



**GLOBAL ALLIANCE
FOR HEALTHY WORKPLACES**

2nd Roundtable of the Global Alliance for Healthy Workplaces



**Health Promotion Board of Singapore
Sunday - September 3, 2017**

hosted by



FIESC SESI

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Summary

On September 3rd 2017, the **Global Alliance for Healthy Workplaces** hosted the 2nd roundtable meeting. This partnership between the Global Centre for Healthy Workplaces and FIESC/SESI brings together leading international stakeholders in the field of workplace health and safety in order to craft a global strategic plan and more effective actions leading to healthy workplaces and the promotion of worker health worldwide.

Hosts

Global Centre for Healthy Workplaces

The Global Centre for Healthy Workplaces (GCHW) supports the advancement of workplace health and well-being. Through a series of initiatives designed to enhance shared learning, recognition and replication, the Global Centre seeks to create a healthier and more productive working experience for all employers and employees, irrespective of their size, location or circumstances. <http://www.globalhealthyworkplace.org>

FIESC/SESI

FIESC/SESI is the main body representing the industries of the state of Santa Catarina with Headquarters in the city of Florianopolis. The FIESC System consists of the following: Social Service of Industry (SESI), National Industrial Apprenticeship Service (SENAI) and Euvaldo Lodi Institute (IEL).

Vision of the Global Healthy Workplace Alliance



The Global Healthy Workplace Alliance will lead a consultation process among leading stakeholders in the field of workplace health and safety in order to craft a global strategic plan and more effective actions leading to healthy workplaces and the promotion of worker health worldwide.

Goals of the Roundtable:

1. To facilitate information sharing and networking among key stakeholders in the field of workplace health;
2. To create a shared vision for the Global Alliance;
3. To build consensus and alignment for a joint global platform among the roundtable participants.

Opening

Tommy Hutchinson and Wolf Kirsten, Co-Directors of the Global Centre for Healthy Workplaces, opened the Roundtable welcoming participants, which was followed by introductions (*see attached list of participating organizations*).

Wolf Kirsten provided a recap of last year's Inaugural Roundtable and gave affirmation of the vision for the Global Alliance. The Global Alliance brings together global leaders in the field from multiple disciplines and sectors such as academia, government, private sector, as well as non-governmental organizations (NGOs) to facilitate a consultation process and create a shared vision for the field of workplace health. Deliberations at the Inaugural Roundtable led to the launch of two projects in the past year (which were presented and discussed in this roundtable meeting):

1. “Healthy Investments” Study

Valuing Workplace Health & Wellbeing: Analyzing Investor Perceptions and Methods of Evaluating Employer Health & Wellbeing Programs

2. Healthy SMEs 2020 Project

Worldwide Healthy Workplaces: Transforming the Health of Small Businesses Across the World

See attached publications related to the projects.

The Global Alliance Roundtable will continue to take place a day before or after the Global Healthy Workplace Summit in future years and be supported by virtual discussions throughout the year (*see Next Steps*).

Progress Report on the Alliance for Health and Competitiveness in Santa Catarina (Brazil)

The Alliance for Health and Competitiveness was created last year in the Brazilian state of Santa Catarina as a strategic decision to establish safe and healthy workplaces for human development by engaging leaders of various sectors. Next to the mobilization of key stakeholders goals are the sharing of knowledge and creation of solutions. The Alliance will focus on the following four main areas:

1. Knowledge development on the link between health & safety and business performance;
2. Awareness building among industrial leaders and workers about the importance and benefits of investments in health and safety in the work environment;
3. Mobilization of the partners to implement integrated actions;
4. FIESC, SESI and SENAI will offer solutions for the development and management of safe and secure work environments and behavior, to promote holistic health (physical, emotional and social).

