Inaugural Roundtable of the Global Alliance for Healthy Workplaces

World Bank in Washington, DC
Monday - June 6, 2016

hosted by

GLOBAL CENTRE FOR HEALTHY WORKPLACES

FIESC

SESI
Summary

On June 6th, the Global Alliance for Healthy Workplaces hosted the first roundtable meeting. This partnership between the Global Centre for Healthy Workplaces and FIESC/SESI brought 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
Is the main body representing the industries of the state of Santa Catarina. 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

Luiz Alberto Figueiredo, Ambassador of Brazil to the United States, and FIESC President Glauco José Côrte, the Global Ambassador of the Alliance, opened the roundtable.

Sr. Côrte announced the recent launch of the Alliance for Health and Competitiveness in Brazil. The Alliance in the state of Santa Catarina, has invited the Government, trade unions and workers’ representatives, to sign a Cooperation Agreement with FIESC and SESI/SC. The goal is to act together and build a better way of creating healthy workplaces and prosperous businesses. The Alliance will focus on 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).

Sr. Côrte stated the interest on behalf of FIESC to build an alliance on a global scale and craft a common agenda.

Please find a transcript of the full speech in the appendices.
Presentations of Good Practices

The following organizations presented models of cross-sectoral partnership as well as good practices following an interdisciplinary approach:

World Bank (Global)

Patricio Marquez, World Bank Lead Health Specialist, opened by highlighting four actions to counter the global burden related to non-communicable diseases (NCDs):

1. Reframing the debate towards a broader societal response focusing on prevention
2. Making the economic and social impact case
3. Identification of multi-sectoral entry points and creation of opportunities
4. Mobilizing political support and financial resources involving different actors
The World Bank has a broad cross-sectoral mandate partnering with member countries and international agencies, generating and disseminating knowledge, and providing financial support for development. The Health, Nutrition and Population sector focuses its efforts on health systems and cross-sectoral work providing active technical and financial support in 140 countries. This includes the development of population-based interventions to control health risks and prevent adverse health events from occurring in the first place and partnering with the World Health Organization (WHO) and other agencies. Mr Marquez concluded the presentation with the following take-away messages:

- Preventing chronic diseases and injuries is a development priority.
- Effective strategies and action need to be anchored on multi-sector approaches to respond to the multiple social determinants of ill health, premature mortality and disability. Interventions in the health sector alone will not suffice.
- Wellness and health programs in the workplace is good business for companies, as it can lower total medical costs, increase productivity, lower absenteeism and presenteeism, and decrease disability costs.

To view presentation: [click here](#).

**Ghana Health Service**

Edith Clarke from the Occupational & Environmental Health Unit of the Ghana Health Service introduced an innovative example of cross-sectoral partnership. The Employee Wellbeing Programme (EWP) initiative challenges employers and governments to foster healthy lifestyle changes among employees, their families and the nearby community, in addition to more traditional occupational health and safety concerns.

In 2010, the German Development Agency, GIZ, and its partners began to implement an expanded model of comprehensive HIV prevention under the
In October 2010, a group of major companies operating in Ghana signed an agreement to cooperate in implementing EWPs in close collaboration with the Ministry of Health. The Strategic Employee Wellbeing Programme Alliance aims to leverage the various companies’ expertise, provide a forum for exchanging experiences and practices, and use workplaces to reach out to the informal sector and more vulnerable parts of the society (e.g. families and communities).

The initiative was deemed successful as the EWP concept was accepted, wellbeing tools and policies were developed and a robust database of socio-demographic, behavioural and bio-medical data was created. Ms. Clarke summarized the key success factors as the following:

- Broad scope of GIZ support for sustainable development in an integrated manner focusing on health, education, income, social support and good governance, i.e. all determinants of wellbeing and sustainable development;
- Projects and programs are in line with national health objectives, policy and plans and targeted health system strengthening;
- Enhancement of capacity of individuals and organizations to plan and implement result oriented change processes;
- Joint steering at strategic and operational level characterized by proactiveness, transparency and efficiency;
- In-built learning and scalability mechanisms;
- Capacity development of beneficiary institutions, social protection mechanisms, expansion of information and surveillance systems, enhancing leadership and good governance- all in one program, an
attractive option;
• Introduction of projects /program activities in a progressive manner
has allowed for gradual assimilation of concepts, enhanced
ownership by beneficiary institutions and enabled them identify
further needs.

To view presentation: click here.

