

2023

# Annual Impact Report

Environmental, Social and  
Governance

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# About us

GreenKite is a boutique, independent professional services firm distinguished by our deep expertise in the delegated authority space and supporting Managing General Agents, (re)insurers, and intermediaries.

Our team provides comprehensive business support tailored to the unique needs of organisations seeking dynamic and compliant growth in the competitive insurance sector.

With a drive to deliver true value to clients from a team of experts who have worked across the insurance lifecycle, we aim to provide solutions which are achievable and proportionate to the business problem.

At GreenKite, we pride ourselves on our ability to advise and deliver hands-on support. We structure and resource programs that enable businesses to build, develop, and scale their operations. Our approach is centred on facilitating transformational growth that is brilliant and compliant and delivers significant value to the end customer.

Our team of Subject Matter Experts spans the UK and our flexible, hybrid working solutions have attracted some of the best talent in the market. As an organisation, we are committed to the development of our team and to offering a culture of continuous improvement to deliver quality of experience to not only our clients but also, to our growing team.

# Mission, Vision and Values



- To grow a financially successful, agile, deeply knowledgeable consultancy.
  - To support firms of all sizes in realising their ambitions within the insurance landscape through smart, commercially viable and practical business solutions.
- To bring a fresh perspective to doing business in a traditional industry, leveraging extensive insurance experience, and combining it with laser-sharp analysis and cutting-edge technology solutions.
  - We aim to be the 'go-to' partner in the insurance space for those who challenge themselves to work smarter and for innovators who need support to navigate their route into the insurance industry.
- GreenKite's business model is built on the three core values of trust, collaboration, and a culture of striving for continuous improvement.
  - These values permeate every interaction and are key to attracting and retaining the talent we need to grow and the client base that will support our evolution as a firm.

# Message from the CEO

2023 has been a period of significant development and 'growing up' for GreenKite: we have seen sustained growth in terms of our team, our visibility and reputation in the market. As a founding member of GreenKite, it has always been of great importance to me to create opportunity for innovation and fresh thinking in what has traditionally been seen as a conservative industry.

We have purposefully striven to build a dynamic, inclusive and flexible organisation, breaking down barriers and providing a stimulating and supportive environment to give colleagues from diverse backgrounds the opportunity to develop and grow.

Over the course of 2023, we have taken considerable steps to further strengthen our position as a responsible business by balancing our social and environmental impact. By identifying objectives for the year ahead we are confident that our organisation will provide this positive environment where our team can flourish, as well as having a positive impact on our industry and surrounding community.



**Sara Ager**  
CEO

# The GreenKite approach to Responsible Business: Aligning our objectives with UN Sustainable Development Goals

At GreenKite, we are keenly aware of the responsibility on businesses to ensure they are working as sustainably and responsibly as possible, for the benefit of future generations.

In 2023, we have successfully rolled out our Responsible Business policy with specific goals and objectives for us to achieve as we move into 2024 and beyond.

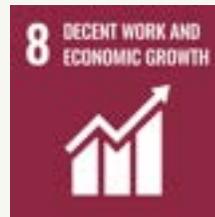
In addition to our endeavours to align with the ESG priorities of our clients and industry partners. GreenKite is aiming to simultaneously grow our own responsible business that is resilient to future challenges, providing a positive environment which has a positive impact on our industry and surrounding community.

We have elected to align our responsible business goals with the UN's Sustainable Development Goals as we feel that they are currently the most comprehensive and clearly defined ESG related framework that aligns with our business and values.



**‘Working together to  
make a difference to  
our people, our clients  
and the environment’**

# The GreenKite approach to Responsible Business: Aligning our objectives with UN Sustainable Development Goals



## Social goals

### Proactively enhancing livelihoods

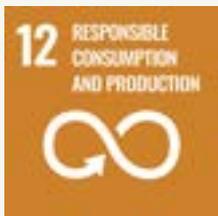
At GreenKite, we aim to grow our business responsibly by building a positive environment in which our employees may flourish and by striving to have a positive impact on our industry and surrounding community.



## Governance goals

### Promoting responsible culture

GreenKite is aiming to simultaneously grow business in a responsible manner, practising what we preach to clients and ensuring that it is resilient to future challenges and organised for future success.



