



# Impact Report 2025







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# A Note from Our Founder

Nine years into building yellow, it feels like a good moment to pause and reflect on the journey we're on.

This report isn't just about what we delivered in 2025. It's a celebration of the curiosity, energy and care our team brings to the work every day, often going well beyond the brief to find better ways to support the people and organisations we partner with.

Over the past year, we've challenged ourselves to embrace this philosophy. Exploring fresh approaches to learning, experimenting with new ways to facilitate training experiences, and continuing to develop our own capabilities, from Carbon Literacy training to the responsible use of AI, so we stay relevant in a rapidly changing world of work.

What makes Yellow.global special has always been more than the programmes we run. It's the community we build and leave behind after the last click: a team of experts who genuinely care about helping people grow, work better together, and create healthier, happier workplaces.

This report offers a glimpse of that journey, the work we've done, the things we've learned, and the impact we're proud to be building together.

Thank you to everyone who has been part of the journey so far.

And if you're reading this and feel inspired, we'd love you to join us as we move closer to our vision of one million happier, healthier employees.

**Jane Birkin**  
**Founder & Chief Ooomph Officer**



# How to Read This Report

This report shares the impact Yellow.global has created during 2025.

It's our very Yellow.global way of sharing our results and impact. You'll find a mix of stories, data, and reflections from across our business.

**The report is organised into four key areas:**

**Our Purpose** → Why and what yellow.global exists to make a change in the world of work.

**Our Work** → The programmes, clients and initiatives that created impact this year.

**Our Responsibilities** → How we operate as a B Corp, including our environmental, social and governance commitments.

**Our People & Future** → Insights from our team and what we are focusing on next.

Not every page needs to be read in order — feel free to dip into the sections that interest you most.



If you're short on time, follow the birds for a quick tour over our highlights and main takeaways.







# Our Purpose

**Hello. We are yellow.global B.V.,**  
A company built to **change the future of work.**

We do things a little differently.

Yellow.global is a **female-founded international strategy and training experience company**. We started in the Netherlands but are now based and working across the globe. We combine deep business expertise with game-changing programmes designed to build the skills people and organisations need for life and work today.

## Our Why

Our story began nine years ago with an idea from our founder, **Jane Birkin**. Recognising that we spend almost a third of our lives at work, she set out to change how work is experienced, making it **healthier, more human and more meaningful**. That idea has since grown into the yellow.global community we have today.

## Our Mission

Since 2016, we've been on a mission:

**To create a movement, not a moment.**

Our bold ambition is to help create **1,000,000 happier and healthier employees by 2030**.

This isn't just a number. It's our commitment to helping organisations build workplaces where people can adapt, grow and thrive.

## How We Do It

We support organisations by building the **skills, culture and interactive programmes** that inspire individual growth, stronger teamwork and lasting impact.

Everything we do is guided by our values:

● **Adventure** ● **Curiosity** ● **Courage** ● **Kindness**



# 2025 Reality: Meeting Today's Challenges.



*"When people thrive, organisations and communities thrive too."*

Emma White

Co-Founder & Chief Energy Officer

Across 2025, we continued to evolve both our team and our offering to better support the realities people and organisations are facing at work today.

**The world of work isn't standing still.** Expectations are changing, technology is moving fast, and people are looking for healthier, more human ways to work and perform.

**That means the skills needed to thrive are changing too.**

At Yellow.global we've been exploring new ways to support this shift; from deepening our expertise in resilience, wellbeing and human performance, to developing more agile approaches to learning, to help people build skills they can actually use in real life.





# 2025 Highlights



**50+ Companies Transformed**  
**3,200+ Employees Trained**



**Yellow.global Around the World:**  
**Impact in 40+ Markets Around the Globe**



**New Product:**  
**NEW COURSE in Resilience Training &**  
**Experiences: The Oomph Factor - 3.0**

**New Certification:**  
**60% of Our Team Carbon Literate**  
**Certified**

Carbon Literacy  
Project



**5 Internal Challenges Completed**



**3422€ in donations to Environmental**  
**Partners**

**7.69/10**  
**Employee Happiness Score**







# Product Highlights

## The Oomph Factor 3.0

Cultivate Resilience

Build the new muscles for work and life.



