

mutant

ICCO Next Generation PR World Cup 2021

October 13-18



SPEAK UP: DUTY OF CARE

A global campaign to **raise awareness** and **spur action** in Duty of Care among companies worldwide

Workplace health, safety and wellbeing has become a key discussion point in the last two years, and the topic of Duty of Care has shifted from becoming a legal obligation to an employee expectation.

To enact meaningful changes within an organisation, the decisions must come from the top. However, leaders often times are not aware of employee sentiment on the ground.

This campaign gives those on the ground the tools they need to Speak Up – and be heard – in order to help leaders enact real change.

Through our Speak Up campaign, we will empower the everyday workforce to contribute their perspectives on employee health and wellbeing within their companies – speaking **up** and speaking **upwards** to key decision makers who can make a difference.

Ultimately, we will drive business leaders to implement organisational change, transforming their Duty of Care processes to create better workplaces that inspire confidence, peace-of-mind and employee satisfaction.

Campaign Approach

Platforms



PR:
Earned media strategy



Social:
LinkedIn Content



Owned:
EDMs, Website, Events



Partner Networks

TARGET

General Workforce



HR & HSE Managers



HR & HSE Managers



C-Suite



HR & HSE Managers



C-Suite



TIMELINE

Benchmark

Analyse

Engage

Impact

Employee Survey: Speak Up

Gather information about the current state of employee health, safety and wellbeing in each company

Amplified via



Tailored Company Report

Exclusive insights solely available to managerial leadership in the company

Foundation Training

Personalised recommendations to attend sessions

LinkedIn Engagement

Ongoing social sustenance to support campaign

Amplified via



Toolkit for Managers

Communications toolkit to secure C-Suite buy-in

Webinars & Roundtables

On-demand and live for local audiences (Asia-focus)

Amplified via



Foundation Report & Index

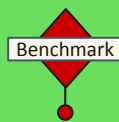
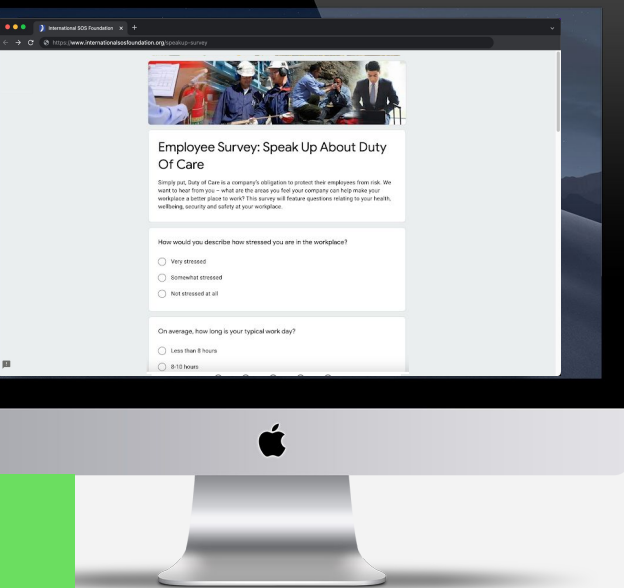
Global, regional, and local pushes based on survey findings

Summit & Awards

Recognition of top-performing organisations

Amplified via





Phase One: Benchmark



EMPLOYEE SURVEY: SPEAK UP ABOUT DUTY OF CARE

The heart of our campaign is the employee survey that will be hosted on a campaign microsite on the Foundation's platform. Centred around the **six Duty of Care topics** outlined by the Foundation, the survey will be a primary tool to gather information about the current state of employee health, safety and wellbeing, and how this impacts business and employment operations.

How this works:

The survey will be **company-specific** and anonymous, with the option for employees to leave an email to be updated on a copy of survey results. There will be a **special option for business leaders** – those at a senior managerial level who verify their identity via business email will be able to access a **detailed report tied to the performance of the company**.



