

7Mind 

2023

Impact Report

*'To empower our community to
lead a healthier life and to make
mindfulness universally accessible'*

Dear Reader,

It's becoming a dear tradition – this is 7Mind's fourth Impact Report.

The pandemic is slowly fading away in our memory, but the world at least appears to be in no better shape today. Even if that is only due to *negativity bias*:

Weltschmerz is something many of us deal with – on top of juggling the challenging, often contradicting priorities of modern life. Many of us ¹ only realize how heavy the mind can weigh when lying in bed at night. We can't sleep. Or wake up during the night. Or never feel really rested even after sleeping a somewhat decent amount of time. Here's the silver lining: **At 7Mind, we are and will be here for you!**



*This is us
in 2023*

In 2023, we thought long and hard:

How can we specifically help with sleep issues? How can we help people use the day-time to prepare, so that the mind can rest at night? And how to design a digital solution around sleep that does not get in the way of a mindful evening routine, but instead supports it?

By later summer we were very proud to present our proposal: A brand new app with content specifically created to help sleep better:

7Sleep is here!

It offers amongst many things an improved way of content discovery, Expert Knowledge Inputs and Mindful Movement Exercises as new content categories and a playlist feature to plan your night routine ahead of time. As we are writing this, we are receiving first feedback on 7Sleep and are super eager to implement it and further improve our newest app!

Our focus on sleep does not mean we are losing sight of what has shaped 7Mind in more than 8 years: We are still adding content to the 7Mind app and will use 2024 for a makeover of 7Mind.

Furthermore, we remain committed to empower our community to lead a healthier life and to make mindfulness universally accessible: Through insurance partnerships, people in Germany can use our content with a significant discount or for free. Non-profit organizations and – that's new – **all** German university students also don't pay anything for 7Mind.

Within 7Mind, action for sustainability continues to be a top priority in our impact efforts. As promised last year, we have defined goals to reduce our negative impact on the climate.

See for yourself on the following pages how we aspire to be a force for good in society. And please let us know what you think! We know we can always do better. Please send all your suggestions to: feedback@7mind.de

This report is the outcome of true 7Mind teamwork and we wholeheartedly thank everyone who contributed.

Enjoy the reading journey!

Malte, 7Mind's Impact Manager
(and the whole 7Mind Team)

1) Per a *BARMER report*, in 2017 over a million people in the workforce in Germany alone were diagnosed with sleep problems

It was rewarding and fruitful to receive feedback like this from our users in the past year...

"I stumbled across the offer for an MBSM (dt. ABSM) course accessible in the 7Mind app in a brochure of my health insurance BARMER. They paid for the course and a whole year of access to the app. After I found out that even the Stiftung Warentest recommends the app, I saw all my boxes ticked (...). This is how I came to 7Mind."

HEIKE ¹

"Thanks to the guided meditations and courses, I was able to overcome a very challenging time in my life. Now the app helps me on my way to myself through mindfulness. (...) There is so much to discover in the app. I haven't listened to everything yet."

MARINA

"Very well structured and thought through. I get along very well with the concept and the guide. I can easily get involved with the content. Thank you!"

RALF

"7Mind: Great app that you can easily afford. Simple and well-crafted. Overall, really helpful for a wide variety of topics (stress, anxiety, etc.). It's great that you can choose the speakers."

DIANA



"There really is something for everyone. For beginners and experienced practitioners. Interesting courses and a wide variety of meditation options. I've tried a lot of meditation apps, and I like 7Mind by far the best."

USER

"I did not have any connection to meditation before. But the app does a good job in introducing even inexperienced people into the world of meditation. Big thanks to everyone involved."

SVENJA ²

"I'm a big fan of the app. The courses are really good and I feel much more relaxed after just a few meditations."

JON

"The deeper I get into this app, the more it helps and the more excited I am. This is an amazing source of wonderful moments and great opportunities. THANK YOU!!! I'm currently at the 'Inner Child' course. There are also interesting other courses... DEFINITE RECOMMENDATION!"

ARNE ³



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Mindfulness

can grow within you, too.

We understand mindfulness as awareness that arises when we **turn to present sensations** and **observe what is here and now**. In doing so, we describe what we perceive, accept what is and happens within, and practice not automatically judging neither the external nor the internal. This allows us to act more attentively instead of leaving the field to impulsive reactions. An indispensable part of our understanding of mindfulness is to respect and value the ancient roots in buddhism and contemplative practices of other religions. This is important to us at 7Mind regardless of whether one's own practice follows a spiritual path or not.

*Did you know you
have a special
power?*

*Yes, you too!
It's a power that
lies within all of us,
waiting to flourish.*

*This superpower is
called **mindfulness!**
Will you nourish and
grow it?*

Backed by Science

The Positive* Impact of *Mindfulness*

Let's dive deep into books and scientific studies. We will get an overview of what the international science community has to say about the effects of mindfulness. Read on to understand that mindfulness is anything but hocus pocus.



Without the dozens of generations before us who have preserved and passed on the knowledge of meditation, we would not be able to use this precious technique in the modern world. Modern science didn't invent mindfulness, scholars just rediscovered it. At 7Mind, we owe a debt of gratitude to the tradition.

What does Science say?

Scientists interested in meditation and mindfulness typically examine the effect of Mindfulness-based Interventions (MBI)¹ on other factors, e.g. people's health or their stress level.

The number of studies in the field has been growing in the past years², although little research focusses specifically on mobile apps. On the following pages, we offer an updated³ high-level overview of the general findings of mindfulness research.

We focus on presenting the results of meta-analyses⁴ as they give a better overview of the current state of scientific knowledge.

*Three ways a
mindfulness practice
can be beneficial⁵...*

1 Psychological Health

Meditation can help reduce stress^{6,7} and anxiety⁸.

3 Social Health

There is reason to assume that meditation supports 'Emotional Intelligence'¹³. This helps to better deal with the emotions of self and others.

2 Physical Health

There is promising data suggesting that mindfulness meditation can be beneficial for reducing chronic pain⁹, stress hormone release^{10,11} and might even help in some cases of sleep disturbance¹². Meditation can help develop more sensitivity towards the body and physical sensations.

How exactly do mindfulness and meditation support health and well-being?



