

Navigating the Nexus of Business, Health, and Planetary Well-being

A BCSDA Survey & Report
July 2023

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Addressing Health Inequities and Embracing Sustainability

The Imperative Role of Businesses in a Rapidly Changing World

The global landscape of work and consumption is being reshaped by technology, globalization, demographic shifts, emergencies, and climate change, with the COVID-19 pandemic accelerating these changes.

This has led to a deterioration of social determinants of health and worsening health inequities, disproportionately affecting marginalized groups. Recent reports from the OECD and the World Health Organization (WHO) highlight this point particularly.

Businesses and governments are challenged to address these disparities and improve job quality and social protection.

Global consumer attitudes towards sustainability have also shifted post-pandemic, with a gap persisting between the desire for major lifestyle changes and significant action taken. Australian consumers have shown a decline in willingness to pay more for products or brands that work to improve society and the environment.

Businesses have a pivotal role in achieving sustainable health outcomes and are presented with opportunities to enhance their global health impact, as highlighted in a

recent [World Business Council for Sustainable Developments report](#) and the [Globescan Healthy and Sustainable Living Survey \(2022\)](#) which have explored at a global level the challenges identified by numerous reports including those to the OECD and WHO.

BCSDA Survey

To test these findings in an **Australian context**, the Business Council for Sustainable Development (BCSD) Australia conducted a survey between 11 July – 24 July 2023, eliciting 97 responses, aimed at understanding the impact of significant events on various aspects of society, with a focus on the COVID-19 pandemic's influence on Australian consumers' and employees' environmental attitudes

Key Findings:

1. **Mental Health** A significant concern for businesses, with 66.67% of respondents highlighting its importance, indicating a need for businesses to integrate mental health support into their workplace policies.
2. **Consumer Priorities** Australian consumers prioritize the use of reusable and eco-friendly product packaging, embracing renewable energy sources, and choosing ethically sourced and fair-trade products in their pursuit of a sustainable future.

3. **Trust in Institutions** The National Government is trusted the most (66.67%) by Australian consumers to make informed decisions and drive progress towards a sustainable future.
4. **Employee Productivity** Factors driving productivity include work-life balance and employee well-being initiatives, opportunities for skill development and career growth, a collaborative and teamwork environment, and empowerment and autonomy in decision-making.
5. **Barriers to Productivity** The most significant barriers impacting employee productivity were identified as inadequate training and development opportunities, mental health issues, and poor work-life balance.



Andrew Petersen
CEO, Business Council for Sustainable Development Australia

Context

Reshaping in a Post-Pandemic World

Intersection of global change, health inequities & the future of Work & Consumption

“Across the globe, technology, globalization, demographic shifts, emergencies and climate change are reshaping how and where we work.”

“The COVID-19 pandemic has disrupted labor markets and accelerated the pace of change – especially in remote work, e-commerce and automation.”

“Some jobs are being lost; some are being created; almost all are changing. For many, these changes are creating new pressures or exacerbating existing stresses around work that have the potential to undermine workers’ mental health.”

“The COVID-19 pandemic has led to deterioration of social determinants of health and worsening broader health inequities. Job losses have been borne disproportionately by women and by workers who have less education and lower socio-economic positions.”

“The young, the low-educated, migrants, ethnic minorities, and low-pay workers are over-represented in jobs that cannot be done remotely post-pandemic”

“Recovery plans could improve workers’ job quality and social protection, so comprehensive actions will revive the post-pandemic setbacks of threatening social cohesion”

Why health and wellbeing matter

...to sustainable development

In 2015, the United Nations Member States unanimously adopted the 17 Sustainable Development Goals (SDGs) and their 169 underlying targets. This shared blueprint aims to foster peace and prosperity for people and the planet, providing a comprehensive, universal, and transformative agenda for action.

Central to this framework is SDG 3, which aims to "ensure healthy lives and promote wellbeing for all at all ages."

This goal encompasses 13 targets covering a wide range of critical health issues, from maternal mortality and tropical diseases to mental health, substance abuse, and road traffic deaths.

However, the relationship between the SDGs and health and wellbeing extends beyond SDG 3.

Almost all SDGs are either closely related to health or will indirectly contribute to health if achieved. Conversely, they will suffer adverse impacts if the central tenet of health and wellbeing is not achieved.

This underlines how health and wellbeing sit at the heart of the SDGs.

Health and Wellbeing's Importance to the Australian Economy

Health and wellbeing are also critically important to the Australian economy. Improvements in people's health have significantly contributed to economic growth over the past century.

Progress in hygiene, nutrition, antibiotics, and vaccines have enabled Australians to live better and longer, helping to expand the labour force, increase productivity, and boost growth.

However, a lack of progress in these areas can pose existential threats. The COVID-19 pandemic has ruthlessly highlighted the critical interconnections between global health and the economy. It triggered significant contractions in global GDP, including in Australia.

But critical health challenges confront billions of people, and the global economy loses billions to challenges beyond COVID-19 each year. Premature death from a range of conditions limits growth by shrinking the labour force, while poor health and morbidity limit the productive potential of workers across all industries.

In Australia, chronic conditions such as back pain, headaches, and depression limit both workforce participation and worker productivity on the job.

More than one-third of adults aged 18 to 65 suffer from at least one chronic condition affecting their productivity in the workplace, and more than one-third of workers are caregivers of family members with chronic conditions.

In conclusion, health and wellbeing are not just social issues; they are economic and business imperatives. By prioritizing health and wellbeing,

Australian businesses can contribute to the realization of the Sustainable Development Goals, drive the transformations needed for a sustainable future, and ensure their own long-term success.



Why health and wellbeing matter ...to business

The business case for supporting health and wellbeing is undeniable. This area presents considerable legal, reputational, and operational risks if not addressed.

However, by tackling their impacts on health and wellbeing, Australian businesses can better manage risks, address stakeholder expectations, reap a host of operational benefits, and contribute to building happier, healthier, and more prosperous societies. Moreover, integrating health into business decision-making allows companies to connect the environmental and social domains of sustainability, building long-term business resilience in the face of an ever-growing burden of disease that threatens societies and economies now and in the future.

Key Drivers for Australian Businesses

- **Staying Ahead of an Evolving Regulatory Environment:** Government regulations and policies are key drivers for business action, setting baseline standards for protecting citizen health and wellbeing. Companies that proactively engage with the health and wellbeing agenda are better positioned to lead in this evolving legislative landscape.
- **Talent Acquisition and Retention:** The COVID-19 pandemic has accelerated the trend of employee awareness of health and wellbeing. In a time of labour shortages, widening skills gaps, changing employee expectations, and a competitive battle for talent, progressive health and wellbeing strategies are critical in enhancing the employee value proposition and attracting and retaining top talent.
- **Heightened Investor Scrutiny and Access to Capital:** Environmental, social, and governance (ESG) performance has become a critical consideration for businesses, investors, and shareholders. Health and wellbeing are increasingly seen as key material elements that investors seek reassurance on and incorporate into their ESG analyses.
- **Reputation and Brand Value:** A clear and public commitment to employee health and wellbeing underlines that the business cares about its people, the community in which it operates, and society more broadly. This provides an important opportunity for brand differentiation and supports consumers who seek to align with brands that share their values.
- **Improved Business Performance, Culture, and Resilience:** There is a strong correlation between business performance and a healthy and engaged workforce. Poor health among employees leads directly to increased costs and reduced productivity. A healthy workforce also generates substantial reputational benefits for a company. Furthermore, corporate health and wellbeing strategies add depth to a company's brand identity, underpinning its reputation and demonstrating that the company is putting words into action regarding how it treats employees.

In conclusion, health and wellbeing are not just social issues; they are economic and business imperatives. By prioritizing health and wellbeing, Australian businesses can contribute to the realization of the Sustainable Development Goals, drive the transformations needed for a sustainable future, and ensure their own long-term success.

Corporate Accountability

The Unsettling Reality of Health Inequities

Recent WHO and OECD reports highlight the stark health inequities exacerbated by the COVID-19 pandemic, with marginalized groups such as the poor, ethnic minorities, and low-paid workers disproportionately affected. These findings challenge the roles of businesses and governments, emphasizing the need for a more inclusive approach to health and wellbeing, and raising questions about corporate accountability in addressing these disparities.