PR Launch Strategy: A launch release targeted at tier 1 international, regional, and local business and HR titles will invite all employees to take part in this survey to benchmark their companies' levels of Duty of Care.



LinkedIn engagement: Targeted LinkedIn content (static posts and videos) will drive more employees to complete the survey and incentivise leadership and management to register to receive the detailed company report.



Microsite: The campaign microsite will not only house the employee survey, but it will also act as a one-stop resource platform for companies to access whitepapers, checklists, toolkits and information on upcoming events.

EDM (Launch): At launch, we will blast EDMs to the Foundation's existing network to share more about the upcoming campaign.

EDM (Milestones): Across the duration of the survey, we will also send EDMs to survey respondents and business account holders to mark specific milestones, e.g. 100 company employees have shared their insights. The goal is to spur employee advocacy, and pique the interest of management teams.

Phase Two: Analyse



TAILORED COMPANY REPORT

The tailored company report will provide exclusive insights that are solely available to managerial leadership in the company. This will provide a meaningful breakdown of the company's current standard of Duty of Care, and personalised and actionable recommendations for improvement. The insights will include:

- 01 **A Duty of Care Index** that will benchmark the organisation against others in its industry, identifying which percentile it belongs to in terms of enacting Duty of Care toward employees
- 02 **A personalised threat analysis** scoring the company's performance within each of the six themes, and tiering (red flag, yellow flag, green flag) which areas most urgently require attention
- 03 **Employee sentiments** toward the company's Duty of Care policies and implementation, including its impact on employee morale, motivation, and intention to stay with the company
- 04 **Impact on business function**, including analysis and extrapolation from existing reports

IMPACT ON EMPLOYEE RETENTION

Duty of Care refers to the moral and legal obligations of employers to employees, contractors, volunteers and related family members in maintaining their health, safety and

74%

of your employees expressed that they would **consider alternative employment** at a workplace with elevated Duty of Care.



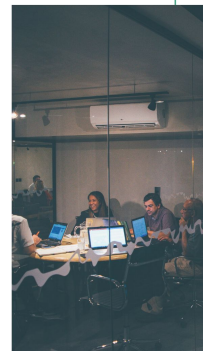
employment at a workplace with elevated employees?

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INTERNATIONAL SOS FOUNDATION

[COMPANY] DUTY OF CARE EMPLOYEE REPORT

Your people have spoken.



Speak Up: Duty of Care is an inaugural campaign by the International SOS Foundation. The insights available within your tailored company report come directly from employees who have identified themselves as belonging to your organisation.

Based on the company's tailored report outcomes, **key recommendations** will be made for relevant trainings, webinars, and roundtable dialogues in Phase Three.

Phase Three: Engage



INTERNATIONAL SOS FOUNDATION TRAINING SESSIONS

The Foundation already runs robust and comprehensive training programs for business leaders to gain the knowledge and skills necessary to actively participate in the management of safe, healthy and security of their workforces. The Engage Phase funnels managers and leaders toward signing up for the training sessions most applicable to the needs of your workforce, including:

01

Duty of Care

Safety, Health and Security for the Mobile Worker

02

Sustainability

Sustainability Management & Reporting for the Occupational Health & Safety Practitioner

03

Workforce Wellbeing

Mental health and Wellbeing

04

Crisis Management

Crisis Management Response and Leadership



TALK TO YOUR CEO: TOOLKIT FOR COMMUNICATION

Convincing the C-Suite that it Duty of Care is a right and necessary investment can be difficult. The personalised toolkit based on the company report will equip managers with the skills and facts needed to present the most compelling arguments to senior leadership. It will include:

KEY STATISTICS

From the personalised company report, showing the direct impact of Duty of Care on the organisation's employee morale and retention

EMAIL AND CONVERSATION TEMPLATES

Suggest various means to start speaking to senior stakeholders and kickstart change