Psychological and medical research use a variety of scientific methods to get accurate data on the effects a mindfulness practice can have: Scientists use questionnaires and interviews, but also physiological measures, for example, blood pressure, heart rate, hormone levels or even brain waves to test their assumptions.

Over the years, a general consensus has formed, that:

■ The effect of mindfulness interventions does not depend on demographics or personality traits: **Almost anyone can learn to meditate**¹

■ Mindfulness interventions can support **dealing with chronic pain**²

■ Mindfulness interventions can **reduce stress**.³

■ Meditation can help treat some aspects of sleep disturbances⁴ and **improve sleep quality**⁵

■ **A mindfulness practice can ease symptoms of anxiety**.⁶ Still, we advise that people with a diagnosed anxiety-related mental health condition should first consult their doctor/therapist before starting a mindfulness practice.

It is important to note as well:

The current state of research on mindfulness and Meditation has some limitations that we need to bear in mind⁷:

■ Many studies **focus on self-report questionnaires** to assess the effects of mindfulness interventions. This can be a source of bias.

■ Bias may generally have effects on **different levels in the research process**. Another example is that positive effects of mindfulness and meditation might be over-reported.

■ The vast majority of available studies focusses on the effects of mindfulness and meditation on **specific groups** such as healthcare staff, students or people with health conditions.

■ Sometimes, **other forms of treatment**, e.g. physical exercise, prove to be equally successful in achieving positive outcomes as mindfulness and meditation.

■ In many cases, **researchers cannot confirm the benefits** of meditation initially observed when checking again in the more distant future.

The specific positive* impact of the 7Mind content on mindfulness practitioners

A few studies and research supported by 7Mind have specifically looked at the impact of our content¹.

See what they have found²:

1 Our prevention course for mindful stress management showed significant effects on mindfulness and perceived stress:

The results of a study on our [MBSM \(dt. ABSM\) prevention course](#)³ promise that regular mindfulness practice with our app might empower our users to better deal with stress in their daily life. To find out more about the results and their limitations, [click here](#).

2 Our prevention course 'Relaxing Sleep' ('Erholsamer Schlaf') can support better sleep.

Our internal evaluation on the effects our prevention course ['Relaxing Sleep' \('Erholsamer Schlaf'\)](#) in the past year showed that after taking the course, participants on average took sleep-promoting medication on fewer days than before and could function better during the day on more days than before the course. It has to be noted, though, that for this evaluation cycle, the number of participants was low.

3 The 7Mind prevention course 'Progressive Muscle Relaxation' ('Progressive Muskelentspannung') helps people relax.

Data from our internal evaluation of the prevention course ['Progressive Muscle Relaxation' \('Progressive Muskelentspannung'\)](#) in 2023 showed that after completing the course, the participants seem to be better equipped to handle stressful situations. In the evaluation, they also reported to have methods at their disposal that allow them to relax better. Accordingly, the vast majority of participants rate the course as a success. The overall number of participants, however, was low.

* Sources on page 40-41

...but

Can a mindfulness practice also have undesired side-effects?

Yes, this can occur in certain cases, e.g. with people suffering from anxiety disorders. However, little research on this topic is currently available. People with a recently diagnosed mental illness should consult their therapist or medical practitioner before taking up a meditation practice. We are including corresponding disclaimers where people might first come in contact with our products.

Our content in facts and figures

Hundreds of thousands of people use our apps over the course of a year. Check out some trends and preferences of our mindfulness practitioners below.

The single meditation 'Einschlafen'

('Falling asleep')* was the most played single meditation in 2023.

Breathing exercises

are also very popular with our users: The single meditation instructing the 4-7-8 breathing technique of the same name that was just released in the second half of the past year and yet made number 9 of the list of most played meditations in 2023.

* The content mentioned in this paragraph is available in the German version of the 7Mind app.

As in the past year, the vast majority, 90%

...of users is happy with the content and functions in the 7Mind app as the results of a survey in the app indicate.

The most played sleep stories

were 'Die Lichter des Nordens' ('The Northern Lights') and 'Der Nachtzug' ('The Night Train').

The summer months

...have historically been a time where people use the 7Mind app less.

In the past year, this trend seemed to have reversed with the number of meditations completed between June and August **growing by about 2-4%**.

Our app ratings at the end of 2023 (x of 5.0):

7Mind:

Google PlayStore - 4.7,
AppStore - 4.6

7Sleep:

Google PlayStore - 4.0,
AppStore - 4.2

How to turn your life around through meditation ...and mindfulness training



Silke works in the human resources department of a large credit institution. At the height of the corona pandemic in 2021, she experienced a sudden breakdown. It all became too much. Diagnosis: An early-phase depression due to exhaustion. With the help of BARMER and the 7Mind app, Silke was able to start her healing process.

MALTE, 7MIND IMPACT MANAGER:

'Dear Silke, how did meditation and mindfulness enter your life?'

SILKE:

'I once did autogenic training before I graduated from high school because I was terrified of the final exams. I hadn't tried meditation until I was diagnosed with 'exhaustion depression' by my doctor in April 2021 due to my job. I was shocked: I have 34 years of professional experience and suddenly someone tells me: exhaustion depression. My first reaction was: 'Not me'. But my doctor insisted: 'Yes. You. And you have to work on accepting that'. And that's exactly what I couldn't do at first - accepting my situation.

The first action I took was turning to **BARMER** to explain my situation to them.'

Interesting, did your doctor advise you to go through BARMER?

I was already familiar with their prevention offer, because during the Covid pandemic I had taken a yoga course through BARMER, which I really enjoyed. At that time, online offers were particularly important.

...And BARMER had a lot to offer. So I came across the 7Mind app relatively quickly and have been using it regularly since May 2021.

What did work well for me in the early stages of my illness is the fact that my doctor only put me on sick leave for a week at a time, because he wanted to see how I was doing week by week. I know that sick leaves are often issued for longer periods, because I work in a credit institution with 1400 people. I'm in the Human Resources Department and, among other things, process sick notes, so I get to see a lot. Some colleagues are on sick leave for four weeks and are totally left to themselves during that time. But the fact is: Depending on your personal situation, you can't get out of mental illnesses on your own! Still, that was my ambition: Fight against it, look for help and support in order not to slip into a full depression. In any case, my husband was a huge support for me.