GlaxoSmithKline (Global)

Ron Joines, Vice President & Medical Director at GlaxoSmithKline (GSK),
highlighted the corporate programme, which won the 2015 Global Healthy
Workplace Awards for multi-national enterprises. GSK has been successful in
creating global standards for their health promotion programme and tracks
metrics across the globe in four main dimensions (weighted index):

1. Healthy Leadership
2. Healthy Facilities
3. Healthy Minds
4. Healthy Bodies

Each has 1-2 metrics with globally validated data, baseline performance and
annual targets.

In addition, GSK introduced the global leadership expectation to release
energy, which directs all leaders to accomplish their objectives in a way that
fosters healthy, energizing, and inclusive ways of working that do not
compromise well being.
A noteworthy innovation is the Partnership for Prevention programme. This makes GSK the first multinational employer with a comprehensive global prevention programme, offering 40 evidence based services at little or no cost. Delivered through national health services, medical insurance, & site programmes.

To view presentation: click here.

Arogya World (India)
Nalini Saligram, founder & CEO, described the various activities of Arogya World (arogyaworld.org), a global health non-profit committed to changing the course of chronic disease in India. Arogya World designs and implements scalable, science-based diabetes prevention programs in Indian schools, workplaces, and the community. After completing mDiabetes, the groundbreaking 1-million-person diabetes prevention mHealth program, the goal is to get 100 companies by 2016 to become Healthy Workplaces (a 2013 Clinton Global Initiative Commitment).

Criteria that mark a workplace in India as “healthy” were developed in 2012 by Arogya World with the input of multiple stakeholders. The Healthy Workplace criteria are organized into 3 levels—Bronze, Silver and Gold—and include establishing a work-life balance and shifting mind-set metrics, in addition to a workplace no-tobacco-use policy and easy access to healthy foods and opportunities for physical activity.

Arogyaworld is currently working with the Global Centre for Healthy Workplaces to offer a Global Healthy Workplace Certification for Indian employers.

To view presentation: click here.
Engagement Groups

Group 1

Key challenges of cross-sectoral and public-private partnerships

This group was tasked with how to advocate for and integrate the healthy workplace concept in large-scale national and international donor-funded projects.

The group discussion began with the sharing of examples of existing partnerships in the following countries:

- Brazil: Alliance for Health and Competitiveness in Santa Catarina
- India: Arogyaworld Healthy Workplace Programme
- Ghana: Employee Wellbeing Programme
- UK: London City Mental Health Alliance

The following recommendations for the Global Alliance to pursue were issued:

1. Link the Healthy Workplace initiative and Global Alliance strategy with the sustainability agenda.
2. Integrate Healthy Workplace concept into the WHO Healthy Cities initiative;
3. Collect data on the topic of cross-sectoral and public-private partnerships and leverage it;
4. Use government policy changes effectively;
5. Generate and share case studies of success, e.g. build on SESI’s experience and WEF new report on mentally healthy organizations;
6. Craft an elevator speech and key talking points for all of us;

7. Global Alliance for Healthy Workplaces should take a more active role in advocacy, e.g.:
   a. **India**: help Arogyaworld get industry association endorsement—e.g., Confederation of Indian Industries → the Brazilian equivalent is very involved.
   b. **India**: help us get more government support
   c. **India-Brazil**: exchange between Brazilian state level government and SESI/FIESCI with Indian counterparts;
   d. Global Centre for Healthy Workplaces serves as repository with a database for best practices and a platform for global learning and exchange.

**Group 2**

**Engaging business leaders and investors**

*The second group had the task to suggest ways to advance health reporting for enterprises in partnership with the investment and finance community.*

This group was convened with a view to paving the way for a study, which will be undertaken by the Global Alliance over the coming 12 months. Investors play a key role in shaping the internal priorities of a company and in particular, its CEO and top leadership. Derek Yach, Chief Medical Officer, Vitality, has agreed to lead this study.

The following areas were raised in the group:
Better understanding investor perceptions is the key to any study; what value and priorities do they consider in making decisions along with what measurements or indices do they use? Studies have been undertaken with the Dow Jones and South African stock exchange, which will act as a helpful guide.

It is important to reach investors in small and medium-sized enterprises (SMEs) and therefore venture capital funders or early stage angel investors, albeit they are often more difficult to access and engage, should be part of any study.

A series of barriers potentially exist to hamper the investor assessment; namely, proof of concept, obtaining suitable data, practicable measurements tools and market pressure on short term returns.

Regulation, however, plays an important role in determining corporate priorities especially in ensuring adequate prevention measure such as health & safety and increasingly in areas such as working hours. Media and pressure groups likewise drive much of the agenda and the techniques deployed by the environmental/climate change movement for instance proved very effective and warrant close study.