## ClientsMind©

Master Customer Understanding

Gain insights on your offering through a customers' eyes.



## New Generation Selling

Updated skills for modern-day decision makers

Sales training reimagined for today's world.





# Partnerships in Action

## Some of the organisations we supported this year

Throughout 2025, we partnered with organisations across industries to support leadership, culture, and on-the-job/real-life performance skills.

Each collaboration has been unique, but they share a common goal: **empowering people to unlock potential and drive meaningful change.**

Or as we say: **Make Work better, and Create Better Work.**



### *Celebrating & Embedding Bottler Brilliance*

Supporting the Emerging Team to celebrate their Bottler community and Share best practice through their annual STARS awards and selling tools.



SURBITON

HIGH SCHOOL

### *Helping parents lead the way*

In June we went back to school! Delivering a workshop for parents of young girls to navigate the ups and downs of modern parenting with confidence and joy. This also raised £400 for our 1% for the Planet partner **I Am Water**.



DIAGEO

### *Supporting the Spirited Women Network across Europe*

We led a series of bespoke online workshops to equip their female leaders people with the mindset and skills needed for the next generation of work and life.





*Planting resilience seeds that can grow strong*

At Evergreen's annual conference we integrated Oomph resilience training throughout the full day. Combining live sessions and follow-up learning that built confidence in new resilience tools



*Refreshing leadership capability through ClientsMind*

We Worked with sales leaders during a period of rapid growth to strengthen culture, inspire new ideas and recognise their sales journey.



*Taking delight in a pause and facilitating balance.*

We delivered a fresh take on how intensity can be balanced with breaks and looking after individual and teams needs when handling constant change and workplace demands.



*Seeing sport through sponsors' eyes*

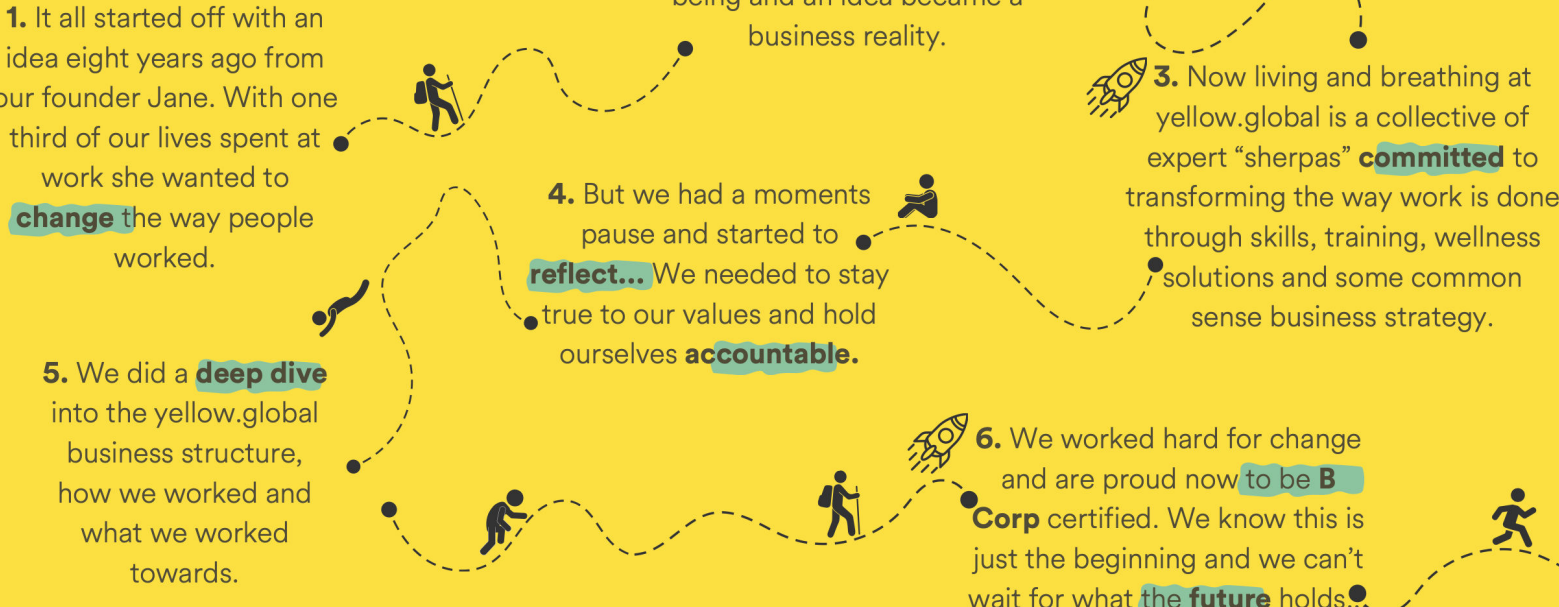
Through our ClientsMind programme, we helped Olympic federations unlock new insights into modern sponsorship and build stronger alignment with today's commercial partners..