At the beginning, what was challenging for you when meditating?

Really opening up to the experience, maintaining focus and not giving in to distractions.

If you are OK with it, can you tell what exactly has led to your state of complete exhaustion?

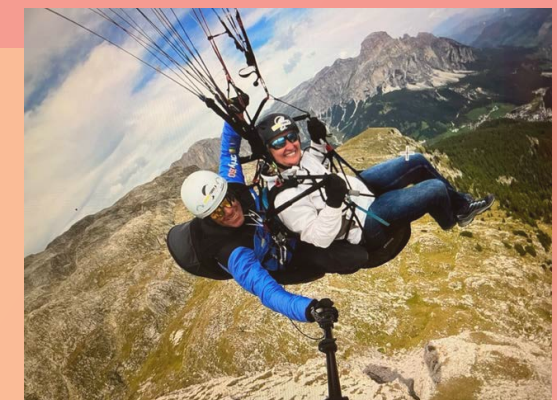
So, I went down the exhaustion spiral especially because of the Corona pandemic. At that time, the sickness rate was immensely high in our company, and then, on top of all that, I was asked to be a point of contact for employees on sick leave: I was supposed to check their accounts in their absence and, additionally, give them advice and support. After more than a year I felt overwhelmed and had to say, 'I can't do this anymore.' I was asked so many questions about regulations, illnesses and absence from work that I sometimes had to say to my colleagues that I didn't know what to do either. After all, I'm not a doctor, I'm not the Local Health Department and I don't have a crystal ball to predict what's coming.

Then, on a Friday in April, it all became too much. I was exhausted. I just sat at my desk, cried and couldn't get myself under control. People stood helplessly around me, only one of our team leads who had undergone some training suddenly said, 'OK, we're both packing up now, you'd better go home and rest.' Then when my husband came home from work in the evening and found me crying, he suggested I go to the doctor first thing next Monday. Yes, that's how the whole thing started.

Thank you for trusting me with your personal story!

The thing is: I generally like my job, it is a source of joy and satisfaction for me. After six weeks on sick leave, I wanted to try if I can do a full day at work. At the time, I was already using 7Mind regularly. That said, meditation is something that needs practice. One can't learn it overnight.

I started with the **MBSM (dt. ABSM) prevention course**.* Chapter 7 'Der Weg aus der Erschöpfungsspirale' ('Exiting the vicious cycle of exhaustion') really spoke to me. 100%. All in all, the course offers so much content that you need to digest first. I also got myself a notebook and always wrote down what I had learned. To the present day, I get back to those notes. I also completed the 7Mind course '**Resilienz im Umgang mit Stress**' ('Resilience in managing stress')*. I plan to repeat both courses, because one tends to forget this and that over time. One more reason why I like the courses: I love René Träder's voice. The same is true for Dorothea and Paul, who lead the 7Mind meditations. I am joking that they are my trusted, daily companions. When I listen to a short meditation in the morning and Dorothea's soft voice says 'Good Morning' the day actually can only start well. In the evening, I prefer Paul's voice. I often listen to short meditations. But I also absolutely love dream journeys like 'Auf dem Lavendelfeld' ('On the lavender meadow')* or 'Die Ruhe des Waldes' ('The silence of the forest')*. The same is true for the monthly recommendations, like the recently released meditation '5 Sinne' ('5 senses')*. I'm always curious to see what's next.



*The content mentioned is only available in the German version of the 7Mind app.

It really seems you are using the 7Mind app in all its aspects.

Yes, absolutely. To date, I have listened to 8763 minutes in the app and completed 952 content pieces. I specifically looked this up prior to our meeting. Of course, this motivates me to go on. Recently, I had a 200 day consecutive meditation streak, but then I did not meditate for a week or so. I quickly realized that something was missing. And so did my husband. When I appear a little stressed, off-balance he's the first to ask if I had already meditated that day. And if that's not the case, he's the first to send me straight to the couch (laughing). Because he also feels that meditation is just good for me. And he also implements some mindfulness habits. When I sometimes ask him over breakfast which day it is, he replies with a benevolent smile: 'It's today'.

Let's stay with this thought for a while. Were you able to share other aspects of your mindfulness practice with the people around you? How did they react?

At work, we have internal consultants for mental and physical health. At the beginning of my recovery journey, I used their services. They recommended yoga and suggested I take more time to relax. Later, I reported back to them that meditation had actually helped me a lot.

At work, people approach me to say 'You appear so centered, so much calmer.' Maybe that is because I have learned to say 'No' to some things, which is actually really important. My colleagues often have unusual work requests and, little by little, I am getting better at declining them in a respectful manner. At first, this was difficult for me, but I got better at it over time. In the end, I am doing that not only for myself, but also for my colleagues.

I want to show them that we don't have to accept everything as it comes our way. One of my co-workers is already undergoing treatment due to various psychosomatic symptoms. We have to take care of ourselves and our company should treat us more cautiously.

If someone on our team gets mad about something, I often say 'Try to accept it, don't judge it right away.' But, of course, it doesn't work with everybody. One of my colleagues prefers yoga over sitting meditation. My sister always says she has no time to meditate. Despite me having given her a free voucher - you know, users used to have that option via the app. Unfortunately, she never tried it. Well, some things you can't force. And I even told my sister specifically that if she doesn't have time for a ten-minute-meditation, she should meditate for 20 minutes (*laughs*).

Is this frustrating for you?

Not really. I mean, my sister knows that I am doing well thanks to meditation. Actually everyone around me can see: It's good for me. And I always say: 'Life is what you make it.'

It is really inspiring to hear your story. To me, it seems you completely turned your life around. Is that a fair assumption?

Yes, that's true! I rediscovered myself and my body. We should always remember: Our body is our home. When you have an exhaustion depression, you are more than interested in getting out of it. I think many people have no inner motivation to change their life or support from their family to do so.

When I consider, on the other hand, how active I've become. I turned my whole life around. We eat healthier; I even lost 10 kilograms. I exercise regularly - I especially love jumping on the trampoline. So much that I actually bought my own. I meditate regularly. I can say that my body, in which I have the honor to live in, is now doing well.

