



**Vynamic**<sup>®</sup>  
Inizio Advisory

# Sustainability Annual Report 2024.

# Statement from the CEO

**As we conclude the third year of Vynamic's Sustainability Council, we have the opportunity to reflect on our progress in driving our strategies forward.**

In 2025, we are excited to continue making intentional steps towards our Sustainability ambitions at Vynamic, encourage our employees to consider their carbon contribution, and actively support our local communities with impactful initiatives.

We look forward to continuing to develop our role supporting clients to achieve their sustainability ambitions, recognizing that sustainability is a non-negotiable for the health industry as we aspire to foster a healthier world.

This year, organizations have been under immense pressure to manage and pursue business priorities within the current economic climate whilst ensuring sustainability remains a foundational pillar of business success. It is more imperative than ever for the health industry to transform our operations in the pursuit of a healthier planet.

Following the success of our carbon offsetting initiative last year and recognizing the value in taking accountability for our climate impact, Vynamic have continued to maintain momentum with offsetting the carbon footprint associated with our signature all company events. To establish our role in making the link between health & environment we have published more insights than ever before and developed a point of view on how we can add value to our client teams who are paving the way to achieve sustainability ambitions in the health industry.

We continue to focus on empowering our team to integrate greener choices into their day-to-day lives, encouraging our networks to engage with sustainability and develop our established climate impact goals for Vynamic.

We hope to generate an impactful contribution to the energy and momentum surrounding sustainability in the health industry, support our clients in their transition from committing to delivering on their climate ambitions and transform our collective actions into creating a healthy planet together.

## Jeff Dill

CEO,  
Vynamic, An Inizio Advisory Company



# Our Sustainability Team



**Rosanna Vellacott, Manager:**

“My 2024 highlight was having the opportunity to work with Ollie, Matt, Mike and the TrendingHealth team to deliver a *Podcast on Sustainability in Life Sciences*. It was great to have the opportunity to explore the strategies being adopted in the industry and to share exciting innovations being implemented by Life Sciences organizations to turn their carbon ambitions into sustainability actions. I hope our network are inspired by the activity, energy and momentum in the sustainability space and look forward to exploring the innovation in our health industry in 2025.”

**Ollie May, Director:**

“My 2024 highlight was continuing to offset Vynamic’s in-person signature events our partnership with Furthr. This year Vynamic funded mangrove reforestation and improving cookstoves in schools to remove carbon from the atmosphere, whilst retaining the critical cultural benefits of in-person events with our global team.”



**Connor Lippincott, Senior Manager:**

“In 2024, I was super proud of the efforts of our events lead Janet B. to continue the momentum of having our Signature Events be plastic free. Often spread across multiple cities and venues, her efforts are herculean to keep sustainability in mind while also producing amazing experiences for the company.”

**Bridget Leyden, Director:**

“My 2024 highlight was continuing to offset Vynamic’s in-person signature My 2024 highlight was the Philadelphia Park Clean Up that was held on Healthiest Day! We had an awesome group of volunteers enjoying the park Philadelphia has to offer, while making it better for the community. It was awesome to see my colleagues get their hands dirty for a good cause!”



**Matt O’Dell, Director:**

“Organizing several local organizations to get 30 trees planted in local parks was both a fun and interesting project and a highlight for me in 2024. It required getting trees from Forest ReLeaf of Missouri, identifying tree planting locations with Gladstone Parks & Rec, working with community foresters to identify the tree species to both improve diversity of the tree canopy and selecting those most suitable to survive climate change conditions, while also organizing transportation of trees and planting.”

**Mike Liberto, Philadelphia Hub Enablement Manager:**

“Every year, I grow more and more impressed by individual team members’ dedication to environmental sustainability. This year, we organized the third annual Green Games, encouraging friendly competition across our hubs to do make the world around us a little more green.”



