



ENWHP Briefings

No. 3

The "Business Case": Why companies should invest in workplace health promotion

A large number of studies have been carried out showing workplace health promotion (WHP) not as a "subsidised charity" but as a worthwhile investment for companies:

- WHP results in a reduction in illness-related absenteeism, fewer working days lost and therefore in a long-term decline in the sickness rate.
- WHP increases motivation among the staff and improves the working atmosphere in the company leading to more flexibility, better communication and a readiness to co-operate.
- WHP results in a measurable increase in the quality of products and services, more innovation and creativity and a rise in productivity in the company.
- WHP is also a prestige factor which helps to improve the public image of a company and to make it more attractive as an employer.

There are many benefits for the employees as well, who are after all the main supporters and creative forces in a company. The stress and strain factors affecting them decrease while their well-being and attitude to work improve. In as much as a company is only as healthy and efficient as its employees, workplace health promotion results in a situation where there are only winners and no losers!

In the course of the network's 4th initiative, ENWHP has collected arguments which justify investments in WHP. This Business Case Report "Report Making the Case for Workplace Health Promotion - Analysis of the effects of WHP" was carried out under the lead of the ENWHP National Contact Office in Belgium, Prevent - Institute for Occupational Safety and Health. This detailed analysis of the Business Case revealed that there are three main drivers for the WHP business case:

1. Corporate values which recognize the social and economic relevance of a participatory workplace culture
2. Social and demographic trends with significant impacts on the labour market as external drivers
3. The impacts of workplace health investments along the employee-customer-profit-chain also highlighting the role of workplace health investments for improved business processes.