The Alliance started with 16 workshops across the state attracting more than 600 participants (politicians, union representatives, government agencies, companies, health providers etc.). Key topics included changes in regulations for safety of machines and equipment, the changing nature of work and automation, taking care of the aging workforce and making leaders more aware of their roles in these issues. So far, emphasis has been placed on raising awareness of the benefits, providing technical support and offering activities. Moving forward, the goals are to document examples of good leadership in creating healthy workplaces, launch a platform for educational tools for small and medium-sized enterprises (SMEs) and continue to provide technical assistance for everyone. SMEs remain a challenge as many are resistant to investing in the health of employees, but are a key target as they represent the bulk of all enterprises. A partnership with the Inter American Development Bank to boost health promotion among SMEs is currently being implemented.

Progress report on “Healthy Investments” Project: *Investors’ Perception of Workplace Health & Wellbeing Study*

The Global Alliance for Healthy Workplaces decided at the Inaugural Meeting in 2016 to commission a study to better understand workplace health and wellbeing from the perspective of investors and financial analysts – to examine the extent to which they appreciate the link between employee wellbeing and performance, the priority they attribute to it and how does it affect their decisions – and to advance the inclusion of healthy workplace criteria in future analysis. The study recognises that the degree to which investors consider employee health and wellbeing is currently at a relatively early stage of development in comparison to other mainstream performance indicators. The aim is to provide an overview of the principle linkages between wellbeing and performance, and illustrate how some methods available to investors are utilised. The overriding aim of this paper is to stimulate greater awareness amongst the investment community on the important role employee health and wellbeing plays in contributing to productivity and to encourage more in-depth dialogue between analysts, investors and business leaders. Overall, the study forms the first part of an overall assessment on the role investors perform now or plan to do in the future in determining the status of workplace health programmes.



The first white paper launched at the Health Promotion Board in Singapore covers the following:

a. The relationship between good practices in workplace health promotion and financial performance

A number of recent studies demonstrated that publicly traded companies with either award-winning health promotion programs or with high health and wellness index scores significantly outperform the tracked stock market index over a certain time frame.

b. Global drivers for health and well-being programs (with regional variations);

A growing number of employers are recognizing the value of integrating occupational health and safety, human resources and health services for enhanced programming, communications and analytics. *For examples see "Healthy Workplaces: a Selection of Global Good Practices"*

<http://www.globalhealthyworkplace.org/documents/Healthy-Workplaces-Good-Practices.pdf>.

c. Inclusion of health and safety criteria in investment portfolios (examples of existing ESG funds and related reports).

An increasing number of investors are incorporating environment, social and governance (ESG) factors into their analysis criteria, not only for dedicated ESG funds, but also for an abundance of other funds. Health and safety falls under the social area in which employees are featured.

For the full report go to:

<http://www.globalhealthyworkplace.org/documents/Healthy-Investments.pdf>



Discussion of Healthy Investments Project

The concept of bringing health and wellbeing criteria into the investor and financial world was received well and the ensuing discussion generated various perspectives to consider moving forward:

- Health professionals need to understand the investor mindset: what are they are looking for, what tools do they need to make decisions and rate investment opportunities and what is the most effective way to approach them?
- The investors and financial experts at the roundtable pointed out that credible sources and solid evidence in form of standardized data are required for any indices as well as transparency of the process.
- How can the challenge of finding globally consistent or standardized metrics be addressed (only accidents and fatalities so far).
- A variety of different HR metrics were suggested: absenteeism (Reduced 'displacement' costs: direct and indirect costs of people being ill, coming back to work etc.), presenteeism, flex rostering, great place to work, succession pipeline, skills, retention, training, engagement, skills, trust/purpose, control of staff costs, innovation, creativity and agility.
- How do we include changing demographics and chronic disease?
- Health and safety metrics also need to be included, e.g. fewer accidents, fatalities.
- Some of the mentioned metrics do not mean anything in themselves, but a delta value is needed, i.e. how much have they changed over a certain period of time.
- Company's position relative to industry benchmarks is relevant.

