

**BENICASSIM, SEPTEMBER 25, 2024**

**CORPORATE SOCIAL RESPONSIBILITY**

**Kinesis Physiotherapy, Wellness, and Health Programs**

At Kinesis, aware of the importance of incorporating new guidelines that allow our activities to also contribute to environmental protection and individual as well as social awareness, we have decided to implement a workplace awareness plan.

Since our beginnings in 2000, we have provided our physiotherapy services, wellness, and health programs to both individuals and groups, motivated by a firm objective focused on the well-being of all our clients/patients.

We feel that we contribute to the development and implementation of the 2030 Agenda, specifically in point 3: Good Health and Well-being.

This same motivation has allowed Kinesis to go beyond simply offering services to its clients; it enables us to offer experiences, strengthened by an unparalleled natural and cultural environment, made possible only by a committed and integrated team. This has allowed us to serve not only local but also international patients over the years. We are convinced that we are not only delivering physiotherapy sessions but are also helping our clients to become more aware of their self-care, understanding that the sustainability of the planet begins with them.

Our work and the continued trust of our clients over the years have allowed us to grow as individuals and advance professionally, transforming into a consolidated and stable company.

## **Our VALUES: Working with**

- **HANDS:** Physical and movement therapy. Awareness of the techniques and methods we use, ensuring they are non-aggressive.
- **HEAD:** Continuous training for all employees.
- **HEART:** Understanding the needs of both the workers and the people we work with. Awareness of the products we use.

Our daily mission is to improve the quality of life for our patients, both in terms of pathology and raising awareness to improve their lifestyle habits. Respect for culture, people, and the environment.

Our Vision: To be an international reference for people and tourists who come to Benicassim in search of health, wellness, and quality of life programs.

## **Where are we?**

Our primary area of operation is Benicassim, but we also offer wellness and health programs for companies and online programs.

## **Specific Actions**

### **In the internal scope:**

- Promoting the values of respect, equality, and unity within our team to ensure a healthy working environment.
- Efforts to set an example by educating and raising awareness among our clients, suppliers, and staff about the importance of protecting and respecting natural resources.
- Use of natural, less polluting products, raising awareness of organic materials and electricity usage.
- Leadership in the sector and a constant search for innovative and creative strategies that ensure continuous business development.
- Active communication and transparency in our work, as well as integrating the recommendations and suggestions of our clients.
- Showing ourselves as an inspiration to our clients; all practices we propose will have been tested by ourselves.
- We commit to taking care of ourselves and dedicating time to be an inspiration to our clients.
- Working with responsible suppliers who also implement Corporate Social Responsibility policies.
- Balancing professional life with personal life through flexible schedules and vacation policies.

**In the external scope:**

- Collaboration with Non-Governmental Organizations (NGOs), with at least one project per year.
- Since 2021, with the NGO HOLA GHANA.
- In previous years, with organizations such as Manos Unidas and the San Vicente de Paul Association.

### **Specific improvements and implementations in 2024:**

- Using new recyclable materials for disposable sheets.
- Using only one ink for printing instead of four.
- Using tablets for data collection.
- Motivated by the COVID-19 pandemic, a new initiative called “paperless” has been launched. It aims to reduce paper usage (e.g., sample results, communications with various suppliers, marketing brochures) by promoting the use of QR codes and email.

### **Kinesis Physiotherapy, Wellness, and Health**

**Bibiana Badenes Braulio**

C/ del Desierto No. 2,

12560 Benicassim, Castellón, SPAIN