# 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.

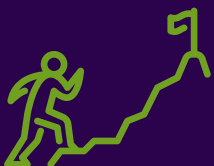
Our Vision: To lead our communities in building a sustainable, healthy planet



## Enable our people to make a difference

Bridget Leyden

The goal of this strategic objective is to provide Vynamic with the tools and opportunities to live more sustainable lives. This year, we held three park clean up and conservation events across our hubs for our company wide Community Action Day, held our third annual green games, and shared fun and exciting sustainability news and updates on our Viva Engage channel.



## Establish and reach measurable climate impact goals

Matt O'Dell

Our goal was to continue the tradition of offsetting the emissions from our two signature events which create greenhouse gas (ghg) emissions from flights, Lyfts, and hotel stays. We accomplished that goal and look forward to in the future addressing frontier areas of emissions accounting for banking and Gen AI.



## Establish Vynamic's role in building the link between health and the environment

Rosanna Vellacott and Ollie May

Our goal was to continue our momentum in driving external engagement through the lens of establishing Vynamic's role in showcasing the link between health and environment. To achieve this we have:

- Released the "Sustainability in Life Sciences" Trending Health episode where Jen, Matt, Ollie and Rosanna discussed why pharmaceutical organizations should be paying attention to sustainability goals, the innovative practices underway and what leaders should consider as they embed more sustainable practices into their organizations.
- Published a LinkedIn series of 6 articles focused on what our healthcare systems are doing to drive Net Zero results. This series casts a spotlight on the NHS Trusts that have adopted innovative strategies to achieve their Net Zero ambition. The series focuses on 5 key areas that Trusts are focused on: Transport & Fleet, Estates & Facilities, Culture & Community, Supply Chain and Digital Transformation.
- Published a LinkedIn article titled "Could Medical Affairs hold the key to a new era of ESG?" Focused on the role of Medical Affairs as an elevated function that has the potential to drive ESG considerations to new heights. From regulatory checkboxes to strategic game-changers, ESG factors are non-negotiables that are reshaping the health industry landscape.



## Support our clients with their sustainable journeys

Connor Lippincott

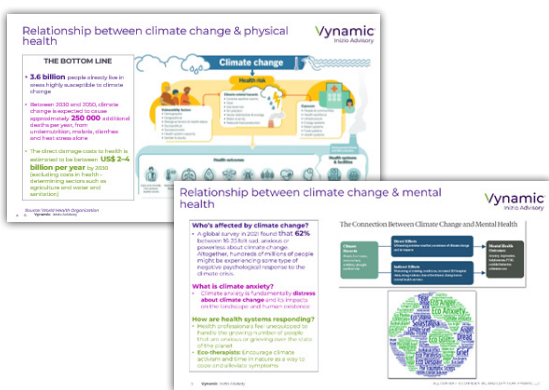
- In our first year of having a client-focused strategic imperative for sustainability, the council has focused on creating a market assessment to understand our clients' understanding and approach to reducing their own environmental impact.
- The team has also worked to capture and understand our internal capabilities in this space in order to best establish ourselves in the market.

# Hub Highlights and Community Activities

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.

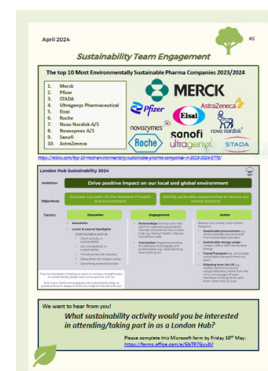
## London – Rosanna Vellacott and Ollie May

For Vynamic’s company-wide Community Action Day, the London team, joined by Jeff Dill, spent the day at the Fitzrovia Community Centre. The center is a community hub which brings together local residents, businesses, public services and community organizations to share skills, talents and ideas. The London Hub helped the community center by cleaning out and updating their garden and window boxes to the support the center in maintaining the space.