OECD		WHO
Title	<i>The unequal impact of COVID-19: A spotlight on front line workers, migrants and racial/ethnic minorities, March 2022</i>	COVID-19 and the social determinants of health and health equity Evidence brief, 2021
Summary	The OECD report highlights the unequal impact of the COVID-19 crisis on different groups of workers, with young, low-educated, migrant, ethnic minority, and low-wage workers being disproportionately affected. These workers, often in frontline roles, faced higher risks of income loss and infection. The report emphasizes the need for recovery plans to improve job quality, particularly for these vulnerable groups. Migrants and racial/ethnic minorities have been hit harder by the crisis and are recovering more slowly, with their employment rates still lower than pre-pandemic levels. The report calls for policy actions to ensure these groups have the skills for future jobs, address discrimination, and provide equal opportunities.	The social determinants of health, including conditions of birth, growth, work, living, and aging, as well as access to power, money, and resources, significantly influence health inequities. The COVID-19 pandemic has highlighted these inequities, with certain population groups experiencing greater infection, hospitalization, and mortality rates due to factors such as poverty, precarious employment, lack of social protection, crowded housing, poor occupational health standards, and unequal access to health services. The report emphasizes the need to consider these social determinants in pandemic preparedness and response efforts.
Link to SDGs	SDG 3: Good Health and Well-being (Target 3.d) SDG 8: Decent Work and Economic Growth (Targets 8.5, 8.8) SDG 10: Reduced Inequalities (Targets 10.2, 10.3)	SDG 3: Good Health and Well-being (Targets 3.8, 3.d) SDG 8: Decent Work and Economic Growth (Targets 8.5, 8.8) SDG 10: Reduced Inequalities (Targets 10.2, 10.3)
Australian Policy implications	The Australian government should consider policies that improve job quality and security for frontline workers, particularly those in vulnerable groups. This could include measures to enhance income support, job retention schemes, and workplace safety. Policies should also address the specific challenges faced by migrants and ethnic minorities, including discrimination and access to skills training for future jobs.	The Australian government should consider policies that address the social determinants of health to reduce health inequities. This could include measures to improve social protection, housing conditions, and occupational health standards, as well as ensuring equitable access to health services. Policies should also address discrimination and promote equal opportunities.
Australian Business Implications	Australian businesses face the risk of decreased productivity and increased turnover if job quality and security for vulnerable workers are not addressed. Businesses may also face reputational risks if they do not take steps to support equal opportunities and address discrimination.	

Healthy Consumers

Global Consumer Insights on Sustainability

Background

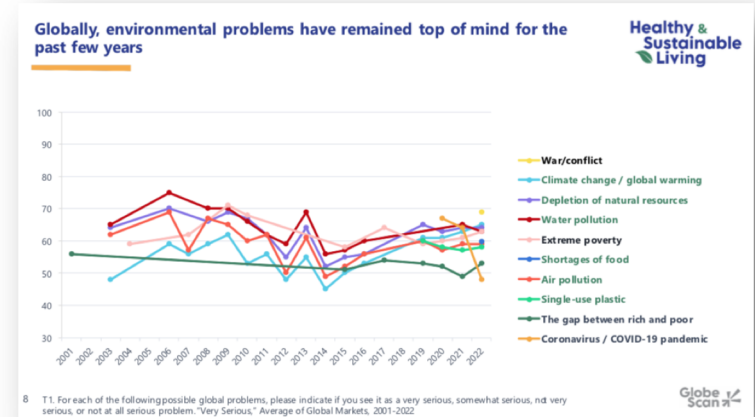
- The **Healthy & Sustainable Living: A Global Consumer Insights Project** was launched by Globescan in 2019 to help companies better understand, engage, and mobilize consumers in the area of sustainability.
- The **2022 study** includes almost 30,000 interviews across 31 markets, including Australia. It assessed Australian consumers' actions toward an environmentally healthy future and the difference between the concepts of Australian consumers and the whole world consumers about healthy sustainable living.
- The research program builds on 20+ years of GlobeScan's public opinion research in the areas of sustainability, branding, and reputation.
- The global research was designed with and supported by a set of partners: Akatu Institute, IKEA, Levi Strauss & Co., M&C Saatchi Group, NYU Stern Center for Sustainable Business, P&G, PepsiCo, Reckitt, Target, Visa, and WWF International.



International Findings I 2022

Global Challenges and Opportunities in Sustainable Living

- The cost-of-living crisis is affecting consumers' ability to access healthy and sustainable living. Soaring inflation across much of the world is making it more difficult for people to afford to live healthier and more sustainable lifestyles.
- Global concern about climate change is at an all-time high and a majority of people living with children under the age of 18 say their children are very worried about environmental problems and climate change.
- Although there have been slow but steady increases in frequency of a range of sustainable behaviours compared to before the pandemic, there is a persistent gap between the desire that people must make major changes to their lifestyles and significant action taken.
- Consumers are highly receptive to information about sustainable products. Those who have been exposed to information about the environmental benefits of products in a range of categories tend to be mostly trusting of the information.
- Only about half of people believe that it is at least probable that most people will live sustainable lifestyles within the coming decade.



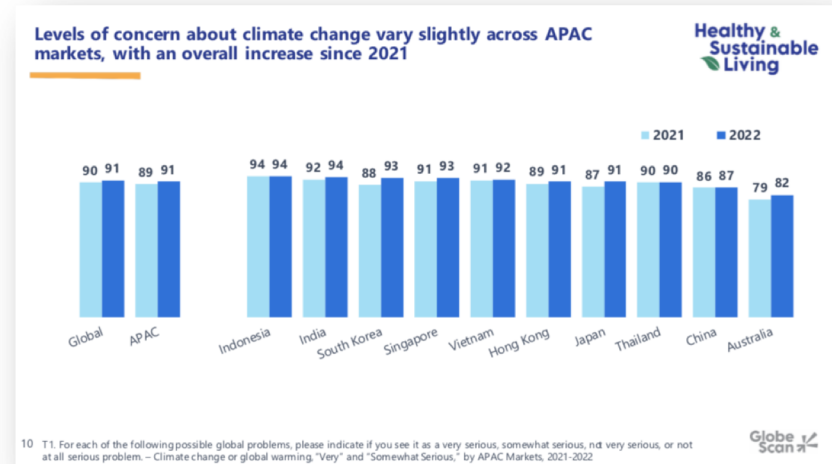
Australian Findings | 2022

Shifting Dynamics in Sustainability Practices and Perceptions

- The Australian consumer has a **willingness to pay more** for products or brands that work to improve society and the environment **has declined the most in Australia**, among other countries.
- **49%** of Australian consumers have recently purchased eco-friendly products.
- A majority of Australian consumers believe more in **the government's role towards a sustainable future**.
- Australian consumers identified **driving an electric car** as the most sustainable activity.
- **Australian behaviour changed post-pandemic** due to elevated prices of food, more concern about health, and spending more time with family during the shutdown.

Key Takeaways

- Post-Pandemic Shift in Environmental Attitudes
- Belief in Sustainability Fuels Gradual Behaviour Change
- Identifying Trusted Resources for Sustainable Future



Elevating Global Health Standards

Prioritizing Employee Wellbeing for Sustainable Outcomes

Context

- In 2021, the World Business Council for Sustainable Development (WBCSD) released its groundbreaking report titled ***Vision 2050: Time to Transform*** presenting a comprehensive framework aimed at elevating health and wellbeing standards on a global scale. The onset of the COVID-19 pandemic served as a stark reminder of the urgent need to address global health equity and align with Sustainable Development Goal 3.

Purpose

- The ***Healthy People, Healthy Business*** report emerged in late 2022 as a collaborative effort among 23 WBCSD member companies, recognizing the pivotal role businesses play in achieving sustainable health outcomes. This insightful report highlights the intrinsic link between health and wellbeing, long-term business success, and individual prosperity.

Actionable Opportunities

- The **report outlines concrete opportunities for businesses to enhance their global health impact through 13 compelling business case studies**. Each case study leverages evidence-based guidance to protect, promote, and nurture health within and beyond corporate boundaries.



Promoting Health, Sustainability & Equity

A Multifaceted Approach for Businesses

- 1. Embedding Culture of Health and Wellbeing into Workplace** The report emphasizes the significance of fostering a culture of health and wellbeing within organizations. By prioritizing the physical and mental health of employees, businesses can enhance productivity, morale, and overall well-being.
- 2. Supporting and Enabling Healthy Consumer Lifestyles** Companies can make a significant difference by supporting healthy consumer lifestyles. Encouraging responsible and sustainable consumption choices can lead to positive health outcomes while contributing to a healthier planet.
- 3. Strengthening Health Systems and Their Resilience** Businesses can play a pivotal role in supporting and strengthening health systems. Collaborating with public health authorities and investing in healthcare infrastructure can lead to increased accessibility and resilience during challenging times.
- 4. Accelerating Climate, Nature, and Equity Action** Recognizing the interconnectedness of health and environmental sustainability, businesses can drive positive change by accelerating efforts towards climate action, preserving nature, and advocating for equity.

Figure 1: Impact opportunities



The outcomes businesses are in the position to influence and deliver

A Three-Step Action Framework

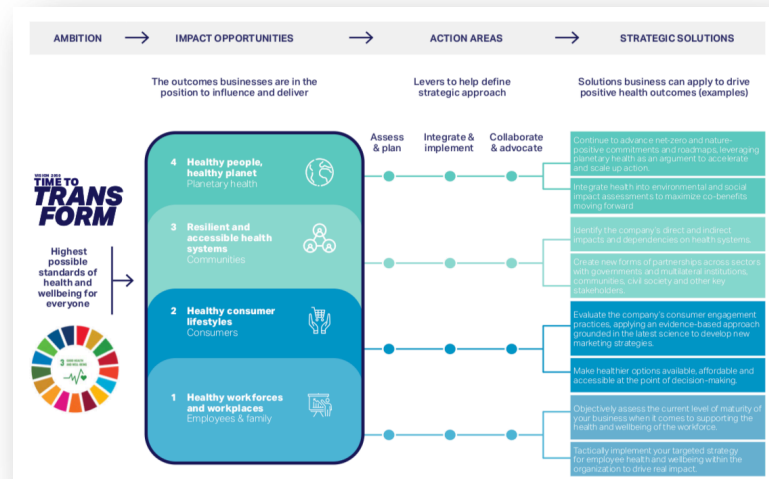
Assess, Integrate, and Collaborate for Health and Wellbeing

The report outlines a practical three-step action framework to guide businesses in their pursuit of promoting health and wellbeing with their employees:

- Step 1 **Assess and Plan** Companies are encouraged to assess their existing policies and practices related to health and wellbeing. Conducting comprehensive evaluations lays the foundation for informed decision-making and targeted improvements.
- Step 2 **Integrate and Implement** Integrate health and wellbeing considerations into core business strategies and operations. Implementing health-focused initiatives ensures sustainable practices are embedded throughout the organization.
- Step 3 **Collaborate and Advocate** Collaboration with key stakeholders, such as governments, NGOs, and communities, is essential to driving lasting change. By advocating for health and wellbeing on a broader scale, businesses can positively influence policies and promote collective action.