Accessing public platforms can help drive the debate especially the UN Global Compact and ‘Beyond GDP’ agenda.

Business schools are a further dimension when assessing productivity and its link with wellbeing, both from the perspective of research and course content.

The group concluded that the primary need was to communicate the long-term benefits that health and wellbeing has on productivity/earnings and to report it effectively. The action steps in the forthcoming study should include:

1. Understanding investor mindset
2. Engage investors and stakeholders
3. Produce an advocacy plan

Group 3

Data collection and analysis for enhanced global sharing of good practices

*The third engagement group focused on how to maximize existing data collection and analysis for enhanced global sharing of good practices, learning and application to workplaces.*
The following existing and emerging data-related trends were identified:
- increasing amount of social media data
- “quantified self”: data acquisition on aspects of a person’s daily life via self-tracking
- self-organized “patient” communities (“patients like me”)
- “24 and me”: genomic data sharing
- shift from return-on-investment (ROI) to value-on-investment (VOI)
- add-on data modules on surveys (themes changing each year)
- emerging risks assessment
- broader data perspectives
- integrating self-reported health and wellness data (electronic medical records, health tracking devices)
- company financial performance data related to workers’ health
- rise in interest in corporate health reporting among investors
- data ownership (personal data) and control
- persuasion in data participation and collection
- workers’ consumer habits data

Discussed gaps and challenges were:
- data amount exponentially increasing
- different questions year after year
- lack of prevention indicators
- publishing results
- publicly sharing health data from companies
- how to connect consumer data, health, wellness in data pools
- identify and capture new kinds of data
- mitigating a heightened sense of data privacy
- lack of willingness to disclose and share data (“industrial secrets”)

and opportunities:
- request for more ROI data
- need for enhanced data quality
- need for the integration of varying data streams, e.g. financial and health-related
enhanced sensitivity with regard to global, cross-cultural survey questions
- addressing underreporting

The following action items were outlined for the Global Alliance to pursue:

- compiling data sources from Global Alliance members
- analyzing the state of national and international data collection methods, data sources and data reporting
- identifying data gaps
- developing a data sharing network
- developing a strategy for data aggregation: agree on global indicators as well as new health indicators
- creating a global repository or observatory
- designing innovative data presentation tools and distributing to a global audience
- increasing skills related to data evaluation and usage

In relation to the action items the following opportunities for funding were identified:

- pharmaceutical and healthcare companies
- health technology companies
- new business models: individual opt-in, quid pro quo
- data transactional approaches
- “easy” fundable, low cost projects first
- international agencies and foundations
- insurance companies
- international wellness companies
Conclusion & Next Steps

The Global Alliance participants issued the ‘Washington Statement’ firmly placing the focus of workplace health and wellbeing on delivering improvements in productivity (attached).

As a result the hosts undertake to commission a study into the relevance and implications for investors of healthy workplace programs with the aim of presenting a report for consultation at the second meeting of the Global Alliance, prior to its publication.

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, e.g. sustainability organizations and investors.

The next Global Alliance Roundtable will be held on the occasion of the 5th Global Healthy Workplace Summit in April/May of 2017.
Appendices

Participating Organizations

Brazilian Association of Quality of Life (ABQV)
Arogya World India
Embassy of Brazil to the United States
Centers for Disease Control and Prevention (CDC)
Concern Worldwide
European Network for Workplace Health Promotion
Eurofound
FIESC
Ghana Health Service
Global Centre for Healthy Workplaces
GlaxoSmithKline
Henet
Health Enhancement Research Organization
International Association for Worksite Health Promotion
IBM
International Institute for Health Promotion at American University
Institute for Employment Studies
InterAmerican Development Bank
March of Dimes
National Institute of Occupational Health of the United States
Sanofi
SESI SC
Stanford University
Unilever
US Department of State
Vitality Institute
World Bank
World Economic Forum Global Agenda Council on Mental Health
Global Roundtable Agenda

9:00 Welcome & Introductions
   Luiz Alberto Figueiredo, Ambassador of Brazil to the United States *tbc*
   Tommy Hutchinson, Global Centre for Healthy Workplaces
   Glauco José Côrte, FIESC

9:45 Overview of Meeting Goals and Process for the Global Alliance
   Wolf Kirsten & Tommy Hutchinson, Global Centre for Healthy Workplaces