I got more content with what I already have. I realize this when I observe how other people go through life. What I really don't like are malcontents. There was this one colleague of mine who, after returning from days off, used to count down the time left until her next vacation, for everyone to hear. As friendly as I possibly could, I told her that I think that vacation and the related experience are wonderful and lovely to get back to afterwards. However, I also told her that, in my opinion, real life is everyday life. One should not only wait for and work towards the next trip around the world.

Something else: I've always given myself a hard time when coming home after work. All these things I wanted to do, get done. I don't do that anymore. I manage my everyday tasks differently so that I can be content with what I actually get done. I often prioritize exercising or indulge in some me-time. Whether I clean my windows today or tomorrow - it just doesn't matter to me anymore. I completely changed my mental setup and I love it!

You seem really comfortable talking about your mental health. Do you feel that it is still a taboo in society, in your community?

Yes, I think so. The Covid pandemic changed us all in some way, I think. As far as I understand, we never had so many people with mental illnesses as we do now. And I don't mean people who need to take a medical leave of about six weeks as I did - some are actually gone for months. I observe this daily at work in the Human Resources Department. People are calling me with questions like: 'I am gone for so long now, I don't qualify for paid sick leave days anymore, what do I have to do?' Some start crying on the phone and are desperate. They urgently need someone to talk to. I usually tell them my personal story about how much meditation helped me. I recommend my colleagues to turn to our above mentioned internal consultants for mental and physical health. I can't just hang up the phone when the other person on the phone starts crying, can I? I have been part of



the company for 34 years already and I know people and many also know me. And that's also just the way I am. My husband keeps joking that you just can't leave me alone for five minutes. I like to make new connections, talk to people. So even at work I will never just say that this is not my responsibility and disconnect the call. I just don't do that. And I will stay true to my principles here. So yes, I think many companies still haven't created the conditions for honest discussions about mental health and ways to support people who are affected.

One very important last question: What do you wish for from 7Mind?

I am actually really happy. Right now, I am using 7Mind free of charge through BARMER. Even if that wasn't the case, I would subscribe to 7Mind. Okay, I don't like every voice in the app, but that surely is quite normal. Everyone has different preferences.

Silke, thank you for this interesting and honest interview.

Our Offer to the World: The Apps '7Mind' & '7Sleep'



The 7Mind App turned 8 - and got a new sibling!

2023 saw a major update in our mindfulness content offer! In addition to the 7Mind app, our free podcast and the 'Magazin', we proudly released the 7Sleep app, specifically designed to support better sleep.

We have learned over the years that content related to sleep is of high interest for many of our users. So we built a brand new application tailored to the specific requirements when going to bed. We also brought some exciting new content to the 7Mind app and beyond in 2023!

The 7Mind offer grew in 2023 by:

- 21 new single meditations in German and 26 new singles in French
- 6 new courses in German
- 1 new course in French on conscious relationships
- 1 [Prevention Course \('Präventionskurs'\) - 'Regenerative Sleep' \('Erholbarer Schlaf' in German\)](#)
- 5 new soundscapes inspired by summer

Content we released in 2023 outside our apps:

- A visually accessible meditation for people with hearing impairments in French, English and German (available on [YouTube](#))
- 24 free magazine articles
- 25 episodes of our free podcast

Why 7Sleep?

Sleep-related exercises are the best performing content in the 7Mind app with one fourth of all meditations played by our users relating to sleep in some way. However, only roughly 4% of content in our initial app are designed to support a good night's rest. Contrast this with more than a million Germans facing sleep problems¹. It was clear: We could do more to help our users when it comes to sleep.

1) Per a [BARMER report](#), in 2017 over a million people in the workforce in Germany alone were diagnosed with sleep problems.

Some key facts & features about 7Sleep

New users go through an onboarding that helps them identify the content most relevant to them

7Sleep contains 250 brand new and unique pieces of content spoken by over a dozen voices

We introduced many new content categories such as Expert Knowledge pieces, Mindful Routines for daily activities, inspirational Morning Stories, Mindful Movement exercises and more

Most listened-to content so far are the new 7Sleep-exclusive sleepstories, dream journeys and autogenic training closely followed by more classic meditation exercises

What our users say

'The content is wonderfully relaxing. The speakers also have very pleasant voices. The subject areas are varied and the meditations very helpful.'

A 7SLEEP USER

'I have already tried several apps, but this is the best and now they also offer 7Sleep which I can also full-heartedly recommend to everyone. A real enrichment!'

DIANA

...We have many more ideas to make 7Sleep accessible to even more users. And we are working hard on new features and content. Stay tuned for what is to come!

HOW WE MAKE A Positive Impact on Society

On the following pages, you can learn how we strive to make preventive mental health care accessible to everyone through cooperations with insurance partners. Find out how we support civil society organizations on their missions and understand the actions we take to reduce our impact on climate and the environment.

Making Mental Healthcare Accessible to Everyone

Our Healthcare Partners

According to the World Health Organization (WHO)*, 13% of the global population is living with mental disorders. Still, mental health care receives little funding and attention. On average, less than 2% of a given country's health care budget is dedicated to mental health.

This is where 7Mind comes in. We want to make access to preventive mental health care as universal as possible! Partnerships with Germany's largest health insurances allow us to lower the entrance barrier to mindfulness and meditation. Find out more!

* WHO, World mental health report 2022, p. XV and p. 39, <https://www.who.int/publications/i/item/9789240050860>, accessed Dec 2022

Good news for students!

Since 2023 and in cooperation with BARMER Campus-Coach, **7Mind Study** is available to any student enrolled at a German university. The 7Study content can be accessed in German and English. Not enrolled in a university yet? No problem, thanks to the support of the BARMER Plattform Durchblick!, teachers, pupils and even their parents can get free access to **7Mind School**, a content offer tailored specifically to the educational context.

And what do our users say?

'As a BARMER member (...), I benefit from the high-quality meditations almost every day. (...) I selected the courses that were helpful for my situation from the very extensive offerings in the 7Mind library.' **HANS-JÜRGEN**

In 2022, more than 116.000 people in Germany benefited from 7Mind's direct partnerships with insurance companies.

