



## **Building a Better Benefits Plan Using Corporate Social Responsibility**

**October 29<sup>th</sup> 2009**



# The Landscape is Changing

**Today's workforce is dealing with very large environmental, wellness, and social issues:**

- Financial stress
- Environmental toxicity
- Climate change
- Loss of biodiversity
- Rising energy costs
- Poor health trends



# Employee Values Are Changing



## What does the modern employee want?

- Compensation
- Supportive & friendly work environment
- Corporate values in line with their own
- To be engaged with their work
- To feel valued by their employer



# Employees Values are Changing -- Examples

- **70% of Americans wouldn't apply to a job at a company deemed socially irresponsible<sup>1</sup>**
- **MBA students willing to sacrifice \$14K to work at SR company<sup>2</sup>**
- **Environmental sustainability is a key determinant of preferences for college applicants<sup>3</sup>**
- **90% of employees more inclined to work for a company that is environmentally friendly.<sup>4</sup>**
- **Majority of employees are more likely to stay at an organization because of environmentally responsible programs<sup>5</sup>**



# Investors & Customers Also Impacted by These Trends

## Customers

- 65% of customers willing to pay a premium for sustainable products<sup>5</sup>
- Consumers say they would pay at least 5% more for products made with renewable resources<sup>6</sup>
- A survey by Penn, Schoen & Berland (PSB) and other firms found people in 7 counties believe the cost of “green” products is worth the services they provide<sup>7</sup>
- 70% of American respondents stated they are concerned about global warming<sup>8</sup>

## Investors

- Socially responsible investments grew at five times the market growth rate<sup>3</sup> from 2005 to 2007
- Today 10% of assets under management in the US are invested in companies that rate highly on some measure of social responsibility.<sup>4</sup>

3. SocialInvest.org 2007 SRI Trends Report 4. FortuneMagazine -[http://money.cnn.com/magazines/fortune/fortune\\_archive/2006/10/30/8391850/index.htm](http://money.cnn.com/magazines/fortune/fortune_archive/2006/10/30/8391850/index.htm) 5. Accenture Report 2007 6 HGTV  
7 <http://www.climatebiz.com/blog/2009/07/21/yet-another-survey-finds-shoppers-willing-pay-green-premium> 8 <http://www.greenbiz.com/news/2009/06/03/several-studies-say-conscious-consumers-willing-pay-more-green>



# Traditional Benefits Are Not Enough

## Difficult to differentiate through traditional benefits today

- Little innovation in benefit offering over past 20 years
- Even generous traditional benefits (insurance, retirement plans, etc.) are expected more than appreciated
- Costs forcing employers to consider alternative benefits to differentiate



# Socially Responsible Benefits Offer A Solution

## Socially Responsible Benefits (SRBs) can help

- Specific projects & actions HR depts offer to employees who want to be active in environmental sustainability, community service, and/or personal wellness
- Programs designed to foster positive social & environmental change while achieving HR goals such as attracting & retaining top talent, increasing productivity & teamwork, and reducing insurance & operating costs

**Market leaders already beginning to develop their own SRB plans...**



THE TOWER COMPANIES  
*Transcend.*



# Objectives for Today

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- **Keep you ahead of the trend**
- **Provide practical ideas for your organization**
- **Allow space for possibility and play**
- **Provide a road map for implementation**
- **Inform you how The World Benefits can help**



