

LIKE AT HOME

ICCO PR WORLD CUP 2021

INTERNATIONAL SOS FOUNDATION
COMMUNICATION STRATEGY

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International SOS
Foundation

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SCENARIO

In recent years and in light of the COVID-19 pandemic, we are witnessing a change in the working environment, with an increased focus on welfare, protection, well-being and care of the employees. Employees who, before being professionals, are people and hence need care and attention from their organisations, especially in a **post-pandemic phase**. Indeed, returning to the office and to a new hybrid normality can undoubtedly be a source of stress. **HR managers, HSE / Risk professionals and top management** have a role of great responsibility in this: they have the task of ensuring that all anti-COVID-19 procedures are respected, that their employees are constantly informed and involved in all the company's activities concerning welfare, well-being, assistance and safety, but also the more difficult task of **making employees 'feel at home' even in the office**.

STRATEGY

We started with a question: how can companies take action to ensure the well-being of employees and at the same time **position themselves in the market** using welfare as an element of employer branding?

Our strategy focuses on the conflicting emotions of people who long for normality, which implies returning to work and to starting to experience again common spaces, moments of sociality with colleagues, always in serenity and without fear. How do we do it? Through an **emotional campaign** that sets itself the ambitious objectives of training, educating, involving, raising awareness, supporting and listening to employees, as never before. In a few words, we want to **make people who return to the office feel safe, as if they were at home**. Consequently, organizations must increasingly become a **point of reference and of 'refuge' for their employees**. A new corporate vision that can lead to a new positioning for companies that intend to bet and invest time, resources and money in their people for a better future.

“WE ARE PEOPLE BEFORE BEING PROFESSIONALS”



OUR GOALS

- Inaugurate a **new era of Duty of Care**, involving HR, HSE/ Risk and C-Suite/Business leaders and last employees as well
- Drive **new research, engage partner experts and deliver** the insight and content **to maximised audience numbers**
- **Involve more and more 3rd parties** (from NGOs to global and local authorities) to be part of this change



RATIONALE: Considering the current scenario, our creative campaign focuses on the emotionality and the desire to return to a normality that we all desire. **The naming #LikeAtHome starts from the belief that making people feel safe in the workplace as if they were home is the key for organisations to be successful.** Therefore, Duty of Care's new vision is to put people and their wellbeing at the centre, which in turn will also improve companies' market positioning and talent retention. Workers, who are the essence of companies, deserve attention and protection, especially at this stage. An activity that, by involving companies directly, can also **improve their market positioning**, using welfare and everything related to it as a lever for employer branding. A happy and aware employee, informed and listened to, educated and supported, will speak well of his organisation. The campaign focuses on the most common issues, from mental and physical health to the willingness to return to a safe normality, but still without abandoning hybrid working environments that are already set to become the new frontier of work globally.

PERIOD OF REFERENCE: October 2021 - June 2022

KEY DATE: OCTOBER 2021 - 10° YEARS ANNIVERSARY LAUNCH EVENT

(please see slide 05)

During the period starting from the launch of the event to June 2022, International SOS Foundation will engage a wide range of stakeholders - HR managers, HSE / Risk professionals and top management, industry leaders, partners experts, employees, 3rd party organizations - through **dedicated communication initiatives** (please see slides 06/07).

To amplify the visibility of the launch event, we will plan a social editorial plan which will support the storytelling of the entire campaign and its different format declinations, involving in the conversion all the stakeholders that took part in it.

ACTIONS

- Study and development of **new researches** through the involvement of expert partners on current issues
- Partnership with **non-profit organizations** for various countries
- Interviews with **expert partners** (doctors, psychologists, etc.) for each country to be exploited on social networks and for press releases on each country
- Podcast creation on **Spotify** for HR Managers and top management
- Launch of the **contest for HR Managers** and company employees through social media
- **Weekly newsletter** (always divided by country) with the launch of new training sessions
- **Press conference** for presentations of research data together with other non-profit associations on various countries
- Long term partnership with **Netflix, Amazon Prime Video** for doing a new training format



**The timing of the campaign may change due to COVID-19 worldwide trends.*

LAUNCH EVENT

The International SOS Foundation will host the 2021 edition of ‘Duty of Care Summit & Awards’ serving as the occasion to **celebrate its 10°-year anniversary through a phygital event on the theme ‘A new Duty of Care: feels #LikeAtHome’**. Global leaders, key decision makers responsible for protecting the health, safety, security and wellbeing of their employees and international media will join both onsite (Amsterdam) and online for a two-day event to discuss trends, challenges and share best practices.

Day 1 will kick off with a welcome speech and keynote on the 10°-year anniversary milestone, also presenting the results of a new research on global trends post-Covid-19 that paves the way for the Foundation to inaugurate the new campaign #LikeAtHome and its declinations in communication initiatives. This will be rolled out worldwide – localized where necessary – and will be focused on the Foundation’s next and renewed commitment on the following areas, in line with the SDG 3, SDG8 and SDG 17:

- mental health and non-communicable disease
- general employee health and wellbeing
- vaccination programmes
- business traveller and assignee health and security
- sustainability and training

Then, a series of vertical sessions will follow in the afternoon (both offline and online), ending close to lunch time in **Day 2**, just before announcing the winners of the ‘Duty of Care Awards’, that with their endorsements will lead to the conclusion of the event with a thank you speech from the Foundation.