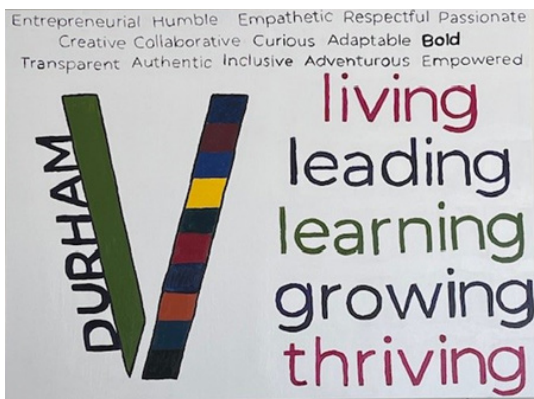
The London Sustainability team partnered with the Health & Care team to run a lunch & learn session for the London Hub focused on the connection between health and the environment. We explored academic perspectives on the topic, created an open environment for the team to share their thoughts and opinions and provided an opportunity to develop our collective understanding in building the link between health & sustainability.

To drive engagement in sustainability within Vynamic, and continue developing the collective understanding of the London Community, we released our first London focused Sustainability Newsletter. Focused on highlighting sustainability and health in the news from our competitors, clients and the industry and to actively share all available Vynamic Sustainability resources, with the intention of encouraging our London team to start thinking about Sustainability in both industry and client contexts.



## Philadelphia - Bridget Leyden

To celebrate Vynamic's second company-wide Community Action Day, the Philly hub partnered with the Fairmount Conservancy to clean up and remove invasive species from FDR Park, one of Philly's largest parks at 348 acres! Our team of 21 volunteers got their hands dirty collecting 5 bags of trash, removing 15 bags of invasive plant species and 1 truckload of construction debris from the north side of the park! We had an awesome time spending time outside and enjoying perfect September Philly weather.



## Durham - Ashley Stanley

Earlier this year, the Vynamic Durham Team found unique ways to complete “greener” activities in their daily lives. Whether growing our own gardens, swapping out products for more sustainable options or composting, we tried to do our part for Earth Day (and every day!). After beating out other Hubs in the Green Games competition, our team chose to create vs. buy artwork to adorn our office walls and it was a true group effort to complete! Our new piece brightens our space, reminds us of our Vynamic Values, and is reflective of each of our Hub members.

## New York - Eileen Smith

This year the New York Spoke, we partnered with [BLOOMAGAINBKLYN](#) to help their mission of fighting the loneliness epidemic faced by so many New Yorkers. Together we created over 70 stunning bouquets from flowers otherwise destined for landfills that will be delivered to older adults living in retirement communities, disabled New Yorkers living in care facilities, and kids and families supported by foster agencies.



## Spokes - Matt O'Dell

Restored a community composting location in Kansas City, dropping 1.5 yards of soil, flipping over existing compost, and adding some composting accelerator.

# Green Games 2024

In honor of Earth Day this year, we held our third annual Green Games competition between our hubs and spokes! All of Vynamic is encouraged to participate by completing a sustainable activity, such as carpooling or riding a bike to the office rather than driving themselves, making a meal with local produce, or making a sustainable product swap. Participants post a photo of them completing their activity to our Sustainability group on Engage, and the hub or spoke location with the most participants wins a prize! Our Durham hub took the gold this year and we had great participation across the board! Below are some of the participant's posts this year!

Durham participants started composting, planted herb gardens and enjoyed the great outdoors with some hiking!



In London, the team opted for walking over public transportation and added attic insulation to make their home more efficient!



Other participants across our hubs and spokes swapped shower products in plastic bottles for plastic free options, made their own compost for their home gardens, walked to work, opted for hand me down clothes for their children rather than buying new, used wooden flowers that can be repurposed for décor at their wedding and swapped dryer sheets for reusable dryer balls from a local company!





# Carbon Offsetting

Ollie May

Vynamic's in-person, all-company events are a vital part of our shared culture and keep us connected across our six hubs. However, we recognize that convening our workforce creates a carbon footprint. Building on our momentum from 2023, Vynamic once again measured the carbon impact associated with running these events are partnered with Furthr to offset them.

