



Impact Report
June 2022 - March 2023

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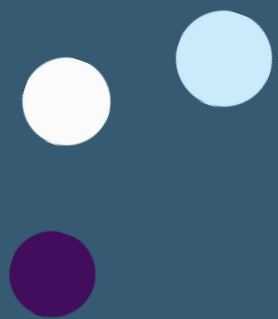
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This Impact Report summarises the actions we have taken to live our commitment to build a thriving business which delivers a positive impact for our clients, people and the planet. We have also detailed where we can do even better and how we'll build on our achievements to date in the future.



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Governance	Team	Clients





Introduction

**HOW DO
WE DO
THIS
BETTER?**

HOW CAN WE DO THIS BETTER?

Curious Health was born out of a belief that health agencies can do things better.

For clients, teams and the planet.

Every day, we ask ourselves *how can we do this better, and with more impact?*

Since our launch in June 2022, we have been building a thriving business which delivers a positive impact for our clients, our people and the planet.

This Impact Report details the actions we've taken, and what we want to do better in our second year. We have structured this report around the requirements of the B Corp Standard. We will be submitting our impact assessment by June 2023.

MAKE THIS

WORLD

BETTER

VALUES GUIDE

OUR ACTIONS

AND DECISIONS

WE BELIEVE IN THE POWER OF WHY

We are optimistic and believe that being questioning challenges us to do things better every day. A questioning mindset has never been more important in a fast-changing world. We challenge ourselves and our clients to deliver real and long-lasting impact by understanding their own 'why' and delivering amazing campaigns that deliver against it.

We are lastingly mindful of our team, community, and beautiful planet.



ALWAYS DELIVER

We are dedicated to delivering brilliant results that our clients will be admired for.



SHOW YOUR SPIRIT

We make sure our personalities show up in our work and we don't take ourselves too seriously.



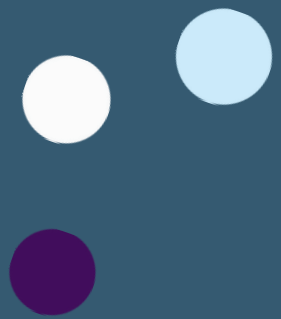
COLLABORATE AND CELEBRATE

We collaborate and celebrate often. Whilst we can work from anywhere, we spend meaningful time together as a team.



BE RESPECTFUL

We are respectful of people's right to disconnect. Our business is built on our different experiences and perspectives.



Governance

SIGNED UP TO THE BETTER BUSINESS ACT

In our Articles of Association we've promised to advance the purpose of Curious Health, not only for the shareholders, but also in a way that benefits, and reduces harm, for wider society and the environment. This makes it a legal obligation.

ETHICS POLICIES AND PRACTICES

We have a written code of ethics and whistleblower policy. As a business operating in the highly regulated sector of pharma/biotech, we ensure that all team members understand, and fully apply, our industry Code of Practice.

SOCIAL & ENVIRONMENTAL DECISION-MAKING

We run training and workshops for the team on climate change and sustainability. We measure our carbon impact and invest in measures to offset it. Our appraisals include a review of how team members have contributed to our efforts to build a business that benefits wider society and the environment.

COMPANY TRANSPARENCY

Our monthly agency meetings cover everything the team needs to know: Financial performance of the business and any actions the team need to take; New business pipeline and organic growth; Operational policy or practice changes, inviting feedback from the team; People and client updates; Progress made in building a business that benefits society and the environment.

FUTURE FOCUS

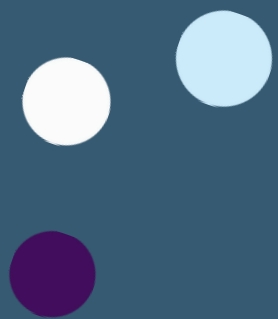
STAKEHOLDER ENGAGEMENT

In FY24 we will define our stakeholders and create a mechanism in order to engage them on issues of our social and environmental performance.

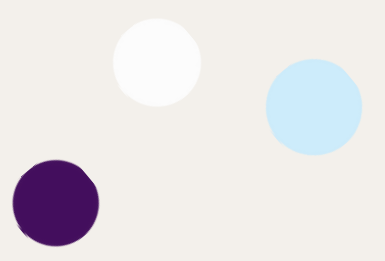
SOCIAL AND ENVIRONMENTAL KPIS

Our business plan for FY24 will include KPIs and metrics to track our social and environmental objectives.





