



**CSR**  
**E U R O P E**

'Hearts and Minds at Work in Europe' Workshop

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## Hearts and Minds at work Workshop

- About CSR Europe
- Background
- Wellbeing at work: drivers
- What companies are doing
- Results
- Objectives B2B working group



# CSR Europe Members - 2007





# CSR Europe's outreach *international perspectives*





## Wellbeing at work: Background

- Findings European Cartography
- Case studies at European MarketPlace on CSR
- Topic is becoming increasingly important for companies
- Engagement with stakeholders

**CREATION B2B WG ON WELLBEING IN THE  
WORKPLACE (February, 2007)**



## Wellbeing at work: Drivers

- Legal compliance
- Cost management
- Diversity and creativity
- Social responsibility
- Corporate image and brand
- Enhancing performance through wellbeing



## What companies are doing

- Early detection and warning
- Stronger involvement employees in every stage of project management
- Integration stress management in overall management philosophy
- Protection of wellbeing in relation to stress, bullying, and burn-out
- Implementation across occupational groups and hierarchical levels
- Adoption of various communication tools such as training, counseling and surveys



## What companies are doing

- Mental health strategy with primary, secondary and tertiary levels (eg reducing stress at source, identifying early signs, assisting established cases to cope and recover)
- Training, dedicated intranet sites, workplace and job design, good people management (eg 'stress profile' for managers), internal 'Guidelines', specific Action Plans, impact assessments, telephone access 24/7
- Adoption control and benchmarking systems





## Preliminary results....

- Decreases in mental health sickness absence
- Productivity increases
- Higher return to jobs long term absentees
- Reduction medical retirement rate for mental illness
- Enhanced reputation with customers



## Next steps B2B working groups

- 'Mainstreaming mental health/wellbeing strategies' across the business
- Continuation exchange of best practice
- Further exploration 'business case'
- Further engagement with expert stakeholders



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Thank You