Everyone in Germany insured with one of the following institutions...

BARMER
BERGISCHE KRANKENKASSE
BMW BKK
BKK MIELE
BKK PWC
MERCEDES-BENZ BKK

MERCK BKK
R+V BKK
**SBK SIEMENS-BETRIEBS-
KRANKENKASSE**
ENERGIE-BKK
BKK-FREUDENBERG

...can use 7Mind
free of charge!



Everyone insured with one of the over 100 German insurance companies we list on 7mind.de/krankenkasse is eligible for a refund after completing one of our prevention courses ('Präventionskurse').

These insurances reimburse up to 100% of the costs after completion of the course. And that's not all: We give everyone who purchases the course full access to the library of our 7Mind app for six months. We regularly evaluate the impact of the prevention courses on our users. See more on page 12.

Not everyone can afford to pay upfront for a 7Mind subscription – even if they get reimbursed later. So we partnered up with 11 health insurance companies (see list on previous page). This allows us to reach millions of people who can access our content through their health insurance. Free of charge and without all the bureaucratic hassle.

In 2023, we released our fourth prevention course ('Präventionskurs'): 'Regenerative Sleep' ('Erholsamer Schlaf') is available in German and focuses on building healthy habits for a good night's sleep. Just as our previously released prevention courses, it contains science-based knowledge and practical mindfulness exercises in eight 45-60 minute lessons supported by a quiz and handouts.

We provided free access to curated 7Mind content related to education to

981

teachers. They have the opportunity to extend the offer to parents and pupils.



We donated

6.041 €

to non-profits & charities in 2023.

We still wanted to reach young adults along all their educational journey: Since summer 2023, our new education program *7Mind Study* offered in cooperation with *BARMER* is now available to students of all German universities.

Throughout the year,

5.500

employees and volunteers of charities and social organizations received free access to our apps through our '7Mind hilft' program

52 7Minders volunteered for a total of 157 hours across 4 different projects in Berlin

A sense of responsibility: Supporting causes and charities across society

Supporting non-profits

In the past year, we have launched '7Mind hilft!'. This a program to support the employees and volunteers of charities and social organizations big and small across Germany. In total, 25 organizations, including the renown Malteser and the Katholische Jugendfürsorge München, joined the program and received free access to our apps for 3 months. Altogether, we donated more than 5500 vouchers.

Of course, we did not forget our principal charity partners [Give Something Back to Berlin](#) (GSBTB), [climb Lernferien](#) and [Tech4Girls](#) (T4G). We donated funds, giveaways and electronic equipment to them, shared our office space with T4G and Malte, our Impact Manager, served pro-bono on the Advisory Task Force at GSBTB.

Ah, last but not least: We are now offering [Quartiermeister.org](#) beer in the office. Why this matters? They are a social business donating all their profits to causes and non-profits.



Volunteering

2023 also saw the first 7Mind Volunteering Day. All our 65 employees could pick one of 3 volunteering opportunities to give back in our neighborhood and Berlin. We did some gardening work for a community center and picked up trash on a nearby playground (more on page 31). A third group went for a walk and a coffee with the residents of the nursing home [Haus am Weinbergsweg](#) (HaW) located close to our office. Over the year, we were able to build a new partnership with the HaW. As some of the older adults living in the residence only have few social interactions, we visited them again in winter for a board game afternoon.

Donating

7Minders also continued our internal challenge tradition. In addition to the [Veganuary](#) challenge to promote a plant-based lifestyle (more on page 31), we also motivated each other to keep up our personal meditation practice and, during the challenge, raised a total of 666 Euros as a donation for our partner [climb Lernferien](#) (see right).

Another cornerstone of 7Mind's donation policy is humanitarian aid. We made contributions through [Aktion Deutschland hilft](#) for emergency help after the earthquakes in Turkey, Syria and Morocco and the flooding in Libya. As 7Minders themselves deeply cared about these natural disasters, we introduced a donation matching process: Every Euro donated by 7Minders personally for humanitarian aid was matched by 7Mind. **This allowed us to raise a total of 5.420 Euro.**



Social impact efforts

Reaching out to people in difficult circumstances is another cornerstone of our social impact at 7Mind. In 2023, we tried something new and wrote letters and emails with words of support to political prisoners in Belarus. We also signed petitions and asked European politicians to support the unfairly imprisoned in Iran.

In the same spirit, 7Minders drafted more than 25 handwritten letters to marginalized people during Holiday Season through [Post mit Herz](#). The initiative connects retirement homes or local charities with access to people like the [Tafel](#) (eng. food banks) with the broader public to address loneliness.

The overwhelming majority of our employees is in favor of our support for non-profits and civil society as a recurring internal survey showed.¹

(1) Between 79% and 85% of 7Minders responded '(Strongly) agree' to the statement 'I consider it important that 7Mind supports non-profit organizations through donations, partnerships and volunteering.'

Meet 7Mind's principal charity partners

TECH4GIRLS



Tech4Girls is a project offered by the NGO TechEducation. In Germany, the share of women in computer science and IT jobs is only 16.6%. The aim of Tech4Girls is to close the gender gap in IT by equipping girls with programming skills in order to prepare them for the challenges of the future.



climb enables kids from low-income families to learn, play and experiment in a new and fun way: In an enriching environment without pressure they learn to recognize their strengths and unlock the potential they've been carrying inside of them all along. The climb 2-week-long holiday program is run by volunteers such as aspiring teachers which gives them the opportunity to gain first-hand experience in working with children.



GIVE SOMETHING BACK TO BERLIN

Give Something Back to Berlin (GSBTB) runs initiatives for newly arrived and established Berliners. In their Open Kitchen, for instance, they host weekly cooking classes, where people connect over a shared plate and discover new cultures through food. In 2023, they published a cookbook, collecting stories and recipes from Berlin's refugee and migrant communities. Find out **more about the book here**.

It is a Climate Emergency! — Our Environmental Footprint

For us at 7Mind, mindfulness goes beyond a personal experience. **We want to act mindfully towards our fellow (human) beings and our planet.** We do this by inspiring more sustainable choices – on a personal and company level. We work to continuously reduce our impact on the environment, raise awareness and create a space of support and exchange on sustainability.

