



The  
**KeepWell™**  
Mark  
An Ibec Initiative

# KeepWell





Ibec believes in the importance of health and prosperity in the workplace. That's why we've introduced The KeepWell Mark™, an evidence-based accreditation that recognises and celebrates organisations that put the wellbeing of employees at the forefront of company policy. With our standards of excellence and the roll out of this initiative across participating organisations, we can make Ireland's workplace a safer and healthier one.



# Keep



# Well

## **Introducing The KeepWell Mark™**

There is strong evidence to show how having a healthy workforce can reduce sick leave, lower staff turnover and boost productivity. This is good for employers, workers and the wider economy.

The KeepWell Mark is a workplace wellbeing accreditation from Ibec. Achieving The KeepWell Mark demonstrates your organisation's commitment to improving the lives of those who work for you.

The process includes benchmarking against licensed standards in workplace health, safety and wellbeing, action plans, site visits, a personalised report with recommendations for your corporate wellbeing strategy and a certificate of accreditation. The KeepWell Mark is awarded by Ibec under licence from The Workplace Wellbeing Charter, the highly successful National award for England, held by over 1000 organisations.

With our framework, your organisation can follow a set of clear and easy steps designed to make your workplaces healthier and happier. Successful organisations will be listed on Ibec's national register of award holders and enjoy several business benefits from achieving The KeepWell Mark. These include: the strengthening of their company brand; an enhancement of their organisation's reputation as a leading model for the protection of employees' wellbeing; a boost in their standing as a desirable place of work; and improving overall business performance.

Ibec wants to promote and prioritise the wellbeing of employees and this can be achieved by organisations working towards better standards through The KeepWell Mark. Furthermore, research amongst employees in Ireland shows that the majority are more likely to stay longer with employers who show an interest in their health and wellbeing.

“We know we need to get healthier as a nation, so the work environment, a place where we spend so much of our time, is an obvious place to start.”

— Danny McCoy, Ibec CEO

# About The KeepWell Mark™

The KeepWell Mark™ is a framework, providing businesses with a set of health and wellbeing standards, that are achieved through promotion of wellbeing in the workplace. To help companies 'KeepWell' and achieve this accolade, we provide a clear path outlining and guiding companies on how to improve workplace health and wellbeing.

## What's included in The KeepWell Mark:

- Benchmarking against a set of recognised standards across eight wellbeing pillars.
- Framework and guides to build a successful wellbeing programme.
- On-site assessment
- A personalised report, post on-site assessment
- National recognition and certification
- Invitations to events and clinics



# Good business sense

**The KeepWell Mark™ will help to boost productivity among your workforce and help reduce staff sick leave and employee turnover. Organisations that go through the process benefit in many ways:**



## **Auditing and benchmarking against an established set of standards**

This is achieved by identifying the individual needs of each organisation in the areas of health, safety and wellbeing. This will locate and isolate weak spots or gaps which can be strengthened for the better of employers and employees.

## **Developing strategies and plans**

Our post assessment report is a custom-written document to steer organisations towards their own needs when creating a more positive work experience for employees. Existing policies and practices that successfully improve the health and wellbeing of employees will also be celebrated in a company's report.

## **National recognition**

The KeepWell Mark is recognised as the business standard for health, safety and wellbeing in Ireland. By achieving the award your company gains the recognition it deserves and features on a national register of award holders.

## **Reputation and the employer brand**

Accreditation helps enhance an organisation's reputation, makes it an attractive place to work, and improves overall business performance. It helps to strengthen the organisation's brand and reputation, and supports recruitment and marketing activities.

## **Legal compliance**

Health, safety and wellbeing are important not only for the benefit of employees but in accordance with laws that stipulate companies do right by their workers. The KeepWell Mark can help organisations keep check of these rules and ensure all their legislative duties are adhered to.

6 in 10 people are likely to stay longer term with employers interested in their wellbeing

— Behaviour and Attitudes  
'Wellness in the Workplace'.

11 million days are lost through absenteeism every year at a cost of €1.5bn or €818 per employee

— Ibec 'Employee Absenteeism:  
A Guide to Managing Absence'.

