



FD Food
Drink
Ireland
ibec

Wellbeing

Sector priorities
for future success



Wellbeing

In today's world, wellbeing has become a key priority across organisations and communities. Food Drink Ireland (FDI) and its members are committed to looking after their employees, consumers and communities.

Workplace wellbeing as defined by the European Network of Workplace Health Promotion is the 'efforts of employers, employees and society to improve health and wellbeing of workers. This can be achieved through improving work organisation and working environment, promoting active participation and encouraging personal development'¹.

Through initiatives such as National Workplace Wellbeing Day and The KeepWell Mark™, FDI companies have been leaders in championing wellbeing across the industry.

1. European Network for Workplace Health Promotion (2018)



National Workplace Wellbeing Day

FDI members created National Workplace Wellbeing Day², which was launched in 2015. The initiative is the only national day in the EU specifically dedicated by business to shine a light on employee health and wellbeing, with over 1,000 companies taking part in 2020.



Now led by Ibec, National Workplace Wellbeing Day offers companies a unique opportunity to celebrate and showcase all of the activities that they put in place for their employees throughout the year.

As the first country in Europe to launch a day devoted to workplace wellbeing, Ireland is truly leading the way. Participating companies, including many in the food and drink sector, undertake activities on National Workplace Wellbeing Day such as:

- Mindfulness and meditation sessions
- Health and nutrition classes
- Group exercise sessions, e.g. pilates, the lunchtime mile
- Team building events, e.g. painting, quizzes and more

The benefits of a successful workplace wellbeing programme have been well documented and begin with improved employee health, which can aid in increasing retention levels and higher levels of both engagement and productivity. Studies have shown that the implementation of wellbeing programs within organisations can contribute to a reduction in absenteeism.³

2. www.wellbeingday.ie

3. Baicker, Katherine, Cutler, David & Song, Zirui (2010): Workplace Wellness Programs Can Generate Savings. Health Affairs 29, No 2

The KeepWell Mark™

The KeepWell Mark™ was launched by FDI in 2017 as part of the 'workplace intervention' pillar of the FDI Health Initiative, a body of work undertaken by FDI with some of Ireland's leading food and drink companies demonstrating the positive steps industry is taking in the battle against obesity.



The KeepWell Mark™⁴ is an evidence-based framework and accreditation model that recognises and celebrates organisations that put the wellbeing of employees at the forefront of company policy. With these standards of excellence and the roll out of this initiative across participating organisations in every sector, the ambition of the programme is to make Ireland's workplaces safer and healthier.

The KeepWell Mark™ includes a number of aspects such as:

- Auditing and benchmarking against a set of recognised standards across eight critical areas of a business
- On-site assessment and verification by independent assessors
- Toolkits and guides to further build successful wellbeing programme
- A clear roadmap that will set the organisation on a path to excellence across all areas of employee health and wellbeing
- National recognition and certification



4. Ibec (2020): The KeepWell Mark

Company initiatives

As well as industry-wide initiatives such as National Workplace Wellbeing Day and The KeepWell Mark™, FDI companies have developed their own activities to promote the wellbeing of their employees. At company level, FDI members have increased their focus on wellbeing in recent years. Many companies have set up specific teams, committees and wellbeing programmes, which drive and nurture best practice and high standards of supporting employees in all aspects of wellbeing including physical, mental and financial.

Increased awareness of staff wellbeing has both short- and long-term health and business benefits. It can help to boost productivity among the workforce and help reduce staff absenteeism and employee turnover.⁵

FDI members also play a key role in their community and wider public health and wellbeing. These activities include providing employees with workday volunteer days to be spent with a local charity or providing expertise and other supports with NGOs and charities such as Alone, Simon Community, Focus Ireland, St Vincent de Paul, FoodCloud, DSCPA and the Peter McVerry Trust. FDI members are also playing their part in getting the nation moving by sponsoring the Dublin City Marathon and other sporting events.

5. Oswald, Andrew J., Proto, Eugenio and SgROI, Daniel. (2015) Happiness and productivity. *Journal of Labor Economics*, 33 (4). pp. 789-822

Conclusion

FDI and its members have been at the forefront of promoting wellbeing in the workplace by helping to establish industry-wide initiatives such as The KeepWell Mark™ and National Workplace Wellbeing Day.

FDI members have also established their own company initiatives which they hope will play a key role in promoting long-term physical and mental wellbeing of their employees and help to promote healthy living in the wider community.



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FDI is the main trade association for the food and drink industry in Ireland. It represents the interests of over 150 food, drink and non-food grocery manufacturers and suppliers.

FDI provides leadership and direction on a number of key strategic issues, including the economic importance and reputation of the sector, competitiveness, innovation, trade, skills, regulation and general food chain policy.