to complement our ongoing feedback touchpoints.
- Establish a formal budget for career development and clearly communicate its availability to the team.

Workers: connection, values & mindset

Reflect and Connect

Last year we trialled a number of initiatives designed to invest in the mindset of our team. What transpired through this process is that what the team was really craving was something much simpler: connection as a team.

We all work from home and live in different parts of South England so regular time together doesn't always happen naturally.

This simple realisation had a simple solution: we implemented bi-monthly Reflect and Connect Days. A whole day to spend together doing something nourishing. No work, no calls, no emails. Just time together.

Values

At the start of 2024 we also set up a 'Values Channel' on our company messaging system (Slack) where we share 'values shout outs' to each other. We want to live and breathe our company values and have found this practice to be an incredibly valuable way to do so.

Mindset

We trialled a few initiatives last year around our team's mindset. This year our focus was on simplifying our approach and making the time we invested in mindset as impactful as possible. With this in mind, we invited experts from our Kamwell Partner Network to deliver sessions to the team on mindset-related topics.





REFLECT & CONNECT
DAYS 2024



Workers: Values

Monday, October 7th

Tuesday, January 7th

ful @Kirsten! For being brave and finding a new path, and I have every faith and trust in the valuable next step. So well done for b

Char 12:32 PM
Ah Zoe, thank you for your kind words and very much echo your sentiment on Kirsten and Emma!

Emma 1:13 PM
Zoe - thank you! What a lovely and generous values shout out to start the year - very much appreciated

Kirsten 4:15 PM
Thank you, Zoe, what a lovely message to kick off the new year with and I totally agree with what you've said about Emma & Char

Char 9:22 AM
Yes yes and yes to this

Emma 9:50 AM
YES!! 100 100 100 Lovely shout-out Zoe and ve-

Kirsten 10:14 AM
Thank you so much @Zoe. I just want to bottle up this message Zoe and thanks Char, Emma too! What a wonderful way to st

Tuesday, March 26th

Thursday, August 15th



Char 2:05 PM

Hello lovely team, I have some values shout outs to make and it's a Thursday afternoon triple-whammy!!

@Zoe for being brave - I love that you recorded your video for socials and even though you find it uncomfortable and weird you come across brilliantly - smart, insightful, friendly. Maybe one day you'll inspire me to be brave enough to do something

@Kirsten also for being brave - for throwing yourself into new things and opportunities, like the LinkedIn list before then. You are the epitome of bravery for me and I respect you so much for your ability to learn and grow

@Emma for being warm - when we had our catch up on Monday I was in my list. After an hour with your understanding, calm, positive energy turning point for me. The to-do list is still long, but how I feel about my brain, as always

Tuesday, March 26th

Well done and thank you Char! It is noted, valued and very much appreciated

Tuesday, October 1st



Char 4:44 PM

Afternoon all, a values shout out to recognise you for being:
 • brave in your continuous risk which can be tricky
 • warm in your communication and humour
 Thank you!



Zoe 10:27 AM

Ah a value shout out, thank you @Emma! I am so pleased to recognise you for being:
 there are so many moving parts, especially when we bring recognition and your help and support with the event, as a dream work!



Emma 4:46 PM

Amen to that!



Zoe 4:50 PM

Guys That was lovely to read, I'm sure you have an even more incredible pool of

Thank you for the value shout out I'll pop another invite to the Quarter ...



Kirsten 5:02 PM

Brilliant job Zoe and well done Char for the shout out! You'll have to fill me in on the entertaining deck!

Zoe 3:54 PM

I would like to do a little Wednesday shout out to @Char for demonstrating for our Dedicated value too - so maybe I'll blur the two to be Dedicated email and workstreams for our new products has not been that straight forward, one takes 3 days on your first attempt...! But thanks to Char's guidance, encouragement and dedication to making HS work for us, we are nearly there.



Emma 5:14 PM

YEAH!



