

The Aldi Keepwell Mark Case Study

Everyday Amazing



Great Things In Store

In 1913, Anna Albrecht opened a small grocery store in Essen, Germany. Today, ALDI stands as one of the world's most successful retailers. There are thousands of ALDI stores across the world including Germany, Italy, the UK, China and Slovenia to name but a few.

thekeepwellmark.ie





ALDI Ireland is one of the most awarded retailers, operating across 161 stores, two distribution centres and a national office. ALDI employs over 4,560 people and has been voted as Ireland's most reputable supermarket by Irish shoppers according to the 2023 RepTrak Ireland Report. ALDI was also voted as the most sustainable supermarket in Ireland in the Ireland RepTrak Sustainability Index 2023.

Keeping Well, Together

ALDI believes in making everyday, amazing! This means working together to be more sustainable, to support communities, and to promote overall wellbeing.

ALDI recognises that its people are its biggest asset. So much so that in 2019, ALDI created a dedicated team to manage its holistic health and wellbeing strategy.

“The five pillars within our wellness strategy have been in play for a number of years and recognise the importance we place on looking after our colleagues.”

“Our people are the power behind the success at ALDI. That’s why it’s imperative that we take care of our colleagues. This extends beyond remuneration and other hard benefits. The KeepWell Mark recognises our work in this space. Through partnering with Ibec, we can maximise the impact of what we do.”

A Fresh Approach

ALDI's fresh approach to workforce wellbeing began in 2019 with the launch of the MyWellness initiative. This wellness offering was created for colleagues across all business areas and was designed to support across five key pillars, including:

- **Mental wellness**
- **Nutritional wellness**
- **Financial wellness**
- **Physical wellness**
- **Social wellness**

In 2021, the decision was made to assess ALDI's wellbeing offer from an external and objective viewpoint.

“Ibec's KeepWell Mark seemed to be the perfect offering in terms of accreditation because it comes from a reliable, objective and external body and also gives us a framework to benchmark against.”

Timeline



2019

The ALDI wellness offering 'MyWellness' is launched, and a dedicated health and wellbeing team is put in place.

2020

The MyWellness portal is made available to all colleagues through the MyALDI app.

2021

ALDI first begins the journey to KeepWell accreditation with a pilot assessment of its National Office and Regional Distribution centres.

2022

KeepWell Accreditation expanded to include all business areas.

2023

ALDI Ireland successfully achieves the KeepWell Mark at a national level, across all its stores, warehouses and offices, becoming the first supermarket to do so.

Unique Challenges

For ALDI, KeepWell accreditation required a huge amount of evidence-gathering and coordination across all departments to arrange focus groups and interviews. It was important to keep communication open – at both a senior corporate level and an interpersonal level, ensuring that participants engaging in focus groups and interviews were fully briefed on the purpose of their engagement and how it fed into the KeepWell process.



Steps to Success



Step One Pilot Scheme

In 2019, the health and wellbeing of its colleagues was already at the forefront of ALDI's strategic priorities. In 2021, the decision was made to gain the KeepWell accreditation. This was first rolled out in a pilot scheme running across the National and Regional Offices. In 2023, it was then broadened to encompass the entire business. The flexibility to pursue KeepWell accreditation, initially on a pilot level, allowed ALDI to assess the benefits and understand the process before going for full, nationwide accreditation.

“At Aldi, we like to get everything right internally first.”

“This is great but sometimes it meant that people didn't know about all the work we were doing in the wellness space. Now with our Ibec KeepWell accreditation, people can see all the benefits. This has been invaluable from a recruitment and retention perspective.”

Step Two

Full Accreditation

In 2023, ALDI made the decision to bring all of their stores, offices and warehouses under the KeepWell accreditation. Focus groups were carried out across the country, alongside on-site assessments and one-to-one interviews with a KeepWell Mark assessor.

“I met with my fellow ALDI managers from across the business. It was interesting to hear how they managed work/life balance for their people, or how to support someone coming back from Maternity Leave.

“It was all about sharing best practices — Whether it’s flexi-working or mental health and so on, it was valuable to share our own experiences.”

Step Three

Strategy Framework & Benchmarking



Aldi has five wellbeing pillars in place.

- 1. Mental wellness**
- 2. Nutritional wellness**
- 3. Financial wellness**
- 4. Physical wellness**
- 5. Social wellness**

Through the KeepWell accreditation process, ALDI undertook a gap analysis review. This highlighted strengths, challenges and opportunities across all sectors and departments.

Having this data, from an independent and professional institution such as Ibec, added weight and authority to the strategic framework and provided a benchmark from which to gauge the success of future initiatives.

“Our rationale for pursuing the KeepWell Mark was to support us in our journey to improve workplace wellbeing. The provision of the framework of standards has provided additional direction, we know what we’re doing well on and what can be built upon even further. Benchmarking our performance allows us to continue our wellness journey in a strategic manner.”

Step Four Validation

Validation both internal and external, is one of the key benefits of The KeepWell Mark accreditation. The gap analysis provided the Wellness Team with recognised standards to achieve and maintain.

