



Bibiana Badenes

## **CORPORATE SOCIAL RESPONSIBILITY**

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

At Kinesis, aware of the importance of incorporating new guidelines that allow our activity to also help protect the environment and both individual and social awareness, we have decided to carry out the implementation of an awareness plan at work.

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

We feel that we contribute to the development and implementation of the 20/30 Agenda in its point 3 of Health and wellness.

This same motivation made Kinesis, more than offering services to its clients, to provide them with sensations, strengthened by a unique natural and cultural environment and only possible thanks to a committed and integrated work team, and has allowed us to have not only local but also international patients throughout all these years. Hence we are convinced that we are not only doing physiotherapy sessions, but we are contributing to our client to have a greater awareness with their own self-care and understand that in part the sustainability of the planet begins in the client.

Our work and the constant trust of our clients throughout all these years has allowed us to grow as people and advance professionally to become a consolidated and stable company.

### **Our VALUES, working with**

- **HANDS:** physical and movement therapy. Awareness of the techniques and methods that we use and that involve non-aggression.
- **HEAD:** continuous training for all employees.
- **HEART:** understanding the needs of employees and the people we work with.  
**AWARENESS:** awareness of the products we use.

Our daily **MISSION** is to improve the quality of life of our patients both in the pathology and in creating awareness for the improvement of their life 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 located?** Our work action is mainly in Benicassim, and we also carry out wellness and health programs for companies and online programs.

## **Specific actions**

Promoting the values of respect, equality and unity in our work team to ensure a healthy working environment.

### **Internally**

- The effort to set an example, educating and raising awareness among our customers, our suppliers and our staff of the importance of protecting and respecting natural resources.
- Use of natural, less polluting products, awareness of the use of organic materials and the use of electricity.
- Leadership in the sector and the constant search for innovative and creative strategies that guarantee continuous business development.
- Active communication and transparency in our work, as well as the integration of recommendations and suggestions from our own customers.
- To show ourselves as an inspiration for our clients, all the practices we propose we will have tested on ourselves.
- We are committed to take care of ourselves and dedicate time to be an inspiration for our clients.
- We work with responsible suppliers who in turn implement Corporate Social Responsibility policies.
- Work-life balance. Flexible schedules and flexible vacations.

### **Externally**

- Collaboration with non-governmental organizations with at least one project per year.
- Year 2021 with the NGO HOLA GHANA,
- Previous years Manos Unidas, Asociación San Vicente de Paul.

## **Specific actions for improvement and incorporation in the company carried out 2021**

- Use new recyclable materials in disposable sheets.
- Use only one ink for printing instead of four.
- On the other hand, and motivated by the COVID-19 pandemic, a new initiative has been launched. "Paper-less" aims to reduce the use of paper (sample results, communications with the various suppliers, marketing brochures) by encouraging the use of QR codes and e-mail.