Char 6:22 PM

Ah thank you Kirsten I appreciate your kind



Kirsten 4:01 PM

Love this @Zoe and well done you for shouting it out! I will try her best to find it out. Creating the jobs that you think takes 10 minutes and actually takes 3 days on your first attempt...! But thanks to Char's guidance, encouragement and dedication to making HS work for us, we are nearly there.



Pinned by you Emma 1:41 PM

Our Values

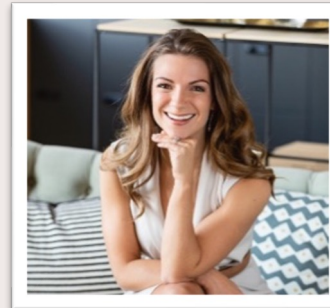
- Brave:** We take risks, stretch our comfort zone, and break convention.
- Warm:** We are compassionate, personable, connected, kind, people-focussed.
- Inquisitive:** We are receptive, open minded, growth orientated and life-long learners.
- Dedicated:** We are committed to our clients, to each other, and to

Workers: Mindset



Yoga Nidra with Ariadne

This effortless and nourishing guided meditation allowed us to take time out of our busy day, so that we could restore our energy levels and resume inner peace.



Money Mindset with Charlotte

This session was designed to help us explore and shift our beliefs, attitudes, and emotional relationships with money.



The life changing benefits of journaling with Andy

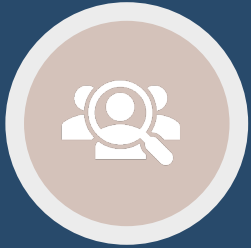
Andy introduced us to the profound benefits of the simple, accessible practice of journaling, which unlocked our creativity and carved out more “me time”.



Laughter Workshop with Sue

This session aimed to harness the power of laughter to boost mood, reduce stress, and foster connection within our team, and it did just that!

Progress Deep Dive



3 Customers

'Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.'



Customers



What we said we'd do:

- Galvanise the positive impact we stand to make with our new business model, with an increased focussed on leaders & managers and wellbeing champions.
- Continue to communicate and campaign for the importance of prioritising wellbeing in the workplace, educating current and new clients on how they can make wellbeing a board level strategic priority.
- Continue to increase opportunities for impact measurement by aiming to conduct a survey after all our initiatives.



What we did:

- Launched our new products, with a focus on leaders and managers and wellbeing champions.
- Successfully worked through our test and learn phase with the new products, piloting our Leading for Wellbeing programme and Culture Catalyst Course with customers. These received positive feedback, and we have since made improvements to align more closely with our customers' needs and our guiding principles.
- Had our most data-driven year yet, with our data and insights services becoming a fundamental element of our customer offering.



Goals for the next 12 months:

- Bring customers along on our Human Sustainability journey, weaving this wider education piece into our communications, planning and delivery.
- Following our test and learn period, work to embed our new offerings with more customers, and extend their impact with existing customers, maintaining a continual feedback loop.
- Streamline our data and insights service to enable us to offer this to more customers, and provide a slicker, faster experience.
- Refine our CRM to enable more effective segmentation and ensure our marketing is more targeted, relevant and valuable.
- Launch refreshed customer feedback survey.

Customers: New products for long-term sustainability

Development of New Products: Advancing Human Sustainability and B Corp Values

Each of these products is designed to help organisations prioritise the wellbeing of their people while simultaneously fostering long-term sustainability and growth.

1. **Wellbeing Strategy**: Create a comprehensive, data-driven and tailored strategy to embed wellbeing into your organisation and advance your human sustainability agenda.
2. **Leading for Wellbeing**: Unleash the power of wellbeing-centred leadership: essential skills to navigate 21st century leadership with grace, confidence, and impact.
3. **Energise You**: An inspiring, high-impact, holistic programme that puts wellbeing at the heart of an organisation, yielding powerful individual and organisational results.
4. **Culture Catalyst Course**: Empower and upskill wellbeing champions to be catalysts for a thriving workplace culture that is powered by wellbeing, equity, belonging and purpose.