# Leave your mark

**The KeepWell Mark™ drives and nurtures best practice and high standards of supporting employees. Accreditation places you and your workforce at the forefront of Ireland's collective efforts to improve workplace health and wellbeing.**

## For your business

### **Lead the way**

be a leader in your sector and set an example for others by prioritising the health and wellbeing of your employees

### **Accolade**

receive a nationally recognised award

### **Legal reasons**

ensure you are up to speed with aspects of health and safety legislation and that you are treating all staff in a fair and equal manner

### **Performance**

as your staff become healthier, they become more productive

### **Effective leadership**

provide strong leadership on health and wellbeing

### **Employer of choice**

become an employer that people want to work for

## For your staff

### **Staff feel valued and involved**

this can decrease stress and increase productivity

### **Demographics**

a tailored corporate wellbeing programme will help meet the different health requirements of an ageing workforce

### **Lower levels of sickness**

reduce prevalence of illness and improve recovery times

### **Happier and healthier staff**

staff demonstrate improved mental health and wellbeing

### **Engagement**

improved engagement and brand loyalty

### **Reduce Stigma**

reduce the stigma attached to mental health and create a more inclusive corporate environment

## For the community

### **Corporate Social Responsibility (CSR)**

become an employer that cares for its local workforce and contributes to a healthier community and society

### **Improved local reputation**

through caring for and protecting staff

### **Sustainability**

ensure your organisation is more resilient in downtimes

healthy workers =  
healthy organisations =  
healthy business performance.





# Accreditation at your pace

**The KeepWell Mark™ framework is broken down into three sections, for easy benchmarking of your activities: commitment, achievement and excellence. Once a company reaches at least commitment, they can become accredited and work on building up to excellence across our eight topic areas.**

## **Commitment:**

For companies that are starting out, the Commitment level can act as a useful checklist to ensure legal obligations are met. At this level, your organisation has addressed each area and provides employees with tools to help to improve their health and wellbeing.

## **Achievement:**

Having put the building blocks in place, steps are being taken to actively encourage employees to improve their lifestyles. Interventions are in place to address serious health issues.

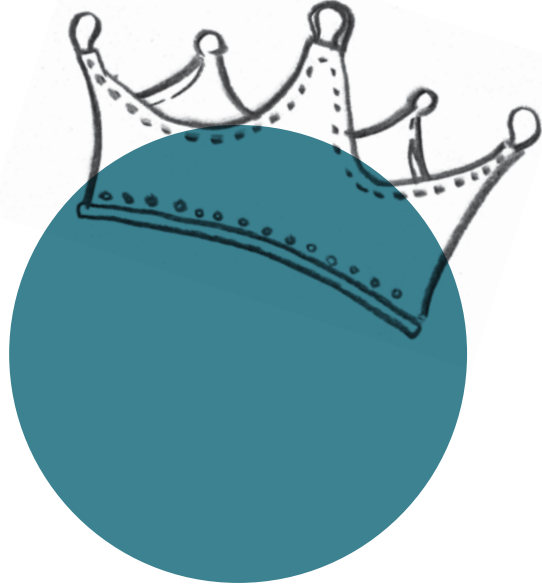
## **Excellence:**

More established organisations can use the Excellence level to step-up their commitment to staff wellbeing and health and build on their existing programmes. At this level, not only is information easily accessible and well publicised, but the leadership of the organisation is fully engaged in wellbeing. Employees have a range of intervention programmes and support mechanisms available to them to prevent ill-health, stay in work or return to work as soon as possible. Healthy lifestyles are actively promoted.

The KeepWell Mark and its framework can help give people the choices and the information they need to achieve a healthier lifestyle.



