

# **Sustainability** **Annual Report** **2023**



i am: **Jeff Dill**



A handwritten signature in black ink that reads "Jeff".

(He/Him/His)

**My Vynamic Colour**  
Energetic Red

## Statement from the CEO

As we conclude the second year of Vynamic's Sustainability Council, we are excited to reflect on what we have accomplished. Anticipating 2024, we look forward to continuing to make thoughtful changes at Vynamic, inspire our employees to make small shifts at home, and actively engage in impactful initiatives within our local communities.

Sustainability stands as a foundational pillar if we aspire to foster a healthier world.

This year, the convergence of healthcare and climate change has become ever more apparent. Air quality, clean water and heatwaves have all affected our team and clients this year. It is more imperative than ever for the health industry to transform our operations in the pursuit of a healthier planet.

While Vynamic's signature all-company events are integral to our culture, we acknowledge that convening our entire workforce in one location leaves a carbon footprint. After measuring the impact and conducting a thorough vendor assessment, Vynamic has, for the first time, offset the carbon footprint generated by hosting these events. Taking accountability for our climate impact is paramount to supporting the well-being of our people, communities, and the planet.

We are actively working towards empowering our team to make better choices at home, establishing measurable climate impact goals for Vynamic, and integrating sustainability into our day-to-day. Our aim is to transform these efforts into a reality, creating a planet that is not only sustainable but thriving.

Through our actions and intentions, we hope to inspire our clients and colleagues alike to make enduring changes, commit to sustainability goals, and help build a more sustainable, healthy planet together.

## Our Sustainability Team



"For the first time we calculated our emissions from holding all-company events and offset the associated carbon impact. This is a huge step in Vynamic's journey and I am proud we took responsibility for such events by funding three amazing carbon reduction initiatives." – **Ollie May**



"Having an opportunity in 2023 to drive an evaluation of sustainability audit partners to set the stage for truly embedding sustainability as a business process is an exciting step forward to making an ever-larger impact for Vynamic – this was my highlight for the year." – **Matt O'Dell**



"This was the first year that we had a Community Action Day get-together with my fellow coworkers in Southern California. Our team was able to partner with Surfrider, a foundation that environmental organization that works to protect and preserve the world's oceans, waves and beaches. It was a great day that we were able to replicate across a number of our locations." – **Connor Lippincott**



"The highlight of 2023 for me was holding the pilot group session for a sustainability app for Vynamic! I loved seeing how engaged our community is with sustainability, their eagerness to learn new tips and tricks, and their interest in the inter-workings of carbon offsets. Their curiosity inspired an entire session about all things carbon offsets with our offset vendor. I'm excited to continue the momentum of building off our community interest to provide learning sessions in 2024!" – **Bridget Leyden**



"I was so happy to work with Ollie & Rosanna, as well as the rest of the Trending Health team, to use our platform to address the links between environmental sustainability and the health industry. Their episode focusing on climate change and healthcare was so thoughtful and well-received, I look forward to having them on again in years to come, hopefully with more and more positive news to share." – **Mike Liberto**



"My 2023 highlight is having the opportunity to join a team that is dedicated to having an actual impact on sustainability. Taking ownership, driving initiatives and delivering value in a space that requires critical and significant action – I am excited to join such an epic team!" – **Rosanna Vellacott**



"My 2023 highlight was partnering with charities like FoodCycle, Bees for Development and Hackney City Farm who prioritise sustainability in their missions. This year's charity selections could not have been done without the London team, and I am grateful for their passion and energy that they brought to every event." – **Steph Ng**



"Echoing some of the callouts from the rest of this team, I had a hand in planning many of the opportunities to support charity and community organizations, and it was so exciting to see the entire Vynamic team really wanting to support organizations that focused on environmental sustainability!" – **Melissa Marsili**

## Our Strategic Initiatives

We are actively working towards our Sustainability Vision through our four strategic priorities and collaborating with organizational leadership to bring sustainability and conscious decision making to our team.

### Our Vision: To lead our communities in building a sustainable, healthy planet

#### Enable our people to make a difference – Bridget Leyden



Our goal is to provide our community with the resources to make real changes in their lives. We know small changes make a big difference and we work to empower our people to make meaningful changes. We've worked to do this through:

- Holding our 2nd Annual Green Games, a company-wide competition aimed to encourage employees to make small sustainability focused changes in their day
- Holding a Net Zero and Carbon offsets educational session
- Creating a sustainability 101 educational series posted on Veeva Engage to provide definitions and bit-sized pieces of info on basic sustainability topics

#### Establish and reach measurable climate impact goals – Matt O'Dell



We moved beyond simply measuring our carbon footprint to looking how to embed sustainability as a process, including how to work with an independent 3rd party auditor to verify our emissions and validate our emissions reduction plans:

- Identified and vetted best-in-class sustainability audit vendors
- Selected a preferred audit partner given their capabilities, reputation, health industry experience, and ability to reach top 1% in Ecovadis sustainability ratings.

