



**Chambers  
Ireland**  
Advancing business together



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# SME **WELL**BUSINESS CHARTER

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## Information Guide

Commit to Building a Healthy Workplace

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# INTRODUCTION

The World Health Organization recognises workplaces as vital environments for promoting employee health and wellbeing, which in turn benefits businesses through reduced absenteeism, better retention, and a more positive culture.

In 2023, Chambers Ireland conducted national research on behalf of Healthy Ireland, revealing a clear demand among small and medium sized enterprises (SMEs) for accessible guidance, practical resources, and relevant training.

In response, Chambers Ireland has partnered with Healthy Ireland to develop the SME *Well*Business Charter — a free, self-guided programme designed to help businesses build a healthy workplace. Grounded in the principles of the Healthy Workplace Framework [1], it is specifically designed with SMEs in mind,

**The SME *Well*Business Charter is a free, self-guided programme designed to help businesses build a healthy workplace.**

recognising the unique challenges they often face—such as limited time, resources, and capacity to prioritise wellbeing.

Led nationally by Chambers Ireland and guided by our Healthy Workplace Co-ordinator, the programme provides a clear, step-by-step approach to integrating wellbeing into everyday business practices and is available to all affiliated Chamber members. By joining, businesses make a public commitment to building a healthy workplace, demonstrating leadership in wellbeing to employees and the wider community. This document provides a high-level overview of the initiative, outlining its purpose, benefits, and how businesses can take the first step toward creating healthier workplaces.



**Ian Talbot**  
***Chief Executive***

# PROGRAMME GOALS

Chambers Ireland is committed to supporting the long-term success and competitiveness of Irish businesses. Central to that success is the recognition that people are an organisation's most valuable asset.

In recent years, workplace health and wellbeing has evolved from a 'nice to have' into a core business strategy. No longer a box-ticking exercise, an effective health and wellbeing strategy is now recognised as



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SME We//Business Charter

essential to driving employee retention, productivity, resilience, and overall performance.

That's why our vision is to make a healthy workplace a strategic business advantage for SMEs. Through the SME We//Business Charter, we're helping SMEs turn that vision into action—creating healthier workplaces that support both people and performance.

## VISION

To make a healthy workplace a strategic business advantage for SMEs.

## MISSION

Support SMEs in creating a healthy workplace through the SME We//Business Charter.

# THE BUSINESS CASE

## The Cost of Inaction

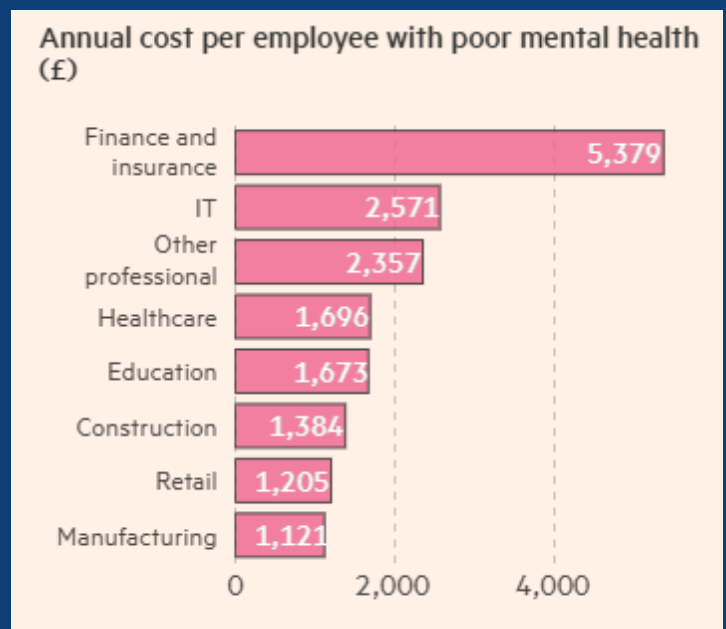
Investing in employee wellbeing is not just the right thing to do, it has a tangible impact on the bottom line. The business case is clear - there is a rising cost in doing nothing and a strong return in taking action. Post-pandemic, stress and burnout have surged, with a 2025 CIPD report revealing that over half of Irish organisations identified excessive workload and poor management support as key drivers of mental health issues [2]. Addressing these can reduce absence, presenteeism and turnover. Deloitte, for example, estimates the average annual cost of poor mental health at £5,379 per employee in the financial services sector—highlighting the tangible impact on business performance [3].

## The Cost of Poor Mental Health in an Organisation

### Example

- 🔦 Finance organisation with 100 employees
- 🔦 63% of people report suffering from symptoms of burnout [3]
- 🔦 Annual cost of poor mental health per employee in finance is £5,379 [3]
- 🔦 **Estimated cost to employer:**

**£338,877**



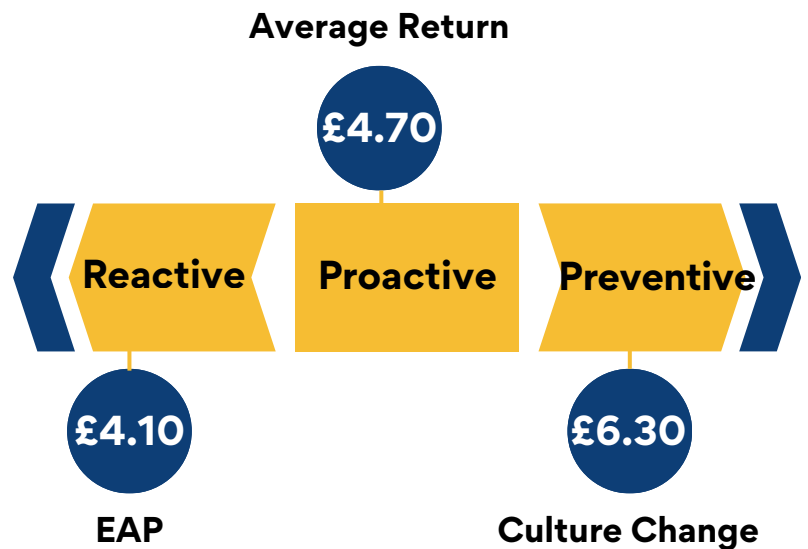
Source: Deloitte via the Financial Times [4]



# THE BUSINESS CASE

## The Return on Investment (ROI)

While inaction carries a cost, investment delivers a strong return. Deloitte found that for every £1 invested in employee mental health, employers gained an average return of £4.70 – thanks to reduced absenteeism, turnover, and presenteeism [3]. Preventative interventions such as culture change and raising mental health awareness yielded the highest ROI, up to £6.30 per £1 invested [3].



## The Value on Investment (VOI)



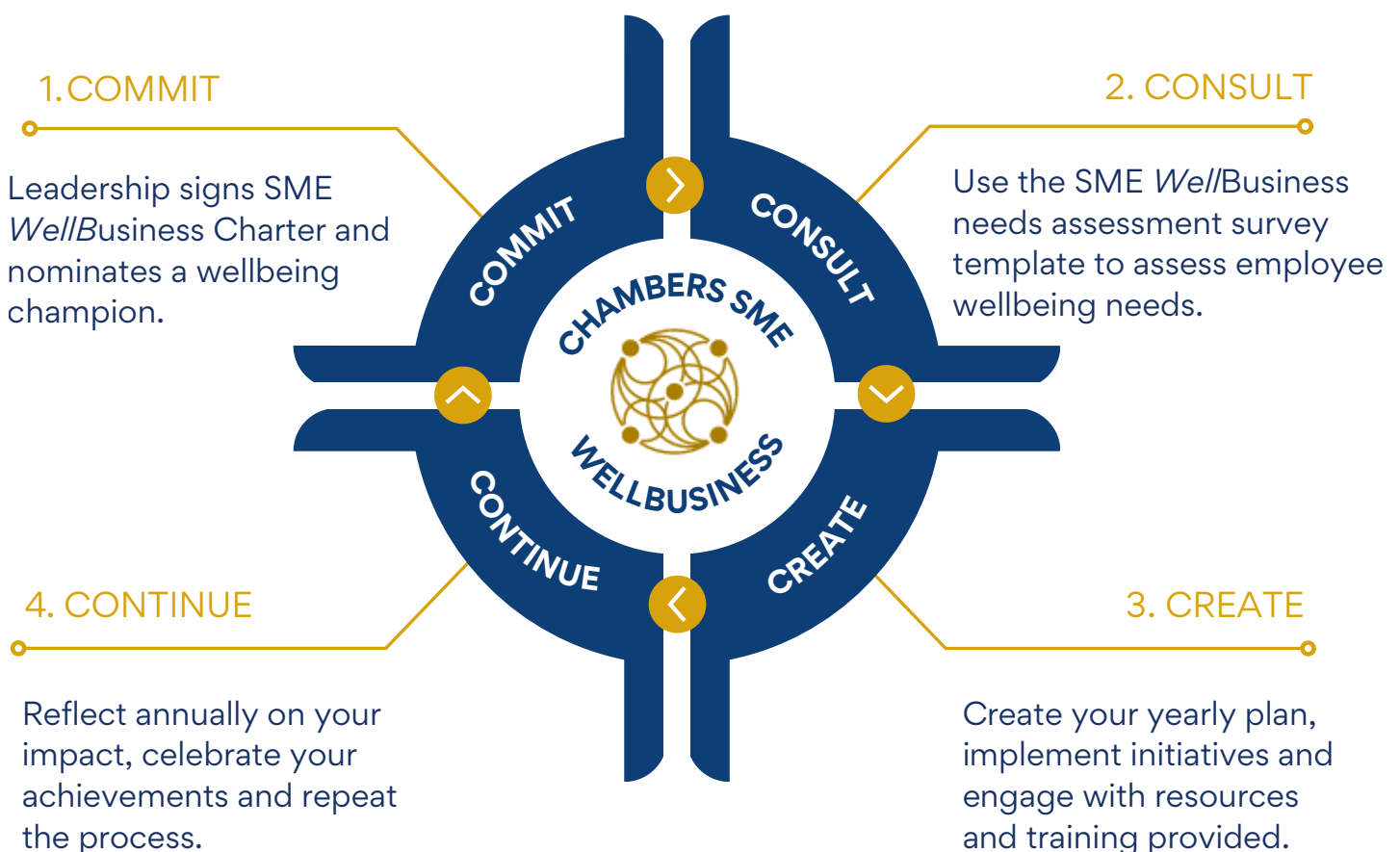
However, the benefits go beyond financial returns as the VOI should also be considered. This is the broader, less tangible outcomes such as improved morale, engagement and productivity. For example a recent study by Oxford University shows that companies with better workplace wellbeing – measured through factors like job satisfaction, happiness and stress – consistently outperformed the market [5].