- Differences exist in what is the company marketing to investors versus what is the company reporting (corporate reporting vs. what the investor is asking for).
- A well-defined framework supported by international norms is needed. Find a way in the GRI system, or SASB, and integrated report system, because they are feeding on how companies are reporting, and feeding into companies that consolidate the information.
- Investors should be approached with quantitative questions and a thought out reporting system.
- What are good data sources: ILO, WHO, OECD?
- How many data points? S&P Dow Jones Indices (S&P DJI), use an average of 600 data points per company into one overall score.
- Can we narrow it down to one composite score as KPI?
- Moving forward it as was suggested to:
 - (1) Identify a meaningful balance rating model(s) and begin to test it with investors, with a special focus on fund managers and
 - (2) Establish an advocacy package to be presented to investors, as to why healthy workplaces are important to investors.

Next Steps for Healthy Investments Project

The following next steps were outlined for the project:

1. Deliberation with international expert group on healthy workplace assessment criteria.
2. Present draft healthy workplace assessment criteria for feedback and refinement to investors and other financiers – focusing initially on Global Award winners investor relationship managers before expanding to banks and other financiers – with the aim of producing a credible, practical instrument for financiers, including providers to SMEs.
3. Explore with organisations such as World Bank, OECD, UN Compact Group, Principles for Responsible Investment Initiative (PRI), Global Reporting Initiative, BOVESPA, on most effective ways to disseminate information and obtain endorsement.
4. Publish refined version for online feedback.

Proposal for Healthy SMEs 2020 Project

SESI Santa Catarina presented the conceptual framework behind the Healthy SMEs 2020 project, which SESI recently launched in partnership with the Global Centre. The goal is to assist and support small and medium-sized enterprises (SMEs) to become healthy workplaces with the effective use of technology and global benchmarking data not currently available. The concept is based on four major pillars:



1. Healthy Workplace Diagnostics

SMEs complete assessments at organizational and worker level for accurate diagnosis of current situation.

2. Digital platform of programs, tools and resources

It is envisioned to offer SMEs an array of free digital program resources, e.g. dashboards, assessment tools, challenges, etc.

3. Local and global benchmarking data for enhanced learning and sharing

Enterprises would be able to access benchmark data from different countries and sectors in order to compare and compete with other like-minded enterprises. This would lead to tailored learning and enhanced exchange between SMEs. The benchmarking database would be

connected to existing global health databases, such as WHO, ILO and OECD, as well as country or regional databases. The creation of minimum standards of a healthy workplace and standards of excellence are envisioned utilizing the healthy workplace criteria the Global Centre currently applies to the Awards and Certification.

4. Roadmap to continuous improvement

Based on the generated benchmarking data a roadmap to become a healthy workplace (potentially become certified as a “Healthy Workplace” or apply to the Global Awards) will be outlined and options how to implement the recommended strategy and activities pointed out.



SESI emphasized the conceptual framework is truly global in nature and envisioned as an open source, collaborative initiative involving local partners such as universities, NGOs and professional organizations. The project is unique and would add value to the field as the envisioned product is:

- technologically advanced
- globally relevant with global application
- evidence-based with benchmarked
- process-oriented.

Discussion of Healthy SMEs 2020 Project

The ensuing discussion demonstrated the challenges of getting SMEs involved as well as discussed some regional successful approaches:

- As potential funding sources were mentioned: European Union (Horizon 2020), Fitbit, pharma companies, Siemens (Future Cities).
Microsoft