# B Corporation Journey

## The yellow.global adventure...

- 
1. It all started off with an idea eight years ago from our founder Jane. With one third of our lives spent at work she wanted to **change** the way people worked.
  2. Following this passion, a team was gathered to be a part of the **yellow.global collective**. Clients and key partnerships came into being and an idea became a business reality.
  3. Now living and breathing at yellow.global is a collective of expert “sherpas” **committed** to transforming the way work is done through skills, training, wellness solutions and some common sense business strategy.
  4. But we had a moments pause and started to **reflect...** We needed to stay true to our values and hold ourselves **accountable**.
  5. We did a **deep dive** into the yellow.global business structure, how we worked and what we worked towards.
  6. We worked hard for change and are proud now to be **B Corp** certified. We know this is just the beginning and we can't wait for what **the future** holds...

B Corp Certification is an independent and globally recognised standard for for-profit businesses that meet high, verified benchmarks of social and environmental performance, public transparency, and legal accountability. Administered by B Lab, certification requires companies to achieve a **minimum score of 80 points on the B Impact Assessment**, make formal legal commitments to consider the impact of their decisions on all stakeholders, and undergo **recertification every three years**.

Becoming a Certified B Corporation demonstrates a company's commitment to **using business as a force for good, balancing profit with purpose, and accountability with impact**.

In 2024, Yellow.global achieved **Certified B Corporation status**, meeting these rigorous standards. With recertification scheduled for 2027, **we are committed to continuously strengthening our performance**, with a particular focus on **environmental impact**. This includes developing and advancing climate action plans, participating in collective action to drive positive social and environmental change, mentoring others across our industry and value chain, and collaborating with multiple stakeholders to amplify impact.

# B Corporation Journey



Governance:

**16.9/25**

Community:

**32/50**

Workers:

**27.1/50**

Customers:

**3.6/5**

Environment:

**5.9/20**

Overall Score:

**85.9**





# 1% for the Planet

Yellow.global is a proud member of 1% for the Planet, **a global environmental movement that brings together businesses committed to donating 1% of their annual revenue (not profit) to approved environmental non-profit organisations** working across climate action, biodiversity, conservation, and environmental resilience.

By committing a percentage of revenue rather than profit, this model reframes **environmental giving as a fundamental cost of doing business**, recognising both the use of natural resources and the responsibility to protect them.

Through our participation, Yellow.global contributes to a global network of businesses and non-profits working **collaboratively** to drive positive environmental impact and build a **more sustainable and resilient future**.

In 2025, we contributed **€3422** to our Environmental Partners causes.

Join the Pipe's mission is to reduce plastic waste and ensure that everyone, everywhere has access to safe, clean drinking water.

**Join the pipe**

They promote reusable bottles and public refill stations to cut single-use plastic at the source.

Plus, they use proceeds and donations to fund clean water infrastructure, educational clean-ups, and reusable bottle distribution in developing communities.



I AM WATER Foundation's mission is to ignite a global movement of "blue minds" through transformative ocean experiences that deepen emotional and physical connections to the aquatic environment.

By engaging and educating people, especially youth in under-resourced coastal communities, they foster understanding of the interdependence between healthy humans and healthy oceans, inspiring behaviour that protects marine ecosystems worldwide.







