



reba | Employee Wellbeing Awards 2020

Celebrating employers with the
best wellbeing benefits

Entry brochure

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2020

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2020

About the awards

These independent awards give you the opportunity to **gain industry recognition** for delivering excellence, **celebrate the strategies** that you have put in place to help individuals thrive, and **come together with fellow reward and benefits professionals** leading the way in employee wellbeing.

Why enter?



Gain **industry recognition** and have the **opportunity to celebrate** the work that you're doing with your reward, benefits and insurances to deliver a healthier workplace.



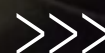
Demonstrate to your workforce and potential recruits that your **organisation cares** about the **physical, mental, financial and social wellbeing** of employees.



Join **fellow reward and benefits professionals** at our exclusive afternoon of **networking and peer-to-peer workshops** to discuss best practice, real-world experiences, and key solutions.



Have the opportunity to be invited to speak in front of 400+ leaders at **The Employee Wellbeing Congress** and be published in our sought-after **Employee Wellbeing Research Report**.



Join the winners!

This year, we welcomed the BBC's Kate Silverton to the BAFTA stage to award the following reward and benefits professionals for their incredible contributions to delivering exemplary employee wellbeing strategies.



"Fantastic event - both the conference part and the awards ceremony"

Peter Smith
Future Planning Manager
Yorkshire Building Society

Winner of the Financial Award
and Mental Wellbeing
(fewer than 5,000 employees) Award



"I'm most proud that we've made a difference and really seen success for everything we've put our hearts and souls into."

Debbie Fennell
Employee Benefits & Reward Specialist
Carlsberg UK

Winner of Newcomer
(Private Sector) Award



"This award is really very meaningful and a great result for the team"

Alison Main-Lavergne
International Benefits Leader
Wells Fargo

Winner of the Global Award





2020

Independent judges

We hand-pick the expert, independent judging panel based on the inspirational initiatives their organisations have championed. Many are previous winners too which means they have personal experience of the entry process and are true advocates of these important awards.

In past years the judges have included representatives from trusted organisations such as:





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Categories

These awards recognise employers who have made best use of their employee benefits as part of a successful approach to improving staff wellbeing and the culture of their organisation. Showcase the area in which your organisation shines the brightest or reward those around you through these sixteen carefully-crafted categories ...

Best Total Wellbeing Strategy

Description:

This top-level award celebrates employers that take a joined-up approach to employee benefits across physical, mental, financial and social wellbeing, have improved their wellbeing related employee benefits, demonstrate excellence across the board and have embedded health and wellbeing into their overall business strategy,

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ Perhaps you've worked with your consultants to carry out a complete review of your whole benefits strategy and delivered an entirely new approach to wellbeing as a result.
- ☆ You might have made great use of technology and data analytics to create new offerings for staff or bring together different sources of data to give you greater insight into staff wellbeing.
- ☆ You might have gone above and beyond to explore and evaluate the wellbeing benefits/insurance market, then brought together an innovative suite of tools that is perfectly suited to your particular workforce.
- ☆ Perhaps wellbeing has helped you to create a more diverse workforce, or one that is better prepared for the future, mentally, physically, socially and financially.
- ☆ You might have a wellbeing strategy that has contributed to cultural change in your business or that has had a tangible effect on productivity, staff engagement, or recruitment and retention.
- ☆ Maybe you've developed a wellbeing programme that helps staff adapt to business change (expansion, change of market, automation or mergers for example).
- ☆ You might have brought together existing disparate wellbeing initiatives into a single, joined-up approach that has helped employees make better use of what's on offer.

What the judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They need to be able to evaluate your strategic rationale, your ongoing analytics and your improvements loops.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated) and the business rationale behind what you've done
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology and data
- ☆ Governance models
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ How you have created a positive workplace health and wellbeing culture
- ☆ Sustainability of your strategy and future plans

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Most Effective Development to a Wellbeing Strategy

Description:

The Most Effective Development to a Wellbeing Strategy award celebrates employers that have gone beyond the first steps on their health and wellbeing journey. You will have existing wellbeing initiatives in place that are at least two to three years old and will now be building on your previous experiences to evolve and deliver your approach to employee health and wellbeing across your employee benefits and reward strategy, HR objectives and the business.

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ You might have driven a significant improvement in your wellbeing programme – whether that's particular employee benefit take-up rates, a shift in the culture of your organisation, or the way your whole strategy has evolved.
- ☆ You might have worked with your consultants, benefits and insurance providers to create a strategy that ensures your staff are better protected and have access to a range of benefits that truly support their needs.
- ☆ Perhaps you've taken the findings from the early stages of your health benefits or wellbeing experience and used those to expand the strategy, change direction or build on early successes.
- ☆ Maybe you've overcome board scepticism and gained long-term commitment to health and wellbeing in your organisation through the development of your programme.
- ☆ You might have expanded a successful wellbeing programme developed in one location across other regions or countries

What the judges are looking for:

The judges want to be able to understand your strategic rationale for developing the next steps in your strategy as well as your ongoing use of analytics to measure what's improved. They also want to know how your current strategy will develop even further in the future.

They want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They need to be able to evaluate your strategic rationale, your ongoing analytics and your improvement loops.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ How you have created a positive workplace culture
- ☆ Sustainability of your strategy and future plans

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Best New Wellbeing Strategy

Description:

The Best New Wellbeing Strategy award recognises businesses that have successfully implemented the first phase(s) of a wellbeing strategy within the last two years.

Tell us what you did, why you decided to launch a health or wellbeing strategy from an employee benefits, HR or business perspective, how you decided what initiatives to start with, and how you went about implementing them.

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ Maybe your aim is to create a workforce that is better-equipped to cope with the here and now or well-prepared for the future, mentally, physically and/or financially.
- ☆ Perhaps you've worked with your consultants, benefits and insurance providers to create a strategy that brings together standalone benefits into a joined-up strategy.
- ☆ Maybe you are helping staff adapt to an increasingly automated world, or to deal with a fundamental business change (expansion, change of market, merger for example).
- ☆ You might have identified health and wellbeing needs and challenges within the business that you've decided to address.

What the judges will be looking for:

The judges want to be able to evaluate your strategic rationale (what business challenge were you solving), what analytics you captured or plan to capture what improvement loops you have put in place, and how these could inform the next stage of your strategy.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ The data analytics you have used, or plan to use. These could include how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour, or that you expect to see (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ How you have created a positive workplace culture
- ☆ Sustainability of your strategy and future plans

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Best Global or International Wellbeing Strategy

Description:

This award will celebrate employers running successful health benefits, insurance or wellbeing strategies internationally or globally.

Ideas to inspire you:

- ☆ Perhaps you've collaborated with benefits providers and consultants across different regions to negotiate a consistent, harmonised approach to your wellbeing benefits.
- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing internationally or globally.
- ☆ You might have had to balance local needs with a consistent global approach to wellbeing across different countries.
- ☆ Maybe you are using wellbeing to help staff adapt to an increasingly automated world, or to deal with a fundamental business change (expansion, change of market, merger for example).
- ☆ Perhaps you've created a workforce that is better-equipped to cope with the here and now or well-prepared for the future, mentally, physically and/or financially.
- ☆ You might have rolled out an outstanding health benefits or wellbeing programme developed in one country to an international or global corporate audience.
- ☆ Maybe wellbeing is part of a wider drive to create a positive, consistent company culture across every part of your international business.

What the judges will be looking for:

The judges want to know what you do (and across how many, and which, countries), but more importantly why you do it from a business perspective, and how you do it.

Specify what challenges you have overcome, given the multi-country or global nature of the strategy.

They want to be able to evaluate your strategic rationale, your ongoing analytics and your improvement loops across multiple jurisdictions.

Please also demonstrate evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy across multiple jurisdictions
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes proven ROI (not just calculated)
- ☆ How you have created a positive workplace culture
- ☆ Sustainability of your strategy and future plans

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Best Innovation in Wellbeing Award

Description:

The winner(s) of this award will be able to demonstrate how they have successfully implemented inspirational fresh thinking, new, creative ideas, imaginative tactics or strategies that will inspire the wider employee health and wellbeing community.

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ Your innovation might be a single new idea, a range of initiatives or even a full strategy that no other employer has done before.
- ☆ Maybe you've worked with your consultants, benefits and/or insurance providers to create innovative new products or approaches that haven't been implemented anywhere else.
- ☆ You might have worked with employee benefits consultants or providers to bring about change or innovation in the services that they offer to your business, which their other clients have not done before.
- ☆ It might be creative use of technology to support wellbeing in a way that is unique or takes a new approach to an existing idea that other organisations might not have used before.
- ☆ Maybe you've launched a truly imaginative and outstanding communications campaign that's made a quantifiable difference to wellbeing.
- ☆ You might have created a new way of measuring the effectiveness of your wellbeing programme or using data analysis in different ways that other employers can learn from.

What the judges will be looking for:

Tell us what you did, but more importantly why you did it (from a business perspective), how you went about it, and why it is so unique or innovative.

The judges want to be able to evaluate:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Innovative use of technology
- ☆ Governance models
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ How you have created a positive workplace culture
- ☆ Sustainability of your strategy and future plans

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2020

Best Leadership and Culture in Wellbeing

Description:

This award celebrates employers that see employee health and wellbeing as an integral part of a positive company culture, which is championed and driven by business leadership.

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ Maybe your leaders actively support health benefits and wellbeing strategies that help employees adapt to changes in the workplace, such as automation, or to deal with a fundamental business change (expansion, change of market, merger for example).
- ☆ Perhaps wellbeing forms part of your positive working culture, driven from the top, that enables staff to perform at their best and be happy in their work.
- ☆ Your leaders may have taken a proactive, authentic role in devising your wellbeing strategy and making it part of everyday business practice.
- ☆ Senior leaders may support employee health and wellbeing strategies that improve your organisation's impact on the broader environment and community or have helped to create a more diverse workforce.

What the judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They need to be able to evaluate your strategic rationale, your ongoing analytics and your improvement loops.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ How your leaders demonstrate buy-in and leadership of your wellbeing strategy
- ☆ How you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ The engagement techniques that leaders have used and how you have made those relevant to your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your culture and wellbeing strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ Sustainability of your strategy and future plans.

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2020

Best Physical Wellbeing Strategy

Description:

This award celebrates employers that have proactively put in place a well thought through employee benefits, health insurances or wellbeing strategy to encourage and promote physical health among their employees.

Ideas to inspire you:

- ☆ You could have pulled together your employee benefits, risk insurances, occupational health and wellbeing initiatives to tackle specific challenges in your organisation.
- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ You might have worked with your consultants, benefits or insurance providers to make sure staff are getting as much benefit as possible from tools to support good physical health.
- ☆ You might have used technology or data analysis to better understand and act on your workforce's physical health or wellbeing needs.
- ☆ Your strategy might include initiatives to encourage positive behaviours or reduce negative behaviours.
- ☆ You might have introduced programmes to help staff with aspects of physical wellbeing beyond exercise, such as sleep and nutrition.
- ☆ Maybe you've worked hard to make sure that your physical wellbeing strategy is inclusive and offers something for everyone in the workforce.
- ☆ You might have targeted specific physical wellbeing issues that you've identified as an issue within your workforce.

What the judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They need to be able to evaluate your strategic rationale, your ongoing analytics and your improvement loops.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ How your physical wellbeing strategy 'joins up' with the rest of your wellbeing programme (such as mental and financial wellbeing)
- ☆ Proven ROI (not just calculated)
- ☆ How you have created a positive workplace culture
- ☆ Sustainability of your strategy and future plans

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Best Mental Wellbeing Strategy

Description:

This award celebrates employers that have put in place a well thought through employee benefits, insurance or wellbeing strategy to encourage and promote good mental health among their employees.

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ Perhaps you've identified specific mental wellbeing-related issues within your workforce and built a programme to address them.
- ☆ You might have worked with your consultants or insurance providers to ensure that mental health is seen on equal terms with physical health.
- ☆ Maybe you've created links so that your mental wellbeing programme is 'joined up' with other areas of wellbeing, such as financial wellness.
- ☆ You might have put in place a strategy to support staff with mental health issues or created a workplace environment where employees feel comfortable being open about their mental wellbeing.
- ☆ Maybe you've created a programme to help staff build their resilience.
- ☆ You might have put plans in place to improve the quality of your work planning or line manager capabilities to reduce stress for employees.

What our judges are looking for:

The judges want to know what you did, why you did it (from a business perspective) and how you went about it.

Winner(s) of this award will be able to demonstrate a joined-up strategy that is truly supporting the mental wellbeing of employees.

The judges want to be able to evaluate your strategic rationale (what business challenge were you solving), what analytics you captured, what improvement loops you have put in place, and how these could inform what you do next.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
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- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ How you have created a positive workplace culture through your wellbeing programme
- ☆ Sustainability of your strategy and future plans.

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Best Overall Financial Wellbeing Strategy

Description:

This award recognises employers that have a well thought through strategy employee benefits or financial services to encourage and promote ongoing financial wellness among all of their employees.

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing
- ☆ Maybe you have an all-round financial wellbeing strategy that can support employees no matter what their circumstances, from budgeting and financial planning, through to saving for retirement.
- ☆ Perhaps you've designed a programme to target specific issues that you've identified within your workforce, or to build all-round resilience.
- ☆ You might have introduced a comprehensive financial education programme designed to help all of your staff take better control of their finances.
- ☆ Perhaps you've focused on building a culture where staff feel comfortable asking for help with financial challenges and you have the tools to support them when they need help.
- ☆ You might have taken an evidence-driven approach to understanding staff financial wellbeing that takes in everything from focus groups to data from your employee benefits usage
- ☆ Maybe you have developed a joined-up approach that links together mental and financial wellbeing as part of the same strategy.
- ☆ Or, perhaps you've put initiatives in place to support particular groups within your workforce, such as low-paid staff or vulnerable workers.

What our judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

Winners of this award will be able to demonstrate a joined-up strategy that is truly impacting on the financial wellness of employees.

They want to be able to evaluate your strategic rationale (what business challenge were you solving), what analytics you captured, what improvement loops you have put in place, and how these could inform what you do next.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
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- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ How financial wellbeing has contributed to creating a positive workplace culture
- ☆ Sustainability of your strategy and future plans.

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Best Approach to Day-to-Day Financial Wellbeing

Description:

This award recognises employers who have built strategies to support employees' day-to-day financial wellbeing. That might be in response to known challenges that the workforce is facing, or to help all employees improve their financial resilience and make their pay go further.

Ideas to inspire you:

- ☆ You might have put in place savings products and initiatives that enable every employee's pay to go further.
- ☆ Maybe you've identified financially vulnerable groups within your workforce and worked hard to support them through your financial wellbeing strategy.
- ☆ You may have reviewed and improved your employee benefits to support staff financial wellbeing.
- ☆ You might have introduced a well-designed financial education and/or advice programme that enables employees to budget, plan, save and protect themselves more effectively.
- ☆ Perhaps you've responded to data from staff surveys, employee assistance programmes or anecdotal feedback that has highlighted difficulties that your workforce is facing and created a tailored approach to financial wellbeing.
- ☆ Maybe you've created a campaign or on-going initiative that inspires employees to take more control of their finances and/or improve their financial resilience.
- ☆ You might have designed a clever strategy to help employees get onto the housing ladder with a first mortgage or review their ongoing costs of renting or borrowing.
- ☆ Perhaps you've supported employees with debt worries with a programme of suitable benefits and other support.

What the judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They want to be able to evaluate your strategic rationale (what business challenge were you solving), what analytics you captured, what improvement loops you have put in place, and how these could inform what you do next.

Winners of this award will be able to demonstrate an approach to day-to-day financial wellbeing that is appropriate for and well used by their workforce.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
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Best Approach to Long-term Financial Wellbeing



Description:

This award celebrates businesses that have successfully got employees thinking about their long-term financial wellbeing, particularly retirement and pensions.

Ideas to inspire you:

- ☆ You may have reviewed and improved your employee benefits to support staff wellbeing.
- ☆ Maybe you've introduced a Mid-life MOT or other form of review to help employees understand what their retirement prospects might be.
- ☆ Have you explored long-term savings 'in the round' by introducing financial education, savings products beyond pensions and other tools to help employees with financial wellbeing for the future?
- ☆ Perhaps you've developed new ways to help employees engage with their pension savings and become more aware of their own long-term needs.
- ☆ You might have introduced personalised approaches to long-term savings that support staff with different needs, personal circumstances and savings styles.
- ☆ Or, maybe you've encouraged staff to think about their long-term financial wellbeing by building a joined-up financial wellbeing strategy that helps them to save in everyday ways that then help build for the future.
- ☆ You might have provided a programme of financial wellbeing that helps staff understand the tax implications of long-term savings, such as the pensions Lifetime Allowance, Annual Allowance and other personal tax thresholds.
- ☆ Or, maybe you've worked with your pension (or other savings) provider to revolutionise the way you deliver communications about long-term financial wellbeing.

What the judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They want to be able to evaluate the strategic rationale behind what you've achieved, (what analytics you captured, what improvement loops you have put in place, and how these could inform what you do next).

The winner(s) of this award will be able to demonstrate an approach to long-term financial wellbeing that is appropriate for and well used by their workforce.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
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- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ How financial wellbeing has contributed to creating a positive workplace culture
- ☆ Sustainability of your strategy and future plans.

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Best Social Wellbeing Strategy

Description:

This award celebrates employers that recognise the importance of social relationships, building communities both at work and beyond and supporting employees' wellbeing with a sense of belonging.

Ideas to inspire you:

- ☆ You may have reviewed and improved some of your employee benefits to support staff's social wellbeing
- ☆ You might have a social wellbeing strategy that is driven by your employees, including budgets for sports clubs, learning and development, support for carers or other specialist groups.
- ☆ Or, you might have looked beyond the workplace to build awareness of employees' wellbeing outside the workplace and support them with their wider education, life skills or building resilience beyond the workplace.
- ☆ Perhaps you've used technology to help support social wellbeing, through building online groups, supporting a sense of community or creating links with other aspects of wellbeing.
- ☆ Maybe you've put an emphasis on ensuring that all of your workforce – including remote or home workers – can participate in your wellbeing strategy and do not feel isolated.
- ☆ Or, you might have made clear links between wellbeing and your diversity and inclusion strategy.
- ☆ Perhaps you've created a plan that also reaches out to the broader community through volunteering or charity work, that also benefits your workforce by 'giving back' socially and developing new skills.
- ☆ You might have created a programme that supports particular groups in your work community, such as carers' or parents' clubs, which build positive relationships, a sense of belonging and inclusion.

What the judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They want to be able to evaluate the strategic rationale behind what you've achieved, (what analytics you captured, what improvement loops you have put in place, and how these could inform what you do next).

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Strong employee voice
- ☆ Links between social wellbeing and other relevant parts of the business, such as diversity and inclusion, or corporate social responsibility.
- ☆ The engagement techniques that you've used
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ How your social wellbeing is tailored to your organisation's unique culture, and how it has contributed to building a more positive place to work
- ☆ Sustainability of your strategy and future plans.

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2020

Best Approach to Wellbeing Aligned with a Diversity & Inclusion Strategy



Description:

This award celebrates companies that have thought about their employee health and wellbeing initiatives as part of their diversity & inclusion (D&I) agenda. That includes creating strategies that genuinely benefit all staff, that have opened up new opportunities for all employees, driven a more diverse workforce, created better inclusion or drawn in vulnerable groups.

Ideas to inspire you:

- ☆ Maybe you've redefined healthcare policies and practices to make them suitable for a diverse workforce or to support particular groups, such as women going through the menopause, or to encourage men to access mental health support.
- ☆ Maybe you've worked with benefits providers to create innovative offerings that provide wide support for a diverse workforce, such as reviewing exclusions on insurances to ensure no group is discriminated against.
- ☆ Or you may have ensured that your financial wellbeing strategy encompasses financial inclusion to ensure vulnerable staff are assisted, that the low paid are not forgotten or that your gender pay, or pensions gap is minimised.
- ☆ Perhaps you've built a wellbeing strategy around the diversity & inclusion needs of your own employees, be it with the aim of encouraging more disabled staff into the workplace or keeping those managing mental health challenges in work.
- ☆ You might have supported D&I by personalising communications and enabling appropriate choices in the benefits that you offer with extra sensitivity to all groups.
- ☆ You might have more closely integrated your D&I and wellbeing strategies to drive culture change across your organisation.
- ☆ You might have worked hard to make sure your wellbeing strategy and the products within it serve all the needs of your workforce, such as LGBTQ, disabled workers, different ethnicities, religions and employees of all ages and social classes.

What the judges are looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They want to see clear evidence of how your D&I and wellbeing strategies have worked together and what the outcome of that integration has been.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ Employee voice
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ How the integration between D&I and wellbeing has contributed to a positive workplace culture
- ☆ Sustainability of your strategy and future plans.

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2020

Best use of Technology and Data for Wellbeing



Description:

This award recognises how employers are using technology and data to deliver better, more transparent and data-rich employee health and wellbeing strategies. That could include driving new ways of communicating and engaging, better understanding employee behaviours or tracking how benefits are being used to drive future funding.

Ideas to inspire you

- ☆ Perhaps you've analysed and combined data from staff surveys, benefits usage stats and other sources to identify wellbeing challenges in your company and used that information to gain board commitment to wellbeing or lobby for better funding for your strategy.
- ☆ Maybe you've worked with your consultants, benefits providers and insurers to introduce new platforms and practices to support employees with choosing benefits that will best support their own personal wellbeing and to better understand their behaviours.
- ☆ Your company might be leading the way in reporting externally on the wellbeing of your workforce, using metrics derived through data analysis.
- ☆ Or, you've created an innovative dashboard approach that gives senior management an at-a-glance analysis of the wellbeing of your employees, helping to improve communications, targeting and personalisation.
- ☆ You may have reviewed and improved your employee benefits technology and data to support staff wellbeing
- ☆ You might have introduced new apps or tech-based services for your employees that help them to take more control of their own personal wellbeing.
- ☆ Maybe you've revolutionised your communication and engagement strategy to make greater use of personal technology such as smartphones and support employees with wellbeing nudges.
- ☆ Perhaps you've included employees in remote sites in your wellbeing strategy by using digital tools and technology-driven collaborations between locations.

What the judges will be looking for:

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They want to see evidence of how you've made technology and data analysis a cornerstone of your employees' wellbeing experience. Judges will be looking for demonstrable evidence of how you've improved employees' user experience and how your use of technology and data has helped to drive better employee wellbeing.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ Employee voice
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ Sustainability of your strategy and future plans.

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2020

Best Wellbeing Engagement

Description:

A wellbeing strategy is only effective if employees engage with it. This award celebrates the very best in communications, initiatives to drive up take-up rates and employers that have created tangible change in the health and wellbeing of their workforce through great levels of engagement.

Ideas to inspire you:

- ☆ Perhaps you've created and delivered a really top-quality communications campaign that's hit all the right notes with employees and driven behavioural change.
- ☆ Maybe you've put in place programmes to help support groups of employees who have traditionally been disengaged from wellbeing.
- ☆ You might have focused on driving up engagement rates for one particular aspect of employee benefits or staff wellbeing or raised the profile of your whole wellbeing offering.
- ☆ Or, you might have worked with your consultants, benefits or insurance providers to create new and different communications that are specifically targeted at the needs of your workforce.
- ☆ Maybe you've made great use of innovative technologies or used your data in creative ways to deliver personalised information that's really helped to engage staff.

What the judges are looking for

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They want to see evidence of measurable progress in staff engagement with wellbeing. That could be increased take-up rates, either across the board or within groups of employees that have not engaged with wellbeing in the past, or a demonstrable shift in the overall wellbeing of your workforce.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ How technology has been used to communicate and engage staff with their wellbeing related benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ Employee voice
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ Sustainability of your strategy and future plans



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2020

Best Approach to Risk Protection and Health Insurance



Description:

This award celebrates employers that have worked with consultants, advisers, insurers and other health and wellbeing providers to make sure employees' physical, mental, social and financial wellbeing are well protected and that employees know that they have a 'safety net' available to them as a part of their employee benefits.