CORROBORATING PROOF POINTS OF BUSINESS IMPACT

For example: The Edelman Trust Barometer reveals that 74% of institutional investors and 90% of consumers say a business's employee approach impacts their brand trust and loyalty. Also, the World Health Organisation estimates that depression and anxiety costs the global economy US\$1 trillion per year in lost productivity

LINKS TO THE FOUNDATION'S RELEVANT WHITEPAPERS

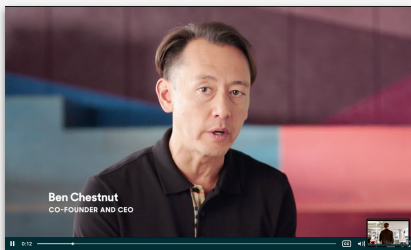
Phase Three: Engage



SOCIAL ENGAGEMENT AND AMPLIFICATION

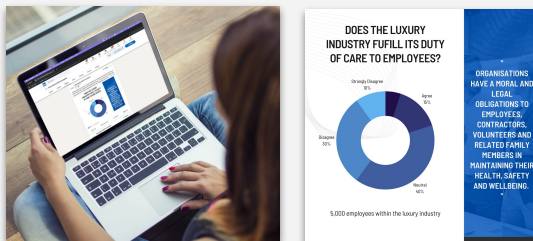
Across the campaign, we can establish a strong pipeline of LinkedIn content, creating various categories to best resonate and continually engage with key target audiences, pushing them down the funnel and increasing their knowledge, desire and intention to invest in Duty of Care.

Video case studies



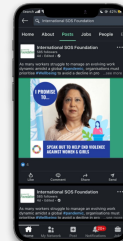
Working with organisations that have attended training workshops to showcase video success stories

Infographics



Convert the rich repository of existing whitepapers into bite-sized infographics and information

Human features



Speaking to employees with personal stories about how Duty of Care impacted their lives

Scenario planning: Narratives with strong hooks that draw attention and drive home the importance of having a Duty of Care action plan

LinkedIn pulse pieces: Thought leadership by the Foundation's core team, focusing on topics and emphasising importance of Duty of Care

PR support: Reposting global tier 1 coverage and using it to draw attention to the ongoing campaign

PAID AMPLIFICATION

The Foundation already has an **extensive number of studies** done in partnership with organisations around the globe. By converting the highly-localised insights to visual and digestible content for LinkedIn, and **using precise ad targeting (geography, seniority and industry)**, it can further build its thought leadership and credibility within each geographical market.

Phase Three: Engage



EXPANDING PARTNER NETWORKS IN ASIA

The [International SOS Duty of Care and Travel Risk Management Benchmarking Study Asia](#) reports that Duty of Care is a generally Western concept, with relatively low awareness in Asia. To expand the international network of the Foundation, we will engage more intensively with our partners in Asia, working to invite and expand our network of business leaders (founders, CEOs, C-Suite executives), experts (from the Foundation & other related organisations) and policymakers in the region.

To increase relevance with Asian audiences, we will drive regional and country-specific topics that directly engage with leaders in the region, raising awareness and spreading best practices around the topic of Duty of Care.

WEBINARS *On-demand webinars available on our campaign microsite*

e.g Occupational health and safety for media in Asia

New risks associated with journalism in the region, and how media organisations are working to overcoming these challenges



Khalid Hassan

Director of International Labour Organisation
Country Office for the Philippines



Warren Fernandez

Editor-in-chief of The Straits Times & Asia
News Network Chairman

ROUNDTABLE DIALOGUES *Live roundtable dialogues for industry leaders, experts and policymakers*



Dr Michelle Funk

Department of Mental Health
and Substance Use at World
Health Organisation



Roshni Mahtani

Founder and CEO of
theAsianparent



Arnaud Vaissie

Co-founder, Chairman and
CEO of International SOS

e.g: Overcoming the stigma of mental health in Asia

The increasing risk of mental health illness in a negative working environment, the significant economic impact of mental illness, and the need for companies to promote mental health in the workplace.