Customers: New products in action: culture catalyst course

The Culture Catalyst Course empowers and upskills wellbeing champions to be catalysts for a thriving workplace culture that is powered by wellbeing, equity, belonging and purpose. Harnessing the power of collective action, we create a thriving community of champions that are inspiring and transformational advocates for wellbeing; pivotal drivers of a positive workplace culture; and catalysts for a more equitable and sustainable workplace.

We had the pleasure of piloting our course with the Wellbeing Champions at Elsevier, an already established group of passionate individuals who had not undertaken formal training but were driven to take their role and impact to the next level.



Our pilot course received encouraging positive feedback, along with constructive feedback on areas for improvement. Attendees told us:

- 100% rated the course and trainer as good or excellent.
- Following the course 100% agreed that they felt more confident and empowered to affect change in the context of wellbeing and culture, felt clear about how they can contribute in their role, and had learnt new relevant skills to apply in their role.

"Thanks a lot for this great opportunity to meet, share and grow together"

"Building the action plan was so important and it was great to have a breakout group to talk with about the plan"

"Knowing we're all interested in this and we have each other for support fills my heart and gives me energy to pursue my ideas. Thank you!"

"I really like the break out rooms being small and us connecting with our other champions, we are naturally givers and not that great to apply self care to ourselves, so it was good to have this validated among ourselves, we all learn a bit more about each other and that was create, pure connection and energy and also, a lot of empathy - some sharing were powerful, heart-breaking and a show of resilience!"

We are currently working through some tweaks to content and structure of the course, in line with feedback and our reflections from the pilot, and we are excited to roll out the course to more organisations in the next 12 months.

Customers: data and insights at the heart

We've had our most data-driven year yet, supporting our customers on all stages of their wellbeing and culture journeys, from strategy creation to measuring long-term progress:

Strategy creation: we begin this process with an exhaustive, data-driven discovery phase that meticulously uncovers the root causes of any cultural, structural, and systemic issues. In 2024 we had the pleasure of partnering with The Caribbean Development Bank and supporting them with their strategy creation, including a comprehensive wellbeing survey, in-person focus groups and 121 stakeholder interviews.



Comprehensive wellbeing surveys: while maintaining industry best practice in our approach, we are continually evolving our wellbeing survey offering to ensure it captures the most relevant insights for our clients. This year we've expanded our question set to ensure this is capturing in-depth insights on leadership and management, inclusion and belonging, stress and burnout, and overall cultural context. This has improved our ability to identify the root-causes of sub-optimal culture and wellbeing for our customers.



Interactive dashboards: we continue to offer a comprehensive view of all wellbeing-related data via our personalised dashboards, making it easier to assess and measure the impact of all wellbeing initiatives. With all relevant data in one place, it provides a comprehensive and clear view, allowing areas of success and opportunities for improvement to be identified and acted on.

Looking ahead, we are committed to maintaining a thorough and robust approach to data and insights for our customers, as a key enabler to any successful wellbeing and culture strategy. We are looking to further streamline our offerings in this space, exploring partnerships to enable us to achieve this.

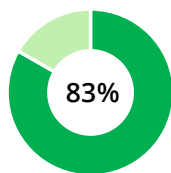
Customers: Case study: **Simplyhealth**



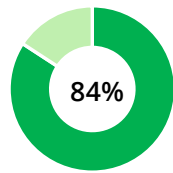
Spotlight on Simplyhealth's All Together Healthier programme

In 2023-24, we made significant progress with one of our key customers, [Simplyhealth](#). We run Simplyhealth's annual wellbeing survey along with helping to run core strands of the wellbeing programme, All Together Healthier (ATH), together with their People team. The programme has evolved considerably over the last 5 years, and our latest health and wellbeing survey (in its fifth year) has shown impressive progress and a significant shift in overall experience and positive sentiment.