Read more

- To learn more about the report and explore the transformative impact of businesses on health and wellbeing, follow this link: [Healthy People, Healthy Business Report](#).



Survey



About the Survey

This survey has been designed to provide essential data and insights, enabling organizations to understand the impact of significant events on various aspects of society. By harnessing this knowledge, businesses can make informed decisions, adapt their practices, and align with changing trends, ultimately fostering a more sustainable and customer-centric approach. The Survey was in the field during 11 July – 24 July 2023. A total of 97 responses were received.

This Survey has 3 Goals.

Pandemic's Environmental Impact

The survey seeks to play a crucial role in collating and comprehending the influence of the COVID-19 pandemic on both Australian consumers' and employees' environmental attitudes. By gaining insights into these changes, businesses can grasp the wider implications of the pandemic on sustainability concerns and make informed decisions to address them.

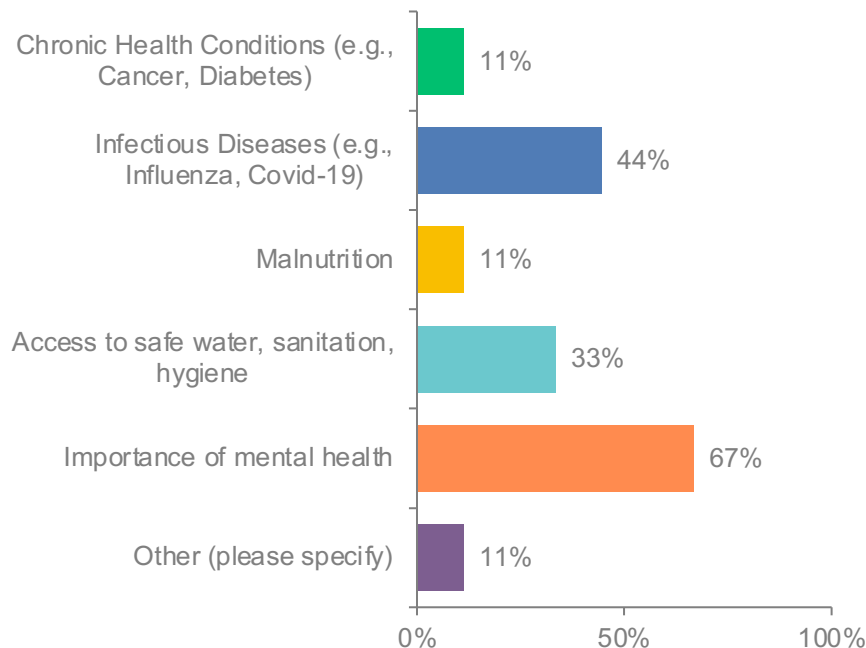
Identify Key Factors and Barriers

The Survey seeks to identify the key factors influencing shifts in environmental attitudes and the barriers hindering progress. Understanding these dynamics empowers businesses to strategically address challenges and embrace opportunities for sustainable practices that align with evolving consumer and employee expectations.

Shaping Effective Business Responses

Business input directly contributes to shaping effective business responses. Participation empowers businesses to implement practical approaches that not only cater to consumers' desires but also boost workplace productivity, ultimately creating a positive impact on the environment and the world at large.

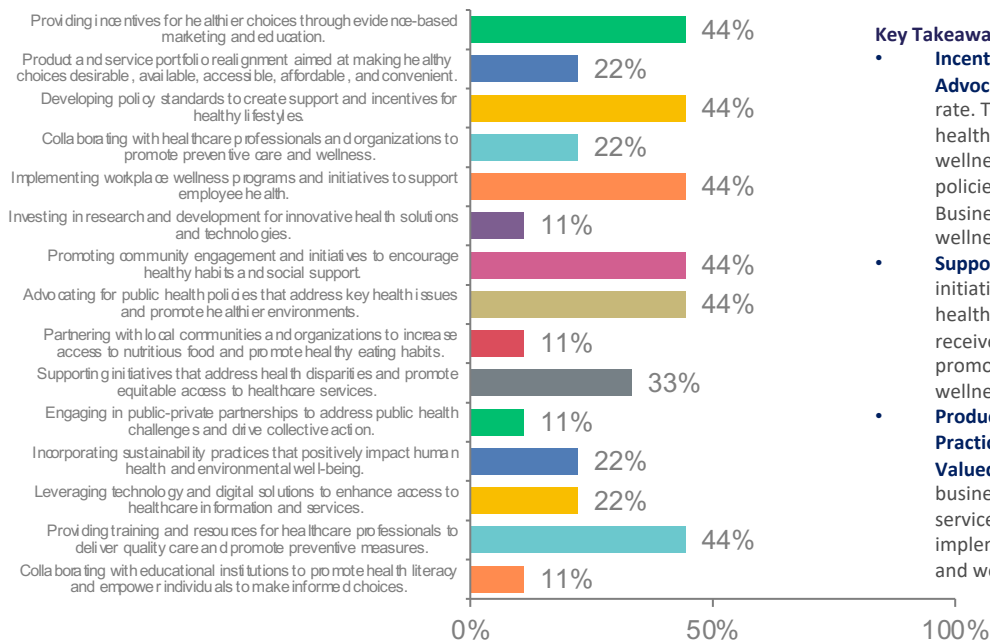
Q1: Which factors currently impacting global health are the biggest concern for your business?



Key Takeaways

- **Mental Health is a Top Priority:** With the highest response rate (66.67%) for the importance of mental health, Australian businesses should consider integrating mental health support into their workplace policies. This could include employee assistance programs, mental health days, and promoting a culture of openness about mental health. For businesses in the healthcare sector, there could be opportunities to develop or expand services that address mental health needs.
- **Infectious Diseases Remain a Concern:** The 44.44% response rate for infectious diseases suggests that businesses should continue to prioritize health and safety measures to protect employees and customers. This could include maintaining flexible work policies, ensuring safe work environments, and potentially partnering with healthcare providers to offer vaccinations or health screenings.
- **Access to Safe Water, Sanitation, and Hygiene is Important:** The 33.33% response rate for access to safe water, sanitation, and hygiene indicates that businesses in sectors such as utilities, construction, and public health should consider how they can contribute to improving these conditions. This could involve investing in infrastructure, developing sustainable water management practices, or offering products and services that promote hygiene.

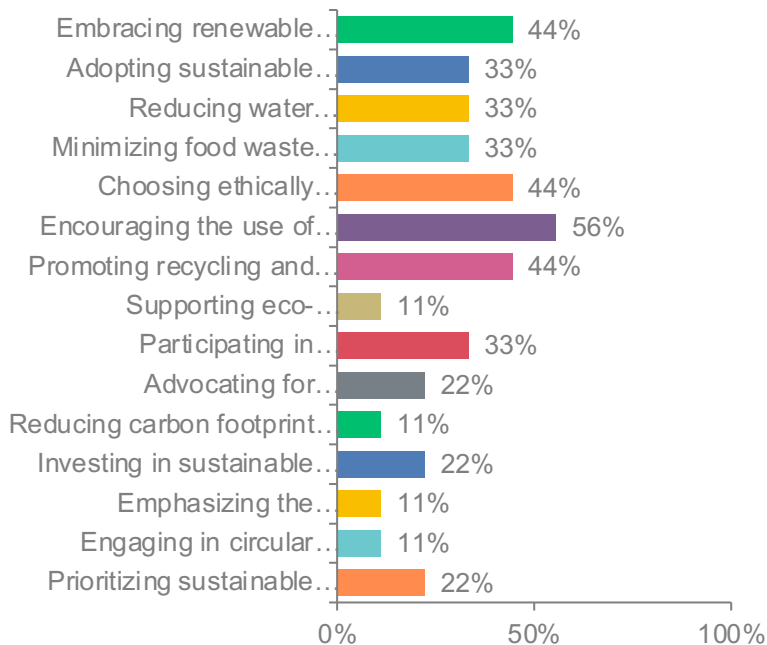
Q2: Which health-based strategies do you think can support improvements to consumer lifestyles and contribute to a healthier society and more sustainable future? Select up to five (5)



Key Takeaways

- Incentives, Policy Standards, Workplace Wellness, Community Engagement, Advocacy, and Training are Key:** Each of these factors received a 44.44% response rate. This suggests that businesses can play a significant role in promoting healthier choices, developing supportive policies, implementing workplace wellness programs, engaging with the community, advocating for public health policies, and providing training and resources for healthcare professionals. Businesses should consider these factors when developing their health and wellness strategies.
- Support for Health Equity and Effective Leadership are Important:** Supporting initiatives that address health disparities and promote equitable access to healthcare services, and effective leadership and management practices each received a 33.33% response rate. This suggests that businesses should focus on promoting health equity and providing effective leadership in their health and wellness initiatives.
- Product Realignment, Collaboration with Healthcare Professionals, Sustainability Practices, Technology Use, and Collaboration with Educational Institutions are Valued:** Each of these factors received a 22.22% response rate. This suggests that businesses should consider these factors when developing their products and services, collaborating with healthcare professionals and educational institutions, implementing sustainability practices, and leveraging technology in their health and wellness initiatives.

