



## Learning Network on Health and Wellbeing – Expert Webinar on 2 July 2013 at 15.00 – 16.00 pm CET

Based on the developed "[Blueprint for Business Action on Health Literacy](#)", the "Learning Network on Health and Wellbeing" aims to explore how to strategically improve health and wellbeing at work through systemic and behavioural change by measuring the impact of your strategy, by empowering your employees and by engaging them pro-actively in their health and wellbeing management.

### Join the webinar to:

- **SEE the promotional video of the Blueprint for Business Action on Health Literacy**
- **FIND** out more information about **how to get involved in the practical pilot project phase**
- **RECEIVE** more information about **interesting initiatives of other companies and organisations** in the area of health literacy and health and wellbeing
- **IDENTIFY joint opportunities for improvement and remaining challenges**
- **SHARE** your expectations and interests with the project leaders, other companies, the European Commission and other health-related stakeholders

If you are interested in participating in this webinar, please register by sending an email to Christine Neumann ([cn@csreurope.org](mailto:cn@csreurope.org)) by **24 June 2013**. The log-in details will be distributed to registered participants a few days before the webinar.

### AGENDA

15.00 – 15.10	<b>Welcome &amp; update of the “Learning Network on Health and Wellbeing”</b> (Christine Neumann, Project Manager, CSR Europe)	
15.10 – 15.15	<b>Promotional Video of the Blueprint for Business Action on Health Literacy</b>	
15.15 – 15.25	<b>Employee Engagement and Wellbeing – BITC UK’s experiences of the Learning Network (What are the challenges and opportunities? How to make it user-friendly?)</b> (Tanya Kennedy, Workplace Director, BITC UK)	
15.25 – 15.40	<b>Effective promotion of health and wellbeing at work: how to turn health literacy into action and how to achieve systemic change and empower employees in times of crisis?</b> <ul style="list-style-type: none"> <li>• <b>Novo Nordisk – NovoHealth Programme - how to achieve behavioural change and motivate employees?</b> (Jesper Rud Kirkegaard, Project Manager Health and Wellbeing, Novo Nordisk)</li> <li>• <b>Microsoft – The new world of work – how can new working environments and processes influence health and wellbeing issues?</b> (Ray Pinto, Senior Government Affairs Manager, Microsoft)</li> </ul>	  
15.40 – 15.55	<b>Discussion: Q &amp; A and expectations from participants</b> (All)	
15.55 – 16.00	<b>Conclusion and Next Steps</b> (Christine Neumann, Project Manager, CSR Europe)	