

# Global Healthy Workplace Awards

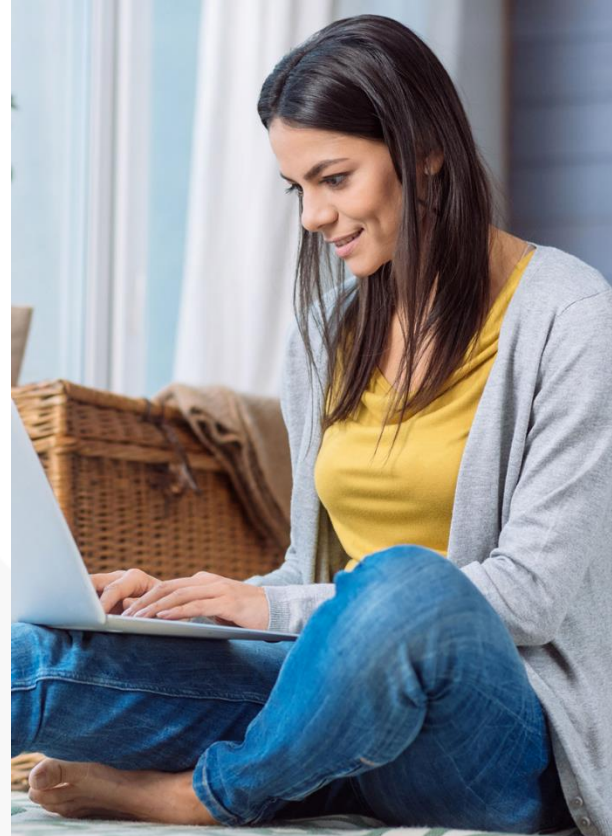
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Programme Lead



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# About HSBC



- Over 230,000 employees
- Serving more than 40 million customers
- In 64 countries and territories
- Inside over 4,000 buildings (offices, branches)

# Our values

## Our values shape our relationship with each other

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- We treat colleagues with dignity and respect. We value them for the contributions they make
- We encourage and embrace diversity
- We collaborate with each other, inviting different perspectives and views. We welcome and respond positively to challenge
- **We help our people enhance their own physical, mental and emotional well-being.** We support work-life choices where we can
- We support our colleagues to realise their aspirations and achieve their potential
- **We are committed to providing colleagues with a safe working environment**
- We empower people to do the right thing
- We encourage colleagues to speak up where they have concerns



# Wellbeing at HSBC

## Our priorities

HSBCs well-being ambition is to create an environment that improves the health and happiness of our colleagues and the people they serve. We want everyone at HSBC to feel safe, supported and engaged in their well-being. Doing so increases our ability to serve our customers, shareholders, regulators, suppliers and communities- on whom our success depends.



**Mental health** – Creating an environment where everyone feels safe, supported and engaged. We are providing mental health education to everyone, helping them to spot the signs of poor mental health, have open and supportive conversations and signpost people to appropriate professional help. We are also providing our mental health support services globally and making them easier to find and access



**Flexible working** – We know that our employees who work flexibly report higher productivity, higher than average resilience and better mental health. That's why HSBC is committed to supporting employees to make positive choices about their personal and professional priorities. We will continue to encourage adoption and consistency through communications, education and awareness



**Financial capability** – Giving employees to have the confidence and competence to manage their finances. We plan establish group-wide standards, introduce a global education provider and provide tailored education to frontline staff

# HSBC's ambition to build a net zero global economy (Oct 2020)

HSBC's ambition is to be the leading bank for the transition to net zero through a three-part plan

## Becoming a net zero bank



Align our **financed emissions** to achieve **net zero by 2050 or sooner**



Use the **Paris Agreement Capital Transition Assessment Tool (PACTA)** to develop transition pathways



Make regular, transparent **TCFD disclosures** to communicate progress, and encourage customers to do the same



Collaborate with stakeholders to develop a **globally consistent standard** to measure financed emissions



Be **net zero in our operations and supply chain by 2030 or sooner**.