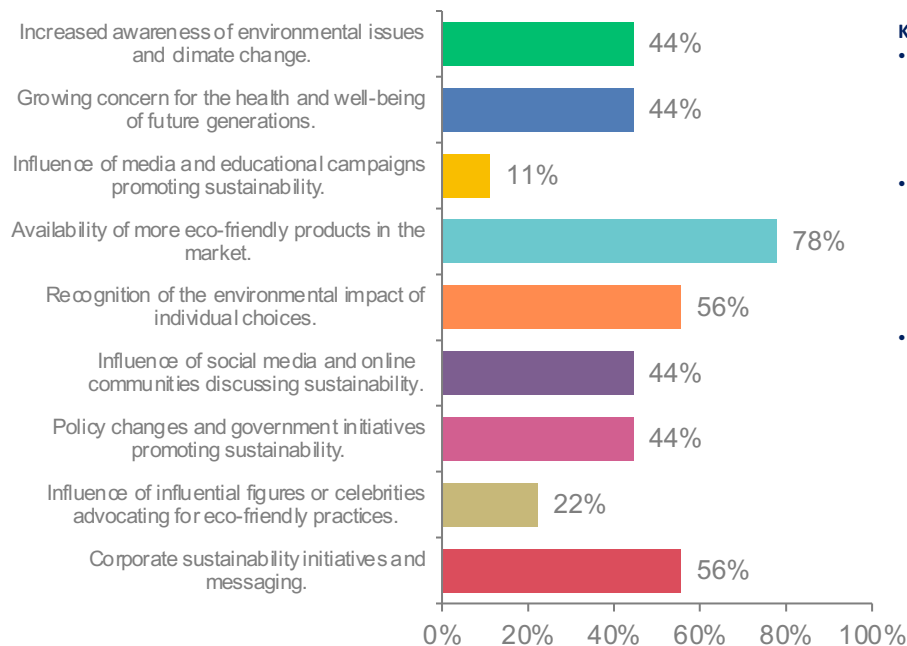
Q3: What actions do you believe Australian consumers prioritize the most in their pursuit of a sustainable future? Select up to five (5)



Key Takeaways

- **Eco-Friendly Packaging is Highly Valued:** The highest response rate (55.56%) was for encouraging the use of reusable and eco-friendly product packaging. This suggests that consumers are increasingly conscious of the environmental impact of packaging waste. Businesses that prioritize sustainable packaging could not only reduce their environmental footprint but also attract consumers who are making purchasing decisions based on these factors.
- **Renewable Energy and Ethical Sourcing are Important:** Embracing renewable energy sources, such as solar or wind power, and choosing ethically sourced and fair-trade products each received a 44.44% response rate. This indicates a growing consumer consciousness about the environmental and social impact of their consumption. Businesses that align with these values by sourcing ethically and investing in renewable energy could enhance their brand reputation and appeal to these conscious consumers.
- **Holistic Sustainability Practices:** Sustainable transportation, water conservation, minimizing food waste, and community initiatives each received a 33.33% response rate. This suggests that consumers are looking for a holistic approach to sustainability, encompassing various aspects of their lifestyle. Businesses that can demonstrate a comprehensive commitment to sustainability across these areas may be more successful in attracting and retaining these consumers.

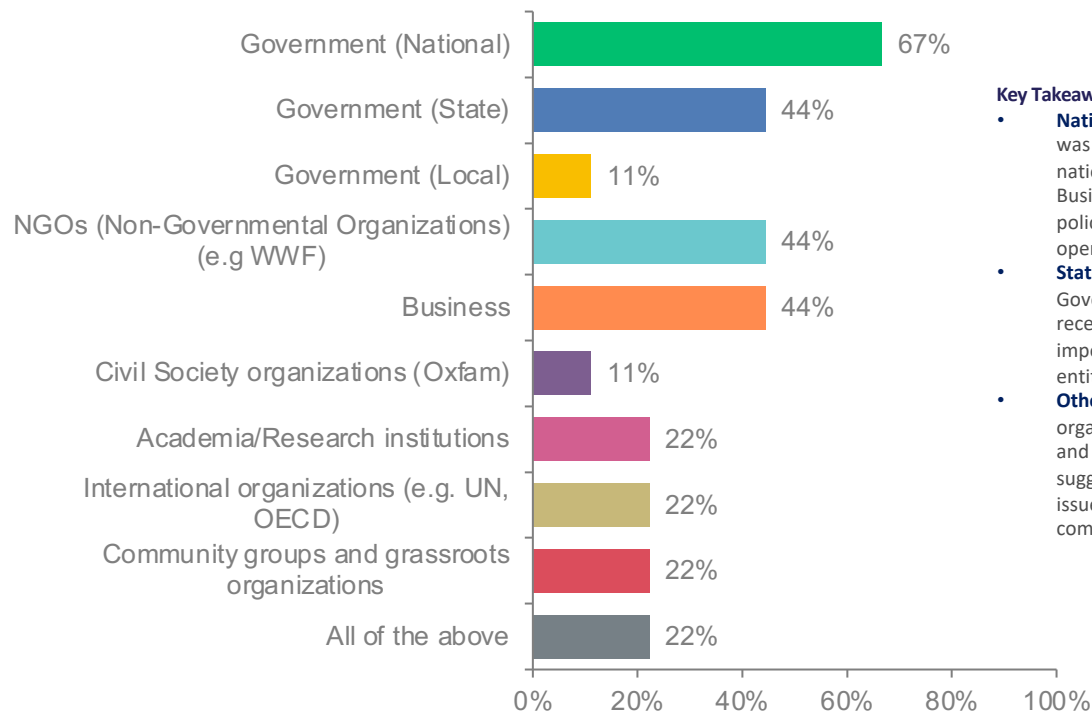
Q4: According to the Globescan Healthy and Sustainable Living Survey 2022 there has been a noticeable shift in Australian consumers' attitudes towards the environment and preference for eco-friendly products. Select up to 5 factors you consider are prevalent.



Key Takeaways

- **Availability of Eco-Friendly Products is Crucial:** The highest response rate (77.78%) was for the availability of more eco-friendly products in the market. This suggests that consumers are influenced by the availability of sustainable options when making purchasing decisions. Businesses should consider this when developing and marketing their products.
- **Recognition of Impact and Corporate Initiatives Matter:** Recognition of the environmental impact of individual choices and corporate sustainability initiatives and messaging each received a 55.56% response rate. This indicates that consumers are aware of the impact of their choices and are influenced by corporate sustainability efforts. Businesses should consider this when forming their sustainability strategies and communicating their efforts to consumers.
- **Increased Awareness, Concern for Future Generations, and Influence of Social Media and Policy Changes:** Each of these factors received a 44.44% response rate. This suggests that consumers are influenced by a variety of factors, including their awareness of environmental issues, concern for future generations, social media discussions on sustainability, and government initiatives promoting sustainability. Businesses should consider these factors when engaging with consumers and forming their sustainability strategies.

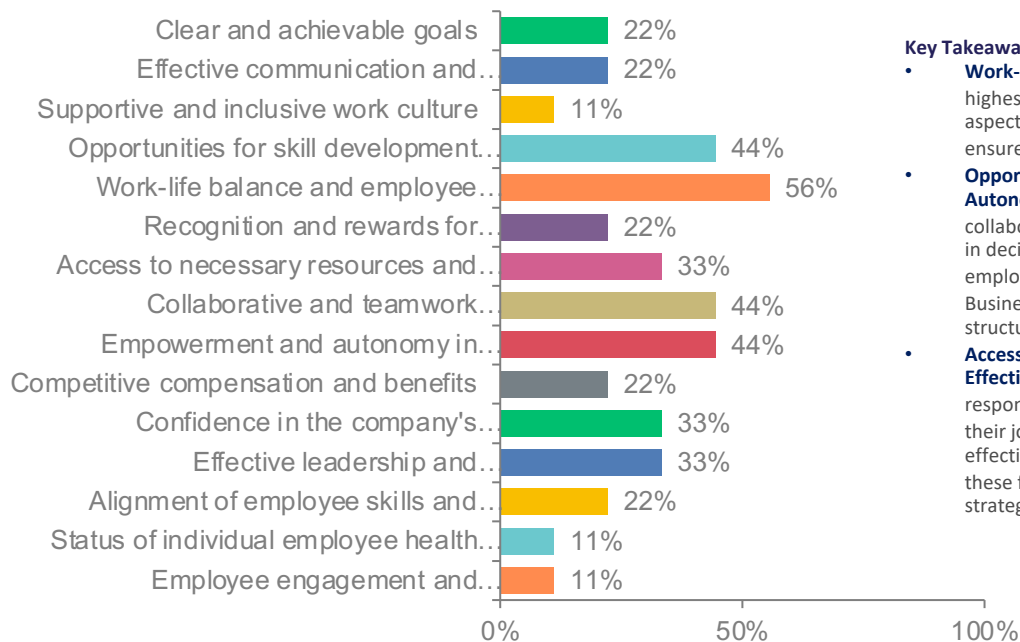
Q5: In your view, which institutions do you believe Australian consumers trust to make informed decisions and drive progress towards a sustainable future? Please select up to 5