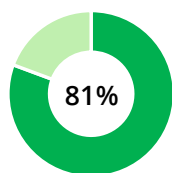
Key highlights demonstrating the wider impact of our work in 2023/24:



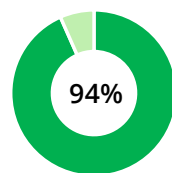
agree Simplyhealth is a **great place to work**
(▲10% - 5-year high)



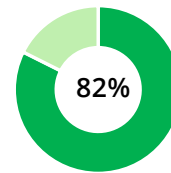
agree Simplyhealth demonstrates a **commitment to their wellbeing**
(▲13% - 5-year high)



agree their manager **takes action to support their wellbeing** (▲12%)



rate the ATH programme as **good or excellent** (▲3%)



agree that the ATH programme **provides inspiration and motivation** to improve their wellbeing
(▲5% - 4-year high)

Alongside these brilliant results we found that colleagues were exercising more frequently, taking more time to recharge their batteries, and seeing improvements in their financial wellbeing.

"[Most memorable moment for me is] The colleague panels where it really brings things to life, real life examples and scenarios with people you know."

"The Transgender talk was great, I currently have someone in my family going through this and it was just so good to see that there is a lot of help out there."

"The recent session with Sally Gunnell has made me think about getting back into running and not being worried about how slow I might be."

"[Following a financial wellbeing session] I have learnt to manage my savings better to get closer to achieving my goal of buying a home."

We are extremely proud of the wide-ranging impact of our partnership with Simplyhealth and look forward to continuing our forward-thinking approach into 2025.

Customers: Testimonials

“

Kamwell has been our strategic wellbeing partner since the inception of our wellbeing programme, supporting us with an initial Discovery Phase through to strategising, planning, orchestrating, and delivering our programme. Not only have they helped us work through our challenges with solutions and best practice, but they have also enabled us to exceed our objectives in a short space of time. They work shoulder to shoulder with us on the programme and have helped us to create a more caring and compassionate workplace culture. Their support to create, build, establish and embed MindLife into our DNA has been a catalyst for culture change and we could not have created this genuine and authentic focus on wellbeing without their leadership, partnership, friendship and support. This is one of the closest examples of a strategic partnership you will see.

MindLife Wellbeing Lead at Elsevier

We worked with the fabulous team at Kamwell to inspire our TechWomen to notice and diagnose their physical and mental wellbeing and take positive action. The programme fits brilliantly with our broader wellbeing offering at BT and feedback so far has been fantastic.

Managing Director, IT at BT Group

Without Kamwell's input, we wouldn't have made such a radical change to the company culture. It's now a much better work environment for the younger people joining us. We couldn't have kept the momentum up without outsourcing so much of the Wellbeing side to someone who knows what they're doing!

Managing Director at Cambridge Vacuum Engineering

Kamwell are great to work with and we have really enjoyed building our relationship with the team as we start our wellbeing journey.

Director of Employee Engagement at RELX

Kamwell has helped us create a global wellbeing programme, spanning multiple geographies and engaging thousands of our employees, resulting in us winning the CIPD Award for Best Health & Wellbeing Initiative. Kamwell has guided us, supported us and helped us get more value than we could ever have envisaged.

Chief Executive at LexisNexis Risk Solutions Group

I have spent the past 6 months working with Kamwell to create a staff wellbeing strategy for our organisation. This journey has been a total whirlwind of innovation, creativity, determination, co-production and collaboration. The teamwork and commitment to get this right for our organisation was inspiring and the end product is nothing short of phenomenal.

Associate Director OD & Learning at NHS Lothian

I would highly recommend Kamwell to any organisation. They have been our Health & Wellbeing partner of choice for the last 4 years and have really over-delivered on that partnership.

Director of Leadership and Development & Colleague Experience at Simplyhealth

Customers: Testimonials

The team at Kamwell have been incredible to work with – knowledgeable, flexible, approachable at all times and they have worked hard to understand our needs and provide an experience that has resonated extremely well with our people. I am looking forward to working with Kamwell on the next stage of our journey.

