



# Impact Report 2020

# What happened in our kitchen in 2020?

## 2020 was a year of digital wellbeing for us.

2020 has been a tough year, but the COVID-19 pandemic has awakened many changemakers to the importance of wellbeing. For this reason, we have focused our energy and effort on online facilitation, which has gifted us with beautiful moments of connection and togetherness, authenticity and vulnerability, badbeing and wellbeing. Here are the top three highlights of this past year:

- We reached over 750 changemakers through online wellbeing huddles, and over 1500 people through digital talks and keynote speeches.
- We published over 25 blog posts exploring different dimensions of wellbeing and practices to boost individual and team wellbeing (also for COVID-19).
- We added 25 wellbeing recipes to our online library, also thanks to the contribution of various wellbeing practitioners who donated their favourite activities.

If you used our resources for your (or your team) wellbeing, thank you. We hope to continue supporting you to navigate gracefully through the uncertainties of 2021.

Alessia, Greta, and Tariq

## Wellbeing Tools for a New Decade

We teamed up with Recipes for Wellbeing to provide you with valuable wellbeing advice throughout the year.

by Greta Rossi - Recipes for Wellbeing, January 8, 2020



## WHOLEBEING



IT IS OK  
NOT TO BE OK

## Speaker Announcement

Greta Rossi

Co-Fondatrice at Recipes For Wellbe



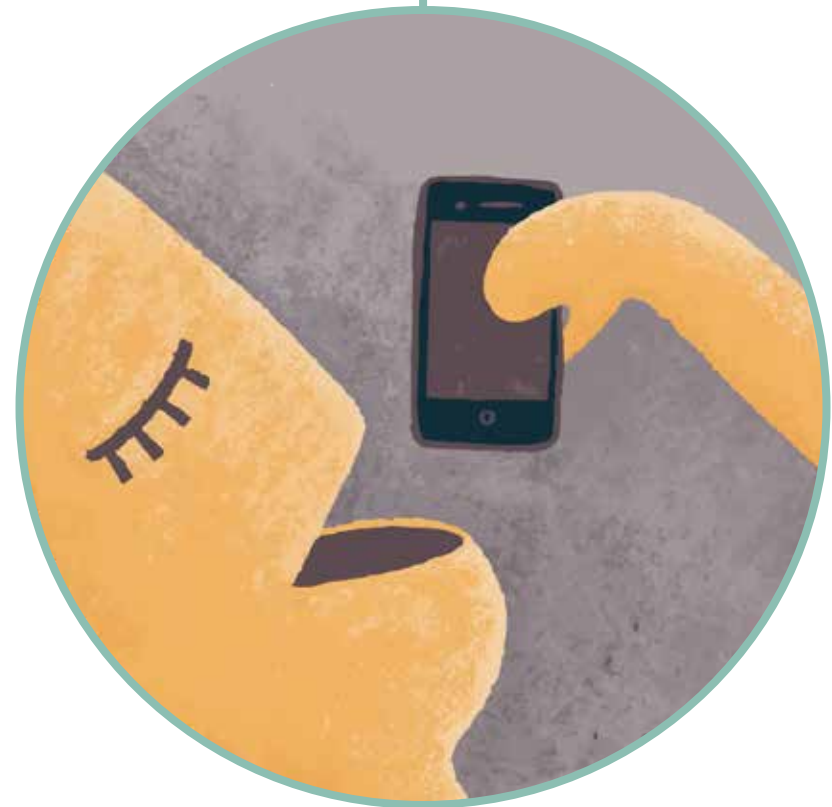
# Our numbers in 2020

- 3 offline events where we delivered a wellbeing workshop.
- 43 online events where we delivered a wellbeing talk or workshop.
- 25K people reached through the events mentioned above.
- 145 total number of recipes published on our website, accessible to anyone.
- 45 recipes translated into Italian (31 in German, 24 in Spanish, 10 in French and Mandarin).
- 27 blog posts on wellbeing published (on BMW Foundation Herbert Quandt and tbd\*).
- 27K people reached through our website in the past 12 months.
- 36K our revenues from delivering our wellbeing services to changemakers and their teams.

## What are we cooking for 2021?

We have used this year's experience of interacting digitally to reflect on our own digital consumption and our use of social media as a team and organisation. Looking at 2021, we are curious to engage in the following three digital practices:

- **Purposeful withdrawal:** Whilst it is necessary to be hyper-present in the world, it is also necessary to withdraw and unplug, so that when we are present, we are doing so with complete intentionality. For this reason, we will be taking extended fasts in 2021 from our social media channels, so that we may pause and reset our intentions for how we engage in these digital spaces.
- **Meaningful engagement:** Whenever we choose to engage digitally, we aim to do so meaningfully in a way that nourishes both our team and the communities we serve. So we will continue to enlarge (and increase the accessibility of) our online library. And we will continue to partner with fellow changemaker communities to share our reflections on wellbeing and to facilitate wellbeing-infused online huddles and workshops.
- **Conscious consumption:** Finally, when we do engage digitally, we strive to do so in a way that respects our boundaries. In all that we consume and produce, we hope to do it in a way that brings liberation, rather than to enslave us to the algorithms that are increasingly, and unconsciously, shaping our lives.





 @wellbeingrecipes

 @wellbeingrecipe

 @recipesforwellbeing