## Supporting our customers



Dedicated ESG Solutions Unit to **support customers** on their journey to lower carbon emissions



Provide **between USD750bn and USD1trn** of financing and investment over the next 10 years to support transition



Increase our portfolio of **transition finance solutions** to help even heavy-emitting sectors to progressively decarbonise



Apply a **climate lens to our financing decisions** across developed and developing economies

## Unlocking new climate solutions



**HSBC Pollination Climate Asset Management** – in order to build a **leading natural capital manager**



**Target \$100m CleanTech investment** within our technology venture debt fund to **support CleanTech innovation**



Launch **\$100m philanthropic programme** to bring emerging climate solutions to scale between now and 2025



Help transform **sustainable infrastructure** into a global asset class, and create a pipeline of bankable projects



# A Global Diet & Health Programme

# Eat Well Live Well (EWLW)



A global, scalable and measurable diet and health programme, designed to address the major barriers to healthy, more sustainable diets and lifestyles



Healthy Choice



Engagement



Education



Inspiration



- 1 Access to digital diet and health educational resources
- 2 Site implementation
- 3 Healthy foods purchased
- 4 Employee satisfaction of healthy choice provision

INPUTS

OUTPUTS

Health & Nutrition Science

Global Public Health Policy

Behaviour Change Research

Barriers to a Healthy Diet  
(HSBC Wellbeing Survey, Catering surveys & forums)



Helping employees choose healthy more sustainable diets and lifestyles

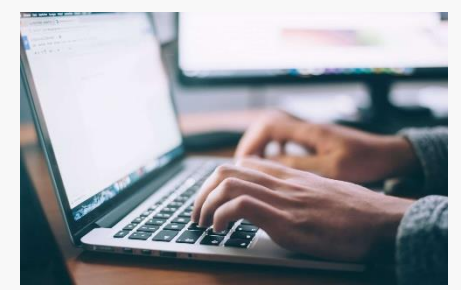
Global Healthy Catering Framework

Menu Labelling

Website

Marketing Materials

Training



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# Understanding Our People



83% rated their mental health as either good, very good or excellent



83% rated their physical health as either good, very good or excellent



64% say they work flexibly (those who work flexibly report higher productivity, higher than average resilience and better mental health)



54% report their financial status as 'doing alright' or 'living comfortably'

Employee  
Representative  
Groups

Employee  
Exchanges

At Our Best  
Recognition

Mental Health  
Awareness E-  
Learning

Global Stress  
Policy



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# Healthy and Sustainable Choices



## THE CUSTOMER JOURNEY – Bringing EWLW to Life



- Subtle signposting throughout the physical environment
- Healthy promotions
- Hydration stations
- Opportunities to make healthy choices at all outlets
- A social environment to sit and enjoy food with colleagues

# Educational Support & Resources

EWLW is supported by the development of an evidence based diet and health website accessible to all HSBC employees, in multiple languages



EWLW Digital Resource or Topic	Total Hits (2020)
EWLW Website	24,250
Recipe Hub (Launched June 2020)	2590
Plant Based Diets	1770
A Healthy Immune System	1400
Health Tools	1260
Healthy Snacking	1130
Sleep & Energy	720
Health & Resilience	550

## Covid-19 Resources & Support

- Topical articles & videos: Health & Resilience, Staying Healthy at Home, Healthy Immune System, Eating Well on a Budget
- Recipe Competition
- Live Virtual Cooking Events
- Team Health & Wellbeing Challenge (coming 2021)





# Community Engagement

Supporting our employees in the workplace and at home in their local community



## Accessible digital resources:

- Health and resilience
- Healthy recipes for at home and in the office
- Being well away from the office
- Sleep and energy
- Exercise & activity

## Tailored and targeted global wellbeing initiatives

- Teaching Kitchens
- EWLW Recipe Competition
- 60 Day Team Health & Wellbeing Challenge



# Community Engagement



## Teaching Kitchen Feedback from Employees

Really enjoyable and informative!  
Thanks for organizing!

Cheers, was a nice break from lockdown monotony

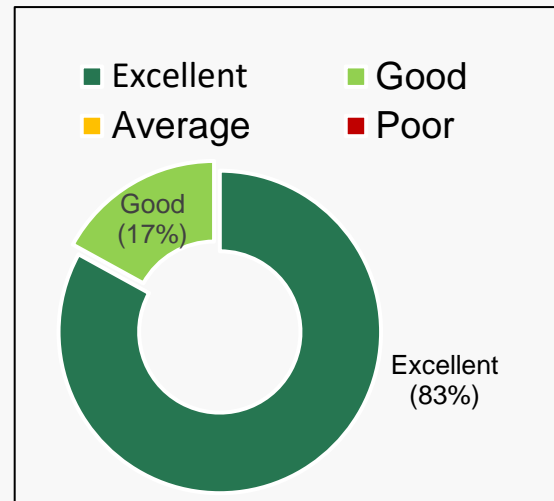
Excellent event, great production values. I particularly liked the fact that this was a vegetarian dish. More vegetarian / vegan dishes in future sessions please. I'm really looking forward to cooking this dish for the whole family this coming weekend.