Human Resources Manager at Birmingham City University

We have really valued all that Kamwell has done to help us to develop our wellbeing strategy. From the outset, it was clear that we were working with a team of experienced consultants who were determined to gain an in-depth understanding of our organisation. They were utterly flexible, 100% reliable and always available to respond to queries. They have energised our thinking and I have no hesitation in recommending them.

Senior Deputy Head at Highgate School

Kamwell provided expert advice and helped us as we embarked on our journey to develop an integrated Wellbeing programme. Kirsten partnered closely with us to understand our requirements: her flexibility and commitment to deliver to us as a customer was exceptional. I would highly recommended both Kirsten and Kamwell if your organisation wants to move their Wellbeing agenda forwards.

Head of Human Resources at Balfour Beatty

We are delighted with the positive experience we have had working with Kamwell - they have advised, guided and supported us through the entire process and have been exceptional partners to work with.

HR Manager at Eisai Europe Limited

Kamwell has helped us develop a holistic wellbeing programme that has brought people together, raised awareness, inspired employees to care about their wellbeing, and increased productivity and performance.

HR Business Leader at Tata Consultancy Services

We have had a consistently positive experience with Kamwell - both with the wide variety of topics and speakers available and the bespoke approach we've taken sometimes. We are grateful for Kamwell's exceptional service and look forward to our continued collaboration.

ERG Lead at Integral Ad Science

We would highly recommend Kamwell as the wellbeing partner of choice. They are extremely professional, experienced, knowledgeable, and collaborative – a great experience all round!

Head of Engagement and Wellbeing at Reynolds Porter Chamberlain

Progress Deep Dive



4 Environment

'Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.'



Environment: overview



What we said we'd do:

- Continue to be guided by our Virtual Office Stewardship Policy.
- Find ways to engage more of our clients through educational sessions on environmental issues.



What we did:

- Maintained alignment with our Virtual Office Stewardship Policy to minimise environmental impact.
- Onboarded new environmental experts to educate the organisations we partner with.
- Delivered impactful sessions to staff at CGIAR, the world's largest global agricultural innovation network, supporting their mission for a world free of poverty, hunger, and environmental degradation.



Goals for the next 12 months:

- Deepen our engagement with environmental awareness days (e.g., Earth Day, World Ocean Day, Plastic Free Day) by creating blog posts, sharing actionable tips, and emphasising the intrinsic link between environmental sustainability and wellbeing.
- Raise awareness across our network about the interconnectedness of environmental health and workplace wellbeing.
- Collaborate with another B Corp with a strong environmental score to exchange skills and insights, helping us enhance our environmental policies and practices as a small business.

Environment: virtual office stewardship

As a fully remote team, we operate with an inherently low environmental footprint. Our lack of a physical office eliminates the energy use, waste generation, and emissions typically associated with on-site operations. Additionally, we do not travel for work, significantly reducing our carbon emissions compared to businesses that require frequent commuting or flights.

As we produce no physical products, our operations do not contribute to resource-intensive production processes or waste generation. While this setup naturally limits the ways we can directly address environmental impact, we remain committed to promoting sustainability by aligning with environmentally conscious policies, collaborating with experts to educate our clients, and advocating for the intrinsic link between environmental health and workplace wellbeing.

We continue to be guided by our Virtual Office Stewardship Policy.



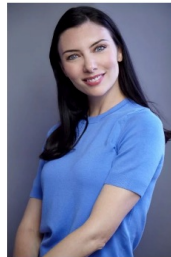
Environment: education

Where we stand to make the greatest impact is by connecting our clients with expert voices who can inspire action and drive meaningful change.

Over the past year, we've worked hard to onboard a diverse group of climate and wellbeing experts, ensuring we can offer fresh perspectives and specialist knowledge tailored to the unique challenges our clients face.