Community



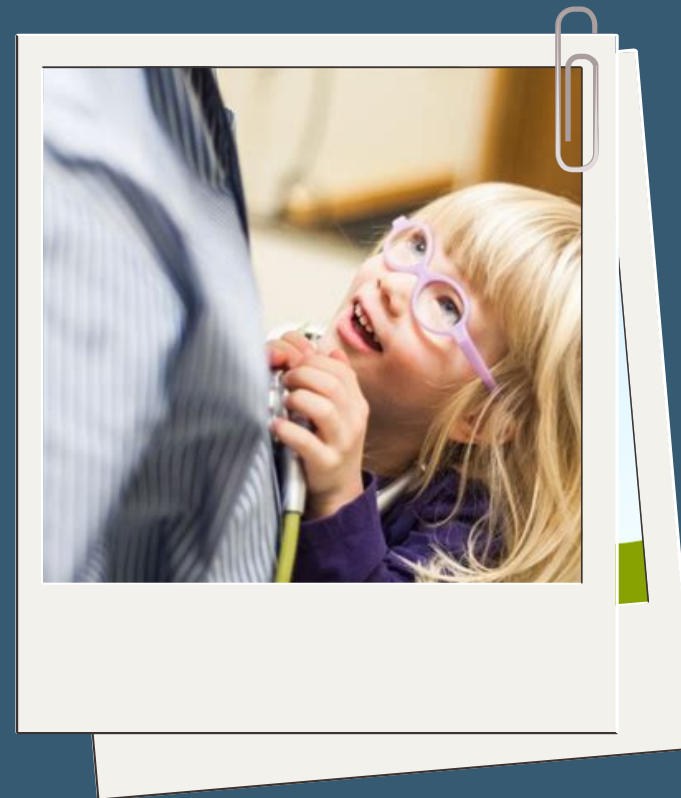
GIVING BACK OUR TIME

We have promised that 10% of our time spent with clients is made up of pro-bono work and volunteering hours. Each team member is encouraged to spend 15 hours each year volunteering for a cause that is important to them. This can include hours dedicated to supporting the healthcare communications industry, a community we are proud to be a part of.



WELLCHILD

Our first pro bono client is WellChild; we have partnered with them to amplify existing content and stories that put their work with families at the front of the conversations relating to children with complex health needs, helping them forge relationships with external stakeholders. In FY23, we spent 60 hours supporting the organisation.



A MEMBER OF THE COMMUNIQUE AWARDS STEERING COMMITTEE

The Awards exist to elevate and celebrate excellence in the healthcare communications industry. The Committee is responsible for ensuring the Awards evolve with the environment we work in to raise standards, drive innovation and improve the systematic measurement and evaluation of our work.

SHARED CAREERS ADVICE

Keynote speaker at the University of Kent's careers week, providing advice to students on finding a job in PR, advertising and marketing. These students were due to graduate in 2023, a cohort particularly impacted by the COVID restrictions 2020-2022.

CHAMPIONED PRO-BONO WORK

Participated in a Healthcare Communications Association webinar to champion pro-bono work across our industry and discussed best practice.

ADVISED ON GRANT IMPACT

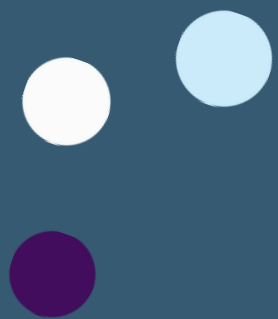
Took part in equitysport's grants programme by helping to evaluate and decide which of the organisation's programmes would make the greatest impact on sports development and mentorship programmes in Eastern Africa

FUTURE FOCUS

DEFINE PRO BONO CLIENT IDENTIFICATION PROCESS FURTHER

In FY24 we will agree a process for identifying additional pro bono clients which aims to ensure equity of access to the offering, aiming to reach organisations that wouldn't normally be able to access PR consultancy pro bono.





Team

INVESTMENT IN OUR TEAM

We've got a realistic business plan, which means that we recruit carefully ahead of revenue. The result? Our team have the headspace to do the job they are capable of doing and avoid burn out.

We've gone from a team of two to six in less than a year.





ENSURE OUR TEAM FEEL SUPPORTED AND EMPOWERED

A PSYCHOLOGICAL SAFE SPACE

We run workshops that enable us to build an agency that promotes psychological safety. These are designed to help us understand ourselves, and each other so that we can respect each others differences and work as a high performing team.

A CULTURE OF AUTONOMY

We focus on outcomes and not processes or clocking time at a certain location. We deliver exceptional communications programmes that drive impact and delight our clients. How, when and where that is done is up to each team member – whilst being accountable to each other.

VITALITY HEALTH INSURANCE

When things do go wrong, we want the team to have access to comprehensive support and care. This includes access to a private GP, mental health services, counselling, physiotherapy, the Headspace mindfulness app, dental, optical and hearing cover and rewards for being active.

COMMITTED TO DEI

Curious Health is built to celebrate diversity and create an environment where everyone can thrive. This will be accomplished by upholding the principles of diversity, equity and inclusion in all aspects of our business.

We have a 'recruit from anywhere' policy. We recruit across the whole of the UK with no expectation that team members will travel into our London offices. This helps us recruit people from more diverse backgrounds. We recruit from outside the usual pool of healthcare communicators, identifying talented individuals from other sectors. There is no requirement for an undergraduate degree or equivalent

A DEI survey is shared with team members to complete anonymously, the questions asked and categories used reflect recommendations from the Office of National Statistics and the UK government's use of the National Statistics Socio-economic Classification. We use these data to sensitively audit and monitor our commitment to DEI regularly, and take appropriate steps if it appears that our commitment to equality is not being delivered effectively. We cannot share data from this survey at this time as we're a small team and doing so would risk breaching the anonymity of the results.