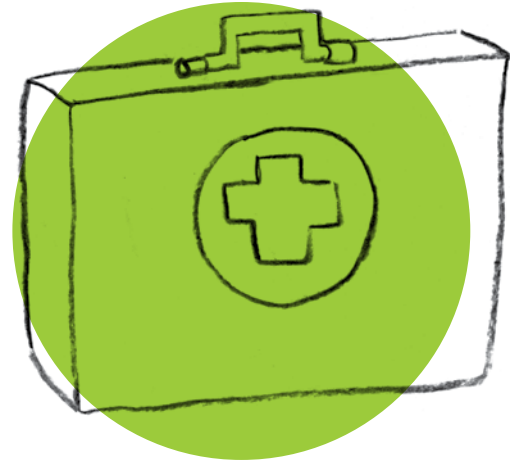
# A holistic approach



## **Leadership**

---

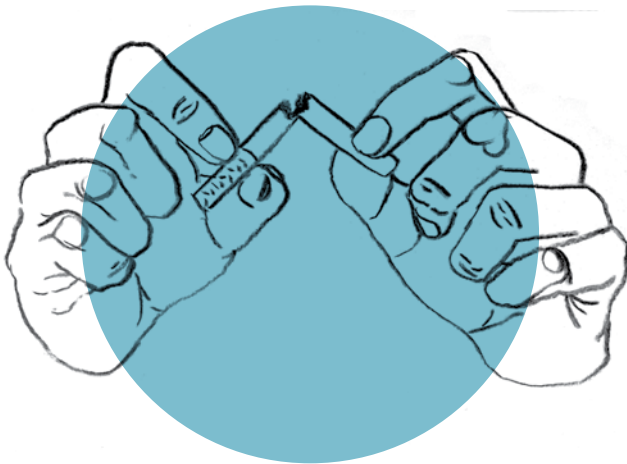
The organisation uses its policies and practices to create a working environment that is conducive to health.



## **Absence Management**

---

Information is used to help managers reduce sick leave, and support attendance.



## **Smoke Free**

---

The organisation encourages a reduction in smoking among employees.

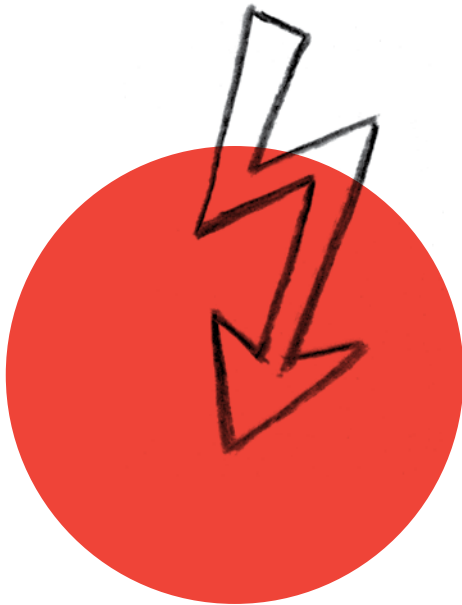


## **Physical Activity**

---

The organisation actively promotes the importance and benefits of regular physical activity and creates opportunities for employees to get more active.

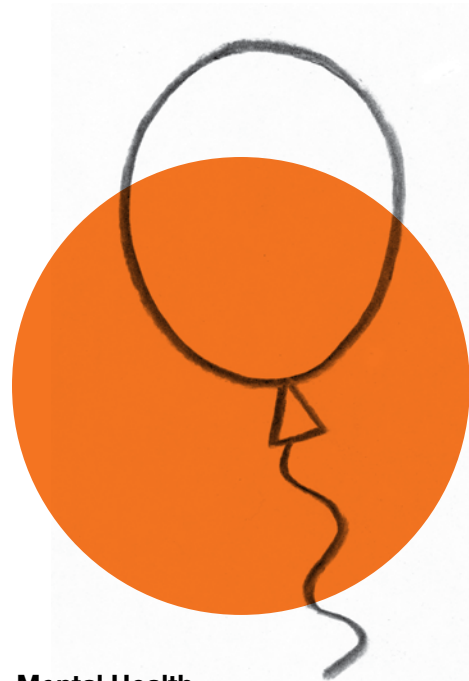
The KeepWell Mark™ revolves around issues essential for a collective improvement in workplace health, safety and wellbeing. We focus on eight themes and how they impact across your entire organisation.



### **Health & Safety**

---

The organisation monitors and improves health and safety.



### **Mental Health**

---

The organisation protects and promotes the mental wellbeing of its staff, including: appropriate policies; management training; and support mechanisms.



### **Healthy Eating**

---

The organisation actively encourages and enables staff to eat healthily and make better food choices.