Key Takeaways

- **National Government is Seen as a Key Player:** The highest response rate (66.67%) was for the National Government. This suggests that respondents view the national government as a crucial entity in addressing the issues at hand. Businesses should consider this when forming strategies and partnerships, as policies and regulations set at the national level can significantly impact their operations.
- **State Government, NGOs, and Businesses are Also Important:** The State Government, NGOs (Non-Governmental Organizations), and Businesses each received a 44.44% response rate. This indicates that these entities are also seen as important players. Businesses should recognize the influence and role of these entities and consider collaborations or partnerships where appropriate.
- **Other Entities Play a Role Too:** Academia/Research institutions, International organizations (e.g., UN, OECD), Community groups and grassroots organizations, and the option for "All of the above" each received a 22.22% response rate. This suggests that respondents see a role for a variety of entities in addressing the issues. Businesses should consider a multi-stakeholder approach when addressing complex issues.

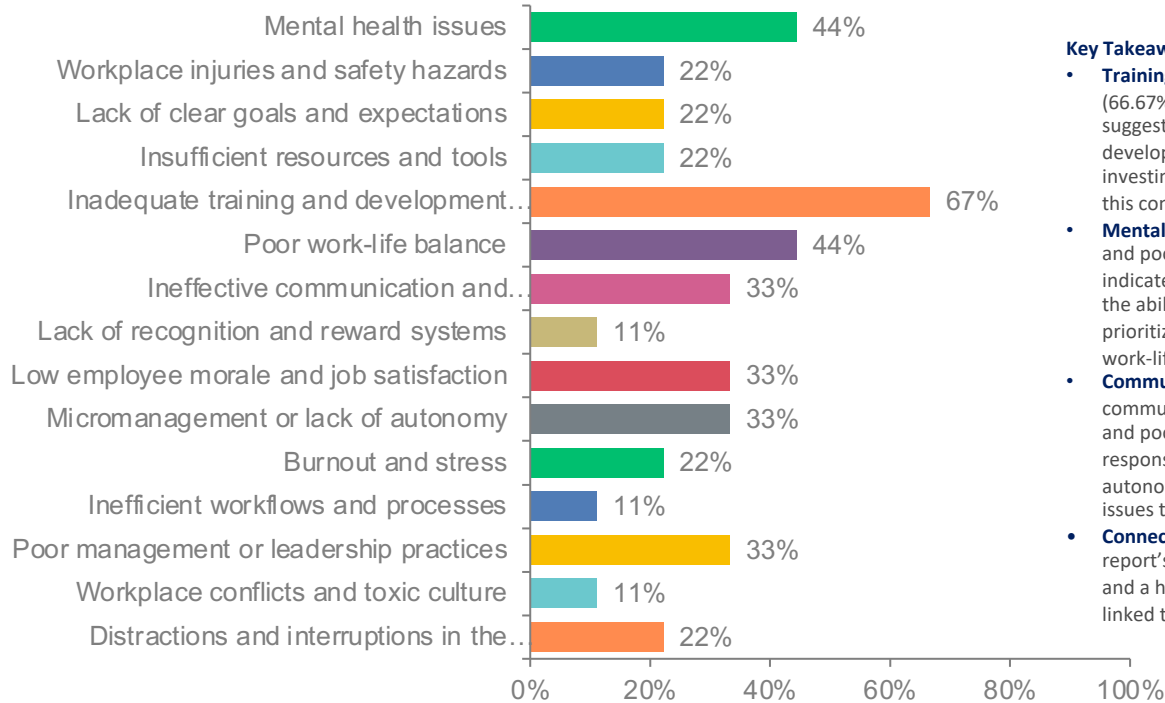
Q6: What key factors do you believe significantly drive productivity among employees? please select up to 5.



Key Takeaways

- **Work-Life Balance and Employee Well-being Initiatives Crucial:** With the highest response rate (55.56%), Australian businesses should prioritize these aspects. Actions might include flexible work policies or wellness programs to ensure a safe and healthy work environment.
- **Opportunities for Skill Development, Collaborative Environment, and Autonomy are Key:** Opportunities for skill development and career growth, a collaborative and teamwork environment, and empowerment and autonomy in decision-making each received a 44.44% response rate. This suggests that employees value professional growth, collaboration, and autonomy. Businesses should consider these factors when designing their organizational structure, team dynamics, and professional development programs.
- **Access to Necessary Resources, Confidence in the Company's Future, and Effective Leadership are Important:** Each of these factors received a 33.33% response rate. This suggests employees value having necessary resources to do their job, confidence in the company's sustainability for the future, and effective leadership and management practices. Businesses should consider these factors when planning their resources, communicating their vision and strategy, and developing their leadership practices.

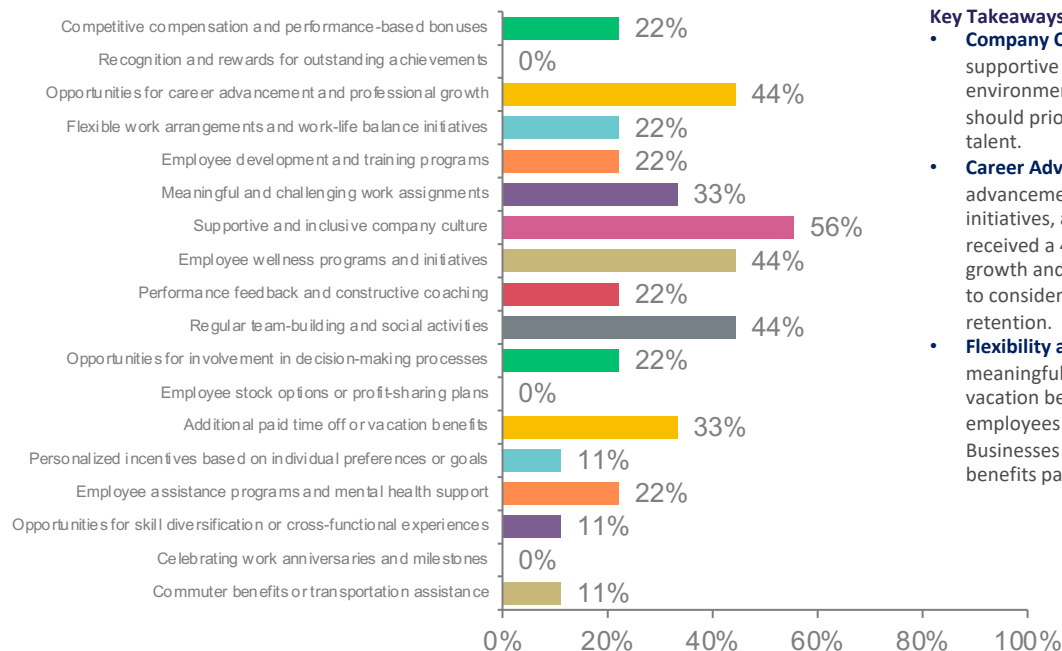
Q7: What do you consider to be the most significant barriers impacting employee productivity? Please select up to 5



Key Takeaways

- **Training and Development is a Major Concern:** The highest response rate (66.67%) was for inadequate training and development opportunities. This suggests that employees feel they are not receiving enough opportunities to develop their skills and grow professionally. Businesses should consider investing more in employee training and development programs to address this concern.
- **Mental Health and Work-Life Balance are Important:** Mental health issues and poor work-life balance each received a 44.44% response rate. This indicates that employees are concerned about their mental well-being and the ability to balance their work and personal life. Businesses should prioritize mental health support and initiatives that promote a healthy work-life balance.
- **Communication, Autonomy, and Leadership Matter:** Ineffective communication and collaboration, micromanagement or lack of autonomy, and poor management or leadership practices each received a 33.33% response rate. This suggests employees value effective communication, autonomy, and strong leadership. Businesses may need to address these issues to improve employee satisfaction and productivity.
- **Connection to WBCSD Report:** These survey results support the WBCSD report's assertion of a strong correlation between business performance and a healthy and engaged workforce. They argue poor employee health is linked to increased costs and decreased productivity.

Q8: What types of incentives or rewards do you believe are most effective in driving increased productivity in the workplace? Please select up to 5



Key Takeaways

- **Company Culture is Paramount:** The highest response rate (56%) was for a supportive and inclusive company culture. This suggests employees value an environment where they feel included, respected, and supported. Businesses should prioritize fostering a positive and inclusive culture to attract and retain talent.
- **Career Advancement and Wellness Matter:** Opportunities for career advancement and professional growth, employee wellness programs, and initiatives, as well as employee stock options or profit-sharing plans, each received a 44% response rate. This indicates employees value opportunities for growth and wellbeing, both professionally and personally. Businesses may need to consider investing more in these areas to ensure employee satisfaction and retention.
- **Flexibility and Meaningful Work are Important:** Flexible work arrangements, meaningful and challenging work assignments, and additional paid time off or vacation benefits each received a 33% response rate. This suggests that employees value flexibility, engaging work, and a healthy work-life balance. Businesses should want to consider these factors when designing job roles and benefits packages.