# Carbon Literacy Journey



The Carbon Literacy Project is a global, award-winning initiative that enables individuals and organisations to **understand the causes and impacts of climate change and to translate that understanding into meaningful, measurable emissions reductions**. Through accredited Carbon Literacy training, participants build **knowledge of climate science, social and economic impacts, and the role that everyday decisions**, at work and beyond, play in reducing carbon emissions.

This year, as part of our commitment to environmental responsibility, the Yellow.global team embarked on the journey to become Carbon Literate. We're now with **8 accredited team members!** This number helps us embed climate awareness and responsibility into our culture, decision-making, and strategic thinking, supporting informed action and long-term behavioural change across the organisation.

Yellow.global is also on track to receive its **Bronze Level Certification**. This status demonstrates our Climate Commitment, showing stakeholders that we are serious about climate action, building a low-carbon culture and creating a foundation for progress by integrating climate thinking into planning.

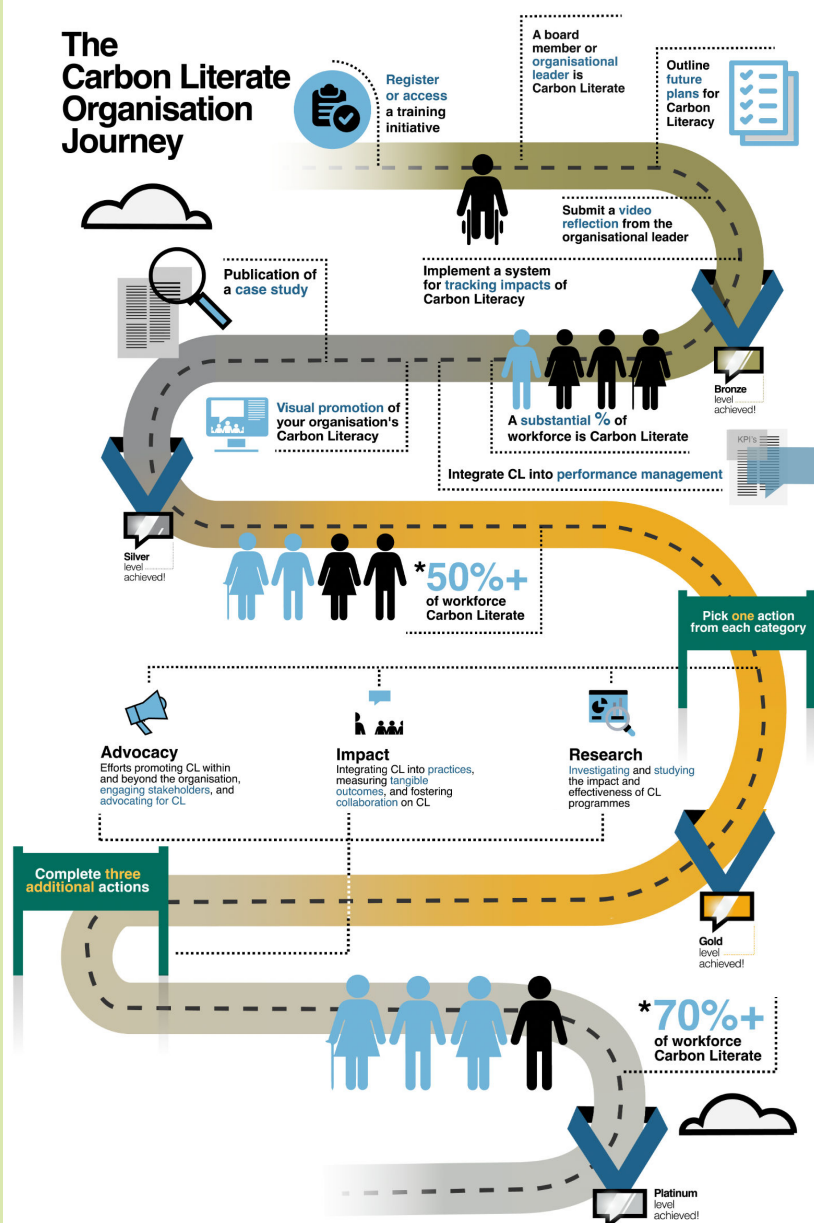


As we look ahead to 2026, **Yellow.global** is proud to launch its own **Carbon Literacy Training**, led by our Chief Integrity Officer, **Hayley Bagnall**. This new offering marks an important step in expanding our climate action mentorship into a sector we know well: **food and drink**.