### **Intoxicants**

---

The organisation responds to problematic use of intoxicants and has support systems in place for those in need of help and advice.

# A simple process

## 01. Carry out a self assessment

Find your starting point by carrying out a self-assessment to identify your organisation's current level and discover where the gaps are. You then use this information to plan how you intend to meet the standards for the level you are striving for, and make them happen in your organisation.

## 02. Collect the evidence

For accreditation, you will need to collect evidence to support each standard that you have identified as being 'fully met' or 'partially met' during the self-assessment. These standards can range across Commitment, Achievement and Excellence levels. To meet the minimum requirements for accreditation, you will need to provide evidence at the on-site assessment phase to at least Commitment level for each of the eight themes. The evidence can take a variety of forms:

- Written policies
- Staff surveys
- Photos
- Information leaflets
- Meeting minutes
- Emails

## 03. Site visit and external assessment

The on-site assessment process involves a tour of the workplace to see wellbeing programmes in action (through the display of posters, health and safety signage, etc) and face to face interviews with senior management. The assessor will also conduct a full review of the evidence that your organisation has gathered, and engage directly with staff through focus groups to discuss their experience of health, safety and wellbeing in the organisation.

## 04. Analysis and recommendations

Following the on-site assessment, you will receive a personalised report containing our findings and analysis of your organisation's performance measured against the KeepWell standards. The report will also provide detailed recommendations designed to guide your organisation on the path to improvement across all areas of employee health and wellbeing.

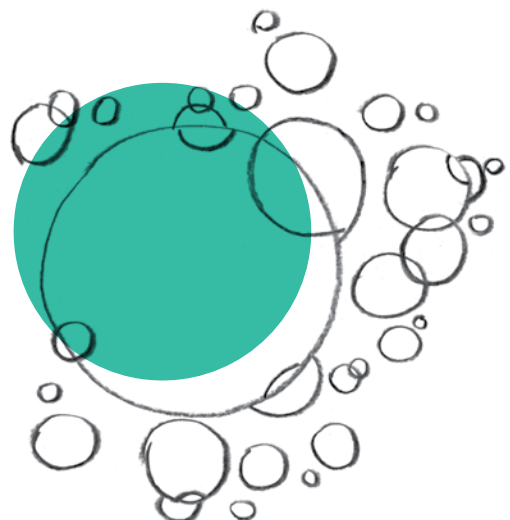
## 05. Accreditation

Following assessment and accreditation, an organisation will receive:

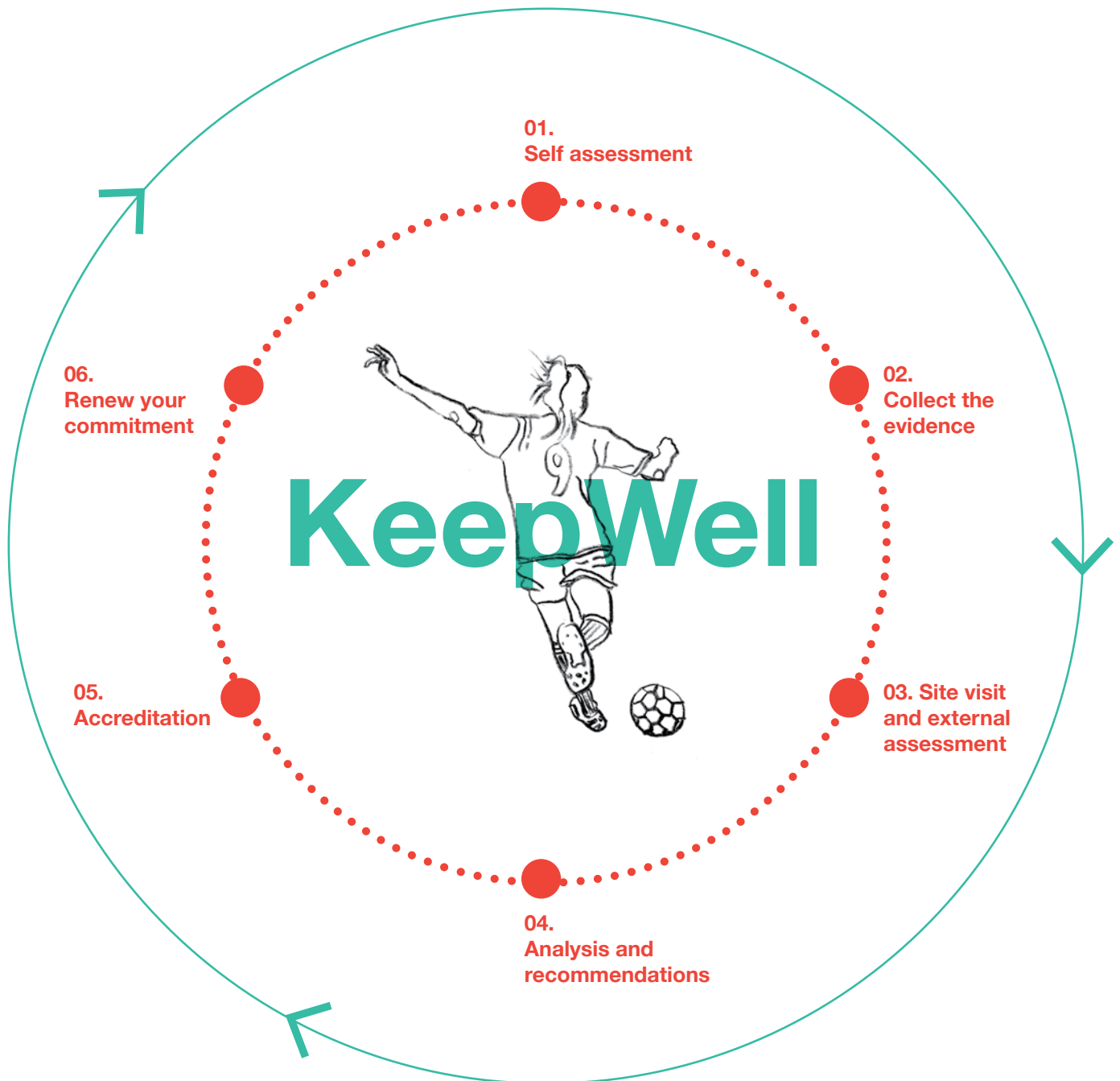
- A post assessment summary report with recommendations for improvement
- An award valid for two years, subject to a mid-term progress check-in
- Use of The KeepWell Mark logo for two years
- Listing on Ibec's register of highly committed companies in the area of employee health and wellbeing
- A media pack and support from Ibec in promoting your achievements
- Access to exclusive events and webinars through engagement with the KeepWell Community

## 06. Renew your commitment

Accreditation lasts for 2 years, subject to a progress check after year 1. Following two years, re-accreditation may be required.



To achieve The KeepWell Mark™, employers will gather a portfolio of evidence to show they meet the standards and undergo on-site assessment. The KeepWell team will offer support and guidance throughout the entire process.



