



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 sickness leave, lower staff turnover and boost productivity. This is good for employers, workers and the wider economy.

With this in mind, The KeepWell Mark, an evidence-based accreditation, was created by Ibec for you and your company. This unique award offers all types of employers, large and small, from the public, private and voluntary sectors, an opportunity to demonstrate their commitment to the health and wellbeing of their workforce.

With our framework, your organisation can follow a set of clear and easy steps designed to make your workplaces healthier and happier. We will assess your organisation and award a certificate and plaque, as well as a comprehensive report which will provide a clear roadmap for improvement. 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.”

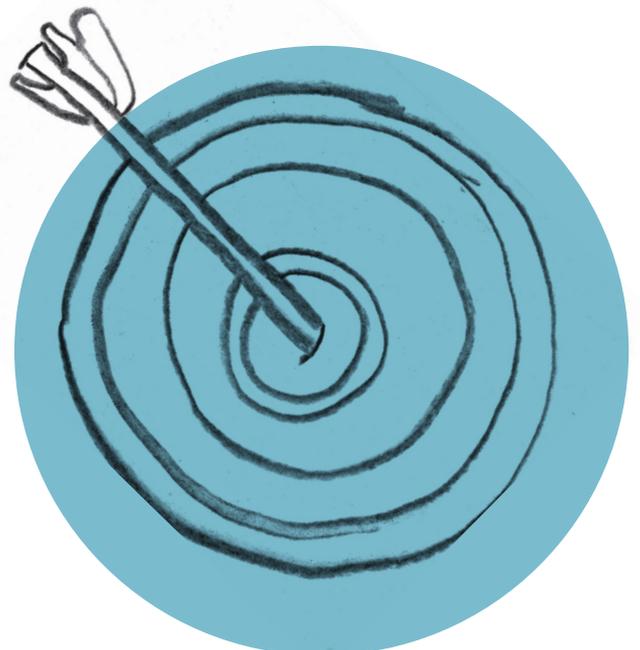
— Danny McCoy, Ibec CEO

# How does it work?

The KeepWell Mark is a set of health and wellbeing standards that organisations can achieve through the 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 safety while maintaining a sense of wellbeing.

## The KeepWell Mark in a nutshell:

- Auditing and benchmarking against a set of recognised standards across eight critical areas affecting your business
- Toolkits and guides to further build successful wellness programmes
- On-site assessment and verification by independent assessors
- A clear roadmap that will set your organisation on a path to excellence across all areas of employee health and wellbeing
- National recognition and certification
- Listed on Ibec's register of highly committed companies in the area of employee health and wellbeing



# Good business sense

**The KeepWell Mark will help to boost productivity among your workforce and help reduce staff sickness 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 overall betterment 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 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 becomes 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 wellness 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

## For the community

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

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

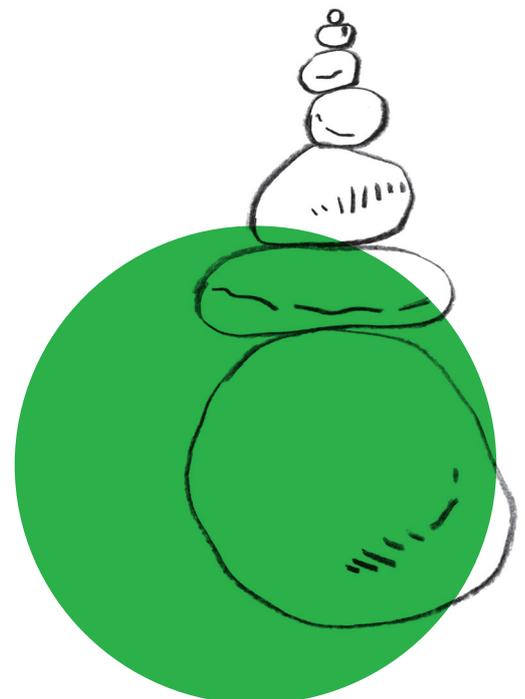
### **Improved local reputation**

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 offers three levels which your organisation can achieve: Commitment; Achievement; and Excellence.**



## **Commitment:**

For companies that are starting out, our entry level KeepWell Mark – Commitment, 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.

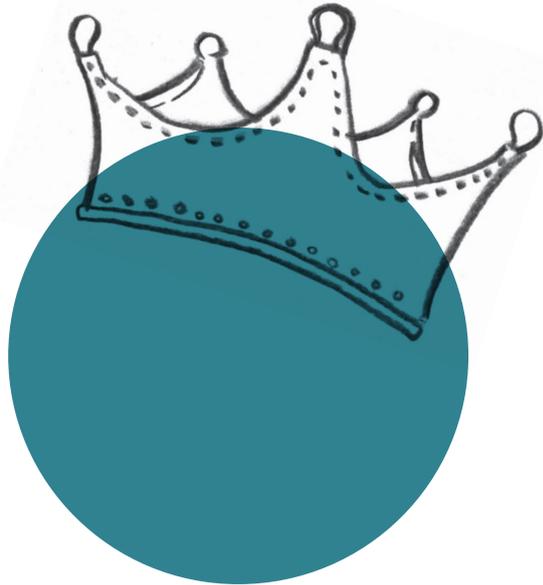
## **Excellence:**

More established organisations can use the Excellence levels 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.