10:00 **Good Practice Presentations & Discussion**
   Select organizations will present a model of good practice (theme-specific) demonstrating a cross-sectoral and interdisciplinary approach:
   - Patricio Marquez, World Bank
   - Edith Clarke, Ghana Health Service

10:40 Break

11:00 **Good Practice Presentations & Discussion**
   - Ron Joines, GSK
   - Nalini Saligram, Arogya World

12:00 Lunch

13:00 **Recap & Charging the Engagement Groups**

13:30 **Engagement groups (3 à 10 people max.)**

   a) **Engaging business leaders and investors**
      **Facilitator: Paul Terry**
      How can we advance health reporting for enterprises in partnership with the investment and finance community?

   b) **Engaging partners from different sectors**
      **Facilitator: Pam Bolton**
      How can we advocate for and integrate the healthy workplace concept in large-scale national and international donor-funded projects?

   c) **Engaging stakeholders via enhanced data pooling & visualization**
      **Facilitator: Marcelo Benedet Tournier**
      How can we maximize existing data collection and analysis for enhanced global sharing of good practices, learning and application to workplaces

Good Health Equals Good Business
www.globalhealthyworkplace.org | info@globalhealthyworkplace.org
Each group to cover the following questions / tasks:
  1. What are existing initiatives and learnings?
  2. What are the major gaps which need to be addressed?
  3. What are the barriers and how do we address these?
  4. List 3-4 key action steps to be undertaken.

15:00 Break

15:20 **Group reports**

15:50 **Crafting of a conclusion**

16:45 Future programme and **next steps**

17:30 **Close**

18:30 **Welcome reception** at the Residence of the Brazilian Ambassador to the US, 3000 Massachusetts Ave. NW Washington, DC
Welcome Address Glauco José Côrte, FIESC

06 de Junho de 2016
Mesa Redonda - Aliança Global para Ambientes de Trabalho Saudáveis
Round Table - Global Alliance for Healthy Workplaces
Discurso de Abertura (opening speech)
Glauco José Côrte – Presidente da FIESC (Federação das Indústrias de Santa Catarina)
FIESC President (Industries Federation of Santa Catarina, Brazil)

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<th>Ladies and Gentlemen,</th>
<th>Senhoras e Senhores,</th>
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<td>As the Global Ambassador for Healthy Workplaces, I would like to welcome you all, giving my special regards to all present authorities. Besides, I would like to express my gratitude to the Ambassador Luiz Alberto Figueiredo Machado and to the engagement of all Brazilian Diplomats, for making possible for this Round Table Day to happen here, at the World Bank.</td>
<td>Como Embaixador Global de Ambientes de Trabalho Saudáveis, eu gostaria de dar as boas vindas a todos vocês, em especial a todas as autoridades presentes. Além disto, gostaria de expressar minha gratidão especial ao Embaixador Luiz Alberto Figueiredo Machado e ao empenho dos Diplomatas brasileiros, pelo apoio para o acontecimento desta Mesa Redonda aqui no Banco Mundial.</td>
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<td>Also, I thank Wolf Kirsten and Tommy Hutchinson. You helped us to build a legacy for the future in our industries, starting from the Global Healthy Workplace Awards and Summit at Brazil, in 2015.</td>
<td>Agradeço do mesmo modo a Wolf Kirsten e Tommy Hutchinson. Vocês nos ajudaram a construir um legado para o futuro de nossas indústrias, a partir do Global Healthy Workplace Awards &amp; Summit no Brasil, em 2015.</td>
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<td>The Summit motivated us to create a coalition to engage companies, workers and the Government, for us to have healthier workplaces at our region. As a consequence, we recently launched the Alliance for Health and Competitiveness in Brazil.</td>
<td>Esse evento nos motivou a criar uma coalizão para engajar empresas, trabalhadores e o Governo para termos ambientes de trabalho mais saudáveis na nossa região. Em consequência disto, nós lançamos recentemente a Aliança Saúde e Competitividade no Brasil.</td>
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<td>We started our Alliance in Santa Catarina, inviting the Government, Labor Justice, Trade unions and workers’ unions, to sign a Cooperation Agreement with FIESC and SESI/SC. We believe that with this commitment, we will be able act</td>
<td>Começamos nossa aliança em Santa Catarina, convidando o Governo, Justiça do Trabalho, Sindicatos patronais e de empregados para a assinatura de um Acordo de Cooperação com a FIESC e o SESI/SC. Acreditamos que com este comprometimento, poderemos juntos</td>
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together building a better way of making healthy workplaces and prosperous businesses.