Vynamic is also energized by our parent company, Inizio, for publishing its Science Based Targets this year, and we look forward to helping them achieve those goals:

- By 2031:
  - Decarbonize operations by 46.2%
  - Reduce supply chain emissions by 27.5%
- By 2040:
  - Net Zero

#### Weave sustainability into our company day-to-day – Connor Lippincott



To achieve this imperative, our team focused on making our two major Signature Events the least emissions-intensive and most sustainable ever. To achieve this, we

- Estimated the emissions associated with travel to and from each event
- Offset those emissions with Furthr
- Partner with all venues and vendors to not use single use plastics for the duration of the event
- Aim to work with food vendors who commit to compost leftover food

#### Expanding our impact and external engagement – Steph Ng and Ollie May



To continue developing our approach to external engagement and influencing both our clients and professional networks we:

- Leveraged the materials and resources created and developed since 2022 to prepare a proposal for the NHS Sustainability Framework
- Released the "Climate Change: A Public Health Emergency" Trending Health episode where Vynamos Jen, Ryan, Ollie and Rosanna discussed how healthcare systems are grappling with the impacts of climate change and the multi-pronged approach required to address the accompanying public health crisis.
- Prepared and developed further eminence on the topic of what healthcare systems are doing to drive their net zero transformation goals.
- The team aims to release an eminence series in early 2024, demonstrating the progress made since the release of the NHS Trust Green Plans, and highlight specific Trusts who have actioned their various initiatives.

## Carbon Offsetting

Every year Vynamic hosts two in-person, all-company events: Summit Up and Healthiest Day. These are a vital part of our shared culture and keep us connected across our four hubs. However, we recognize that convening our workforce creates a carbon footprint.

This year, for the first time, Vynamic measured the carbon impact from holding Summit Up and Healthiest Day. With this information a vendor assessment was conducted to identify a Carbon Offset Partner that aligned with Vynamic's values. Vynamic was delighted to partner with Furthr to offset the carbon impacts from these signature events.

In collaboration to Furthr's expertise, Vynamic selected a portfolio of three projects to fund. These projects remove carbon from the atmosphere – either from reforestation, reducing the need to boil water or more efficient cookstoves. The three projects contribute to numerous United Nations Sustainable Development Goals (SDGs) and are accredited by leading offset bodies.

### Mangrove Restoration Project

Indus Delta, Pakistan



Located across the Indus Delta within Sindh, Pakistan's third largest province, this large-scale mangrove program is restoring circa 226,000 hectares of degraded delta banks with remnant mangrove forest, protected and monitored over a 60-year lifespan. 'Delta Blue Carbon' has already been operational for six years, restoring more than 86,000 hectares of degraded mangrove forests and tidal wetlands. This project offsets emissions by reducing carbon released in the atmosphere.

#### SDGs (6)

1

2

3

4

15

14

10,000 local area jobs to stimulate economy

Over 9,000 community members benefit from restored living jobs

800 members receiving access to education including adult literacy for women

10% of degraded dry mangrove forest restored in the largest such area in the world

Restoration of 3 species from near-extinct level

#### Accreditation (VCS/CCB)

Verified Carbon Standard **CCBA**

#### Key Elements:

- ✓ 242k tonnes of CO2 reforested yearly
- ✓ 10.4k active employees
- ✓ 80k ha total area planted already
- ✓ 350k ha total delta site area

### Community Safe Water Access

Mozambique



This program rehabilitates and maintains rural water infrastructure, whilst training communities to manage the water source into the future. On top of improving the health of local communities by providing them with clean water, and improving the life quality of those who previously needed to travel long distances to obtain clean water, the program reduces emissions by decreasing reliance on firewood for water purification, via funding clean energy alternatives.