## Environmental goals

### Ensuring a more sustainable world

At GreenKite, we aim to conduct our business operations with a minimal carbon footprint and minimal impact on the environment.

# Spotlight: Environmental

## Ensuring a more sustainable world

At GreenKite, we aim to conduct our business operations with a minimal carbon footprint and minimal impact on the environment. Over the course of 2023, we have taken the following steps to work towards our environmental goals:

- **Hybrid working environment:**
  - Implementation of hybrid and flexible working, aiming to reduce the carbon emissions generated by daily commuting and encouragement to travel to the office 'with a purpose'
- **Co-located office space:**
  - Central co-located office location generates efficiencies on both the use of power and resources, and increases the opportunity for the team to travel by public transport
- **ESG focused internal communications:**
  - Publication of three 'Wellness Wednesday' newsletters dedicated to environmentally sustainable strategies including energy efficiency for home workers; encouraging paperless tickets for travel and encouraging support for 'Plastic free July'
- **Climate control focused team challenge:**
  - Team walking challenge in May 2023 for National Walking month - a daily step challenge aimed at both reducing our individual carbon footprint as well as improving our mental and physical well-being
- **Resource consideration:**
  - Communication around reduction in printing/paper wastage in day to day operations to reduce inappropriate use of resources



# Spotlight: Social - Workers and Community

## Proactively enhancing livelihoods

Over the course of 2023, we have successfully implemented numerous initiatives and implemented ways of working that help us grow an environment that enables freedom, flexibility and has a positive impact on our team, clients and our wider community. The below examples demonstrate some of the steps we have taken to work towards achieving this.



- Inception of staff wellbeing programme of including helpful tips and events
- Roll out of employee dental programme
- Access to wellness facilities via office accommodation



- Implementation of two-way employee evaluation programme
- Introduction to hybrid working with new collaborative office space secured
- Roll out of employee hub for increased collaboration
- Supported LGBTQ+ organisation(s) on pro-bono basis



- 25% annual leave increase with uplift to 25 days
- Employer pension contribution increase to 4%
- Recognition of strong female workforce - 'Women in Insurance' awards nomination
- Inauguration of Social Committee



- Development of internal training and development opportunities including learning platform
- Over 200 hours of volunteer work undertaken by GK Team members
- Creation and implementation of employee option scheme

# Spotlight: Social - Workers and Community

Proactively enhancing livelihoods

Growing our multi-skilled team:

55% increase in employees

(December 2022 to December 2023)

Recognising and rewarding talent:

20% of full-time employees

internally promoted

(December 2022 to December 2023)



## Key highlights for 2023

Celebrating our team and our achievements:

four team building and wellness events

(January 2023 to December 2023)

Supporting our client's charitable efforts:

£ 150 donation to Terence Higgins Foundation

(Summer 2023)



# Spotlight: Governance

## Promoting responsible culture

As an organisation, we are committed to ensuring that we operate openly with transparency and integrity. We strive to adopt best practices with a focus on continuous improvement and a culture of constructive challenge to ensure we hold ourselves to the same standards expected of those we work with. In 2023, we have worked hard to ensure our internal infrastructure best supports these endeavours as detailed below:



Approved Responsible Business policy - confirming our environmental, social and governance commitments for 2023 and beyond



Updated and filed Company's Articles of Association with Companies House to reflect our commitment to operating as socially and environmentally responsible business



Filed our B Impact Assessment submission to B Lab UK in preparation for the audit and certification process (anticipated Q3 2024)



Reviewed all internal policy documentation with Board approval secured in Q3 2023 to ensure our internal governance framework aligns with best practice - 'Building a Better Business'



Implemented revisions to supplier and customer Due Diligence process to ensure as far as possible that our partner, customer and supplier networks have values and good governance processes that align with our own

# What next? 2024 and beyond

As part of our commitment to operating responsibly, plans are underway to continue building on the momentum gained in 2023.

Our objectives and priorities for 2024 include:

-  continuing to grow our diverse, equitable and inclusive team as a responsible employer
-  investing in our people through personalised development across all levels of the organisation
-  strengthening our programme of charitable and social events
-  continuing to deliver quality services to our clients

Get in touch to find out more about who GreenKite are, what we do and our plans for 2024 and beyond...

## Website

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**GREENKITE**

ADVICE / SUPPORT / SOLUTIONS