- Doubts were expressed whether enterprises would be open to share proprietary data for the benchmarking database and also about the quality of the provided data.
- The digital platform would be competing with commercial products and vendors.
- It is necessary to research and articulate SME needs and interests first before delving into the creation of a platform or database. Global Awards winners and finalists would be a perfect target to conduct such a global needs assessment.
- The project should start small with a pilot(s) and ramp up in the coming years.
- Singapore has been active in supporting SMEs with regard to creating healthy workplaces: access to a manual of health programs, subsidies, contracted service providers conduct the activities for the SMEs;
- Singapore has hard-to-reach professional workers, e.g. designers, IT workers, free lancers, taxi drivers, gig economy workers, who often work from home and need to be catered for;
- In some European countries SMEs benefit from local networks where they share and learn about health promotion strategies and resources (what works, what doesn't), e.g. in Germany these are organized by health insurances, which have a legal mandate to offer workplace health promotion;
- Another promising model for getting SMEs on board was presented in form of a cluster-based approach in which larger corporations share their expertise and resources with smaller enterprises, e.g. guidelines and tutorials for education on health practices;
- The role of unorganized labor (informal sector) has to be considered, which represents a vast proportion of the overall workforce in some countries, e.g. 90% in India. A relevant framework needs to be developed in partnership with representative groups, chambers of commerce, municipalities, regional voluntary associations, and social leaders;
- The role of corporations in influencing supply chains should be addressed (e.g. how far down do they need go);

- This includes working with micro enterprises and addressing their needs, potentially via lending institutions (health criteria linked to lending qualification);

Next Steps for Healthy SMEs 2020

The following next steps were outlined for the project:

1. Refine concept paper and define unique features (selling point) of platform/service.
2. Formulate SME panel to test concept, features, practical usage, and obtain insight on refinements. Present report to developing team.
3. Explore with World Bank, OECD, IOE, or similar institutions on how best to utilise data from the platform and if possible, enlist them as partners.
4. Explore synergies for expansion and utilisation with potential partners such as universities (accumulation and presentation of research), integration with other programmes (future city/Siemens, etc), and funding (World Bank, Inter-American Bank, European Union Small Business Initiative, etc).



Conclusion & Next Steps

The Global Alliance Roundtable concluded with a commitment to continue to pursue the two discussed projects:

1. Healthy Investments
2. Healthy SMEs 2020

The Global Centre will drive and manage the projects in partnership with SESI SC.

Furthermore, interest in advancing duty of care and healthy workplaces in NGOs was expressed. A handbook for non-governmental organizations (NGOs) was launched at the Global Healthy Workplace Summit and represented a first step in providing tailored guidance for NGOs to create healthy workplaces (attached). The Global Centre will take up this issue in the coming year and invite additional NGOs and experts to collaborate and contribute.

Roundtable participants underlined the need for regular communications and exchange throughout the year. Therefore, a virtual invitation-only discussion group will be set up via LinkedIn.

The Global Alliance will continue to advance cross-sectoral and public-private partnerships by broadening the Alliance and inviting new participants to the next Roundtable. The next Global Alliance Roundtable will be held on the occasion of the 6th Global Healthy Workplace Summit in September of 2018.

Appendices

Participating Organizations

Organization

Action Against Hunger

Aetna International

Arogya World

Associação Brasileira de Qualidade de
Vida

BRAC

Cigna

Deutsche AWM

European Network for Workplace Health
Promotion

Ghana Health Service

Global Centre for Healthy Workplaces

Health Promotion Board of the Ministry
of Health of Singapore

Health Improvement Solutions

IBM

Institute of Employment Studies UK

Institution of Occupational Safety and
Health UK

National University of Singapore

SESI SC

Social Stock Exchange

Unilever

Agenda

- 9:00 Welcome & Introductions
HPB, SESI SC and Global Centre for Healthy Workplaces
- 9:30 Recap of 2016/17 and Overview of Meeting Goals for the Global Alliance, Global Centre for Healthy Workplaces
- 9:45 Progress report on the **Alliance for Health and Competitiveness in Santa Catarina (Brazil)**, SESI SC
- 10:00 Progress report on **Investors' Perception of Workplace Health & Wellbeing Study** (presentation of white paper), Global Centre for Healthy Workplaces
- 10:30 Break
- 10:45 **Discussion on Investor Study**
- 11:45 Introduction to **SESI SC Innovation Center in Health Technologies and Healthy SMEs 2020 Project**
- 12:00 **Discussion on Healthy SMEs 2020 Project**
- 12:45 **Moving Forward: Next Steps**
- 13:00 **Close**