In collaboration with Furthr, Vynamic selected a portfolio of two projects to fund. These projects remove carbon from the atmosphere – either from reforestation or more efficient cookstoves. Both projects contribute to numerous United Nations Sustainable Development Goals (SDGs) and are accredited by leading offset bodies. The improved cookstoves project especially has additional health benefits for the community through improving air quality in schools across Burundi.

## Mangrove Afforestation

Indus Delta, Pakistan



Afforestation



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 resilient mangrove forest, protected and monitored over a 60-year lifespan. Certified by both Verra and the prestigious CCBS (Climate, Community & Biodiversity Standards), Delta Blue Carbon has already been operational for six years, restoring more than 86,000 hectares of degraded mangrove forests and tidal wetlands, to which these carbon credits have now been issued in 2022.

**SDGs (11)**  
Certified Contributions include:

-  **1** No poverty
-  **2** Zero hunger
-  **3** Good health and well-being
-  **4** Quality education
-  **5** Gender equality
-  **6** Clean water and sanitation
-  **13** Climate action
-  **15** Life on land

**Accreditation (VCS)**  

**Quality Criteria:**

**Permanence:** By registering under a 60 year monitoring period, the project meets a low non-permanence risk under short term storage solutions.

**Leakage:** The project does not alter the hydrology of the Indus Delta and adjacent lands and maintains wetland conditions, meaning that a leakage value of 0 has been used for this project.

**Robust GHG Calculation:** A 0% non-permanence rate was assumed for the first period, however significant investment has been made in mitigating extreme weather patterns.

## Improved Cookstoves

284 schools, various regions, Burundi



Cookstoves



Burundi



The project aim is to deliver a two-step strategy for improving school heating infrastructure. Located in 16 communities in 4 provinces of Burundi, it aims to distribute institutional improved cookstoves (ICS) to replace currently used old masonry stoves and open fire three-stone systems. In the second stage, schools will be provided with a sustainable energy supply in the form of briquettes made of renewable biomass waste. What initially planned for 150 schools, community buy-in of the scheme has seen it expanded to include 284 schools.

**SDGs (5)**  
Certified Contributions include:

-  **1** No poverty
-  **2** Zero hunger
-  **3** Good health and well-being
-  **4** Quality education
-  **5** Gender equality
-  **6** Clean water and sanitation
-  **7** Affordable and clean energy
-  **13** Climate action
-  **15** Life on land

**Accreditation (VCS)**  

**Quality Criteria:**

**Leakage:** Whilst biomass shortages may occur from time to time, usage assumptions of 90% have been confirmed to be conservative through annual verification.

**Permanence:** By using biomass income for briquette production, the avoidance cannot be undone, making the emissions saving permanent.

**Additionality:** By introducing technology which can use renewable biomass in the form of briquettes, the project ensures additionality.

# Future Ambition

This year pushed Vynamic's Sustainability Council to be purposeful about its ambitions and more mindful of the greater systems within which it works. Our council's vision is to "To lead our communities in building a sustainable, healthy planet." Understanding and working within those communities for change will continue to be the most important work we do.



We focused a lot this year on how to support our clients and the health industry overall. We know that sustainability is inextricably linked to health outcomes and want to continue to find ways to push our clients to pull that through for their customers.

We are proud of our support of the sustainability work our parent company Inizio has done these past two years, which you can read about in their [2023 Annual Report](#). We are looking forward to continuing to partner with them to hit our science-based emissions targets: 46% reduction of scope 1 & 2 GHG emissions by 2031 and Net Zero by 2040.

Finally, we aim to continue to try to support our local communities in their sustainability journeys. Whether by supporting and highlighting sustainable local businesses or empowering our team to be local advocates for sustainable action, we want to build on the momentum that our Council has going into 2025.

## Bridget & Connor