Source: De Neve, Kaats and Ward (2024), via Financial Times [4]

# THE SME *WELL*BUSINESS CHARTER

The SME *Well*Business Charter is a free, self-guided programme that enables businesses to publicly commit to build a healthy workplace. Built on the principles of Healthy Ireland's Healthy Workplace Framework [6], it is free to join for all affiliated Chamber members and provides access to practical guidance, resources and toolkits. It also offers opportunities for engagement through training, events, and shared learning experiences. By signing the Charter, you agree to following four simple steps — Commit, Consult, Create, and Continue — to take meaningful action that improves employee wellbeing and strengthens workplace culture. The programme can be used as a standalone approach or be integrated into an existing wellbeing strategy, offering flexibility to suit each business's needs.

## How to Adopt the SME *Well*Business Charter



# THE CHARTER PROCESS

## 1. COMMIT

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### **Sign the SME WellBusiness Charter**

- Wellbeing Champion registers on the Chambers Ireland website to access the portal.
- Hold meeting to secure leadership support and have them to sign the SME We//Business Charter Commitment Statement (Page 12).
- Communicate the commitment to all employees.
- Show your public commitment by becoming a Verified Public Charter Signatory, with your organisation listed on the Chambers Ireland website.

## 2. CONSULT

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### **Assess Health and Wellbeing Needs**

- Identify existing wellbeing activities and supports already in place.
- Use the SME We//Business Needs Assessment Template to survey employees directly and gather insights into their wellbeing needs.

## 3. CREATE

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### **Develop and Implement Your Plan**

- Discuss results with leadership and develop a plan, focusing on priority areas across the Charter's four fundamentals of a healthy workplace (Page 9).
- Communicate your results and plan to all staff and encourage their ongoing input and participation.
- Implement initiatives that respond to employee needs and refine them based on ongoing feedback.
- Use SME We//Business training and resources to support implementation and upskill employees.

## 4. CONTINUE

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### **Reflect, Celebrate and Continue**

