



Annual Impact Report

Social and Environmental Progress
Using business as a force for good
January - December 2024

Ben Ryan
2025



2024

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About Us

GreenKite is an award-winning, independent professional services firm operating in the UK Insurance market.

We provide advisory services and strategic support to insurance businesses from MGA and broker start-ups to global (re)insurers and pride ourselves on being truly collaborative - understanding clients' challenges and provide streamlined solutions, developed by industry experts. In helping out clients navigate a complex regulatory landscape, we help develop resilient business platforms, supporting long-term growth and risk mitigation.



Our brand combines the vibrant green of new shoots of growth together with the agile, nimble trajectory of a kite, continuously soaring and reaching for new heights of success while remaining fundamentally grounded.

Our Vision

To support organisations throughout the insurance industry in delivering intelligent, commercially feasible, and practical business solutions to meet the needs of their business model and clients alike.



Our Mission

To bring a fresh perspective to doing business in a traditional industry, leveraging extensive insurance experience, and combining focused analysis and solutions.

We partner with organisations throughout the insurance market, supporting in the delivery of tailored solutions for the needs of the business and end customers.

Our Values

At GreenKite Associates, we embody innovation, integrity, and excellence in everything we do. Through collaboration and client-centricity, we prioritise delivering exceptional quality and tailored solutions while fostering continuous learning and adaptability.

We uphold responsibility and empowerment, striving to make a positive impact on our clients, communities, and the environment, all while promoting sustainability and ethical practices in the insurance industry.



Technically accomplished. Passionate. Collaborative. Authentic. Values-driven. Individually respected experts, we came together to create a new kind of independent professional services firm and a fresh option for Insurance and Financial Services.

The Year in Review:

A Message from our CFO & B Corp Champion

Since joining GreenKite, I have enjoyed stepping into the role and leading on our B Corp strategy through helping to translate our strategy into tangible actions. Our business has continued to go from strength-to strength with the hire of new executives, development of new strategic partnerships and roll-out of new employee behaviours, all the while continuing to provide both a tailored and personable service to new and existing clients.

We have partnered with Insurance United Against Dementia (IUAD), our chosen charity, who we have supported in fundraising efforts throughout 2024, which we will continue to build on during 2025.

It is always very rewarding when clients reference our culture and personable approach as reasons for wanting to do business with us, with an increasing number citing our B Corp credentials as being a key factor. As we look ahead into 2025, we will continue to uphold our responsible business values and further build on our successes as we embark on our 2nd year of being B Corp accredited.

For more information on understanding our B Corp strategy and associated monitoring of key metrics, please contact me at ben@greenkiteassociates.com

Ben Ryan
CFO & B Corp Champion



Spotlight: Engaging with our stakeholders

Community and Workers (Social)

Throughout 2024, we have further developed our commitment to developing our colleagues, with a key initiative being the launch of our **Employee Value Proposition (EVP)**. Central to this is creating the right climate to allow for a high performance/high commitment culture, where we are agile, can breakdown barriers and promote a 'learn and grow' environment. This includes specific development areas for all employees to help equip them with additional skills, beyond the role of their regular responsibilities, helping equip them for success - not just at GreenKite - but as part of their future aspirations and career.

Regular engagement surveys – and high levels of participation – have allowed us to focus on what matters most to our employees and how GreenKite can evolve to best meet their development needs whilst helping to refine the services we provide to our clients. The results of surveys undertaken continue to be both reviewed and actioned by GreenKite's senior leadership.

The launch of our '**Leading Ladies**' podcast with a spotlight on female leaders within the Insurance industry has been well received. The conversations continue to be insightful, honest and refreshing with broad perspectives and experiences of how female business leaders have navigated their careers.



Community and Workers (Social)

Within the year, we partnered with **Insurance United Against Dementia (IUAD)**, a charity championed by senior business leaders within the insurance sector which was a natural fit for GreenKite and one we were proud to support.

Our support in the local community continues to stretch far and wide. Our employees regularly support volunteering efforts in local schools, community groups and charities which we will seek to further build on throughout 2025.

Our colleagues set a target of covering 1000 miles (through physical activity) over a period of two months, which was successfully achieved (1,400+ miles), generating over £2,500 for the IUAD.

This is a partnership which we will continue to champion and support with various initiatives throughout 2025. More information can be found on the IUAD and how it is making a difference to the community (Link: [Insurance United Against Dementia](#))



Environment

Throughout 2024, there has been a continued effort during the past year on how we both manage and monitor the environmental impact of GreenKite's operations. Remote/Hybrid working remains core to our business, which has included consideration of how we use transport for both commuting and client meetings.

The use of public transport across the business has exceed 99% on all journeys, largely in part to the central location of our office location and close proximity to our core client base.

Initiatives to re-purpose laptops to schools and regular maintenance/upgrades of IT equipment has resulted in less electronic wastage, which we will continue to monitor and keep under review throughout 2025.



Customers and Suppliers (Governance)

GreenKite's approach to corporate governance activity continues to remain very robust, whilst further evolving throughout 2024 in light of changing business needs. Accountability, transparency and integrity throughout the organisation are central to behaviours and standards we regularly communicate to our employees, which are routinely discussed and encouraged at our GKconnect quarterly meetings. All objectives set for 2024 were achieved, with further highlights being being:-



B Corp Champion: appointment of an Executive lead to both oversee and deliver on our B Corp strategy, with accountability to the Board. This includes the development and roll-out of regular reporting metrics to track progress.



Organisational structure: refinement of our organisational structure including improved alignment of roles and responsibilities as GreenKite continues to evolve, in terms of both infrastructure and service offering.



Executive recruitment: hiring of two new executives with clear business accountabilities to support and drive business growth.



Risk management: enhancing our approach to risk management and oversight, with more frequent reporting and analysis of key risk indicators.



Internal policies: review and updating of internal policies in light of new business practices, process and systems of governance implemented during the year.



What's next for 2025 and beyond...

- ➔ Continued focus on creating a positive environment for our employees to work in, reviewing internal engagement surveys and identifying areas we can further improve.
- ➔ Growing our employee benefits offering (including the launch of an electric car scheme), helping to improve employee understanding of all benefits available to them.
- ➔ Continued support to employees on both personal and professional development, including coaching, tailored leadership training and identifying individual needs.
- ➔ Further strengthening our programme of charitable giving with events throughout 2025, working with our partner of choice - Insurance United Against Dementia (IUAD).
- ➔ Continuing to improve our external communications' and awareness supporting our B Corp ambition, through podcasts and joint team/client events, alongside networking with other B Corp businesses.
- ➔ Further reducing electronic waste and working with community groups/schools to re-purpose IT hardware.



Get in touch

We offer practical, cost-effective solutions to help improve governance, meet regulatory requirements, and support sustainable growth and transformation.

Our flexible solutions are built around three core pillars (Compliance & Assurance, Delegated Authority Transformation and Insurance Business Support) and underpinned by our team's extensive market expertise and commitment to meaningful collaboration, ensuring the best possible.

Reach out to find out more about our services and our objectives for 2025 and beyond.

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