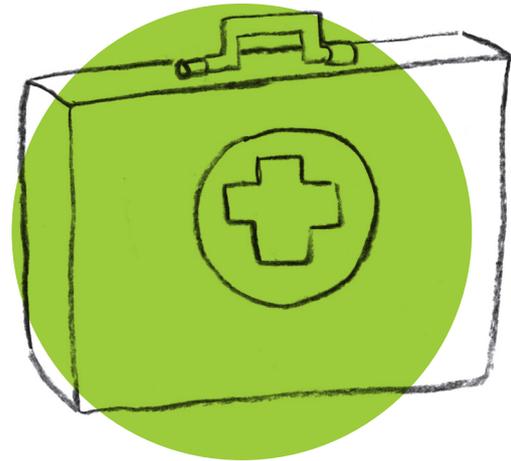
# A holistic approach



## **Leadership**

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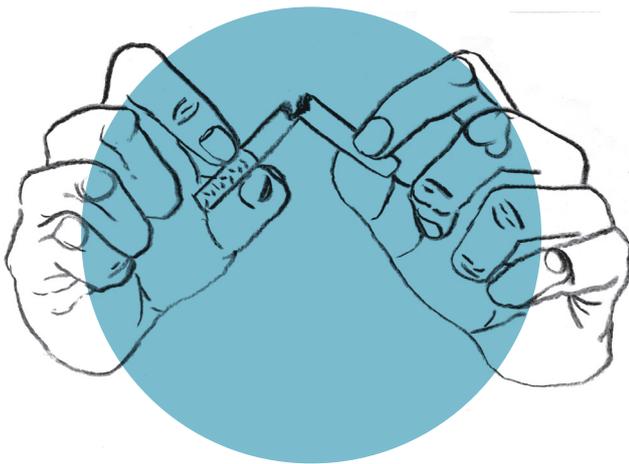
The organisation uses its policies and practices to create a working environment that is conducive to health.



## **Absence Management**

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Information is used to help managers reduce sickness absence, and support attendance.



## **Smoke Free**

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The organisation encourages a reduction in smoking among employees.

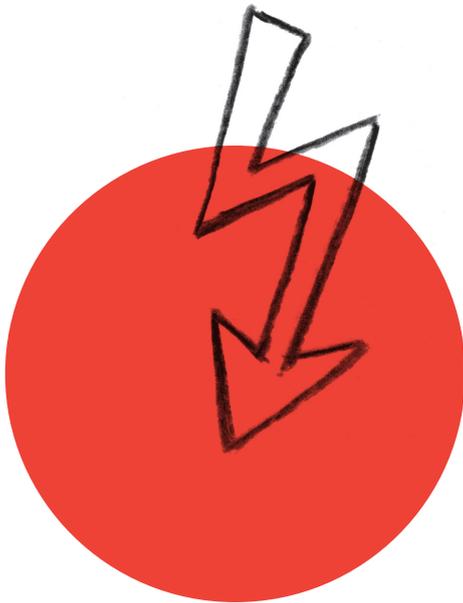


## **Physical Activity**

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

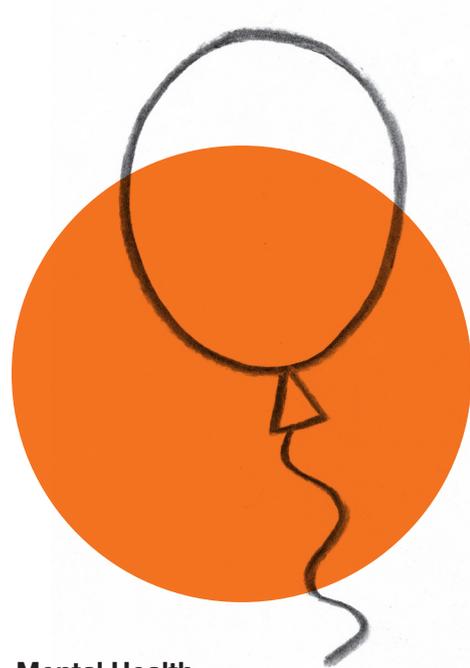
The KeepWell Mark revolves around issues essential for a collective improvement in workplace health, safety and wellbeing. We focus on eight themes and how they impact across your entire organisation.