Conclusion

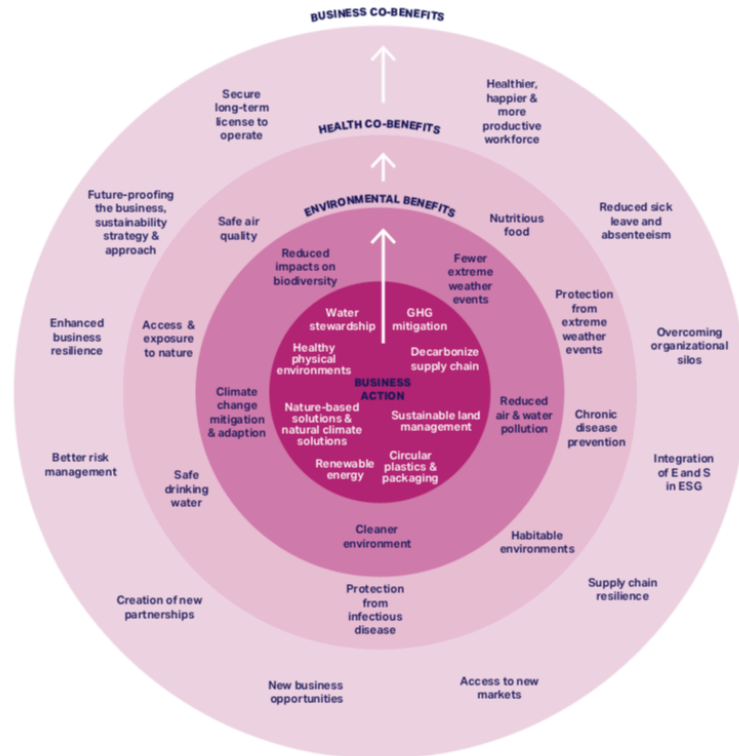
Business Council for Sustainable Development Australia (BCSDA) has started on this exploration of the post-pandemic landscape, focusing on the intersection of global change, health inequities, and the future of work and consumption. The findings of our survey and report underscore the urgent need for Australian businesses to address these challenges and seize the opportunities they present for sustainable development.

The triple crisis of climate emergency, loss of nature, and mounting inequality has brought the fragility of our planet and humanity into sharp focus. Health and wellbeing are at the heart of these challenges, connecting them at their core. The COVID-19 pandemic has served as a stark reminder that health and wellbeing are the foundation of the happiness and prosperity of individuals, families, and communities. They are critical ingredients for sustainability, business success, and a livable and resilient future.

Our report illustrates how businesses can and must play a pivotal role in developing and driving the uptake of solutions to global health challenges.

The findings highlight the importance of embedding a culture of health and wellbeing in the workplace. This is not just about mitigating risks but about seizing opportunities.

Understanding the health co-benefits of climate and nature action to enrich and accelerate the corporate sustainability journey



Way Forward

Businesses that prioritize health and wellbeing can attract and retain talent, build resilience, and create long-term value. They can also empower consumers to make healthier choices, supporting changes in consumer behavior that can lead to more resilient business models.

The report also underscores the role of businesses in supporting and enabling healthy consumer lifestyles. As consumers increasingly prioritize health, businesses have a significant opportunity to support people in living healthier and happier lives through five lifestyle dimensions where business action can have significant influence: habitat, nutrition, mobility, socialization, and product use and recreation.

The BCSDA's report acts as a clarion call for businesses to put health and wellbeing at the heart of their agenda. It makes a compelling case for businesses to take swift and sustained action to address the challenges and seize the opportunities presented by the post-pandemic landscape.

Those that do so will not only contribute to a healthier, happier society but also build business resilience, create long-term value, and pave the way for a sustainable and prosperous future for all.

In conclusion, the significance of this report to Australian businesses and the sustainable development agenda cannot be overstated.

It provides a roadmap for businesses to navigate the post-pandemic landscape, highlighting the critical role they can play in addressing health inequities, supporting sustainable consumption, and promoting health and wellbeing.

By seizing these opportunities, businesses can contribute to the realization of the Sustainable Development Goals, drive the transformations needed for a sustainable future, and ensure their own long-term success.

Way Forward

BCSD Australia will be **building a toolkit** for business to identify action areas and solutions to embed a culture of health and wellbeing in the workplace.

Appendix

About the Survey

Appendix 1: About the Survey

The survey was a strategic initiative, to gain a comprehensive understanding of the societal impacts of significant events, particularly the influence of the COVID-19 pandemic on the environmental attitudes of Australian consumers and employees.

Utilizing SurveyMonkey, a leading digital survey platform, the survey was disseminated across multiple channels to ensure a broad reach and diverse respondent base. These channels included the BCSDA website, LinkedIn, and direct email to BCSD Australia members. This multi-pronged approach allowed us to draw on a wide range of business perspectives and experiences, enhancing the relevance of the data collected.

The execution of this survey resulted in a robust dataset that provides invaluable insights for businesses, policymakers, and other stakeholders in the sustainable development sector. These insights can inform and shape future strategies and initiatives, reinforcing BCSDA's commitment to driving ambition, action, and accountability in the realm of sustainability.

About the Survey

Question	Potential Survey Responses	Rationale for Question
1. Which factors currently impacting global health are the biggest concern for your business?	<ul style="list-style-type: none"> Chronic Health Conditions (e.g., Cancer, Diabetes) Infectious Diseases (e.g., Influenza, Covid-19) Malnutrition Access to safe water, sanitation, hygiene Importance of mental health 	<p>The rationale behind the question is to understand the specific global health concerns that businesses prioritize and consider significant in their operations and decision-making processes. This question is important to ask an Australian business audience for the following reasons:</p> <ol style="list-style-type: none"> Identifying risks and priorities: By understanding the global health factors that concern businesses the most, it enables organizations to identify potential risks and prioritize their efforts and resources accordingly. It helps them focus on addressing the health issues that are most relevant to their industry, workforce, and stakeholders. Risk management and mitigation: Businesses operate within a global context where health issues can have significant implications for their operations, supply chains, and reputation. By identifying the factors impacting global health that are of concern, businesses can develop risk management strategies and implement measures to mitigate the potential negative impacts. Business continuity planning: Global health concerns, such as pandemics, infectious diseases, or chronic health conditions, can disrupt operations and affect the well-being of employees and customers. By understanding the major concerns, businesses can incorporate them into their business continuity plans, ensuring resilience and preparedness to effectively respond to health-related challenges. Social responsibility and stakeholder engagement: Health is an essential aspect of corporate social responsibility. By identifying the factors impacting global health that are of concern to the business, organizations can align their efforts with the broader societal goals of promoting global health and well-being. It also facilitates meaningful engagement with stakeholders, including employees, customers, and communities, by addressing their health-related concerns and expectations. Sustainable development and value creation: The Sustainable Development Goals (SDGs) set by the United Nations emphasize the interconnectedness of health and sustainable development. By identifying the factors impacting global health that matter to businesses, organizations can align their strategies, innovations, and investments with the SDGs, contributing to sustainable development and creating long-term value. <p>By asking this question, businesses can gain insights into the health-related priorities, risks, and opportunities specific to their industry and context. This understanding allows them to make informed decisions, develop targeted strategies, and engage in initiatives that promote global health and well-being while ensuring the sustainability and resilience of their operations.</p>

About the Survey

Question	Potential Survey Responses	Rationale for Question
<p>2. Which health-based strategies can support improvements to consumer lifestyles and contribute to a healthier society and more sustainable future?</p>	<ul style="list-style-type: none"> • Providing incentives for healthier choices through evidence-based marketing and education. • Product and service portfolio realignment aimed at making healthy choices desirable, available, accessible, affordable, and convenient. • Developing policy standards to create support and incentives for healthy lifestyles. • Collaborating with healthcare professionals and organizations to promote preventive care and wellness. • Implementing workplace wellness programs and initiatives to support employee health. • Investing in research and development for innovative health solutions and technologies. • Promoting community engagement and initiatives to encourage healthy habits and social support. • Advocating for public health policies that address key health issues and promote healthier environments • Partnering with local communities and organizations to increase access to nutritious food and promote healthy eating habits. • Supporting initiatives that address health disparities and promote equitable access to healthcare services. • Engaging in public-private partnerships to address public health challenges and drive collective action. • Incorporating sustainability practices that positively impact human health and environmental well-being. • Leveraging technology and digital solutions to enhance access to healthcare information and services. • Providing training and resources for healthcare professionals to deliver quality care and promote preventive measures. • Collaborating with educational institutions to promote health literacy and empower individuals to make informed choices. 	<p>The logic behind asking the question is to gather insights from an Australian business audience on the strategies that can positively impact consumer lifestyles, health outcomes, and contribute to a sustainable future. Asking this question to an Australian business audience is important for several reasons:</p> <ol style="list-style-type: none"> 1. Business responsibility: Businesses play a crucial role in shaping consumer behaviours and influencing societal well-being. By understanding the health-based strategies that businesses can implement, it encourages them to take responsibility for their impact on consumer lifestyles and work towards creating a healthier and more sustainable society. 2. Consumer-driven approach: By asking businesses about the strategies, they believe can support improvements to consumer lifestyles, the question acknowledges the importance of meeting consumer needs and expectations. It provides an opportunity for businesses to align their strategies with consumer demands for healthier and more sustainable products, services, and practices. 3. Sustainable development: The question emphasizes the connection between health-based strategies and sustainability. By considering both aspects, businesses are prompted to think holistically and identify strategies that not only promote health but also contribute to a more sustainable future. It fosters the integration of sustainability principles into business operations, decision-making, and value chains. 4. Innovation and competitive advantage: Encouraging businesses to identify health-based strategies for improving consumer lifestyles and contributing to a healthier society can drive innovation and provide a competitive advantage. Businesses that proactively address consumer health needs and sustainability concerns can differentiate themselves in the market and attract a growing segment of health-conscious consumers. 5. Collaboration and partnerships: The question promotes the idea of collaboration and partnerships among businesses, healthcare providers, government agencies, and other stakeholders. By identifying strategies together, businesses can foster cooperation, share best practices, and contribute to collective efforts aimed at achieving better health outcomes and a more sustainable future. 6. Stakeholder engagement: Asking businesses about health-based strategies allows them to consider the perspectives and expectations of stakeholders, including employees, customers, investors, and communities. It facilitates engagement and dialogue between businesses and stakeholders, fostering trust, and enabling businesses to align their strategies with stakeholder interests. <p>By asking this question, businesses can gain valuable insights into the health-based strategies that are important for improving consumer lifestyles, fostering a healthier society, and contributing to a more sustainable future. This knowledge can inform their decision-making processes, drive responsible business practices, and help shape their sustainability strategies and initiatives.</p>