FUTURE FOCUS

We will continue to build a high performing team and ensure they feel supported and empowered.

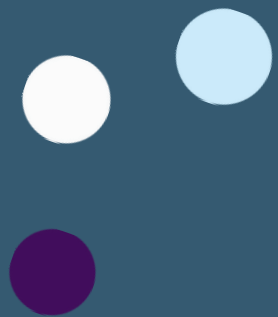
Additionally, we will...

Secure Living Wage Employer accreditation.

Share DEI survey data, when the team is large enough that doing so will not breach confidentiality.

Identify topics for DEI workshops that aim to make sure that all team members feel able to thrive. Topics may include neurodiversity, impact of microaggressions and economic background.





Environment

SUSTAINABLE PRACTICES IN OUR BUSINESS

At Curious Health, this means reducing our negative environmental impact while promoting the importance of environmentally sustainable practices through communication.



EDUCATION ON CLIMATE CHANGE

Our climate change training is one of our compulsory training materials for new joiners. 1 in 4 of our Curious Lab Time sessions are dedicated to a topic related to the environment



PROMOTING RECYCLING

When in the office, employees will be able to find a labelled recycling system at any of our WeWork facilities. At home, we encourage employees to dispose of waste responsibly.



USE OF ECOSIA AS OUR SEARCH ENGINE

We use Ecosia as our search engine. Ecosia is a not-for-profit company that plants and protects trees. For every search that is done, it will plant the right tree, in the right place.

TRANSPORT

We encourage our employees to minimise travel and use environmentally friendly options as much as possible. This is promoted through our working from home policies, meaning employees do not have to commute every day. Secondly, the locations of our WeWork spaces are all accessible via public transport.

We are also committed to reducing our air miles. Whilst we recognise that on rare occasions flying may be the only realistic available option for us, we are still committed to reducing the impact of this where possible



CARBON IMPACT

We use an online platform ([Ecologi](#)) to measure our carbon impact. We estimate total emissions of 20,70 KgCO₂e has been generated by the business. On a quarterly basis the team are asked to vote on which carbon offsetting activity they would like the business to invest in.

In February 2023 we helped fund high efficiency cookstoves in Tanzania, which will mean more than 4 tonnes of woody biomass are saved each year, reducing 3 tonnes of CO₂, equivalent to two long haul flights.

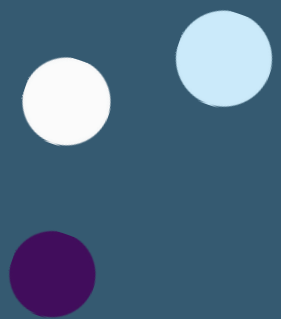
FUTURE FOCUS

Increase usage of recycled tech. Where new IT equipment is required for the business we will work with our IT provider to primarily use recycled tech.

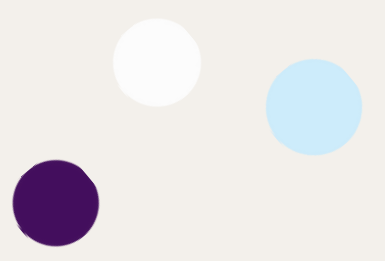
Explore the commitment to being net zero via Ecologi.

Develop a supplier screening process. The aim of this will be to ensure that the suppliers we work with reflect our commitment to reducing environmental impact.





Clients



IMPROVING HEALTH OUTCOMES

We exclusively work with clients who are looking to improve health outcomes or have a positive social impact.

All clients business was led by a Director-level consultant. Accounts have been overseen and delivered to a high standard by senior team members alongside other team members.

“Through one team at Curious Health we can access distinct expertise in policy and communications that combines to create impact for us. You are enthusiastic and fun to work with and we’ve been impressed with how quickly you’ve got to grips with our particular needs and situation. We’re really enjoying the partnership.”

Matt James, CEO, WellChild

SEEKING OUT CLIENTS THAT MAKE A DIFFERENCE

We aim to ask each of our clients, how is the world going to be better, once you've done this? What this does is make sure that all our programmes have a focus on the audience, rather than just commercial objectives.

MEASUREMENT AND CLIENT FEEDBACK

We agree strategically important KPIs for all programmes with clients at the outset. We use a range of tools to measure the success of our programmes, dependent on the aims of the activity. Ad hoc feedback has been sought throughout the year to ensure excellent service.

IT PRACTICES TO SAFEGUARD OUR CLIENTS

A robust IT strategy was developed in collaboration with our IT services provider to ensure data security and operational effectiveness. We have invested in threat protection via Avanan and SentinelOne.



FUTURE FOCUS

We will develop processes to formally monitor customer satisfaction, including 6-monthly client relationship surveys.

We will seek certification by WEConnect International as a Women's Business Enterprise



Writing this Impact Report has been an important milestone, marking the end of our first ten months in business. We are so grateful to all the people who have freely and generously shared insights and information that have helped shape the business – too many to name here. We've made a good start, but we know we can do even better and are committed to building a thriving business which delivers a positive impact for our clients, team and the planet. **Catherine and Lottie**



**STAY
CURIOS.**