

# Workplace Wellness Alliance

## The Issue

Human capital, one of the main engines of prosperity, is at risk as demand for skilled workers outstrips supply. Demand is rising as economies grow and mature, and significant talent gaps of up to 45 million employees in Western Europe alone are forecast for 2030. On the supply side, workforces are threatened by ageing and non-communicable diseases (NCDs) – mainly cancer, cardiovascular diseases, chronic pulmonary disease, diabetes and mental ill-health – two trends that form a vicious circle of dwindling workforce capacity and productivity.



NCDs are forecast to cost a total of US\$ 47 trillion over the next 20 years. Against this backdrop, preserving the health and productivity of the workforce becomes of paramount importance. Being absent from the job (absenteeism) or underperforming while working (presenteeism) are estimated to cause productivity losses worth US\$ 1.6 trillion due to mental ill-health and US\$ 389 billion due to cardiovascular disease, in a time when baby boomers are retiring and cannot be replaced. Workplace wellness initiatives can be part of the solution to the challenges the workforce is facing: they help keep workers healthier longer, breaking the link between NCDs and ageing while playing an important role in attracting and retaining talent.

## Insight

Over the past three years, the World Economic Forum has successfully worked towards the goal of improving health and well-being through the Workplace Wellness Alliance (the Alliance), a consortium of companies committed to advancing wellness in the workplace.

Established in response to a call for action at the World Economic Forum Annual Meeting 2008, the Alliance has continued to grow and evolve in its membership base and relevance. It is the objective of the Alliance – which now counts over 100 members from across industries and geographies – to improve global health and productivity by making wellness a priority, starting in the workplace.

To make engagement in workplace wellness compelling, sustainable and measurable, the Alliance focuses on establishing the underlying business rationale for investing in health and well-being by:

- Defining, collecting and tracking global metrics that provide context, allowing to identify best practices, benchmark current status and measure success
- Quantifying the link between interventions and the return on investment (ROI)
- Providing tools to engage decision-makers on the topic of wellness by demonstrating the financial impact workplace wellness can have
- Collecting and sharing best practices through the online repository
- Establishing a network and facilitating both collaboration and knowledge sharing

On an on-going basis, the Alliance strives to enrich its value through collaboration. Currently, the Alliance is preparing to move beyond the Forum by partnering to become one of the leading global workplace wellness platforms.

## Community

This initiative brings together the global community of business leaders, academics, thought leaders, civil society leaders and representatives of international organizations by providing opportunities to:

- Foster collaboration between the public and private sectors and expansion of networks
- Explore collaborative avenues for connecting and tackling the key future threats to the workforce
- Work towards meeting the goals of the political declaration following the UN High-level Meeting on NCDs

### Members of the Leadership Board to date:

Accretive Health, Aetna, APCO Worldwide, The Boston Consulting Group, BT Group, Discovery Holdings, Duke University Medical Center, GE Healthcare, Humana, Johnson & Johnson, Kraft Foods, Life Technologies, Merck, Nestlé, Novartis, Novo Nordisk, PepsiCo, Proteus Biomedical, SAS, Saudi Aramco, Sealed Air, Tata Consultancy Services, Technogym, The Coca Cola Company, Tupperware Brands, Unilever

“If you are not in the Workplace Wellness Alliance, you are missing something. This is a growing collected body of history... and one initiative where we can collectively add value by sharing our experiences.”

**Mike McCallister, Chairman, President and Chief Executive Officer, Humana;**  
World Economic Forum Annual Meeting  
2012

## Interaction

In 2012, the initiative is planning the following activities and interactions:

- Continue building the business case and fact base for investing in employee health and well-being by collaborating across sectors and industries
- Identify and connect with leading workplace wellness organizations to create a sustainable partnership
- Leverage high-profile World Economic Forum regional meetings, e.g. East Asia, Annual Meeting of the New Champions, India Economic Summit and the Annual Meeting 2013 in Davos-Klosters to raise awareness, (net)work and present latest developments



## Impact

This initiative offers a battle-proven and potentially high-impact contribution to the global challenges in the NCD and workplace wellness space.

Deliverables to date include a membership base of over 100 global companies that have joined the Alliance since its inception, representing almost 4.5 million employees. The Wellness App, an online ROI calculator, has established itself as a successful discussion-starter to engage decision-makers on the topic of wellness by demonstrating the financial impact employee health programmes can have. The metrics collection includes data representing almost 2 million employees to date, allowing companies to track and benchmark their progress on wellness initiatives.