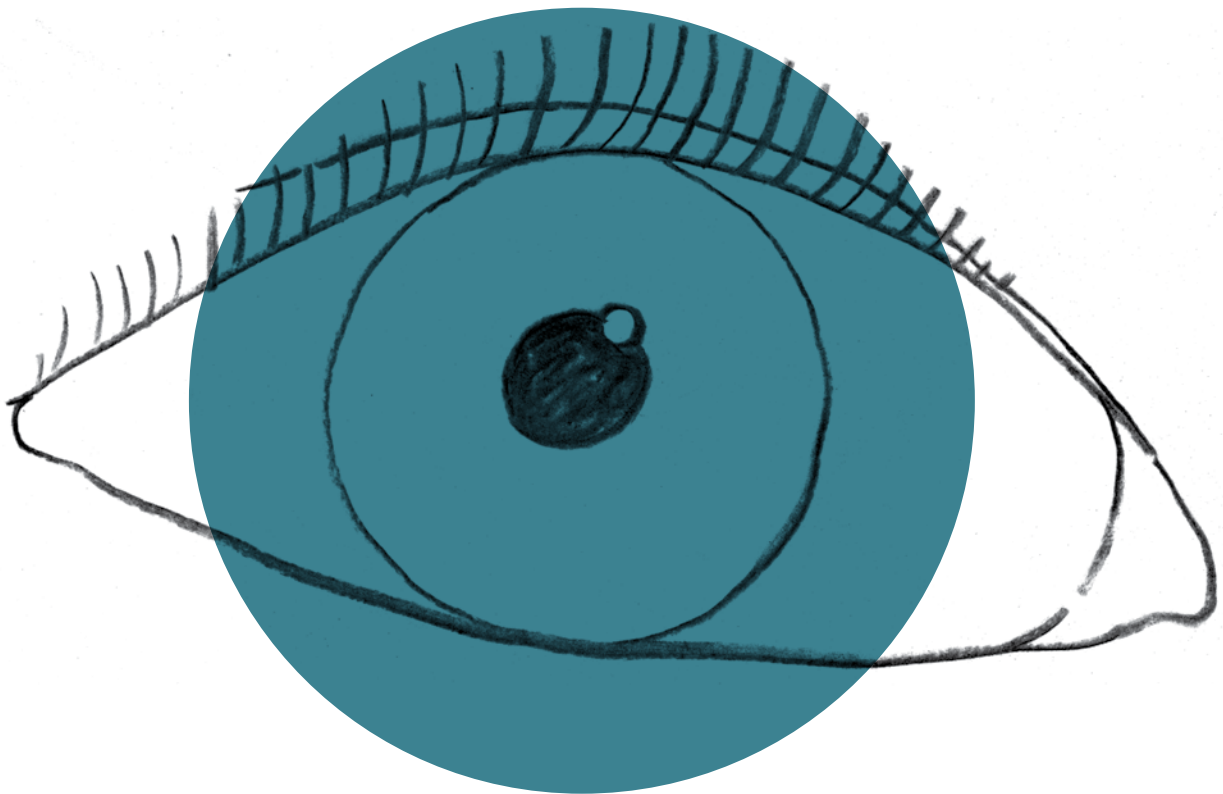
Six steps to help achieve your goals and continue to improve the wellbeing of your organisation.

# Who is it for?

**The KeepWell Mark™ is available to any employer, no matter how big or small, that can demonstrate commitment to the health and wellbeing of all staff. We welcome registration from public, private and voluntary organisations.**

Talk to us today to learn more about the award and how your organisation can participate.

**Contact:**  
**[info@thekeepwellmark.ie](mailto:info@thekeepwellmark.ie)**  
**+353 1 605 1500**



# Get The KeepWell Mark™

**Make a public pledge of your commitment to health and wellbeing in the workplace and achieve real benefits for your staff and organisation.**

“Achieving The KeepWell Mark is a great way for us to highlight our commitment to employee wellbeing, embed it more deeply in the organisation and also to learn how we might improve yet further.”

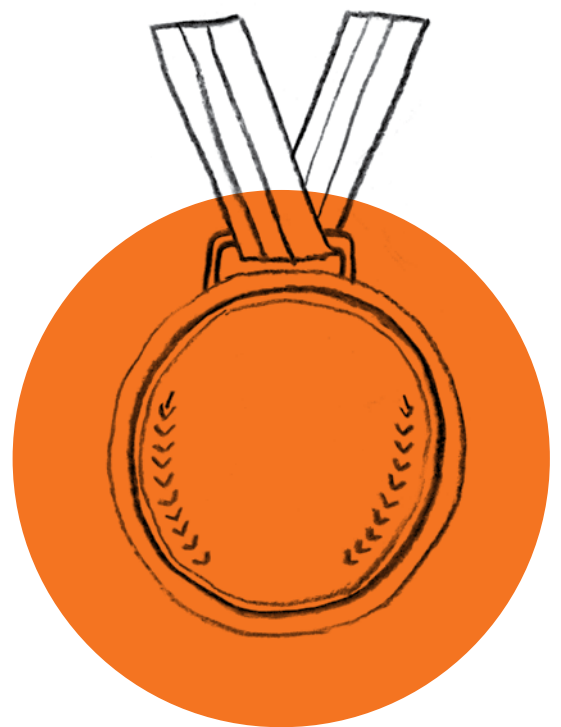
– Kevin Donnelly, Managing Director of Britvic Ireland.