Loved the session and will defo try the recipe – the veggie version will be a first for me!

I can't wait to make this for dinner tonight! My usual cooking style is throwing everything in a pan and hoping for the best. Alex was great at explaining how things can be made more healthily.  
Thank you 🙏

Its just Excellent..  
would like to see more such dishes.

Loved the recipe.  
Will try it soon



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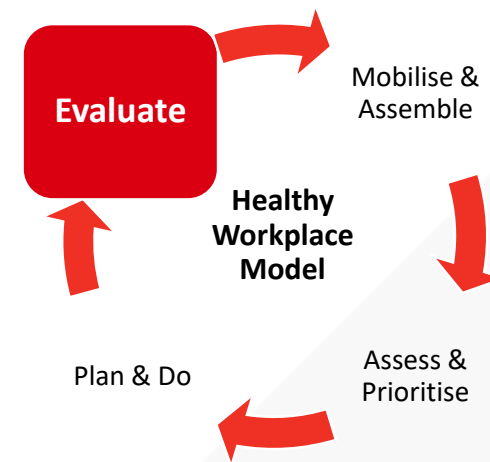
## EWLW Recipe Competition



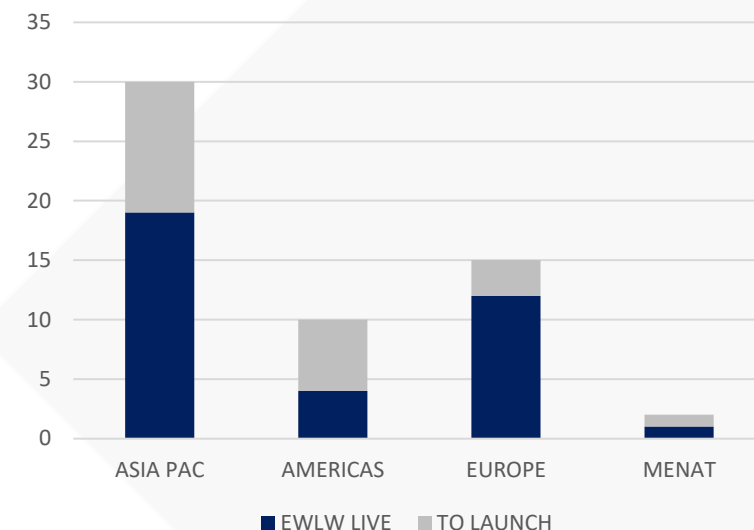
# Measurable Outcomes

Outcomes are reviewed against achievement of agreed KPI's and milestones;  
as well as being reviewed against the 5 year strategy

KPI	Progress
Access to digital diet and health educational resources	24,200 hits (Jan – Nov 2020)
Site implementation	64% of catered sites adopted GHF
Healthy foods purchased	Average healthy sales at 26% (+6% vs 2019 baseline)
Employee satisfaction of healthy choice provision	Increased employee perception of healthy food and drink choices (+7%)  Increased employee perception of availability of healthy labelling (+3%)



EWLW Catered Site Roll Out





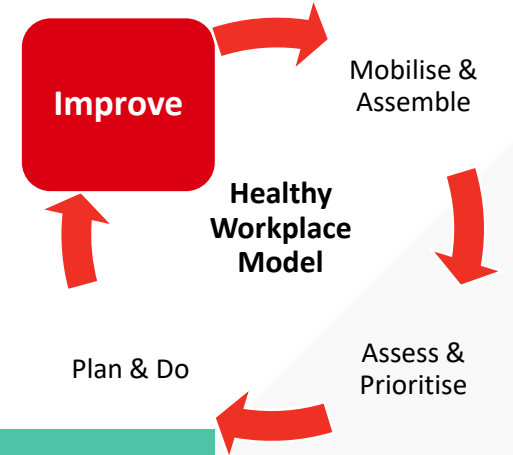
# A Journey of Continued Improvement

## Recognising Achievements & Progress

- **Annual EWLW Audits** - site implementation is supported by audits which identify operational standards to drive healthy behaviours
- **Monthly and Quarterly Analysis of KPI's** - with senior leadership through the EWLW SteerCo
- **Regular benchmarking and review** - against other workplace health programmes delivered by global catering providers

## Looking Ahead

- **Working with Imperial College London** - to objectively review the EWLW programme and understand the impact of EWLW
- **Adapting our approach to tackle the drivers of poor health** - ensuring our approach suits new ways of working that support our employees wellbeing in the workplace and at home



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