We will update this report with our CO₂ footprint in March 2024. Typically, about 50% off our emissions relate to mobility. The reason: People around the world are working to make 7Mind better.

We limit international travel to a minimum, but this practice causes emissions. Based on the methodology of the [Science Based Targets' initiative \(SBTI\)](#)¹, we defined reduction goals until 2030 for our CO₂ emissions.

In September, we organized an internal Waste Management Workshop for our 7Minders.

The purpose was multifold: Get people up-to-date with the recycling standards in our office while simultaneously inspire low-waste choices and upcycling.

1) Our targets have not been officially verified by SBTi.

At 7Mind, we believe in activism, personal effort and systemic solutions to fight the climate emergency.



... while another group of 17 got the garden of a community center back in shape.



During the first 7Mind Volunteering Day in June '23, 18 7Minders picked up trash on a playground near our office in Berlin-Mitte ...

The overwhelming majority of our employees is in favor of 7Mind taking climate and sustainability action as a recurring internal survey showed.²

VEGANUARY



In 2023, we took part in [Veganuary](#) for the first time. This is a worldwide campaign to promote a plant-based lifestyle. During the month at 7Mind, we cooked together, learned about the case for veganism from ProVeg International, offered a public Instagram live meditation with ~2.500 views and some of us even challenged themselves to eat plant-based for a month. We also donated to [Leaders for Climate Action](#).

We also encouraged 7Minders to vote in the referendum for Berlin to achieve climate neutrality already in 2030.

2) Between 80% and 84% of 7Minders responded '(Strongly) agree' to the statement 'I consider it important that 7Mind continuously tries to reduce its impact on the environment and climate.'

Here, we proudly share the names of our suppliers offering more sustainable products and/or business models.

Oftentimes, these companies are hit twice as hard by the economic downturn as competitors due to their adherence to ethical standards. Thank you, partners, for contributing to an economy that works for all:

[avocado.de](#) (employee gifts)
[Bio Company](#) (office fruit)
[Coffee Circle](#) (office coffee)
[el-puente.de](#) (employee gifts)
[fairpension.de](#) (company pension scheme)
[frameworksberlin.com](#) & [folkdays.com](#) (employee gifts)
[GLS Gemeinsschaftsbank](#) (our bank)
[Quartiermeister](#) (office beer supply)
[rebuy.com](#) & [refurbed.com](#) (corporate laptop suppliers)
[Swappie](#) (corporate phone supplier)
[Tado](#) (office smart heating control)
[Vytal](#) (waste-free food delivery)

Other suppliers we work with are:

[Lichtblick](#) (office energy supply)
[ecosia.org](#) (recommended to 7Minders, but employees also use other services)

Networking:

We are a member of [Leaders for Climate Action](#) - a network of companies sharing resources and best practices on sustainability and climate action.

Measures we Implemented in 2023

Based on the methodology of the Science Based Targets' initiative (SBTI)¹, we defined reduction targets until 2030 for our CO₂ emissions

We installed 2 new Smart Thermostats in our office where it was previously not possible to lower heating expenses

During winter/heating season, we now **switch off our beverages fridge** in the office to conserve power, acknowledging the lower demand for cold beverages

We are now purchasing our office fruit packaging **free, organic and without using fast-delivery services**

We know we can do even better!

Sustainability and climate action are marathons, not a sprint. **We continue to monitor all our business for reduction and improvement opportunities.** Feedback is very welcome!

1) Our targets have not been officially verified by SBTi.

HOW WE LIVE A MINDFUL CULTURE

The People Behind 7Mind

We are a company that cares for the wellbeing of others - and this includes our team of 7Minders as well as our users. In practice, it means making room to talk about feelings - because it fosters connectedness. Combined with the openness for everyone to voice their opinion, we want to further develop our culture where every 7Minder can bring their whole self to work. Because only then can we take ownership of all the important work required to bring mindfulness to everyone.



Our 7Mind Values

We are mindful

Mindfulness is a type of awareness that arises through paying attention in a specific way: on purpose, in the present moment, nonjudgmentally*. This understanding of mindfulness lays the groundwork for our values.

**Based on Jon-Kabat Zinn's teaching*

Purpose shows us the direction

What we do is important (to us). We support our community on their way to a happier life. We do this wholeheartedly - and we do it well. This is how we reach a growing number of people and open the door to more well-being and mindfulness for them.

Ownership drives us forward

Guided by a shared strategy, we take ownership to tackle complex challenges. Based on the freedom this brings, we can increase our confidence, competence and self-efficacy. This is what motivates us.

Being connected gives us roots

Connectedness can arise when we engage in a clear, direct exchange with one another. Based on authenticity and trust, we can achieve our ambitious goals together. And then? We celebrate our achievements together!

Openness allows us to grow

Different perspectives and opinions inspire us and open up new paths and possibilities. Together we create an environment in which we can take risks and innovate.

People & Culture at 7Mind in Numbers

Glassdoor – **4.5** Kununu – **3.5**

We are constantly working on improving the employee experience at 7Mind. This year, we introduced external mental health counseling for 7Minders, improved the visibility of diversity internally and externally and obtained a lot of valuable employee feedback on the working atmosphere to identify issues early on.



As we believe that our values are our compass,

we have created an Impact & Diversity, Equity and Inclusion Mission Statement that is aligned with the Sustainable Development Goals and drives our inclusive, mission-driven and sustainable company culture.

We signed the 'Charta der Vielfalt' (eng. 'Charter of Diversity') committing ourselves to making 7Mind even more diverse.



We organized our first cross-team Diversity Month. Internally, it included a talk about women in Tech with our partners at [Tech4Girls](#), a meditation in the Buddhist tradition with [Prof. Bee Scherer](#) and over 8 other initiatives highlighting the values of a diverse culture at work and beyond. We also published 4 newsletters, [4 Podcast episodes](#) and [4 magazine articles](#) on the topic of gender diversity.

39%

(+7%,¹) of 7Minders do not speak German as their first language and six 7Minders live outside of Germany permanently.

7Mind works with several dozens of freelancers for design, translation, content creation and more. We are grateful for your support!