“The reputational excellence of Ibec supports our position internally, as they provide an objective review of our workplace wellbeing strategy.”



Step Five

Effective Communications

Following the development of our wellbeing initiatives, it was now crucial that everyone was given access and information about how they could participate and benefit. Building effective communications meant widespread communications touchpoints across appropriate platforms:

- **A ‘MyWellness’ resource was housed on the MyALDI app offering signposting around the five areas of wellness. ALDI saw a 98% sign-up rate across the organisation.**
- **Mental health training delivered to all leaders to support colleagues.**
- **Mental health e-learning modules made available and compulsory in colleague training plans.**
- **‘Table Talkers’ created to highlight various aspects of the Wellness and Diversity, Equity, Inclusion and Belonging (DEIB) initiatives which are shared every quarter.**
- **Free and unlimited access to VHI EAP and Wellbeing Hub.**
- **Regular posting of bite-sized health and wellbeing articles.**

“We actively use The KeepWell Mark framework as a guide for our future wellness plans. In addition, we continue to build a bank of resources for colleagues and ensure these supports are highlighted to colleagues across the business through the MyALDI portal, emails, notice boards, digital screens, table talkers, newsletters and so on.”



Health and Wellbeing Offerings

- My Wellness portal – easy to access with everything in one app
- Free EAP counselling through VHI
- Motivational Speakers
- Meet-ups
- Health Pods brought to offices and warehouses, and a pilot for stores in September 2024
- Step Challenge across the ALDI business
- Regular updates of Health and Wellness Articles
- MyGym discounts
- E-learning modules around mental health training for all colleagues
- Leaders trained in Mental Health support
- Partner with AWARE to offer guidance and support
- Menopause Ambassador Support Network in place
- ‘Your Health Matters Roadshow’ delivered around the country by Irish Cancer Society, ALDI’s charity partner
- Diversity, Wellness and Inclusion Newsletter
- VHI remote gym with free classes
- ‘The Big Active’ initiative promoting Mind, Body and Heart Health.

“The MyWellness portal acts as a feel-good factor. When things are shared in public, people feel more comfortable talking about them. It features lots of wellness topics and is refreshed regularly. It’s in everyone’s hands without being intrusive.”

The Value of Ibec's KeepWell Accreditation

“Pursuing this accreditation allowed us to review our entire offering and enhance it further with balanced and objective guidance from Ibec. We are able to deliver on what business needs, what’s best practice and most importantly, what our colleagues need.”

“Ibec put us in contact with another multi-site Irish company to learn from their experience. Ibec host KeepWell industry forums during the year so that we can keep up to date with trends, best practice and legislation.”

- The Ibec KeepWell review helps with continual improvement, year-on-year.
- Informs annual strategy and forms roadmap.
- Initiatives and year divided into quarters to benchmark results.
- Colleagues can see tangible examples where ALDI is supporting their health and wellbeing.
- ALDI leadership has independent data to support investment and understand the importance of personal wellbeing in terms of recruitment and retention.

People-First Strategy

The landscape of wellbeing is ever-changing. While some trends may change, ALDI believes in taking a people-first approach.

New members of our teams are given a colleague to ‘buddy-up’ with, they have one-to-ones with their line managers every quarter or with their operational manager every year. There is also a bi-annual Pulse Survey where employees can share their voice and thoughts. Alongside having MyWellness at their fingertips, ALDI has implemented other key changes to boost the work/life balance for their people.

- **Real attention and care given to training in the initial 13 weeks**
- **Hybrid and Flexi-Working offered where appropriate**
- **Open lines of communication between all levels**
- **Respect for people’s time**
- **Initiatives brought directly into the workplace – health checks performed on-site**
- **Keep everyone informed of wellness programmes and benefits**



Getting Better at Wellbeing Every Day

ALDI has always promoted a culture of employee health and wellbeing, even before gaining Ibec's KeepWell Accreditation. Now, they also have a vision of best-in-class practice with structured initiatives in place, a focused strategy and a benchmark for evaluating progress.

There is engagement throughout all areas, departments, and employees. KPIs around engagement and participation are being met and enhanced. The leadership team is informed and active. Employee attitudes are also moving in a positive direction – the uptake for screening during the Irish Cancer Roadshow, especially in the warehouse which is primarily male-dominated, was markedly improved.

“Our focus is our people and to be accredited by Ibec KeepWell shows we're doing something right, and that our initiatives and wellness are being invested in. People will look at this and say, this didn't come easy, it took time, people, and investment to get it to a recognised and awarded level.”



Ibec's KeepWell™ Mark programme helps companies take a strategic approach to wellbeing for improved business performance.

We do this through our wellbeing accreditation; The KeepWell™ Mark, and via the KeepWell™ Community programme which offers training on building effective wellbeing strategies, along with clinics, webinars and networking events.

Discover your company's existing strengths with this quick and easy, online mini assessment: ibec.ie/keepwell-mini-assessment

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