About the Survey

Question	Potential Survey Responses	Rationale for Question
<p>3. What actions do you believe Australian consumers prioritize the most in their pursuit of a sustainable future?</p>	<ul style="list-style-type: none"> • Embracing renewable energy sources, such as solar or wind power. • Adopting sustainable transportation options, including electric vehicles and public transportation. • Supporting local and sustainable agriculture practices. • Reducing water consumption and promoting water conservation. • Minimizing food waste through composting and conscious consumption. • Choosing ethically sourced and fair-trade products. • Encouraging the use of reusable and eco-friendly product packaging. • Promoting recycling and responsible waste management practices. • Supporting eco-conscious brands and businesses. • Participating in community initiatives focused on sustainability. • Advocating for government policies and regulations that prioritize environmental protection. • Engaging in educational programs and raising awareness about sustainable practices. • Reducing carbon footprint by promoting energy-efficient technologies and practices. • Investing in sustainable and ethical investment opportunities. • Emphasizing the importance of biodiversity conservation and protecting natural habitats. • Engaging in circular economy practices to minimize waste and promote resource efficiency. • Prioritizing sustainable fashion choices, such as purchasing second-hand or ethically produced clothing. • Fostering a culture of environmental responsibility and sustainable behaviour within communities. 	<p>The logic behind asking the question is to gather insights from an Australian business audience on the actions that are most valued and prioritized by Australian consumers in their efforts towards sustainability. Asking this question to an Australian business audience is important for several reasons:</p> <ol style="list-style-type: none"> 1. Consumer-centric approach: Understanding the actions prioritized by Australian consumers in their pursuit of a sustainable future allows businesses to align their strategies, products, and initiatives with consumer preferences. It enables businesses to meet the evolving demands and expectations of environmentally conscious consumers. 2. Market positioning and competitive advantage: Identifying the actions that consumers prioritize provides businesses with valuable information for market positioning. By aligning their offerings and sustainability efforts with consumer preferences, businesses can differentiate themselves and gain a competitive advantage in an increasingly sustainability-focused marketplace. 3. Responsiveness to consumer needs: By asking businesses about the actions consumers prioritize, it encourages them to listen to and understand the needs of their target audience. This understanding enables businesses to develop sustainable practices, products, and services that directly address consumer priorities, thereby enhancing customer satisfaction and loyalty. 4. Tailoring sustainability initiatives: Businesses can utilize the insights gained from this question to tailor their sustainability initiatives to be more effective and impactful. By aligning their efforts with the actions consumers prioritize, businesses can maximize their sustainability impact and drive positive change in areas that matter most to consumers. 5. Collaboration and partnerships: The question promotes the idea of collaboration and partnerships between businesses and consumers. By understanding consumer priorities, businesses can engage in dialogue and collaborate with consumers, advocacy groups, and other stakeholders to collectively work towards a more sustainable future. 6. Targeted communication and marketing: The insights gathered from this question allow businesses to develop targeted communication and marketing strategies. By highlighting their alignment with the actions consumers prioritize, businesses can effectively communicate their sustainability initiatives and engage with environmentally conscious consumers. <p>By asking this question, businesses can gain valuable insights into the actions that consumers prioritize in their pursuit of a sustainable future. This knowledge enables businesses to adapt their strategies, product offerings, and sustainability initiatives to meet consumer expectations, drive positive change, and foster a stronger connection with their target audience.</p>

About the Survey

Question	Potential Survey Responses	Rationale for Question
<p>4. According to the GlobeScan Healthy and Sustainable Living Survey 2022 Australia results, there has been a noticeable shift in Australian consumers' attitudes towards the environment and [eco-friendly products]. What factors do you believe have contributed to this change in consumer attitudes?</p>	<ul style="list-style-type: none"> • Increased awareness of environmental issues and climate change • .Growing concern for the health and well-being of future generations • .Influence of media and educational campaigns promoting sustainability. • Availability of more eco-friendly products in the market. • Recognition of the environmental impact of individual choices • Influence of social media and online communities discussing sustainability • Policy changes and government initiatives promoting sustainability • Influence of influential figures or celebrities advocating for eco-friendly practices • Corporate sustainability initiatives and messaging. • Other factors (please specify) 	<p>The logic behind the question, is to gain insights into the underlying reasons and factors driving the observed shift in Australian consumers' attitudes towards the environment and eco-friendly products.</p> <p>Asking this question is important for several reasons:</p> <ol style="list-style-type: none"> 1. Understanding consumer behavior: It helps businesses and organizations understand the key drivers behind changes in consumer attitudes towards the environment and eco-friendly products. This understanding is crucial for developing effective sustainability strategies, marketing campaigns, and product offerings that align with consumer preferences. 2. Informing decision-making: By uncovering the factors that have influenced the change in consumer attitudes, businesses can make informed decisions on resource allocation, product development, and marketing efforts to better cater to evolving consumer demands. 3. Targeted messaging and communication: The insights gathered from the question can guide businesses in crafting targeted messages and communication strategies that resonate with consumers' motivations and concerns related to the environment and sustainability. 4. Identifying opportunities: By understanding the factors driving the change in consumer attitudes, businesses can identify potential opportunities to align their offerings, initiatives, and sustainability practices with the specific needs and values of consumers. This can help them gain a competitive edge and build stronger connections with environmentally conscious consumers. 5. Addressing consumer concerns: The question allows businesses to identify and address any misconceptions, barriers, or gaps in knowledge that might be hindering consumer adoption of eco-friendly products and practices. It provides an opportunity to educate and inform consumers about the positive impact of sustainable choices and solutions. <p>Overall, asking this question helps businesses gain valuable insights into the factors shaping consumer attitudes, enabling them to tailor their strategies, products, and messaging to meet the evolving sustainability expectations and preferences of Australian consumers.</p>

About the Survey

Question	Potential Survey Responses	Rationale for Question
<p>5. In your opinion, which institutions do you believe Australian consumers trust to make informed decisions and drive progress towards a sustainable future?</p>	<ul style="list-style-type: none"> • Government • NGOs (Non-Governmental Organizations) • Business sector • Civil Society organizations • Academia/Research institutions • Media and Communication platforms • International organizations • Community groups and grass roots organizations • All of the above • Other (please specify) 	<p>The logic behind the question, is to gain insights into the perception and trust of Australian consumers regarding the entities that are viewed as capable of driving sustainable decision-making.</p> <p>Asking this question is important for several reasons:</p> <ol style="list-style-type: none"> 1. Consumer expectations: It helps understand the expectations and preferences of Australian consumers regarding who they perceive as influential in shaping sustainable practices. This knowledge can guide businesses in aligning their strategies and actions with consumer expectations. 2. Stakeholder engagement: By identifying the entities considered credible and influential, businesses can better engage with relevant stakeholders to foster collaboration and cooperation towards achieving sustainability goals. 3. Partnership opportunities: The question can uncover potential partnership opportunities between businesses and the identified entities (government, NGOs, business sector, civil society). It allows businesses to assess potential areas of collaboration and leverage the expertise and resources of these entities for sustainable initiatives. 4. Decision-making insights: The responses provide valuable insights into the perception of Australian consumers about the roles and responsibilities of different entities in driving sustainable practices. This understanding can inform businesses' decision-making processes and guide their engagement strategies with stakeholders. 5. Reputation management: Knowing which entities are trusted by consumers for making informed decisions about sustainability enables businesses to align themselves with those entities and enhance the reputation as responsible and sustainable organizations. <p>By asking this question, businesses can gain a comprehensive understanding of the perceived actors in sustainable decision-making and utilize this information to shape their sustainability strategies, stakeholder engagement approaches, and partnerships to meet consumer expectations and contribute to a sustainable future.</p>