Phase Four: Impact

THE STRAITS TIMES

Nearly as many men as women are keen on flexi-work: Survey

Venessa Lee

Men have become as interested as women in calling for more flexible work options, a new survey shows. Traditionally, women favoured flexi-work due to their role as the primary caregiver, but there has been a shift, the poll finds. It shows 71 per cent of men and 76 per cent of women surveyed have want to work more flexible hours.

The poll out last week also notes that 61 per cent of men already had flexibility at work while 43 per cent of women are in the same position. The desire among men for more flexi-work options is driven by millennials, said Mr Abhijit Maheshwari, chief executive of the Asia Pacific



Dasa Holdings' co-founders (from left) Henry Kwan, Leon Yeo and Edmund Ng, who are all fathers, work from home. PHOTO: LION YEO

the newpaper

Poll: Men nearly as keen as women on flexi-work options

Observer says results reflect cultural shift where dads 'are not afraid to be more nurturing'

PHOTO: THE STRAITS TIMES

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PR Push for Report & Index: PR efforts will include press releases at global, industry, region and country levels, infographics for media, and tailored pitches to secure tier 1 media interviews and bylines.

Thought Leadership: We will leverage report insights as talking points for interviews and byline articles to position the Foundation as a thought leader in the Duty of Care arena.



THE STATE OF DUTY OF CARE: INTERNATIONAL SOS FOUNDATION REPORT

Once all the responses from the employee survey in Phase One have been submitted, we will have a large data pool to use to create localised insights and trends on the topic of Duty of Care.

To position the Foundation as the go-to source and ambassador of Duty of Care among employees and employers around the globe, we will use the insights to **publish a report** and **create an index** where we can benchmark industries, companies and countries across the world on how well they perform their Duty of Care.

This is a tried and tested approach, with [Mutant Communications](#) successfully carrying out targeted PR engagements with Monster.com's monthly [Employment Index](#) across several countries (pictured).

Social Engagement: Similar to Phase Three, we will publish bite-sized infographics with key insights from the Duty of Care Index. We will also carry out executive profiling for the Foundation's core team by referencing trends, emerging problems and key insights.



Microsite: Publishing the full reports, infographics and press releases

Summit & Awards: Using the event to recognise best performing companies and give businesses and partners a space to showcase their work and best practices

BUSINESS INSIDER

Survey finds that 87% of Malaysians are thinking of switching to an entirely new career path – here's why

Siân Lim
October 30, 2018



NEW STRAITS TIMES

More recruitment in IT, telecommunications industry

By Bernama - May 31, 2017 @ 4:02pm



Success Metrics

Through our campaign platforms, we will track, measure and evaluate success, tagged against the following key metrics:



OWNED

Reach:

Number of unique people who visited the campaign microsite

User Engagement:

Number of completed surveys and the number of managerial account sign ups.

Attendance:

Number of people who attended the training, webinars and roundtables



EARNED PR

Reach:

Number of coverage hits and publication readership reach

Sentiment Analysis &

Media Visibility:

Evaluating media sentiment and cadence of earned media stories



SOCIAL

Impressions:

Total awareness generated on LinkedIn

User Engagement:

Number of direct engagements (reactions, comments, shares)

Increased Following:

Growth in followers on the Foundation's LinkedIn page



PARTNERS

Network:

Growth in new partner organisations

Collaborations:

Number of partner collaborations
Eg. Research reports, webinars, training sessions

Longevity & Sustenance

Our *Speak Up: Duty of Care* campaign is **scalable**, with both international and regional legs. We will not only be creating interesting global Duty of Care insights, but will also **shine the light on Duty of Care in Asia** to fulfill the Foundation's overall goal to increase the level of awareness and spur Duty of Care action all around the world.

The campaign also has the **potential to be rolled out on a yearly basis**, with an annual index and supporting PR push to report on shifting trends. A holistic PR campaign can amplify its reach through relevant press materials that not only focus on global trends, but also pulls insights based on industry, region and country.