Critical deliverables for 2012 will focus on increasing global relevance and impact of the Alliance:

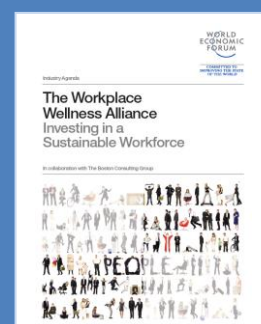
- **Metrics:** Defining five to 10 globally applicable and easily collectable workplace wellness key performance indicators (KPIs) composed of demographic, process and outcomes metrics; expanding the current set of employee health metrics through data collection based on the global KPIs; and providing members with a report that will allow for blind benchmarking
- **Knowledge Sharing:** Upgrading the online repository to be easily actionable, especially with regard to local aspects of implementing workplace health and well-being programmes
- **Sustainability Strategy:** Establishing the future of the Alliance by selecting a leading, global workplace wellness platform and forging a value-adding partnership to be announced at the World Economic Forum Annual Meeting 2013
- **Membership and Outreach:** Inviting interested companies to join the Alliance to share its successes and become part of the broader partnership

## Latest resources:

“The Workplace Wellness Alliance – Investing in a Sustainable Workforce”  
<http://www.weforum.org/issues/workplace-wellness-alliance>

“The Global Economic Burden of Non-communicable Diseases”  
<http://www.weforum.org/issues/chronic-diseases-and-well-being>

Wellness App: <http://wellness.weforum.org>



## Contact

For more information on this project, please contact:

- Shahnaz Radjy Crespo, Project Manager, Workplace Wellness Alliance ([shahnaz.radjy@weforum.org](mailto:shahnaz.radjy@weforum.org))
- Eva Jané-Llopis, Head, Health Programmes ([eva.jane-llopis@weforum.org](mailto:eva.jane-llopis@weforum.org))

Visit our website at <http://alliance.weforum.org>

**A consortium of over 100 companies committed to advancing wellness in the workplace**



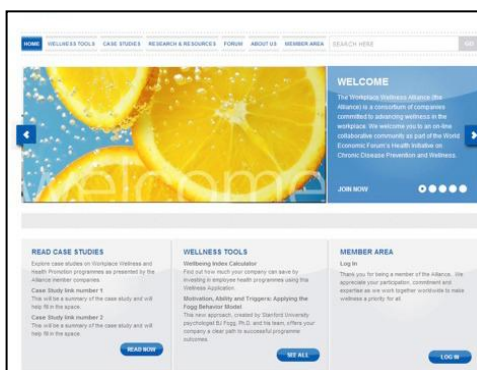
**Membership Levels**

Companies are welcome to join any of the three membership levels. Please check the box according to your chosen level of engagement:

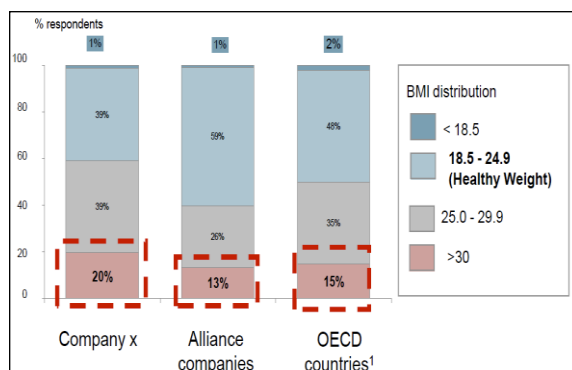
<b>Level 1: Charter Signatory</b>	<input type="checkbox"/> Adhere to the values embodied by the Charter and commit to moving up at least one level within a year*
<b>Level 2: Core Member</b>	Contribute to one of these options: <ul style="list-style-type: none"> <li><input type="checkbox"/> Metrics collaboration</li> <li><input type="checkbox"/> Online repository of workplace wellness programmes</li> </ul>
<b>Level 3: Leadership Member</b>	<input type="checkbox"/> Contribute to both the metrics and online repository and engage in shaping the Alliance offering (only Level 3 members are invited to join the leadership board)

\*Within a year of signing the Charter, general members commit to rolling out an employee health survey to capture data for baseline metrics, or to having a plan of action developed/having implemented a workplace wellness programme.

Note: No contribution other than those mentioned, financial or otherwise, is required.



Visit the Alliance web portal for case studies and more information: <http://alliance.weforum.org>



Metrics will generate data analysis including blind benchmarking and identification of trends

**We hereby join the Workplace Wellness Alliance at the level marked above.**

Company:  
 CEO/board-level signatory name:  
 Position:  
 Date and place:  
 Contact person for the Alliance within the company, and his/her position: