

## WELFARE AZIENDALE –

Balancing Life + Living Healthy  
Gli ingredienti del welfare  
sostenibile

WHIRLPOOL EMEA  
May 2014



- **Products:** full line of Major Home Appliances, Small Domestic Appliances and Essentials
- **2013 sales:** \$ 3.0 billion
- **2013 units shipped:** 12 million
- **Manufacturing:** 6 countries
- **Marketing:** 32+ countries
- **Employees:** approximately 10,500
- **Brands:** compelling portfolio of consumer preferred brands, led by Whirlpool, Bauknecht, KitchenAid

## Our Target Segments



Progressive Life Achiever



Life Balancer

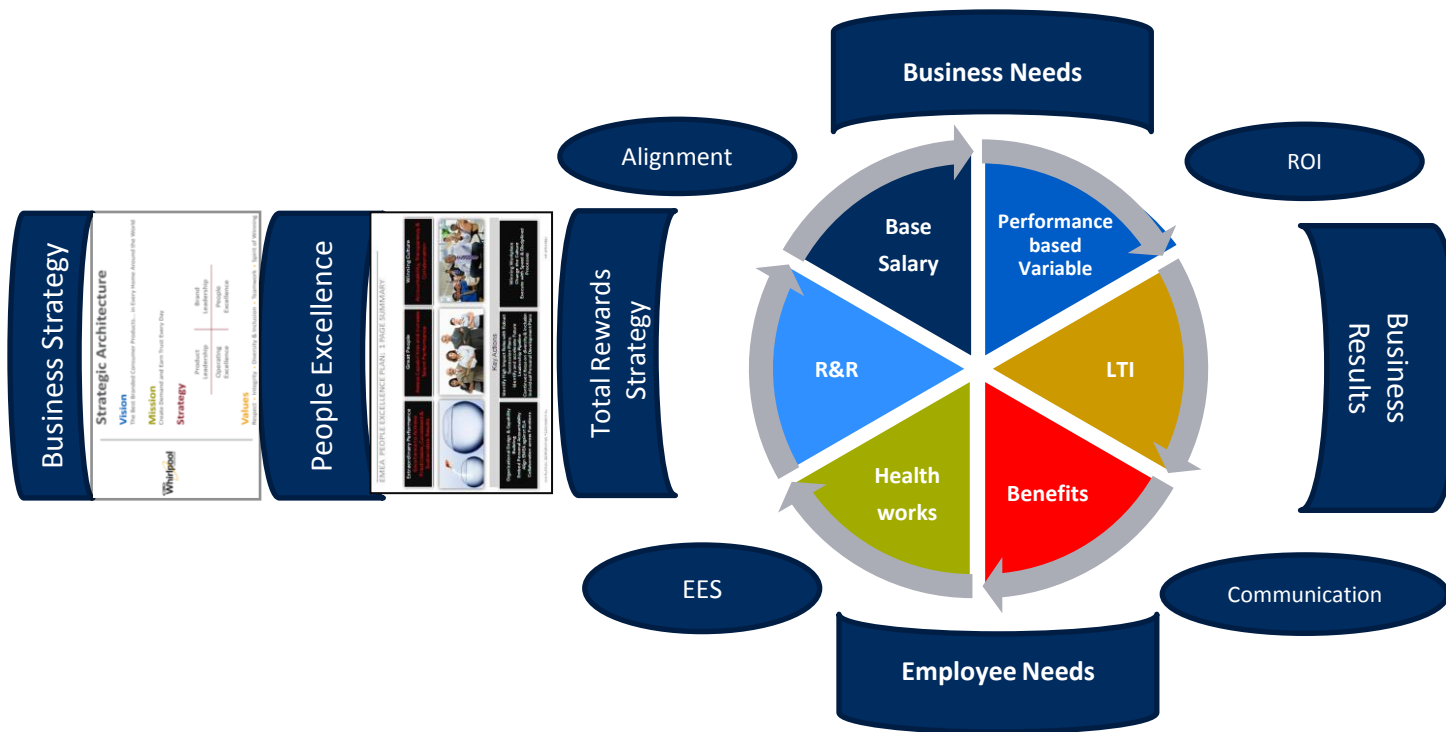


Passionate Gourmet



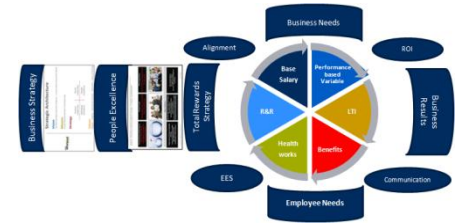
Home Practical





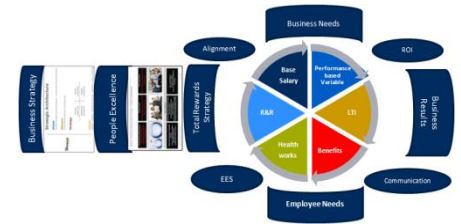
Total rewards properly aligned, designed and delivered supports the challenges of attracting, retaining and motivating employees and significantly impact on WHR's business performance

## Benefits



- Deliver traditional portfolio by role/level, respecting local markets legislation and benchmark at market for key roles
- Mandatory by contract or Optional as extra offer by the company
- Cost competitiveness in managing providers and leveraging pool where applicable
- Be smart in leveraging fiscal rules for benefits treatment
- Communicate better to employees – awareness and increase appreciation

## Healthworks Initiatives



- are complementary to the traditional benefits offer
- are leveraging external funds where appropriate
- help CSR presence as well as employer brand image
- are minimal cost to the company and give a contemporary look & feel
- are aimed at the whole population with no level distinction
- don't need to be agreed with Unions (... but they should be informed + alignment according to local specification)
- drive employee engagement and improved productivity

# HEALTHWORKS STRATEGY – EVOLUTION IN EMEA

**2012-2013**

**healthworks**  
*BALANCING • LIFE*



**2014**

Whirlpool EMEA  
**healthworks**  
*BALANCING LIFE • LIVING HEALTHY*



Country approach  
More focused on “life balance”

EMEA approach  
Life Balance and Living Healthy

# 2011-2013 HEALTHWORKS PROJECTS ... SOME EXAMPLES



SEMINARS ON STRESS - YEAR 2011

URBAN FARMING SEMINARS - MAY 2012

WEEKLY FARMER'S MARKET - 2013



AROUND THE LAKE  
2012 AND 2013



TAL BEN SHAHAR (PROFESSOR @ HARVARD  
UNIVERSITY) POSITIVE PSYCHOLOGY  
JANUARY 2012



SPONSORSHIP -MILAN MARATHON

CIVILTA' DELLA TAVOLA  
FEB. 2012



**Gruppo Aziendale Whirlpool "Do ut vivas"**  
SPONSORSHIP -AVIS WHIRLPOOL

- 400+ DONORS (APPROX 350 EMPLOYEES)
- 800+ DONATIONS A YEAR



CHECK YOUR NUMBERS!  
BLOOD PRESSURE &  
WEIGHT AT WORK  
JULY 2012

FLU SHOTS –  
NOV 2013



1

Logo clearly visible when  
an initiative is deployed



2

Initiatives must be clustered into

1. **Balancing Life**
2. **Living Healthy**  
themes

3

Deployment of initiative can be:

- @ EMEA level – corporate standard
- @ Country level – multiple locations
- @ Site level - in collaboration with  
local entities

Always shared within HR governance

## Healthwork initiatives:

- when launched should be related to one of the 4 streams
- F2F communication is needed in each location to make people aware
- leaflets to be used for reaching broad population
- Initiative should be leveraged for external PR
  
- Use of “**Be Aware**” campaigns
  - Sensibilize employees about generic topics
  
- Use of “**Get Moving**” campaigns
  - Incentivize sport activities

### Be Aware



### Get Moving



## “Whirlpool Per la famiglia” 2013-2015 Projects



## “Health Promoting Company” accredited by the ENWHP



## Other EMEA Initiatives



## Other Corporate Initiatives



# HEALTHWORKS STRATEGY – ROI TARGETS

- External Awards



- Engagement Survey



- Turnover Rate



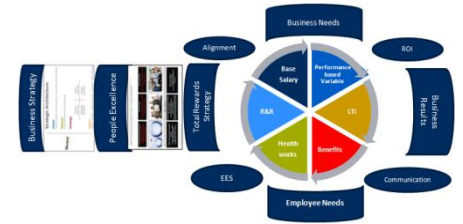
- Employer Branding



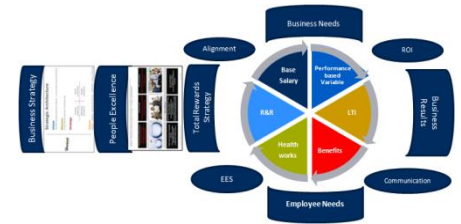
- Government Grants



- Total Spend



# BENEFITS AND HEALTHWORKS – KEY CHALLENGES



- Global leverage
- European approach
- Taxation requirements and opportunities
- Employee reactions
- ROI
- Smart Working attitude and mindset

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Thank you!