### **Health & Safety**

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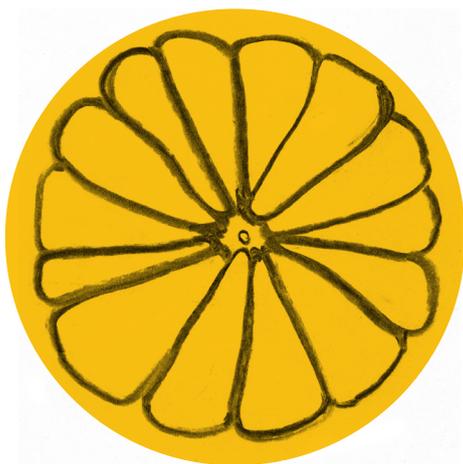
The organisation monitors and improves health and safety.



### **Mental Health**

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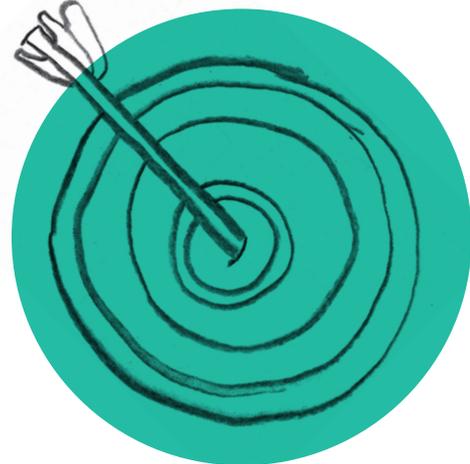
The organisation protects and promotes the mental wellbeing of its staff, including: appropriate policies; management training; and support mechanisms.



### **Healthy Eating**

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



### **Intoxicants**

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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 decide which level of The KeepWell Mark your organisation wants to achieve and provide the relevant evidence for this level. Your self assessment will guide you towards a target of Commitment, Achievement or Excellence. 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.

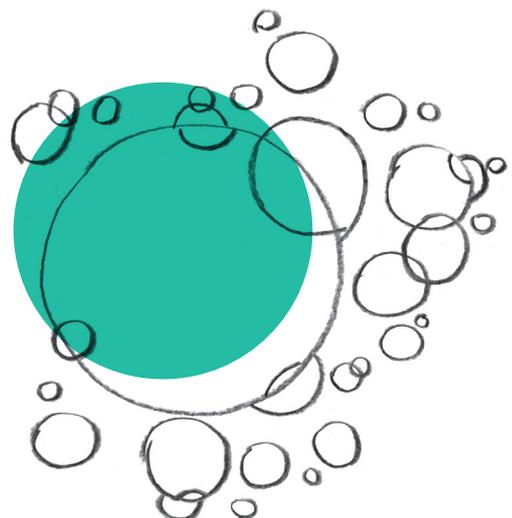
## 05. Accreditation

Following assessment and accreditation, an organisation will receive:

- A post assessment summary report with recommendations for improvement
- An award valid for one year
- Use of The KeepWell Mark logo for one year
- Listing on Ibec's register of highly committed companies in the area of employee health and wellbeing
- A media pack

## 06. Renew your commitment

Accreditation lasts for 1 year at which point if you wish to continue to use the KeepWell Mark you will need to seek re-accreditation.



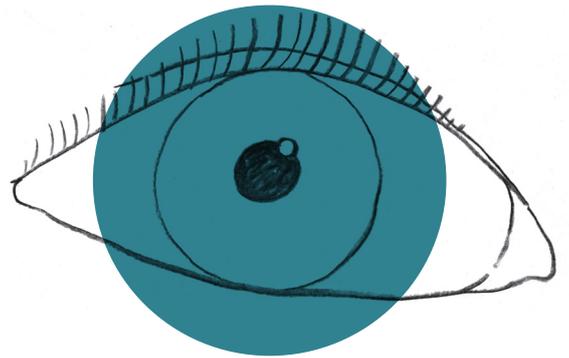
To achieve The KeepWell Mark, employers will gather a portfolio of evidence to show they meet the standards and undergo on-site assessment. The KeepWell team will offer support and guidance throughout the entire process.



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 registrations from public, private and third sector organisations.