#### SDGs (4)

3

5

6

13

Reduced exposure to household air pollution and water borne diseases

Reduction in poverty for women carrying out unpaid domestic duties

Provide access to safe water for communities

Reducing the amount of biomass being burned

#### Accreditation (GS VER)

Gold Standard for the Global Goals

#### Key Elements

- ✓ Water Committees created for each pump
- ✓ WASH training programmes implemented
- ✓ Inherent focus on improving quality of life
- ✓ One of the very first Gender Equality SDG certs in the industry

### Domestic Energy Efficiency

Uganda



Most families living in Uganda cook currently with traditional three stone fires or open fires which create serious health implications for locals. This means that a lot of time is spent for firewood collection, causing deforestation and land degradation. To address the above issues, the project is implementing energy efficient cookstoves to households within three districts of Uganda. These implementations will allow households to cook the same amount of food using less firewood and reduce their health issues from smoke. The total emission reduction from the disseminated 25,600 improved cookstoves will be around 480,976 tonnes of CO2

#### SDGs (3)

Certified Contributions include:

3

7

13

Implementation of 25,600 improved cookstoves (ACE)

22,488.9 users involved

294,284 tonnes of carbon reduced since the project start

#### Accreditation (GS VER)

Gold Standard for the Global Goals

#### Key Elements:

- ✓ Training and employment provided for 20 users
- ✓ Hygiene campaigns carried out among users
- ✓ Each stove avoids 2.9 tonnes of CO<sub>2</sub> per year
- ✓ 90% of users reported saving costs due to usage



Scan the QR code to learn more about the projects Vynamic has funded this year


## All Company Education

### Net-Zero and Carbon Offsetting


Henry, Co-Founder of Furthr, shared what is Net-Zero, why does it matter and how Carbon Offsets fit into the global climate change solution.

Net Zero-Aligned company climate action must follow the below... In priority order!


Measure



Reduce



Offset



**?** What's Net Zero vs Carbon Neutral?

Get an understanding of your emissions...

Reduce whatever you can, focussing first on what is material...

Then Offset What You Can't Reduce Yourself

## Community Engagement

At Vynamic, we believe it is important not only to promote Sustainability internally, but also in our surrounding communities. Each year, the Vynamic team makes financial contributions to community organizations and promotes these important causes across our networks. Beyond monetary donations, our team members also commit their own time to support Sustainability in our communities.



### London's Community Action Day – Hackney City Farm

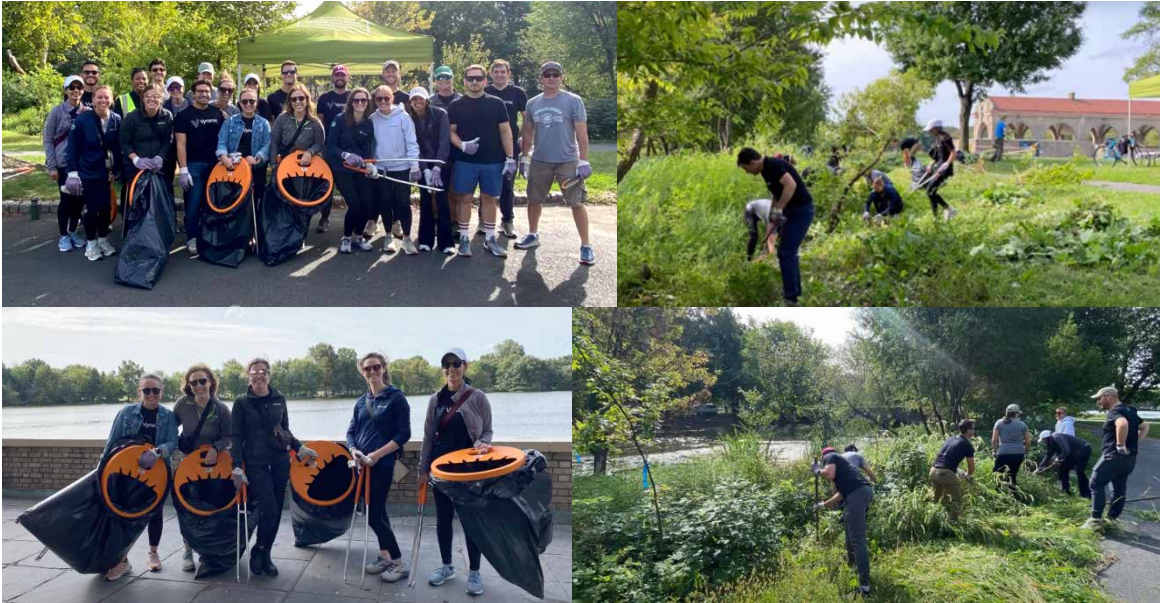
For Vynamic's inaugural Community Action Day, the London team selected Hackney City Farm for their volunteer event. The farm is home to various social enterprises and community groups that focus on providing children and adults the opportunity to experience farming right in the heart of the city. The aim is to be a centre for environmental improvement and a hub for projects for the improvement of the community and local environment.