International SOS
Foundation
10
YEAR
ANNIVERSARY

A NEW DUTY OF CARE: FEELS #LIKEATHOME

prime video

TV SERIES PARTNERSHIP

In line with the essence of the #LikeAtHome campaign, and based on the assumption that home is where we spend most of our time in front of the TV, the Foundation will embark on a **long-term partnership** with the largest global streaming platforms, **Netflix and Amazon Prime Video**. Together they will work on the formats '**Netflix @Office: #NowIsPossible**' (How many employees have secretly watched Netflix during work in the office?) and '**Amazon Prime Video: #SeeUsinTheOffice**', to revamp training through the **format of TV series**, that also add gamification to change the destiny of the protagonists - **world-famous actors doing pro bono work** - hopefully for the better.

The two TV series will be available to organisations partners of the Foundation and will be accessible by the companies' employees through Netflix and Amazon Prime Video platforms.

By doing so, **training will acquire a new and different flavour:**

- Engaging and entertaining format
- Open, simple and practical language
- Faster and more effective learning through real role models



NETFLIX



SPOTIFY PARTNERSHIP

With the aim of supporting HR managers, HSE / Risk professionals and top management in companies, we will **launch together with Spotify** a series of podcasts on different topics related to back-to-office and hybrid working environments.

The podcasts will be recorded by leading industry experts who will offer, through their professional and personal experiences, advice on how to manage the return to the office, the restart of business travelling, the importance of taking care of employees and many other organizational aspects.

The podcasts will be divided into several episodes and made available to listen at any time of the day and live throughout all the duration of the **#LikeAtHome** campaign.

DRIVE NEW RESEARCH

Launching a **dedicated web platform to share** the results of global research with also local insights. Examples of topics to explore for each of the umbrella themes:

- ‘Global and regional differences in mental health stigma in the world/country after COVID-19’
- ‘Assessment of healthcare systems’ approaches to non-communicable diseases during and after COVID-19’
- ‘How to make the hybrid workplace safe and successful’
- ‘Enhancing employees’ trust in COVID-19 vaccination’
- ‘Keeping business travelers happy, healthy and engaged, at home and away’
- ‘The role of education for a sustainable world’

In addition, research will be conducted also on **current issues** that should never be overlooked, raising awareness among organisations, employees and - last but not least - public opinion and governments. Among these work-related fatal injuries, mobbing, physical and psychological harassment, maternity and paternity leave, work-life balance, etc.

ENGAGE PARTNER EXPERTS IN THESE EFFORTS

Launching a **dedicated web platform** to engage partner experts through the offer of offline and online training courses (webinars), informative leaflets, newsletters and dedicated appointments/ services, including: greenline, private counselling, free check-ups, personal assessment questionnaires, healthcare and wellbeing benefits, traditional and hybrid workplace equipment, debunk of vaccination myths, ad hoc procedures for travellers and promotion of a working culture that recognize the value of learning, training and knowledge management support to effectively advance sustainable development.





DELIVER THE INSIGHT AND CONTENT TO MAXIMISED AUDIENCE NUMBERS

Leveraging the #LikeAtHome campaign providing both educational and entertaining content on social media, through a strong focus on the launch event, the suggested partnerships and the umbrella themes, featuring:

- amplification of the launch event with live streaming and #LikeAtHome dedicated posts
- relaunch of the two TV series with endorsements, behind-the-scenes, interviews, etc. with actors
- relaunch of Spotify's podcasts
- publication of informative insights (reports, statistics, trends, etc.)
- contributions and interviews from industry experts (also in the format of live streaming for real-time Q&A)
- endorsements of pioneer companies, including winners of 'Duty of Care Awards' testimonials of employees - not necessarily from companies already partner of the Foundation - inviting others to do the same contests (for example 'Rate the initiative that you found most innovative and effective')



ENGAGE, INFORM, RAISE AWARENESS, TRAIN, EDUCATE, SUPPORT & LISTEN

We believe that the topic of Duty of Care today is not covered enough by the media and institutions. With our **#LikeAtHome** campaign we want to get people talking more and more about these issues and take concrete action. Bridging the various gaps in the world of work is one of the challenges of the #LikeAtHome campaign because the Foundation trains and informs people.

HOW WE MEASURE SUCCESS:

- **PR message reach:** quantity and quality of press coverage, quantity and quality of interviews and speaking opportunities for top management visibility, quantity and quality of media attending the launch event
- **Social media engagement:** audience metrics (e.g new followers), listening metrics (e.g. number of mentions and sentiment), engagement metrics (e.g number of total engagements, number of total engagement by type) and social traffic metrics (e.g. total sessions, total page views, bounce rate, average session duration, mobile vs desktop traffic)
- **Webinars / Trainings:** number and type of attendees, percentage of new attendees, active participation in the Q&A session (if present), number of webinars / trainings per attendees, amplification of webinars / trainings on online and offline channels by attendees
- **Increased partner interest:** number of partners attending the launch event and joining the several Foundation's initiatives part of the #LikeAtHome campaign, percentage of new partners, amplification of the Foundation's mission on online and offline channels by partners

Among the ultimate goals, the campaign aims to reach out to governments, key decision makers and trade unions to introduce or improve laws that can protect more and more employees for a better future.