About the Survey

Question	Potential Survey Responses	Rationale for Question
6. What five factors do you believe significantly drive productivity among employees?	<ul style="list-style-type: none"> • Clear and achievable goals • Effective communication and feedback channels • Supportive and inclusive work culture • Opportunities for skill development and career growth • Work-life balance and employee well-being initiatives, including safe working conditions • Recognition and rewards for performance • Access to necessary resources and technology • Collaborative and teamwork environment • Empowerment and autonomy in decision-making • Competitive compensation and benefits • Confidence in the company's sustainability for the future • Effective leadership and management practices • Alignment of employee skills and strengths with job responsibilities • Status of individual employee health and well-being • Healthy and positive work relationships • Employee engagement and motivation programs • Continuous learning and professional development opportunities • Efficient and streamlined processes and workflows 	<p>The logic behind asking the question is to gather insights from an Australian business audience regarding the key factors that influence employee productivity. This question is important to ask an Australian business audience for several reasons:</p> <ol style="list-style-type: none"> 1. Enhancing productivity: Understanding the factors that drive productivity is crucial for businesses to optimize their operations and maximize employee performance. By identifying these factors, businesses can focus their efforts on creating an environment that cultivates productivity and empowers employees to perform at their best. 2. Performance management: The question provides insights into the aspects of the work environment and employee experience that contribute to productivity. This information enables businesses to develop effective performance management strategies, set appropriate goals, provide necessary resources, and create a supportive culture that fosters productivity. 3. Employee engagement and satisfaction: Identifying the factors that drive productivity helps businesses understand the needs and motivations of their employees. By addressing these factors, businesses can enhance employee engagement, job satisfaction, and overall well-being. Satisfied and engaged employees are more likely to be productive and contribute to the success of the organization. 4. Talent retention and attraction: Creating a productive work environment is essential for attracting and retaining top talent. When businesses understand the factors that drive productivity, they can communicate these aspects effectively in recruitment efforts and create an organizational culture that attracts high-performing individuals. 5. Continuous improvement: By gaining insights into the factors that significantly drive productivity, businesses can continuously evaluate and improve their strategies and practices. It allows them to identify areas for enhancement, invest in employee development, and make informed decisions to optimize productivity levels. 6. Well-being and work-life balance: The question prompts businesses to consider factors such as safe working conditions, employee health, and well-being, which have a direct impact on productivity. Addressing these factors can contribute to a positive work environment, better work-life balance, and increased employee satisfaction, all of which drive productivity. <p>By asking this question, businesses can gain valuable insights into the factors that significantly drive productivity among employees. This knowledge helps organizations create a supportive work environment, optimize employee performance, and foster a culture of productivity and success. It ultimately contributes to the achievement of business goals and sustainable growth.</p>

About the Survey

Question	Potential Survey Responses	Rationale for Question
7. What do you consider to be the five most significant barriers impacting employee productivity?	<ul style="list-style-type: none"> • Chronic health conditions (e.g., Cancer, Diabetes) • Mental health issues • Workplace injuries and safety hazards • Lack of clear goals and expectations • Insufficient resources and tools • Inadequate training and development opportunities • Poor work-life balance • Ineffective communication and collaboration • Lack of recognition and reward systems • Low employee morale and job satisfaction • Micromanagement or lack of autonomy • Burnout and stress • Inefficient workflows and processes • Poor management or leadership practices • Workplace conflicts and toxic culture • Insufficient employee engagement and motivation • Technology limitations or inadequacies • Distractions and interruptions in the work environment 	<p>The logic behind asking the question, "What do you believe to be the most significant barrier impacting employee productivity?" is to gather insights from a business audience regarding the key obstacles or challenges that hinder employee productivity in the workplace. This question is important to ask a business audience for several reasons:</p> <ol style="list-style-type: none"> 1. Identifying productivity roadblocks: By understanding the barriers that have the most significant impact on employee productivity, businesses can identify specific challenges and areas of improvement within their organization. This knowledge helps them focus their efforts on addressing those barriers and creating a more productive work environment. 2. Targeted intervention and resource allocation: Recognizing the most significant barriers allows businesses to allocate resources strategically to overcome them. It helps organizations identify areas where additional support, training, or changes in processes may be necessary to improve productivity. By addressing the specific barriers, businesses can optimize their resource allocation for maximum impact. 3. Employee engagement and well-being: Understanding the barriers to productivity also provides insights into factors that may affect employee engagement, motivation, and overall well-being. By addressing these barriers, businesses can create a healthier and more supportive work environment, fostering higher levels of employee satisfaction and productivity. 4. Performance improvement: The question helps businesses gain insights into factors that limit or hinder employee performance. Identifying the most significant barriers provides an opportunity to develop targeted strategies and initiatives to address them, leading to improved performance and productivity outcomes. 5. Proactive problem-solving: By asking about significant barriers to productivity, businesses can proactively identify and tackle potential issues before they become more significant challenges. This allows organizations to stay ahead of potential productivity roadblocks and take preventive measures to create a more conducive work environment. 6. Continuous improvement: By understanding the most significant barriers, businesses can continuously evaluate and improve their operations and processes. This information allows organizations to refine their practices, implement necessary changes, and cultivate a culture of continuous improvement that positively impacts employee productivity. <p>By asking this question, businesses can gain valuable insights into the barriers that have the greatest impact on employee productivity. This knowledge enables organizations to develop targeted strategies, initiatives, and solutions that address these barriers, leading to increased productivity, employee satisfaction, and overall organizational success.</p>

About the Survey

Question	Potential Survey Responses	Rationale for Question
<p>8. What types of incentives or rewards do you believe are most effective in driving increased productivity in the workplace?</p>	<ul style="list-style-type: none"> • Competitive compensation and performance-based bonuses • Recognition and rewards for outstanding achievements • Opportunities for career advancement and professional growth • Flexible work arrangements and work-life balance initiatives • Employee development and training programs • Meaningful and challenging work assignments • Supportive and inclusive company culture • Employee wellness programs and initiatives • Performance feedback and constructive coaching • Regular team-building and social activities • Opportunities for involvement in decision-making processes • Employee stock options or profit-sharing plans • Additional paid time off or vacation benefits • Personalized incentives based on individual preferences or goals • Employee assistance programs and mental health support • Opportunities for skill diversification or cross-functional experiences • Celebrating work anniversaries and milestones • Commuter benefits or transportation assistance 	<p>The logic behind asking the question is to gather insights from an Australian business audience regarding the types of incentives they believe would effectively drive higher productivity among employees.</p> <p>This question is important to ask an Australian business audience for several reasons:</p> <ol style="list-style-type: none"> 1. Employee motivation and engagement: Understanding the incentives that employees find motivating can help businesses design effective strategies to increase employee engagement and productivity. By identifying the incentives that resonate with employees, businesses can tailor their approach to better meet their needs and preferences. 2. Performance improvement: Employee incentives can serve as catalysts for improved performance and productivity. By asking about the necessary incentives, businesses can identify areas where additional motivation or rewards might be needed to drive higher levels of productivity. This knowledge allows organizations to align their incentive programs with the specific needs and goals of their workforce. 3. Retention and attraction of talent: Offering the right incentives can be instrumental in attracting and retaining top talent. When businesses understand the incentives that are perceived as valuable by employees, they can incorporate them into their talent management strategies. This helps create a workplace culture that supports productivity and appeals to high-performing individuals. 4. Customized incentive programs: The question allows businesses to gather diverse perspectives on employee incentives. Different employees may be motivated by different types of incentives, such as financial rewards, recognition, opportunities for career advancement, or work-life balance initiatives. By gathering insights from an Australian business audience, organizations can design more personalized and effective incentive programs that resonate with their specific workforce. 5. Continuous improvement: Asking about employee incentives opens the door for organizations to evaluate and enhance their existing incentive programs. The feedback gathered can help identify any gaps or areas for improvement, allowing businesses to refine their incentive strategies and make adjustments that better align with employee preferences and productivity drivers. <p>By asking this question, businesses can gain valuable insights into the employee incentives that are perceived as necessary for driving productivity in the workplace. This knowledge enables organizations to develop targeted incentive programs, align their practices with employee expectations, and create a work environment that fosters motivation, engagement, and ultimately, higher productivity levels.</p>

Report Team

This Report and the Survey was researched and written as part of its ongoing Intern Program. BCSD Australia thanks the following for their valuable contributions to the development of this report.



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Endnotes

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ABOUT BCSD AUSTRALIA

The Business Council for Sustainable Development (BCSD) Australia, a leading non-governmental organization, is at the forefront of driving ambition, action, and accountability by businesses on the sustainable development agenda. Recognizing the critical role of businesses in shaping a sustainable future. This report, coupled with the survey findings, provides a robust analysis of the intersection of global change, health inequities, and the future of work and consumption in the post-pandemic world, offering valuable insights for businesses.

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ACKNOWLEDGEMENT OF COUNTRY

We acknowledge the Traditional Owners of the lands on which we work and live, and pay our respects to their Elders, past, present, and emerging. We recognize their continuing connection to the land, water, and community. We are committed to reflecting their perspectives and furthering their understanding and practices of sustainable living in our work. We express our gratitude for the opportunity to learn from their wisdom and stewardship of the land, which has been maintained for thousands of years



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