By facilitating these powerful conversations, we're helping organisations embed sustainability and wellbeing at the heart of their workplace cultures, amplifying our impact far beyond our own operations.

Partners: Through an Environmental Lens



Melissa Re

Session: Zero Waste Living

Melissa is known for her engaging and inspiring workshops that combine her unique areas of specialisation in stress management, creativity, clinical hypnotherapy, dream interpretation, mindfulness and meditation, mythology, depth psychology, and yogic philosophy.



Professor Martin Siegert

Session: Climate change & wellbeing: how we should inhabit Planet Earth

Prof. Martin Siegert is the Deputy Vice Chancellor at the University of Exeter, where he is responsible for supporting the 2030 target for net-zero greenhouse gas emissions.



Andy Hix

Session: Saving the Planet, Mindfully

Andy is a committed climate activist and uses his drive to also advocate the benefits of mindfulness, combining his two passions.



Climate Change Coaches

Session: Climate Change: From Alarmed to Activated

Sarah Flynn is co-author of the Climate Change Coaches' book "Climate Change Coaching: the power of connection to create climate action", and a working coach with a background in psychology.

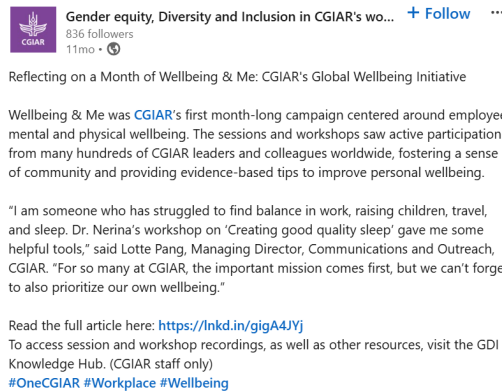
Environment: spotlight on our customer CGIAR

CGIAR is the worlds largest global agricultural innovation network, working towards a world free of poverty, hunger and environmental degradation. Uniting international organisations engaged in research about food security, their research aims to reduce rural poverty, increase food security, improve human health and nutrition, and sustainable management of natural resources.



We were delighted to establish our partnership with CGIAR in 2023, supporting their '[Wellbeing & Me](#)' programme.

We are proud to support their passionate and dedicated employees across the globe, committed in their work towards crucial sustainability goals.



We have supported CGIAR employees on a variety of topics, including:

- Positive leadership
- Essential stress management skills, and avoiding burnout
- Work-life balance and boundaries
- Financial wellbeing
- Optimising sleep
- Mastering communication and dealing with conflict



We look forward to continuing our work with CGIAR and ensuring their employees have the support they need to take care of themselves, while working to take care of people and planet amidst a climate crisis.

Progress Deep Dive



5 Community

'Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.'



Community: overview



What we said we'd do:

- Maximise the impact of our team's two volunteering days per year.
- Continue expanding our Knowledge Partner Network (KPN) to bring in a more diverse range of expert voices.



What we did:

- Half of our team took full advantage of their volunteering days, dedicating their time to causes they're passionate about, allowing us to contribute to the community in meaningful ways.
- We proactively expanded our KPN, intentionally bringing in a broader spectrum of voices that offer unique, valuable perspectives.
- Our CEO, Kirsten, has been actively advocating for human sustainability, sharing its importance through public events such as LinkedIn Lives and industry forums. This not only amplifies our message but also extends the impact of our work beyond our direct clients.



Goals for the next 12 months:

- Team: Increase the use of volunteering days from 50% to 100%, including exploring causes that resonate as a team, creating opportunities for collective impact.
- Upskill the Team: Offer targeted training to equip our team with new skills and enhance their contributions to both internal and external initiatives.
- Partners: Continue to diversify our KPN by onboarding more DE&I and international experts to ensure we represent a wider range of experiences and perspectives.
- External Communications: Build on our position as thought leaders by continuing to engage with the public through events and platforms, spreading awareness of human sustainability and the positive impact its can have in the workplace.