“I can’t speak highly enough of the Ibec KeepWell team. They made the process so simple. I would absolutely encourage other companies to engage with them.”

– Ian Lynch, Head of Health and Wellbeing at Keating Construction

“The KeepWell Mark has reassured us that we’re on the right path and has given us clear guidance on where we can improve and what we should focus on to drive our health and wellbeing strategy forward into the future.”

– JD Buckley, MD, Sky Ireland



# About us

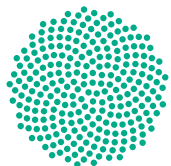
## Ibec

We proudly speak on behalf of Irish businesses campaigning for real changes to the policies that matter most to business. Together with our trade associations, we lobby government and policy makers nationally and internationally to maintain a positive climate for business and drive economic growth. Policy is shaped by our diverse membership, who are home grown, multinational, big and small, spanning every sector of the economy and employ 70% of the private sector.

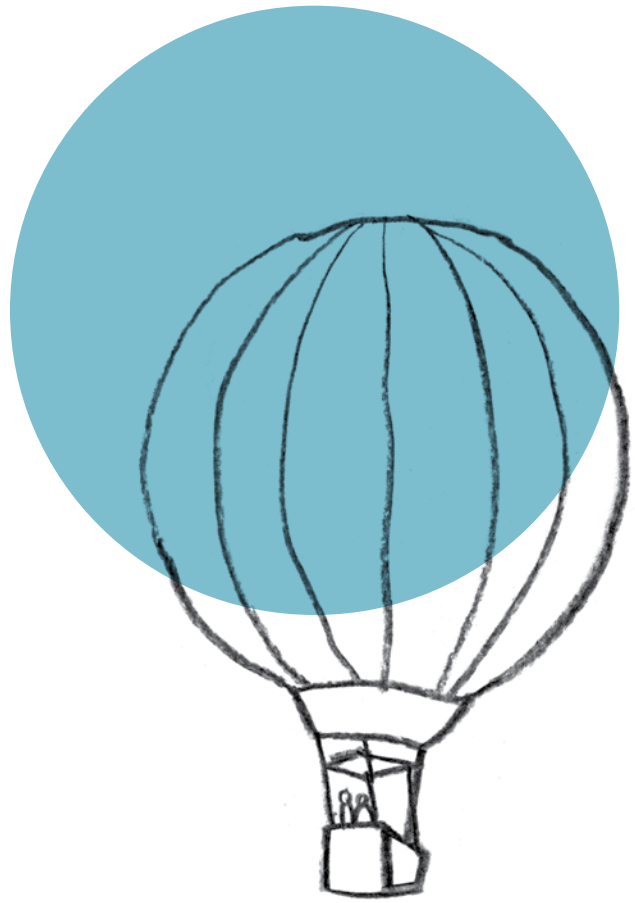
We regularly produce market leading industry and business events, positions on issues impacting business, economic research, forecasts and analysis. Our role as public commentator on the economy has been significant with our forecasts for the country's recent economic growth rates being accurate. We have identified the opportunities that these, along with low interest rates, provide for national infrastructure investment.

We also provide a wide range of professional services and management training to members on all aspects of human resource management, occupational health and safety, employee relations and employment law. With 230 staff in 6 offices around Ireland as well as an office in Brussels and connections in the U.K. and Washington, Ibec communicates the Irish business voice to key stakeholders at home and abroad.

[www.ibec.ie](http://www.ibec.ie)



**ibec**  
For Irish Business





# Ibec & workplace wellness

## **Our experience and expertise**

For many decades, Ibec has been a key player at the forefront of the workplace health, safety and wellbeing agenda providing our members with professional and practical advice, solutions and management training on workplace wellbeing and occupational health and safety.

## **Our National Workplace Wellbeing Day**

Since 2015, Ibec has been running Ireland's National Workplace Wellbeing Day. This event is devoted to raising awareness on workplace health and wellbeing through promoting better exercise and nutrition in the workplace. This nationwide campaign, launched initially by Food Drink Ireland, has grown from strength to strength with up to a thousand companies of all sizes taking part.



