

## **Integrating Health, Safety, Sustainability and Stewardship: The HS<sup>3</sup><sup>TM</sup> Research Initiative**

### **Introduction**

Marketplace differentiation provides a competitive advantage for business today. Customer and employee attachment (loyalty) have surpassed satisfaction as the gauge for increased profitability and employee productivity, recruitment and retention. The business case for integrated health, safety, sustainability and stewardship (HS<sup>3</sup><sup>TM</sup>) is built on the premise that the integrated HS<sup>3</sup><sup>TM</sup> model will have a positive impact on both the company “brand” and the differentiated experience for both customers and employees; thereby increasing customer and employee attachment to the organization.

Integrated HS<sup>3</sup><sup>TM</sup> can be defined as leveraging initiatives that focus on health & safety promotion with those that focus on sustainability and stewardship to improve profitability and positively impact employee and customer perceptions of the organization. Simple Examples-walking paths, transportation plans impact on health/safety as well as sustainability and stewardship. Reduce, recycle, reuse, same concept. Ability to link home and workplace on similar initiatives=increased buy-in. Ergonomics and safety need to be linked in the office and in the field with health promoting efforts and sustainability/stewardship efforts.

At the operational level, managing sustainability and stewardship works best with an integrated, defined focus and plan. The same is true for health and safety promotion. Integrated HS<sup>3</sup><sup>TM</sup> strategies connect employees and customers to the corporate reputation (brand) through coordinated communications and integrated activities.

**Project Purpose:** Demonstrate how an integrated approach to Health, Safety, Sustainability and Stewardship relates to employee attachment and the triple bottom line (People, Planet, Profits). Provide case study for New North sustainability committee work.

### **Project Plan:**

- Determine 10 innovative companies interested in benchmarking and sharing of best practices to improve performance/ROI for Health & Wellness, Safety, and Sustainability & Stewardship.
- Work with companies individually to: 1) complete assessment of employee attachment pre/post, integrated safety/H&W assessment, and sustainability/stewardship practices, 2) facilitate integrated HS<sup>3</sup><sup>TM</sup> planning sessions.
- Work with 10 companies reps as a group monthly to share best practices, review metrics and progress with “Every Monday Matters” (Emerzian & Bozza, 2008)
- Ongoing data collection leading to post-year research report
- Ongoing Project PR with selected media

### **Timeline:**

Determine 10 participant companies-2008

Initiate & complete baselines data assessment & individual planning sessions-4<sup>th</sup> Q 2008-1<sup>st</sup> Q 2009

Initiate & complete 12 monthly networking meetings & “Every Monday” activities 1/1/09-12/31/09

Post-pilot attachment assessment, review of metrics, publishes final report 1<sup>st</sup> Q 2010