As businesses grapple with how to respond proactively to new climate standards, many face a common challenge: **translating complex, technical requirements into meaningful, human-centred action**. This is where Carbon Literacy makes the difference.

Our approach goes beyond data and compliance. By focusing on the human and emotional dimensions of climate literacy, **we help people feel informed, empowered, and connected** to the role they can play at work. Each session is designed to build confidence, increase motivation, and support participants in embedding climate-smart thinking into everyday decisions.

The Carbon Literacy for Food & Drink Businesses certified course reflects our commitment to balancing the wellbeing of people with the wellbeing of the planet, and reinforces our ambition to support organisations in moving from intention to impact.



Organisations interested in joining this journey are invited to sign up to our 2026 training list and be part of the first groups building a climate-positive future with us!





# Our Commitments Beyond Training

As a remote organisation, our biggest impact is through digital platforms. Therefore, we propose to do a digital detox to remove redundant information from our cloud and reduce our digital footprint.

My sustainable intention is to optimise cooking sessions to avoid food waste!

To save energy, I will change my home electricity source from gas to renewable.

Individually, my sustainability goal for 2026 is to reduce my meat consumption.

I am teaching my kids to maintaining low energy consumption rates.

I have decided to cycle instead of taking the car for journeys under 3km.





The movement that brings together businesses committed to donating **1% of their annual revenue** to approved environmental non-profit organisations

The initiative that helps individuals and organisations build **knowledge of climate science** and translate it into meaningful and impactful actions

In 2025, Yellow donated **€3422** to our chosen Environmental Partners

**8 certified members & Yellow.global** on track for receiving **Bronze Level Certification.**

**I AM WATER**  
OCEAN CONSERVATION

**Join the pipe**

Yellow.global's launch of the **Carbon Literacy for Food & Drink Businesses Course** in 2026



# Internal Challenges



Our Internal Challenges are a series of collective initiatives designed to turn our values into everyday actions. In 2025, we launched five interconnected challenges that invited everyone to learn, reflect, and act together, strengthening both individual well-being and our shared culture. The intention behind these challenges is simple but powerful: to create space for personal growth while fostering a sense of connection, responsibility, and positive impact beyond our organisation.

Each challenge encouraged conscious habits, from caring for our health and deepening our relationship with nature to supporting our communities, embracing movement, and reducing our environmental footprint.

Through these shared experiences, we nurtured well-being, inspired volunteerism, expanded our understanding of sustainability and celebrated movement as a source of joy and connection. Our Internal Challenges help ensure that impact is not just something we deliver externally, but something we live and practice every day.

| Challenge                                                                                                                                                                           | Goal                                                                                                                                                                                                  | Outcome                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p>28 day habit tracker<br/><b>NOURISH</b><br/>your body, soul, the earth and our communities</p> | <p>Encourage employees to adopt small daily habits that support physical health, emotional balance, and sustainability.</p>                                                                           | <p>Participants engaged in reflective practices, wellness activities, and environmentally mindful behaviours that strengthened personal awareness and helped build healthier routines, while fostering well-being in an interconnected way.</p> |
|  <p>yellow.day!</p>                                                                              | <p>Invited everyone to dedicate a few hours during the month to volunteer work of their choice, to inspire our teams, recognise individual passions, and highlight the importance of giving back.</p> | <p>A total of 238 volunteer hours contributed, demonstrating strong engagement and a shared commitment to social responsibility.</p>                                                                                                            |
|  <p><b>WAVELENGTH</b><br/>WATER<br/>CHALLENGE<br/>2025</p>                                       | <p>Deepen our understanding of water's value, its vulnerability, and its impact on people and ecosystems, featuring three core themes: Access to Water, Say No to Plastic and Hydrotherapy.</p>       | <p>The initiative strengthened our environmental literacy and encouraged more conscious water and plastic consumption habits.</p>                                                                                                               |



