

Guide

Bringing together your wellbeing and CSR/ sustainability strategies



[Speak to an expert](#)



Bringing your strategies together

In the last few years, stemming back even before the pandemic, it became pretty evident that people became increasingly vocal about their social stance.

The long-established practice of separating your personal views from your work life has been thrown out. Employees are now holding businesses and their own companies to standard. Demands are being placed on the workplace to take responsibility for social issues. Businesses have begun to wake up and realise that the time for offering lip service is over. An estimated [90% of companies on the S&P 500 index](#) published a CSR report in 2019, compared to just 20% in 2011.

At this point, you may ask, 'so how does wellbeing fit into all of this?' In actuality, providing a positive work environment alongside creating a space for your team to build healthier habits is a key part of a business's modern CSR (corporate social responsibility).

We've put together some tips to help you build your wellbeing plan alongside your CSR and sustainability strategies.



Nearly **two-thirds** of young people won't take a job at a company with poor CSR practices.



93%

of employees believe companies must lead with purpose.



58%

of employees say they hold their employer to a higher standard than other companies when it comes to addressing social justice issues

1

It takes a village

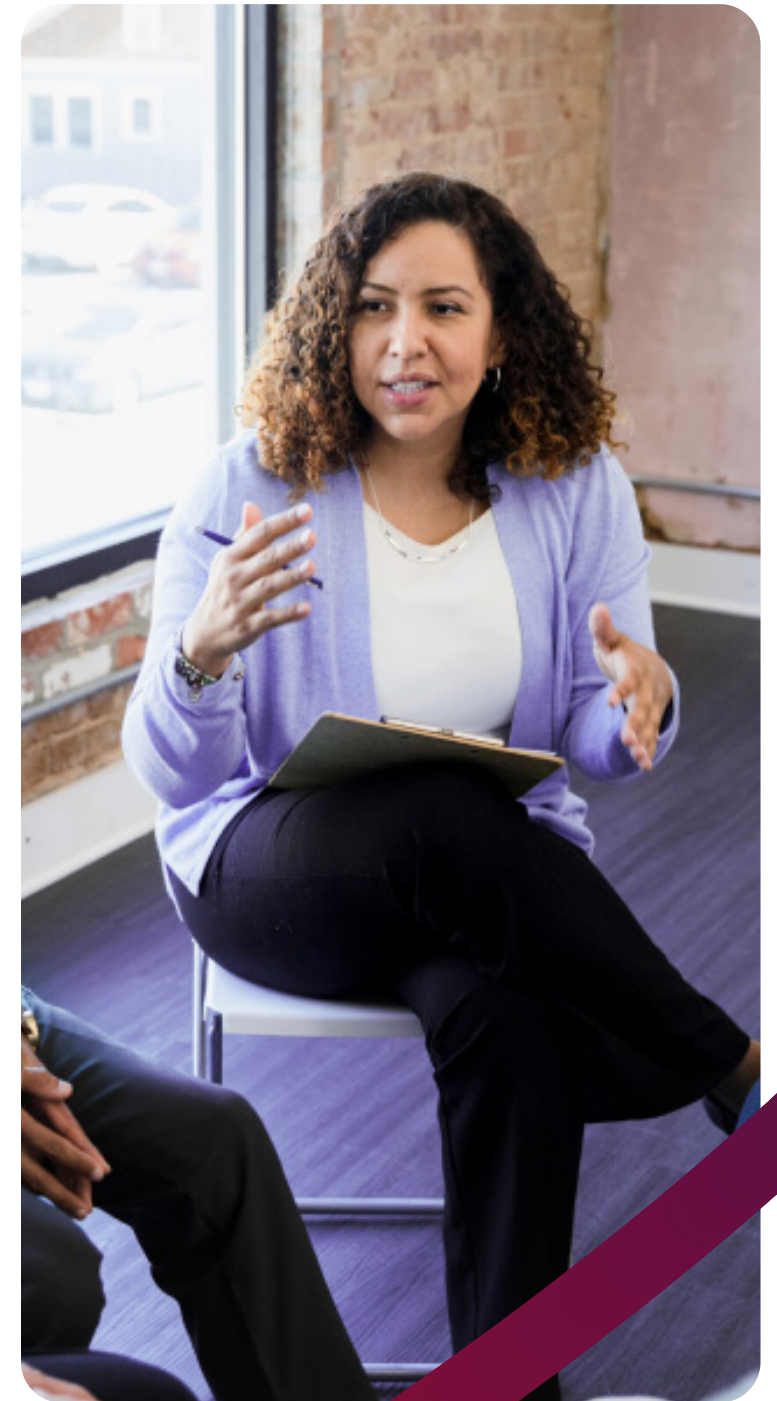
Organisations need to understand that health, wellbeing and CSR are not just the remits of the HR department. It requires buy-in from the top down. Leading from the front is the only way businesses can impact change regarding corporate responsibility and wellbeing. C-suite leaders should actively discuss, encourage and participate in sustainable healthy habit formation – maybe have a day when the company opts to cycle into work? Or even set a step challenge for everyone to hit before the end of the work week? Leaders must be proactive in creating initiatives that drive change and engagement; taking CSR seriously can positively affect a business's bottom line and staff retention.



2

Select your champions

Having members of your team who can act as the point person for activities and initiatives will give credence to the CSR, wellbeing and sustainability goals you are trying to achieve. For maximum impact, look to implement a different champion for different ideas. Having a one size fits all approach is a quick way for both the champion and employees to lose interest. Engage your team by letting them know what plans are forthcoming, be it a company volunteer day, social justice walk or otherwise and entice people to come forward who are most passionate about each topic. Tapping into their passion and enthusiasm is a crucial way of getting your champions going; it also is the perfect way to bring some energy into the event you are putting together.



3

Its everyone's world

When setting out your CSR and wellbeing strategies, getting excited about one particular topic or activity is easy. You may love riding your bike and become enthusiastic about a green cycle-to-work initiative. However, when implementing the programme, you should look to select a large variety of initiatives. After all, everyone is different and has different interests! Some people may not be able to cycle into work physically, so offering another method of hitting their health goals and green credentials will get their buy-in. You'll also have people of different races, religions and creeds within your organisation. Hence, offering programmes that appeal to their demographic is crucial - you could quickly find yourself out of favour if you create a planet-saving step challenge during Ramadan, which could alienate your Muslim employees. Everyone is keen to play a part in helping the planet and building healthier habits; get them involved.



Help your people get and stay well.

Other ways to integrate your wellbeing and CSR strategies

Release an annual sustainability report

Include CSR Wellbeing related goals and objectives in the company's employee appraisal system

Promote all events and initiatives in person and not just via email

Encourage ideas from all employees and find out what causes and social justice topics matter to them

We've been doing this for 20 years

It's gone past the point of solely giving lip service. Your organisation need to take action now. It's best to be authentic in your approach and build a strategy that everyone in the business can be proud of. At Virgin Pulse, we've been helping companies launch wellbeing programmes for nearly two decades now. Over the years, we have seen a rise in organisations looking to weave their wellbeing targets with their CSR and sustainability goals. To that end, we have launched VP GO Green. It's the latest edition of our turnkey digital solution, which ties in your business's sustainability efforts while helping to build healthier habits.



● Checking in

Hi Aubrey, how are you feeling today?

Changing lives for good.®

Want to find out how to go green?
Drop us a line, and a member of our
team will be in contact.

[Contact Us](#)



Learn more at virginpulse.com
Find us on [facebook](#) | [twitter](#) | [linkedin](#)