Ideas to inspire you:

- ☆ Maybe you've built a truly inclusive strategy for protection that ensures everyone in your workforce can benefit from protection products.
- ☆ You might have worked with your consultant/adviser and insurance provider to make sure employees are making best use of the add-ons that are included in your suite of protection products.
- ☆ You may have reviewed your insurance products to ensure you are fully aware of the employee journey so that when claims are made across mental or physical that staff members will be fully supported with good quality clinical care from start to finish.
- ☆ You might have worked with your insurer to make sure that conditions that are a known problem within your workforce are well covered in your health insurance products.
- ☆ You may have worked with your consultant/adviser and insurance provider to review risks and ensured inclusivity.
- ☆ Perhaps you've integrated insurance benefits into a wider wellbeing strategy to create a more joined-up approach to prevention and protection.
- ☆ You might have worked hard to make sure that physical and mental health are seen as equally important in your insurance strategy.
- ☆ Perhaps you've created a campaign or introduced a benefit that helps employees build a financial safety net to make sure they are protected from unexpected financial shocks
- ☆ Or, maybe you've worked with your insurance product providers to create better cover for older workers, for example.

What the judges are looking for

The judges want to know 'what you do', but more importantly, the 'why you do it' from a business perspective, and the 'how you do it'.

They will want to see evidence that you've worked carefully with your providers to really integrate insurance and protection into your broader approach to wellbeing, and/or pushed the boundaries of how insurance and protection can deliver benefits for all of your workforce.

They would like to see evidence of your strategy components, such as:

- ☆ How you have reviewed and improved wellbeing-related employee benefits
- ☆ Ongoing leadership buy-in and how you have secured funding for your programme or strategy
- ☆ The business rationale behind what you've done
- ☆ How you've worked collaboratively with insurance providers to create an appropriate strategy for your workforce
- ☆ Data analytics, such as how you have identified challenges, measured the effects of your strategy, reported on them and used the output to define next steps
- ☆ Use of technology
- ☆ Governance models
- ☆ Employee voice
- ☆ The engagement techniques that you've used and how you have personalised benefits for your workforce
- ☆ The changes that your strategy has driven in workforce behaviour (such as recruitment and retention, levels of engagement or improvements in productivity)
- ☆ How you ensure that your strategy will continue to be relevant in future as the business changes
- ☆ Proven ROI (not just calculated)
- ☆ Sustainability of your strategy and future plans

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How to enter

To enter any of the 2020 categories, please follow these steps...

1. We are welcoming entries from week commencing Monday 2 September 2019.
2. Take a look at the categories and decide which best suit your organisation / your client's organisation.
3. Download the entry template for your chosen categories to view the full entry criteria and the questions you will be asked.
4. Using the template, craft your written entries and share with colleagues for approval.
5. When you are ready, submit your final entries and supporting materials via our entry portal [here](#)

Entry costs:

- Employers enter for **free**.
- REBA Associate Members can enter for free on a client's behalf. Entry on a client's behalf for non-Associate Members is **£250 per entry**.

6. All entries must be submitted by **Thursday 7th November 2019** at 23:59 [GMT+ 00:00]
7. Finalists will be notified in December 2019 and will receive one complimentary invitation for the Director who signs off the entry form to attend the exclusive afternoon peer-to-peer workshops and evening awards ceremony, which will be held on 4 March 2020. Further tickets for colleagues will be available for purchase.

If you are a supplier entering on a client's behalf, the employer organisation's Director who signed-off the entry will be invited to the finalist workshop. You will be able to buy tickets to join them at the evening ceremony.

8. An independent jury will review all entries to choose our final winners.
9. Winners will be announced during the evening ceremony.

Please note: the Visionary, Vanguard and Pinnacle Awards will be chosen by our panel of judges and cannot be entered.

Awards timeline

2 September 2019	Awards open for entry
7 November 2019	Deadline for entries
December 2019	Finalists notified and invited to workshops and ceremony
4 March 2020	Exclusive afternoon peer-to-peer workshops and evening awards ceremony announcing all winners

If you have any questions or would like guidance with your entry, please do get in touch: awards@reba.global