| Challenge                                                                          | Goal                                                                                                                                                                   | Outcome                                                                                                                                                                  |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   | Celebrate the power of movement to build health, happiness, and connection, underscoring how physical activity contributes to a global culture of resilience and care. | Employees logged over 180 activities, supported teammates, and formed new habits around staying active together, reinforcing community spirit, and a healthy life-style. |
|  | Reducing our environmental footprint both individually and collectively.                                                                                               | 21 eco-tips shared, increasing ecological awareness and actionable knowledge about how to make more sustainable choices.                                                 |

Through Internal Challenges, a series of collective initiatives designed to turn our values into everyday actions, we invited our associates to learn, reflect, and act together, strengthening individual well-being and our shared culture, with the intention to create space for personal growth while fostering a sense of connection, responsibility, and positive impact beyond our organisation.

In 2025, our team engaged with 5 different initiatives, each addressing an environmental or Social theme. Topics ranged from physical and mental health, sustainable habits and volunteering. Here are the results:



Development of water and plastic consumption habits

**238** collective hours of volunteer work

**180+** sport activities completed together

**21** eco-tips on how to increase sustainable choices

Shared daily habits that support emotional balance

Improved mental health awareness

Improved connectivity and team spirit

# Happiness Survey

At Yellow.global, we believe that meaningful impact starts from within. That's why we conduct an annual Team Happiness Survey to understand how our people are truly feeling and to ensure our culture reflects the values we champion externally.

The survey offers our leadership team a clear, honest view of our culture, highlighting both strengths and areas for growth. More than a measurement tool, it is a commitment to continuous improvement. By listening, reflecting, and acting on feedback, we ensure we lead by example and build a happier, healthier, and more resilient team at the heart of everything we do.

Overall Score:

**7.69/10**

Overall  
Motivation:

**4.23/5**

Feeling of  
Positive Impact

**3.85/5**

Feeling of  
Value

**4.54/5**

Feeling of  
Freedom

**4.62/5**

Feeling of  
Reward

**4.15/5**





# A Word From Our Team Members

What do you enjoy the most about working with the Yellow.global Team?

I love that we are always ready to try new things while keeping our mission of meaningful impact at the centre.

The team and the impact that we make by being authentic to ourselves and our skills.

I love the openness to new ideas, the positivity and the genuine support within the team. I really appreciate the understanding, the freedom to experiment and the honest feedback that helps me grow. It feels like a space where creativity is encouraged.

The awesome people and the chance to work on large challenging projects.

Yellow vibes (shared values & vision) and eclectic talents.

I love the team and the energy it brings with it.

The team, always the team. And the varied level of what a job can be.





# Looking Ahead:

## The journey to 2030

### A Changing World of Work

The world of work is changing faster than any of us expected. Employees are asking more from the organisations they work for, leaders are navigating new levels of uncertainty, and businesses are increasingly expected to play a positive role in society, not just deliver results.

All of this means the way we work, lead and collaborate needs to evolve.

### Building What Matters

As we move into 2026 and beyond, our focus at yellow.global is simple: **to keep building skills and solutions that matter.**

We're not just growing a company; we're building a community of experts who care deeply about helping people and organisations develop the capabilities needed for today's world of work: resilience, insight, adaptability and new ways of collaborating.

Our aim is that the people and partners we work with leave our programmes not just better at their jobs, but better equipped for life and work in a rapidly changing world.

### Flexible, Human, and Impact-Driven

What that looks like will continue to evolve. The truth is that the future rarely follows a neat plan. What makes yellow.global special is our ability to stay flexible and human in how we respond. Combining experience, creativity and care to respond to whatever challenge we're invited into.

Through it all, our goal remains the same: **to bring joy, growth and lasting impact to the people and organisations we work with.**

Our vision is simple: **1 million happier and healthier employees.**

I'm excited for what we will create together next.

**Emma**

**Co-Founder & Chief Energy Office**



# Impact Report 2025

Thank you for reading!  
Please get in touch if you have any  
questions or are interested in working  
with us.

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