# Congratulations

Congratulations to our accredited KeepWell companies who are embracing employee health and wellbeing in their organisations.

abbvie

ALEXION

Avantcard

AVIVA  
STADIUM

Boston  
Scientific  
Advancing science for life™

BRITVIC  
Ireland

BROWN THOMAS | ARNOTTS

CAPITA

Banc Ceannais na hÉireann  
Central Bank of Ireland  
Eurosistem

CIE

CJK

ervia  
Aurora  
Gas Networks  
Ireland  
USCC  
2019

ESB  
Energy for  
generations

ESSILOR  
SEEING THE WORLD BETTER

EY  
Building a better  
working world

Fidelity  
INTERNATIONAL

IAA

ibec  
For Irish Business

INDAVER

KEATING  
Mech. Civ.Eng. Baking

KEPAK

MARS  
Ireland

Mallinckrodt  
Pharmaceuticals

Microsoft

THE ADO PT GROUP  
1850  
PT GROUP

ORACLE®

PORTWEST

QQI  
Quality and Qualifications Ireland  
Dearbhó Callochta agus Callochtat Éireann

Roche

SANOFI  
Empowering Life

SIEMENS Gamesa  
RENEWABLE ENERGY

sky

St Patrick's  
Mental Health Services

ST. VINCENT'S  
PRIVATE HOSPITAL  
Elm Park

STEELTECH  
SHEDS

UCC  
University College Cork, Ireland  
Coláiste na hOllscoile Corcaigh

Ulster Bank  
Help for what matters

unum

WILLIAM FRY

Xtratherm  
More than insulation

# KeepWell

**Keep in touch**

@ibeckkeepwell

#ibeckkeepwell

[www.thekeepwellmark.ie](http://www.thekeepwellmark.ie)

[info@thekeepwellmark.ie](mailto:info@thekeepwellmark.ie)





**Get accredited today**

[www.thekeepwellmark.ie](http://www.thekeepwellmark.ie)  
[info@thekeepwellmark.ie](mailto:info@thekeepwellmark.ie)

T 01 605 1500

**Ibec Head Office**

84/86 Lower Baggot Street  
Dublin 2  
Tel: + 353 1 605 1500  
Email: [membership@ibec.ie](mailto:membership@ibec.ie)  
Web: [www.ibec.ie/membership](http://www.ibec.ie/membership)

**Limerick**

Gardner House Bank Place  
Charlotte Quay  
Limerick  
Tel: + 353 61 410411  
Email: [midwest@ibec.ie](mailto:midwest@ibec.ie)  
Web: [www.ibec.ie/midwest](http://www.ibec.ie/midwest)

**Donegal**

3rd Floor, Pier One Quay Street  
Donegal Town  
Donegal  
Tel: + 353 74 9722474  
Email: [northwest@ibec.ie](mailto:northwest@ibec.ie)  
Web: [www.ibec.ie/northwest](http://www.ibec.ie/northwest)

**Waterford**

Waterford Business Park  
Cork Road  
Waterford  
Tel: + 353 51 331260  
Email: [southeast@ibec.ie](mailto:southeast@ibec.ie)  
Web: [www.ibec.ie/southeast](http://www.ibec.ie/southeast)

**Galway**

Ross House  
Victoria Place  
Galway  
Tel: + 353 91 561109  
Email: [galway@ibec.ie](mailto:galway@ibec.ie)  
Web: [www.ibec.ie/west](http://www.ibec.ie/west)

**Cork**

Knockrea House  
Douglas Road  
Cork  
Tel: + 353 21 4295511  
Email: [cork@ibec.ie](mailto:cork@ibec.ie)  
Web: [www.ibec.ie/cork](http://www.ibec.ie/cork)

**Brussels**

Avenue de Cortenbergh, 89,  
Box 2  
B-1000 Brussels  
Belgium  
Tel: + 32 (0)2 512.33.33  
Fax: + 32 (0)2 512.13.53  
Email: [europe@ibec.ie](mailto:europe@ibec.ie)  
Web: [www.ibec.ie/europe](http://www.ibec.ie/europe)