# Agenda

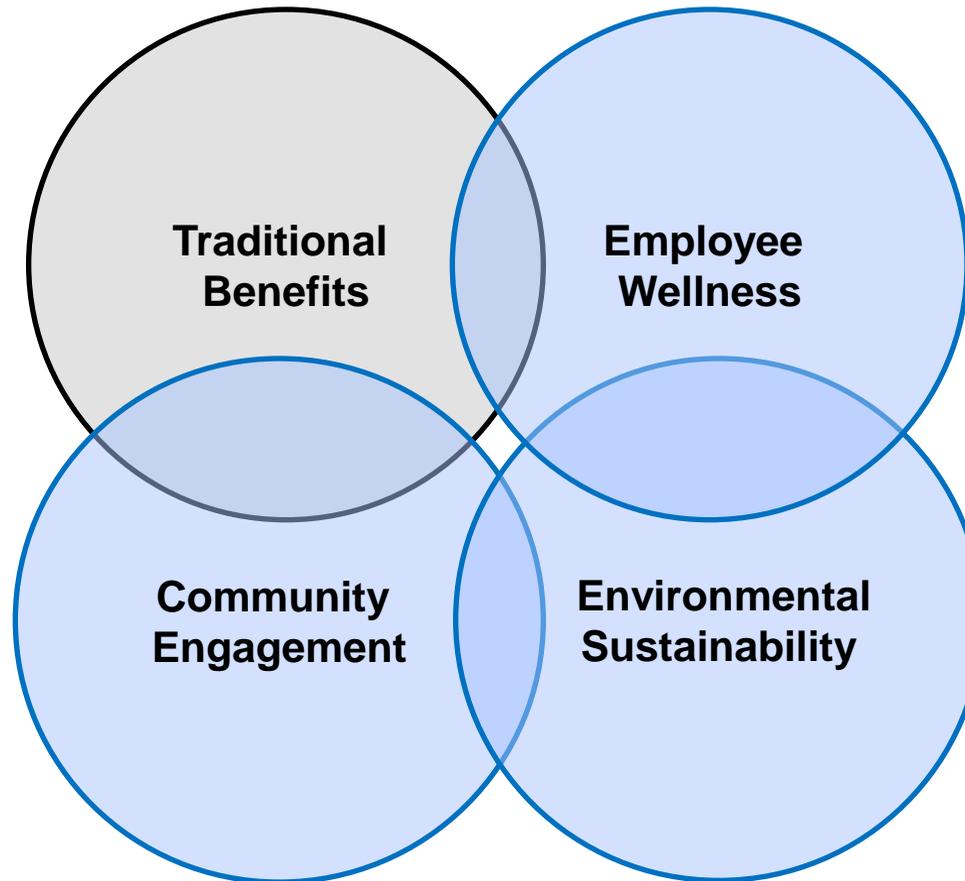
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<b>Panel Presentation</b>	<b>11:30AM – 12:30PM</b>
<b>Lunch Break</b>	<b>12:30PM – 1:15PM</b>
<b>Working groups in each area</b>	<b>1:15PM – 2:30PM</b>
<b>How to develop an action plan</b>	<b>2:30PM – 3PM</b>
<b>Closing and Networking</b>	<b>3PM – 3:30PM</b>



