

**ELEFANTE**

**PORTER  
NOVELLI**



# ICCO Global Creative Challenge 2021

**International SOS Foundation** | Creative Proposal

Prepared by Elefante Porter Novelli



# Current Situation



**BEFORE**

## **Thought-leadership in internal communications**

The core of protection of global workforces lies within comfort and safety of employees within the office and a wide range of employee health, wellbeing and security risks

Thought-leadership lies within encouragement and creation of suitable conditions for employees in all possible situations

**NEW REALITY  
is  
NEW RESPONSIBILITY**



**NOW**

## **Life with coronavirus**

The need to uphold and maintain corporate culture for employees came to the fore due to remote or hybrid work models

Health and wellbeing has become more important than ever

Challenge arose to combine the need to work with corporate culture and to maintain other traditional needs of employees

# Goals and Approach

## GOALS

Drive new research into areas to help to spread best practices in duty of care

Engage partner experts in these efforts

Deliver the insight and content to maximised audience numbers

## APPROACH

To form a center of gravity for all target audiences

To create a single center, which will be a key mechanism in terms of working with employees around the world

To create a benchmark for all companies

# Target Audiences



**HR professionals caring about their staff**



**Company's Leadership all over the world**



**Stakeholders and experts communities:**

health experts, HR-experts, legal experts



**Employees**

# Big Idea

Personal burnout is now evident in a large proportion of employees all over the world. The boundaries between work and personal life have been erased completely, and perhaps irrevocably. It even affects sleep in some cases, as research show. And now corporate culture is not about parties, a coffee machine and paid dinners, but first and foremost it's the concern for the mental and physical health of employees

International SOS Foundation should become a leader and lead this benevolent initiative by creating a **global committee or association** of responsible employers. The Association forms a charter, sort of 10 Commandments, that responsible employers should follow to join the Association and to promote the health and wellbeing of its employees

Possible naming – Association of Responsible Employers – ARE – We ARE together.

Such a structure will become crucial in addressing all the needs of employees around the world, and the International SOS Foundation will provide assistance to employers that joined the association and those who didn't, so that they can meet the highest standards for their staff

# Association Charter (draft\*)

**Any company, who meets at least 5 out of 10 Charter Principles, can join the Association:**

- The presence of the psychologist in the staff
- The granting of additional paid days-off after vaccination
- The provision of adequate working conditions at any locations – provision of employees with adequate computers, Internet connection etc., allowing them to effectively execute their duties at any remote location they are at
- The organization of regular health checks for employees, as well as taking interest about their health
- The provision of cost coverage for mobile and Internet communications of employees
- COVID-free zones in the office
- The assistance with good sleep of employees – provision of meditative apps for sleeping, or certificates for stores with good pillows, etc.
- The provision of a paid day-off on an employee's birthday
- The organization of regular online activities for employees at least once a month – celebrations, games or small competitions, quizzes, etc.
- Regular webinars and/or training activities for employees with International SOS Foundation

\* The ideas are preliminary and shown as an example, they can and will be tweaked in case of implementation

# Communication Channels

## STRATEGY

Promotion of the Association of Responsible Employers as a new organization created to unite all responsible employers

## APPROACH

Combination of various PR instruments aimed at informing all companies in the world about the initiative and encouraging them to join it

## IMPLEMENTATION

### EMPLOYERS

### EMPLOYEES

## COMMUNICATION CHANNELS

**Social media** aimed at engaging employers (LinkedIn, Twitter)

**Professional HR Events** – both owned and sectoral

**Thought Leadership** – reports, research

**Involvement of third parties** – Association members to promote the initiative

**Long-reads**

**Best practices, showcases**

**Strategic partnerships**

**Webinars and trainings** by the Association with Foundation professionals as hosts

**Social media** aimed at engaging employees (Facebook, Twitter)

**Job Fairs**, promoting the Association members as responsible employers

**Thought Leadership** – reports, research

**Media engagement** – socio-political and HR media

**Long-reads**

**Best practices, showcases**

# Expected Results

Creation of a global committee or association of responsible employers will stimulate the **increased partner interest**, as the initiative has all capabilities to grow and to become widespread, with regional branches. In the future, each country or region can have its own branch.

Own social networks of the association will benefit the **KPI Engagement (social media)** promoting in turn social networks of International SOS Foundation

Webinars and trainings for companies, caring about their employees and interested in joining the Association will drastically increase, attracting representatives from different countries (Association members), who will exchange and share their experience, further promoting the Foundation as the founders of the Association, increasing both **Webinar and Training registrations** by other companies

Each company that joins the Association in any country will be engaged with active communications activities, which will allow to reach the **KPI Message Reach (PR)**



**ELEFANTE**

**PORTER  
NOVELLI**



# ICCO Global Creative Challenge 2021

**International SOS Foundation** | Creative Proposal

Prepared by Elefante Porter Novelli