The London hub helped by supporting the Hackney City Farm team throughout their daily responsibilities of cleaning out the stables, composting and many other activities required to keep the farm running!



## Philadelphia's Community Action Day – Fairmount Park Conservancy

For our first ever company-wide Community Action Day, a group of Philly Vynamos partnered with Fairmount Park Conservancy to clean up Philly's largest park! We removed invasive plant species and collected trash throughout, enjoying a beautiful day and all the parks had to offer. Our 25 volunteers collected five bags of waste and removed 20 bags of invasive species plants!



## California Community Action Day – Surfrider Foundation

Our team in California kicked off a new partnership with the Surfrider Foundation, a non-profit environmental organization that works to protect and preserve the world's oceans, waves and beaches. Four of our team members across Los Angeles and San Diego met up on Oceanside Pier to clean up 30 pounds of trash along the beach.



## Boston Community Action Day – Esplanade Association



### DONATIONS



### Green Games 2023

For our Second Annual Green Games, the team used Earth Day as an opportunity to hold a friendly competition between our hubs. Thirty-seven Vynamos participated by posting a picture of an action they took that day that had a sustainability aspect – whether it was composting, mulching a garden, or even just unplugging and taking the dogs for a walk. In the end, both our Durham and London offices won the competition, earning a happy hour at local sustainability-focused establishments.





This year the London Hub won the Green Games - a challenge set by the Sustainability Council in honor of Earth Day in 2023 where Vyanmos were tasked with choosing a 'greener' activity to complete (and post evidence of) in May this year. To celebrate our success, we hosted a London Hub event for the team to pot and plant their own mini herb gardens. We led the team through planting 3 herbs each (with the choice of thyme, rosemary, oregano, mint, coriander and basil). The team now have a mini herb garden at home - Sustainability for our herb-an living!



### Durham

The Durham Hub came together this Spring to showcase their eco-friendly ways of living for the second annual Green Games. Highlights included: the use of a battery-powered lawn mower, walking to daycare dropoff, using recycled boxes for a home move, and gardening with environmentally friendly products. The team earned a Sustainable Happy Hour at Fullsteam, a brewery that partners with local farmers to “buy local to brew local.” To date, they have raised over \$800k to give back to the local farming community.



## Hub Highlights

### FoodCycle

For 2023, the London Hub voted to partner with FoodCycle for a second year in a row to support their vision to make food poverty, loneliness and food waste a thing of the past for every community. The team participated in two FoodCycle Food Invention Challenges, a volunteer day where the team focused on cooking with surplus ingredients sourced from the community, promote healthy, sustainable attitudes towards food and its impact on the environment, and help people to learn more about healthy food. Our small, but mighty teams of 6-7 were successful in creating over 40+ three course meals ranging from vegetarian starters, mains and multiple dessert options. The London team then hand delivered the meals to St. Mungos, a homelessness charity located in Vauxhall.



### Bees for Development

In addition, London's Community and Health & Care teams collaborated on this year's final Community event to support Bees for Development. They are a global charity that works to promote sustainable beekeeping to combat poverty, build resilient livelihoods and benefit biodiversity. The team spent the evening painting bees and learning through bee trivia with the top 3 scorers winning prizes like donations to "Start a Bee Business" project in Ghana and sponsorships for bee resource training for young people in Ethiopia.



## Future Ambition

We're so proud of the progress our Sustainability Council has made in year two! Vynation has seen many of our efforts come to fruition through offsets of our signature events, sustainability focused volunteer events and our new 101 educational series, but we have done an equally large amount of work in the background.

We've earned a Silver Medal for our EcoVadis submission and landed in the 92nd percentile when compared to other companies like us. We laid the groundwork for conducting our first emissions audit and we conducted 6-month long emissions vendor assessment to identify a best-in-class partner that would fit our working style.

As we gear up for 2024 with refreshed goals and strategic priorities, we want to take the time to sincerely thank each and every one of our council members for their dedication and hard work this past year. We rely on their passion, drive and willingness to dedicate their time and energy to council initiatives to make progress, and this year they have gone above and beyond. Amazing work team! We can't wait to tackle our 2024 goals!



Bridget Leyden



Connor Lippincott