*In total, we were **65 people** by the end of 2023*

60%

(+12%) of 7Minders identify as female

34%

(-1%) were born outside of Germany

30 of 65

7Minders (+2 people) work in **part-time arrangements** allowing them to find balance between work, family and personal interests.

26%

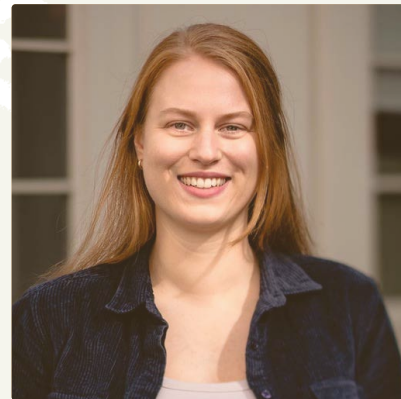
(+8%) of 7Minders are parents

(1) Percentages in brackets refer to changes compared to 2022.

Why our People Love to Work at 7Mind

'Ever since I started working at 7Mind, I have genuinely felt acknowledged for my strengths, aspirations, and even my challenging thoughts. It is exceptionally meaningful to me to have the responsibility and privilege of creating content to support our users on their mindfulness journey. Collaborating with an encouraging team allows me to grow and develop in alignment with my values.'

HEIKE, Mindfulness Team



'At 7Mind, I have the opportunity to work alongside talented and passionate people who are committed to making a positive impact. From day one, I was welcomed into a supportive and dynamic work environment that motivates me to challenge myself on a daily basis without creating a sense of negative pressure. The emphasis on mindfulness and mental well-being isn't just a mission statement, but a lived reality within the company, and I feel fortunate to be a part of an organization that makes a meaningful difference in other peoples' lives.'

TANIS, Distribution Team



'7Mind's culture of appreciation fosters a supportive environment where achievements are individually celebrated with genuine gratitude. Embracing mindfulness at 7Mind makes my professional journey truly fulfilling. Expressing authentic appreciation to the incredible individuals who contribute to our success becomes a source of inspiration for each of us, fueling our collective spirit for the rewarding journey that lies ahead.'

MO, Managing Director

Life at 7Mind

We live and breathe (literally) mindfulness every step of the way! Many of our meetings start with a minute of silence or include a mindful break. And every day we come together for a group meditation – both remote and in the office.

Bringing our whole self to work for us means to make space for conversations that explore the foundations of our collaborative work: personal challenges, psychological safety and our emotions. Our internal 'Connection Time' has already taken place 19 times since 2022. It's open to everyone with the goal to mutually support one another and learn from each other, grow together and create a working environment of trust. In this confidential meeting, every 7Minder has the opportunity to reflect on their own experience at work, but also beyond, ask questions, share learnings and gain new perspectives.

We introduced a new employee benefit in 2023 that allows all 7Minders to independently focus on their mental health and book 1:1 therapeutic counseling sessions with external experts.



Last summer, the 7Minders gathered for a three-day offsite in Berlin. We started off with the first 7Mind Volunteering Day and the idea to give back to society (see more on pages 27 and 31). Afterwards, we shared our impressions over pizza and drinks. On the second day, we hiked to the Teufelsberg in Berlin, went on a tour of the site and meditated together with Dorothea Gädecke, the female 7Mind app voice. Afterwards, she inspired us to sing together in a really fun workshop. The day ended with a delicious dinner, drinks and a cozy campfire. Or did it? Because we still danced late into the night to various DJ sets - just as it should be in Berlin :-D

We are currently developing a new feedback system to be launched in 2024 that will allow us to give qualitative feedback in every direction and thus continue to grow in our work and deliver better a user experience.

For further Reference...

Here you find all sources for the chapter 'Backed by Science: The Positive Impact of Mindfulness' (p. 8-13)

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(1) MBIs are programs offering theoretical knowledge and practical guidance on mindfulness, for example our *Prevention Courses*

(2) <https://pubmed.ncbi.nlm.nih.gov/?term=mindfulness&filter=pubt.meta-analysis&filter=pubt.systematicreview&filter=years.2022-2023>

(3) The sources mentioned on the following pages have been updated with the 2023 edition of the Impact Report.

(4) Meta-analyses are scientific papers that evaluate and summarize the results of multiple smaller studies.

(5) A mindfulness practice is for almost everyone. However, if you were (recently) diagnosed with a mental illness or feel that you can no longer cope with your health problems on your own, please consult a doctor or therapist before starting a mindfulness practice. Meditation does not replace treatment or therapy and merely has a supportive role.

(6) Goldberg SB, Riordan KM, Sun S, Davidson RJ. The Empirical Status of Mindfulness-Based Interventions: A Systematic Review of 44 Meta-Analyses of Randomized Controlled Trials. *Perspectives on Psychological Science*. 2021;17(1):174569162096877. doi:<https://doi.org/10.1177/1745691620968771>

(7) Gál É, Ștefan S, Cristea IA. The efficacy of mindfulness meditation apps in enhancing users' well-being and mental health related outcomes: a meta-analysis of randomized controlled trials. *Journal of Affective Disorders*. 2020;279. doi:10.1016/j.jad.2020.09.134

(8) Chuntana Reangsing, Pimkanabhon Trakooltorwong, Kunnara Maneeekunwong, Jintana Thepsaw, Oerther S. Effects of online mindfulness-based interventions (MBIs) on anxiety symptoms in adults: a systematic review and meta-analysis. *BMC complementary medicine and therapies*. 2023;23(1). doi:<https://doi.org/10.1186/s12906-023-04102-9>. Note that these findings specifically relate to mindfulness programs delivered online.

(9) Specifically for lower back pain: Paschali M, Lazaridou A, Sadora J, et al. Mindfulness-based Interventions for Chronic Low Back Pain: A Systematic Review and Meta-analysis. *The Clinical Journal of Pain*. Published online November 9, 2023. doi: <https://doi.org/10.1097/AJP.0000000000001173>. More generally on pain, however slightly dated (published 2016): Hilton L, Hempel S, Ewing BA, et al. Mindfulness Meditation for Chronic Pain: Systematic Review and Meta-analysis. *Annals of Behavioral Medicine*. 2016;51(2):199-213. doi:10.1007/s12160-016-9844-2.