Community: Continuing the Diversification of the Kamwell Partner Network (KPN) and topics

During the past year we have proactively expanded our network to include a broader range of voices that bring unique insights. By staying agile, we've also been able to swiftly respond to attendee feedback on topics they would like discussed and address urgent issues impacting people. Below is a snapshot of some of our focus areas:

International representation

We now have partners located in Singapore, Bali and South Africa, who have been able to deliver sessions through a different cultural lens.

Neurodiversity

Introduction to neurodiversity workshops
The intersection of neurodiversity and self confidence

A burnout pandemic

Burnout to balance
Navigating stress and building resilience
Boundaries workshops



The Kamwell Partner Network

“at the core of everything we do”

Women's Health

Understanding fertility
Endometriosis and PCOS
Understanding your pelvic floor
A guide to menopause and HRT

Taboo topics

Trans 101
Taboos in Wellbeing
Addictive Behaviours
Emotional Abuse

Cost of living crisis

How to cultivate a healthier relationship with money
Money and mental health
Top 5 financial wellbeing tips

Community: volunteering



Progress:

This year, our team made valuable contributions through volunteering, with our CEO taking on the role of Chair for the Childhood Tumour Trust and our Customer Success Account Manager supporting a local food bank on a weekly basis.

We're very proud of the work they have done.

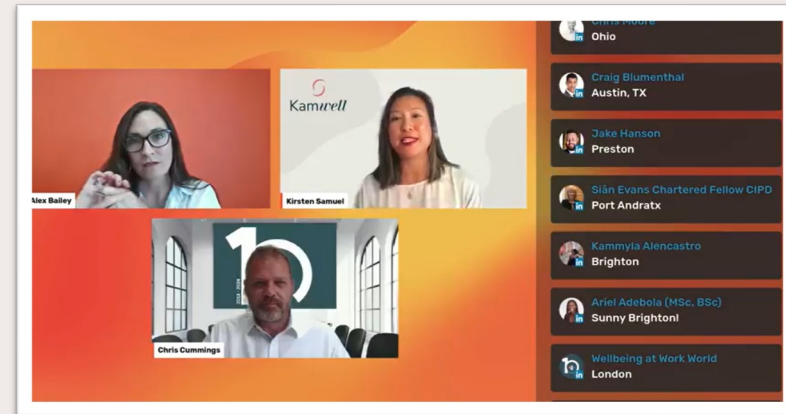
Challenges:

We had hoped to find a cause we could all support as a team, but many charities require longer-term commitments, which didn't align with our current capacity. Moving forward, we're excited to explore more flexible, one-off opportunities that allow us to increase participation and have an even greater collective impact in the future.

Community: campaigning

Over the past year, we've actively sought opportunities to raise awareness and share our mission on wellbeing, culture, and human sustainability beyond our client base.

Through various public events, such as LinkedIn Lives, industry webinars, and guest speaking engagements, we've engaged with broader audiences to 'bang the drum' on the importance of creating sustainable, people-centered workplaces. These events have not only allowed us to showcase our expertise but have also provided valuable platforms to engage with thought leaders and organisations that share our passion for fostering healthy, thriving cultures. We're excited to continue amplifying our message and expanding our reach in the coming year.



LinkedIn Live discussing human sustainability



Public session with Sally Gunnell OBE

COO letter & closing words

As we reflect on the progress we've made this year, we are proud of the meaningful impact we've had within our customer base and beyond, and across all five B Corp impact areas. We have worked hard to align our business ever closer with the values that fuel the B Corp movement and taken strides to ensure our business is a force for good.

Our commitment to living our values and driving positive change continues to guide our journey, and we are excited about the opportunities ahead. While we recognise that there is always more to be done, we remain deeply committed to pushing the boundaries of what's possible and we are excited to, as a team and together with our stakeholders, forge forwards with the goals we have set out for the next 12 months.

Thank you for being part of our journey!



Emma James – COO