

OECD Workshop – Measuring Business Impacts on People’s Well-Being

From 23rd to 24th February 2017 [Petra Künkel](#), the [Collective Leadership Institute's](#) Co-Founder and Executive Director, participated in a workshop on [Measuring Business Impacts on People’s Well-being](#) at the Organisation for Economic Co-operation and Development (OECD) headquarters in Paris. Participants from across sectors discussed and created standards for measuring business impacts on well-being. The OECD organised the workshop in collaboration with the Society and Organisation Center of the *École des Hautes Études Commerciales* (HEC Paris), the Humanistic Management Network, and Fordham University. The workshop was part of the Leading for Well-Being Initiative, which is “an international coalition of organisations, scholars, business people, media experts, and policy makers seeking to integrate the emerging practice of well-being with more sustainable practices at the corporate, community and policy levels.”

Participants recognized that “business-as-usual” approaches are no longer appropriate for increasing profitability. Indeed, some businesses have initiated a shift in paradigm and values to advance a vision of well-being that serves people, planet, and profits. Even more business leaders are called upon to recognize these interdependencies and to integrate a focus on well-being into their business models.



[Petra Kuenkel](#) moderating the OECD Workshop Session 2 on Well-Being in Action in Business with the speakers (ltr) [Marcus Hunt](#) (Unilever), [Jean Moreau](#) (Phenix), and [Frédéric Dalsace](#) (HEC).

During Session 2 on *Well-Being in Action in Business*, Petra Kuenkel shared success stories on how well-being and sustainability have been embedded in the business models of multiple companies. Inputs from [Unilever](#), [Phenix](#), and [HEC](#) described how each has put well-being processes in place, including challenges and resulting impacts. In all these cases, the integration of well-being has positively influenced the level of trust and support between stakeholders both within and beyond the company.



Petra Kuenkel asked “What were main factors that led your organization to adopt well-being and social impact projects and solutions?” and “What can be done to integrate all of your company’s stakeholders?”

While the private sector has had a history of externalizing the societal and environmental costs of making a profit, more and more companies are recognizing the importance of implementing equitable and sustainable practices along their respective supply chains, from production to processing to retailing. When societal and environmental well-being are taken seriously over the long-term, profit margins increase.



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