

88%

still active at day 30

71%

of habits held, kept on most days

£5,120

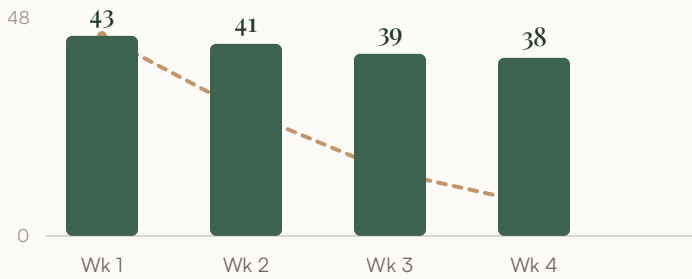
estimated saved per year, projected

1,460 kg

CO₂e avoided per year, projected

Participation that holds

Active people, by week



■ This cohort — Typical programme

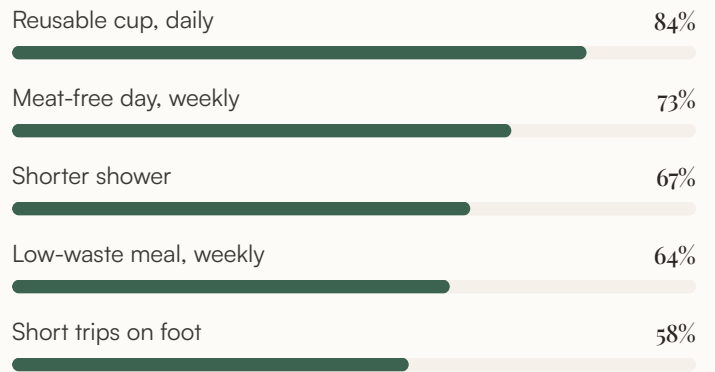
Most workplace programmes fade by week three. This cohort held **88% of joiners to day 30**.

26 people

missed three or more days and came back. No streak was lost and no one was reset to zero. Recovery is built into the design.

Habits kept

Share of people keeping each, on most days · 2.4 habits per person on average



1,290

check-ins over 30 days

4.1

check-ins per person, per week

78%

of days the daily read was opened

<2 min

average daily time in the app

THE DAY-30 PULSE

“I’ve kept at least one change I expect to continue.”

84%

agreed or strongly agreed

+71

net sentiment score

ESTIMATED IMPACT, PER YEAR

£5,120

saved across the team

1,460kg

CO₂e avoided

3,900

single-use items avoided

Indicative estimates from UK averages, projected from habits held to day 30. Not audited. Participation and habit figures are measured.

Wellbeing review

ESG: Social & Environmental

USE IT IN

B Corp Impact Business Model

Aggregate only. Check-ins stay on each person’s device. There is no individual reporting, and no way for us to build it. This is an illustrative sample; figures are shown to demonstrate the format.

Calm Progress