Whether your organisation is a multi-site or a single site, we will work with you to determine how best to assess your organisation

# Get the KeepWell Mark

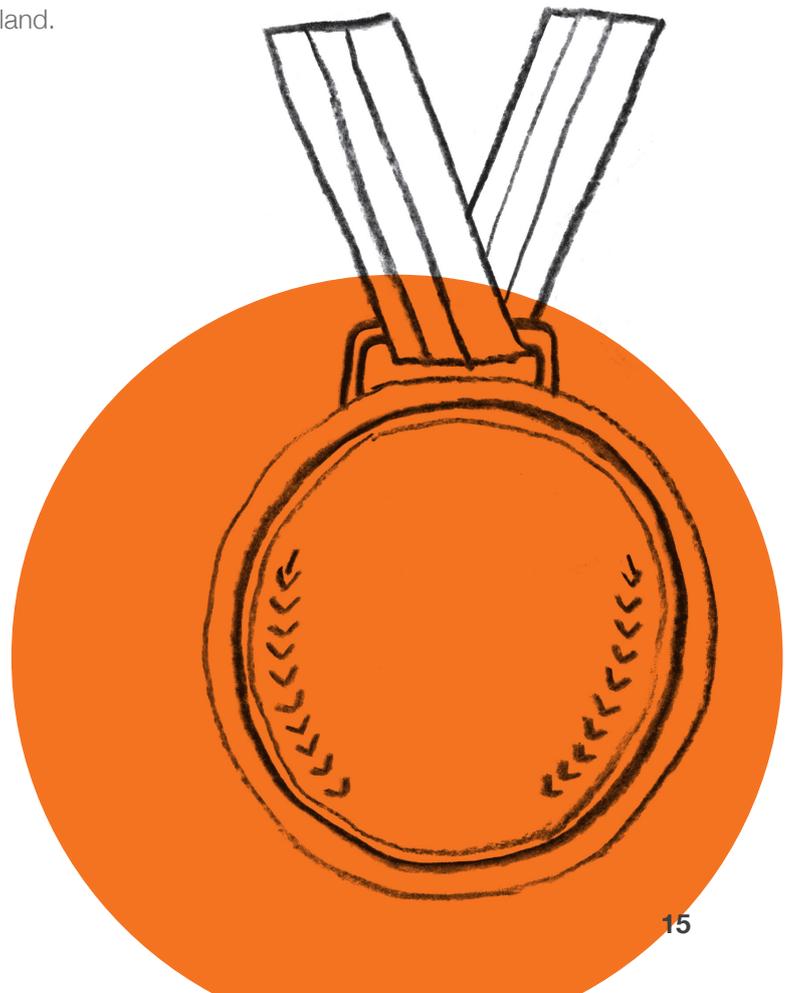
**Make a public pledge of your commitment to health and wellbeing in the workplace and achieve real benefits for your staff and organisation.**

“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.

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 1690**



# About us

## Ibec

We are Ireland's largest and most influential business representation organisation. We proudly speak on behalf of 7,500 Irish businesses; home grown, multinational, big and small, spanning every sector of the economy. Together with our 40+ trade associations, we lobby government and policy makers nationally and internationally to maintain a positive climate for business and drive economic growth.

We regularly produce market leading industry and business events, positions on issues impacting business, economic research, forecasts and analysis. 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 200 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)



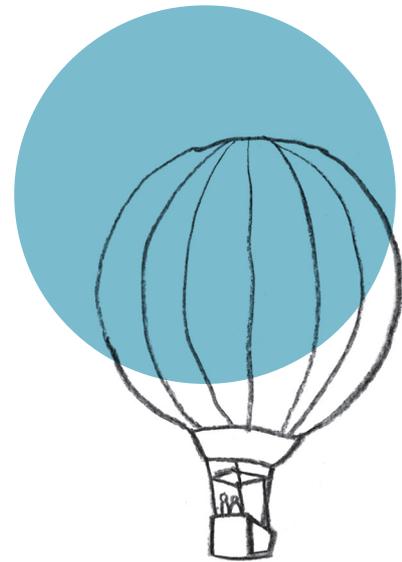
## Liverpool City Council

The Ibec KeepWell Mark is an evolution of 'The Workplace Wellbeing Charter, National Award for England', a highly successful award by Liverpool City Council that is held by over 1,000 organisations and is widely recognised as the business standard for health, safety & wellbeing across England.

[www.wellbeingcharter.org.uk](http://www.wellbeingcharter.org.uk)



**Liverpool  
City Council**



# Ibec & workplace wellness

## **Our experience and expertise**

For many decades, Ibec has been a key player at the forefront of the workplace health and safety agenda providing our 7,500 members with professional and practical advice, solutions and management training on workplace wellbeing and occupational health and safety.

## **Our National Workplace Wellbeing Day & Awards**

Ireland's National Workplace Wellbeing Day, our annual event now in its third year, is devoted to raising awareness on workplace health and wellbeing through promoting better exercise and nutrition in the workplace. This nationwide campaign, an initiative of Food Drink Ireland, an Ibec trade association, has grown from strength to strength with over 500 companies of all sizes taking part in 2017.

Our annual National Workplace Wellbeing Awards recognise employers across the public and private sector that are excelling at promoting workplace wellbeing within their organisations.



# KeepWell

Keep in touch

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