The objective of this Alliance is to bring together partners from all sectors to collaborate in the construction of work environments that are favorable to human development. We believe that this will also increase the value and reputation of businesses, as well as their capacity to attract and retain talent.

Our proposal is for the Alliance to act with four lines of focus:

Firstly, in the development of KNOWLEDGE about the needs of our industrial companies in terms of health and safety and their impact on competitiveness. This will help businesses to take decisions based on evidence, recognizing health as a strategic agenda.

Secondly, we will seek to build AWARENESS among industrial leaders and workers about the importance and benefits of investments in promoting health and safety in the work environment.

Thirdly, we will conduct a large MOBILIZATION to engage industrial companies, workers and networks of partners, to implement integrated actions to promote health and competitiveness.

Finally, FIESC and its entities, mainly SESI and SENAI, will OFFER SOLUTIONS for the development and management of safe and secure work environments and behavior, to promote integral health (physical, mental, social).
We know that for the Alliance to be a success we must have broad articulation, involving actors and integrated actions for the promotion of safe and healthy lifestyles and environments. To do so, we invite everyone to be part of this great initiative. Each actor, with its given role, acting together for a world with healthier workers, generating more sustainable business models.

Today, at this round table, we have the honor of counting with people from different parts of the World, for starting to build this common agenda. In today’s discussions, at the same time that FIESC and SESI will share more than 65 year of experience about helping industry workers, we hope to learn a lot from all of you.

We are sure that this is only the first of a series of meetings of this Global Alliance. This will help a huge amount of workers and companies all over the world to be more healthier and more competitive.

I wish to all the participants an excellent day of work.

Thank you.

Glauco José Côrte
FIESC President

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Sabemos que para o sucesso da Aliança precisaremos de ampla articulação, envolvendo atores e ações integradas para a promoção de estilos de vida e de ambientes seguros e saudáveis. Por isto, convidamos a todos para fazer parte desta grande iniciativa. Cada ator, com seu devido papel, atuando juntos para um mundo com trabalhadores mais saudáveis, gerando modelos de negócios mais sustentáveis.

Hoje, nesta mesa redonda, temos a honra de contar com pessoas de diferentes partes do mundo, para começar a construção desta agenda comum. Nas discussões de hoje, ao mesmo tempo que nós da FIESC e SESI compartilhamos nossos 65 anos de experiência com as indústrias e trabalhadores de Santa Catarina, esperamos aprender muito com vocês.

Temos a certeza de que este é apenas o primeiro de muitos encontros desta Aliança Global, que muito ajudará as empresas e trabalhadores de todo o mundo a serem mais saudáveis e mais competitivas.

Desejo a todos os participantes um excelente dia de trabalho.

Obrigado.

Glauco José Côrte
Presidente da FIESC

Participants from a range of leading organizations met at the World Bank in Washington, DC for the inaugural meeting of the Global Alliance and concluded that healthy workplaces are beneficial for the enhancement of health, wellbeing and general happiness. Healthy workplaces are essential if businesses and other organizations are to optimize their performance, productivity and value.

The aim of the Global Alliance is to stimulate a movement of leaders from diverse organizations - governmental, commercial, NGO – in order to:
   a) share their knowledge and experience for the benefit of others
   b) create a common platform and global strategic plan for the promotion of improved workers’ health
   c) champion the importance of healthy workplaces to a worldwide audience.

This first meeting examined examples of successful workplace programs and explored ways to engage partners from different sectors in order to foster a more coordinated and cohesive force for improved workplace health promotion. It also considered the role played by data pooling & visualization to stimulate good practice, replication and encourage measurable outcomes.

The investment community plays an important part in driving change. A concrete outcome of the inaugural meeting is that the hosts undertake to commission a study into the relevance and implications for investors of healthy workplace programs with the aim of presenting a draft report to the second meeting of the Global Alliance, prior to its publication.

We invite employers and investors around the world to contribute to this important work.

Agreed and Signed by the co-chairs

FIESC SESI                                      Global Centre (GCHW)
Glauco José Côrte                             Wolf Kirsten/Tommy Hutchinson
Presidente                                    Co-Directors
• **Good Practice Presentations**
  
  Go to: [http://www.globalhealthyworkplace.org/case-studies.html](http://www.globalhealthyworkplace.org/case-studies.html) to access the presentations.

• **Roundtable Press Release**
  

• **Roundtable Photos**
  
  To view photos: [click here](#).

• **Participant Profiles**
  
  To view participant profiles: [click here](#).

• **Participant organisations**
  
  To view a list participant organisations: [click here](#).