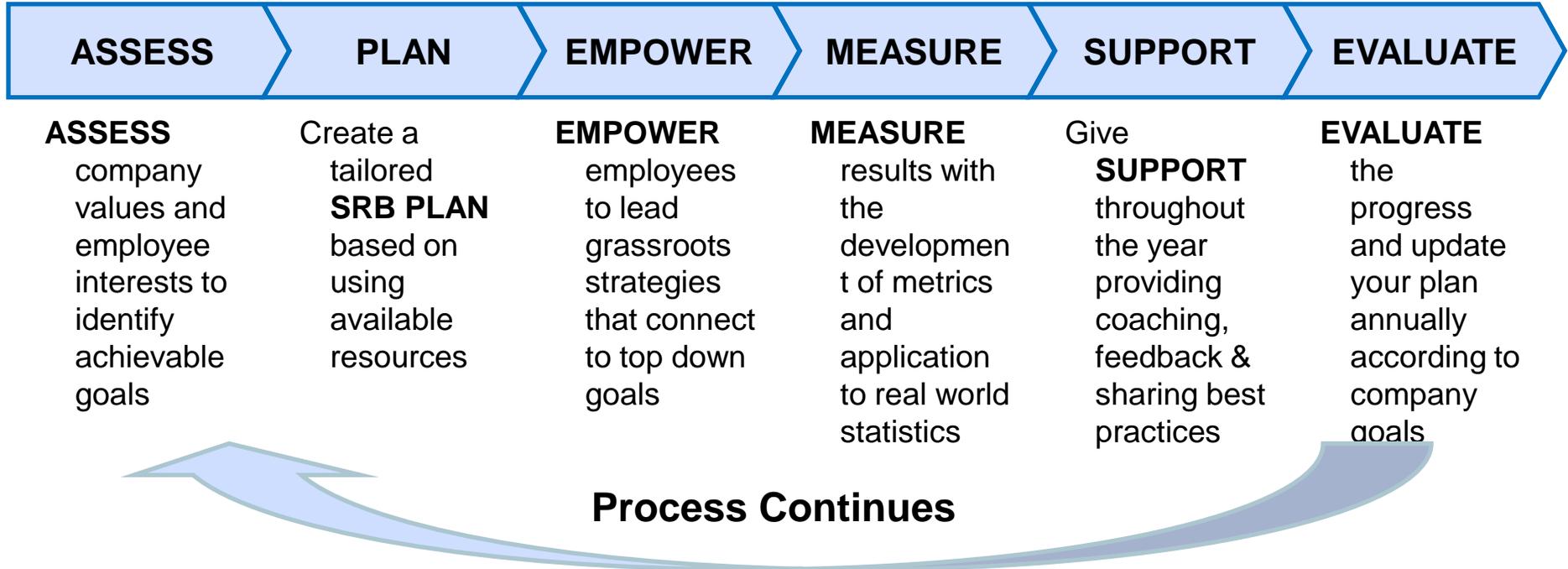
**BREAK**

# The World Benefits Helps Companies Develop Socially Responsible Benefits



 Socially Responsible Benefits

# Unique Six-Step Process Used To Help Employers Create & Execute These SRB Plans



We are also in the process of developing unique web-based technology solution to encourage, monitor, & report behavior

- Employee web-portal with helpful resources
- Inter-office & inter-company competition tracking



# Step 1: Assess



## Action Items:

- Identify company challenges and opportunities
- Consider what ROI you are seeking
- Talk to your people
  - Survey Management
  - Survey Employees



## Step 2: Plan



### Action Items:

- Prioritize goals/desired return-on-investment
- Frame within existing capacity and resources
- Choose SRBs that reflect these elements



## Step 3: Empower



### Action Items:

- Engage your employees
  - Select Champions to lead
  - Empower employees to create behavior change
- Match top-down Socially Responsible Benefits with bottom-up Action Items
  - Company initiatives and competition



## Step 4: Measure



### Action Items:

- Build awareness through integration in communications
- Support internal “Champion” efforts
- Support employee’s personal efforts
- Congratulate individual efforts and successes



## Step 5: Support



### Action Items:

- Conference call check-ins
  - Feedback within 24 hours
  - Schedule personal ½ hour check-ins
- Resource Bank
  - Templates for creating and implementing SRBs
  - Best practices, tools and other resources



## Step 6: Evaluate



### Action Items:

- Evaluate
  - Has return-on-investment been advanced?
  - Have views about social responsibility changed?
- Celebrate & Promote
  - Broadcast successes to internal and external partners
- Update Plan



# Our Value Proposition

<b>Attract and Retain Top Talent</b>	<ul style="list-style-type: none"><li>• Employees want to work where they feel their values are supported</li><li>• Socially responsible benefits plan differentiates you from competition</li></ul>
<b>Reduce Costs</b>	<ul style="list-style-type: none"><li>• Energy and efficiency savings</li><li>• Reduced health insurance costs from healthier employees</li><li>• HR ill-equipped to address problem today &amp; managing multiple consultants</li></ul>
<b>Increase Productivity &amp; Teamwork</b>	<ul style="list-style-type: none"><li>• Employee-driven collaboration increases affiliation with employer</li><li>• Volunteer events improve teamwork</li></ul>
<b>Increase Brand Equity</b>	<ul style="list-style-type: none"><li>• Customers pay premium for green &amp; socially responsible products/services</li><li>• Increased access to new stakeholders that prioritize engagement with green &amp; socially responsible companies</li></ul>
<b>Positive impact on the world!</b>	<ul style="list-style-type: none"><li>• Reduced waste and environmental impact</li><li>• Improved health and wellness of employees</li><li>• Increased contribution to the community</li></ul>

**By offering a comprehensive solution for a fraction of the cost, we are able to deliver on HR and Benefits ROI targets**



# We Offer A Comprehensive Solution

	Traditional Consultants	Environmental Consultants	Wellness Consultants	EE Volunteer Programs
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	 <b>theworldbenefits™</b> <small>THE EMPLOYEE BENEFITS PROGRAM THAT BENEFITS YOUR COMPANY AND THE WORLD</small>
Focus on brand equity	✓
Claims avoidance plans	✓
Energy/waste efficiency	✓
HR ROI-driven approach	✓
Community outreach	✓
Employee-driven plans	✓
Clear Employee-management value alignment	✓

**Single comprehensive solution for fraction of the cost**

Focus on brand equity



Claims avoidance plans



Energy/waste efficiency



HR ROI-driven approach



Community outreach



Employee-driven plans



Clear Employee-management value alignment



**Multiple consultants required to offer full set of benefits;  
Result is costly and difficult to manage**



# How to get started

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# Ripple Effect

