



PRIMA_{ef}

Corporate Social Responsibility and Psychosocial Risk Management

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Presentation Outline

- Corporate Social Responsibility - a strategic voluntary approach
- PRIMA as a Social Concern
- PRIMA is Good Business
- Integration into business operations
- Interaction with stakeholders
- Summary

Corporate Social Responsibility

- CSR is the integration of environmental and social concerns into business operations and their interaction with stakeholders on a voluntary basis
- Business ethics
- Managing business opportunities as well as risks
- Going beyond legal obligations

PRIMA as a Social Concern

- The social concern for occupational health includes mental health and psycho-social risk management
- Mental health problems enter the workplace anyway, they stem from work and from causes outside work: E.g. stress or third party violence
- The costs of doing nothing are increasingly rapidly (for companies and society at large)

PRIMA is Good Business

- A healthy workforce is an important business asset
- Health comprises physical, mental and social aspects of health and well-being
- Mental health is increasingly important for the emerging knowledge society
- PRIMA means: win-win-win: higher productivity, better quality, improvement of workers' health and status in society

Integration of PRIMA into business operations

- (mental) health is a human resource
- Prevention implies adaptation of work organization, work processes, climate in the organization, etc.
- It is better to anticipate changes in work organisation, workplaces, etc.
- Integrate PRIMA into planning and control the business cycle

Interaction with stakeholders

- Traditional OH stakeholders: workers' representatives, OHS services, governmental agencies and inspectorates
- Innovative stakeholders are: families and partners, insurers, social security agencies, (mental) health care organisations
- Interaction means: being transparent, communication and dialogue, searching for synergies, and developing partnerships

Summary

- PRIMA is increasingly important for good business and responsible business practices
- It makes companies ready for the knowledge society where innovation is needed to survive
- It implies a win-win-win for companies, workers and society.
- PRIMA is a challenge for all!



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Thank you!

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