(10) Puhlmann LMC, Vrtička P, Linz R, et al. Contemplative mental training reduces hair glucocorticoid levels in a randomized clinical trial. *Psychosomatic Medicine*. 2021;Publish Ahead of Print. doi:10.1097/psy.0000000000000970

(11) Pascoe MC, Thompson DR, Jenkins ZM, Ski CF. Mindfulness mediates the physiological markers of stress: Systematic review and meta-analysis. *Journal of Psychiatric Research*. 2017;95:156-178. doi:10.1016/j.jpsychires.2017.08.004

(12) Rusch HL, Rosario M, Levison LM, et al. The Effect of Mindfulness Meditation on Sleep quality: a Systematic Review and meta-analysis of Randomized Controlled Trials. *Annals of the New York Academy of Sciences*. 2018;1445(1). doi:10.1111/nyas.13996 For a different perspective on the effects on sleep, see Goldberg SB, Riordan KM, Sun S, Davidson RJ, footnote 6.

(13) Jiménez-Picón N, Romero-Martín M, Ponce-Blandón JA, Ramírez-Baena L, Palomo-Lara JC, Gómez-Salgado J. The Relationship between Mindfulness and Emotional Intelligence as a Protective Factor for Healthcare Professionals: Systematic Review. *International Journal of Environmental Research and Public Health*. 2021;18(10):5491. doi:10.3390/ijerph18105491 The authors note that the findings are preliminary.

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(1) Buric I, Farias M, Driessen JMA, Brazil IA. Individual differences in meditation interventions: A meta analytic study. *British Journal of Health Psychology*. 2022;27(3):1043-1076. doi:10.1111/bjhp.12589 The authors acknowledge that some individuals can react negatively to meditation and that negative effects are underresearched. **Please note:** If you were (recently) diagnosed with a mental illness or feel that you can no longer cope with your health problems on your own, please consult a doctor or therapist before starting a mindfulness practice.

(2) Soundararajan K, Prem V, Kishen TJ. The effectiveness of mindfulness-based stress reduction intervention on physical function in individuals with chronic low back pain: Systematic review and meta-analysis of randomized controlled trials. *Complementary Therapies in Clinical Practice*. 2022;49:101623. doi:10.1016/j.ctcp.2022.101623 Please note: The authors noted that more research is needed to assess the longterm effect of the mindfulness practice. We should also mention that other studies could not unambiguously confirm an effect of mindfulness practice on pain. See, for example: Ur Rehman MA, Waseem R, Habiba U, et al. Efficacy of mindfulness-based intervention for the treatment of chronic headaches: A systematic review and meta-analysis. *Annals of Medicine and Surgery*. 2022;78:103862. doi: <https://doi.org/10.1016/j.amsu.2022.103862>

(3) Gál É, Ștefan S, Cristea IA. The efficacy of mindfulness meditation apps in enhancing users' well-being and mental health related outcomes: a meta-analysis of randomized controlled trials. *Journal of Affective Disorders*. 2020;279. doi:10.1016/j.jad.2020.09.134 The authors note, however, that the results should be interpreted with caution due to the low number of reviewed studies. See also: Goldberg SB, Riordan KM, Sun S, Davidson RJ. The Empirical Status of Mindfulness-Based Interventions: A Systematic Review of 44 Meta-Analyses of Randomized Controlled Trials. *Perspectives on Psychological Science*. 2021;17(1):174569162096877. doi: <https://doi.org/10.1177/1745691620968771>. Goldberg, Riordan, Sun and Davidson showed based on an exceptionally large body (336 in total) of reviewed smaller studies, that mindfulness interventions are often superior to other forms of treatment. For mobile health interventions, however, they could not show this effect, which, again, might be due to insufficient data. Similarly cautiously optimistic, despite existing bias in studies: Schwartz K, Fabienne Marie Ganster, Tran US. Mindfulness-Based Mobile Apps and Their Impact on Well-Being in Nonclinical Populations: Systematic Review of Randomized Controlled Trials. *Journal of Medical Internet Research*. 2023;25:e44638-e44638. doi: <https://doi.org/10.2196/44638>

(4) Rusch HL, Rosario M, Levison LM, et al. The Effect of Mindfulness Meditation on Sleep quality: a Systematic Review and meta-analysis of Randomized Controlled Trials. *Annals of the New York Academy of Sciences*. 2018;1445(1). doi:10.1111/nyas.13996

(5) Kim DY, Hong SH, Jang SH, et al. Systematic Review for the Medical Applications of Meditation in Randomized Controlled Trials. *International Journal of Environmental Research and Public Health*. 2022;19(3):1244. doi:10.3390/ijerph19031244

(6) Fischer R, Bortolini T, Karl JA, et al. Rapid Review and Meta-Analysis of Self-Guided Interventions to Address Anxiety, Depression, and Stress During COVID-19 Social Distancing. *Frontiers in Psychology*. 2020;11. doi:10.3389/fpsyg.2020.563876. Goldberg, Riordan, Sun and Davidson (see footnote 3 above) were also able to show that mindfulness interventions can improve anxiety symptoms, with the caveat that other methods and measures might have comparable effects.

(7) For a detailed discussion of the shortcomings of current

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mindfulness research see Van Dam NT, van Vugt MK, Vago DR, et al. *Mind the Hype: A Critical Evaluation and Prescriptive Agenda for Research on Mindfulness and Meditation*. *Perspectives on psychological science : a journal of the Association for Psychological Science*. 2018;13(1):36-61. doi: <https://doi.org/10.1177/1745691617709589> Anxiety, Depression, and Stress During COVID-19 Social Distancing. *Frontiers in Psychology*. 2020;11. doi:10.3389/fpsyg.2020.563876

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(1) Complying with ZPP guidelines, we regularly evaluate our prevention course offers.

(2) We grant free access to our apps for research projects. *Students and scientists can contact us here.*

(3) The content mentioned on this page is only available in the German version of the 7Mind app.

The background is a solid teal color. Scattered across the surface are numerous silhouettes of leaves and flowers in a slightly lighter shade of teal. These shapes vary in size and orientation, creating a subtle, organic pattern. The central text is white and stands out against this background.

*“Meditation is
simple, not easy.”*

(unknown)