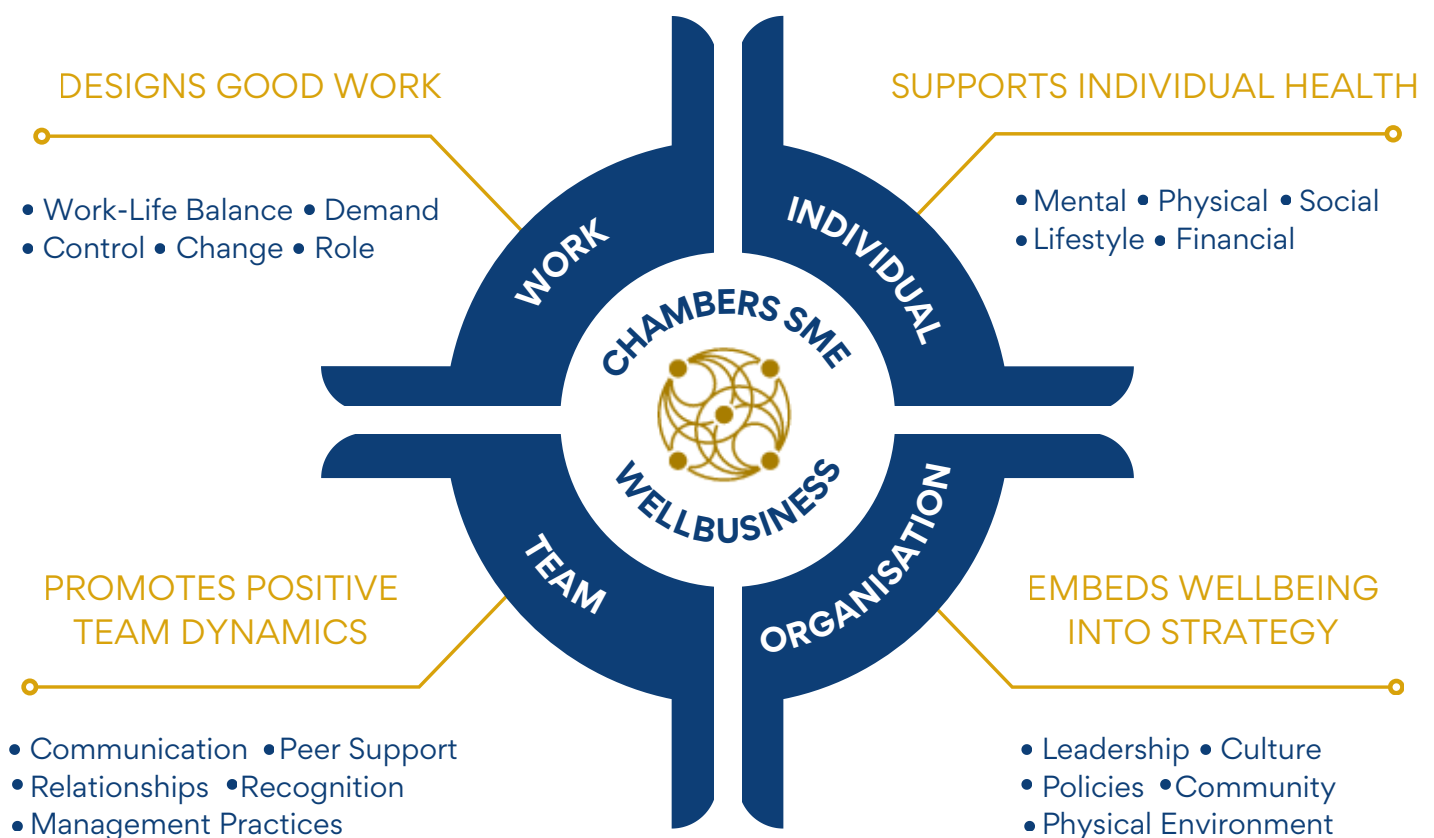
- Celebrate successes and share achievements to recognise progress and keep momentum.
- Review your progress each year using informal and formal feedback, rerun the survey to identify score changes, update your plan and then repeat the cycle.



# WHAT IS A HEALTHY WORKPLACE?

Aligned with the principles of the Healthy Workplace Framework, this programme promotes a healthy workplace culture by focusing on everyday behaviours that impact employee wellbeing. It goes beyond wellbeing perks or one-off initiatives to focus on the broader work environment that shapes employee health. The Charter is structured around conducting an employee-led needs assessment across four areas—supporting individual health, designing good work, promoting positive team dynamics, and embedding wellbeing into business strategy. Activities can then be designed to meet the specific needs of both the business and employees, maximising the strategy’s impact.

## The Four Fundamentals of a Healthy Workplace



*This framework was adapted from the Well Work 360 Indicator Tool ©*

# WHAT YOU GET AS A CHARTER SIGNATORY

The SME *We//Business* Charter is open to businesses of all sizes in the Chamber Network, but is particularly designed to support SMEs that may face time or resource constraints. It can serve as a starting point for those beginning their wellbeing journey, or complement existing strategies for businesses focused on improving their work environment and culture.



## Public Charter & Recognition

Become a verified public charter signatory and gain national recognition through Chambers Ireland website and be eligible to enter our awards for this programme.



## Practical Resources

Free access a wide range of resources, templates, and toolkits in an exclusive portal to help you start your journey.



## Training

Access a blend of online and in-person training for leaders, managers, employees and wellbeing champions.



## Events & Talks

Join in-person and online events and forums where you can network, learn, ask questions, and explore new ideas.



## Latest New & Insights

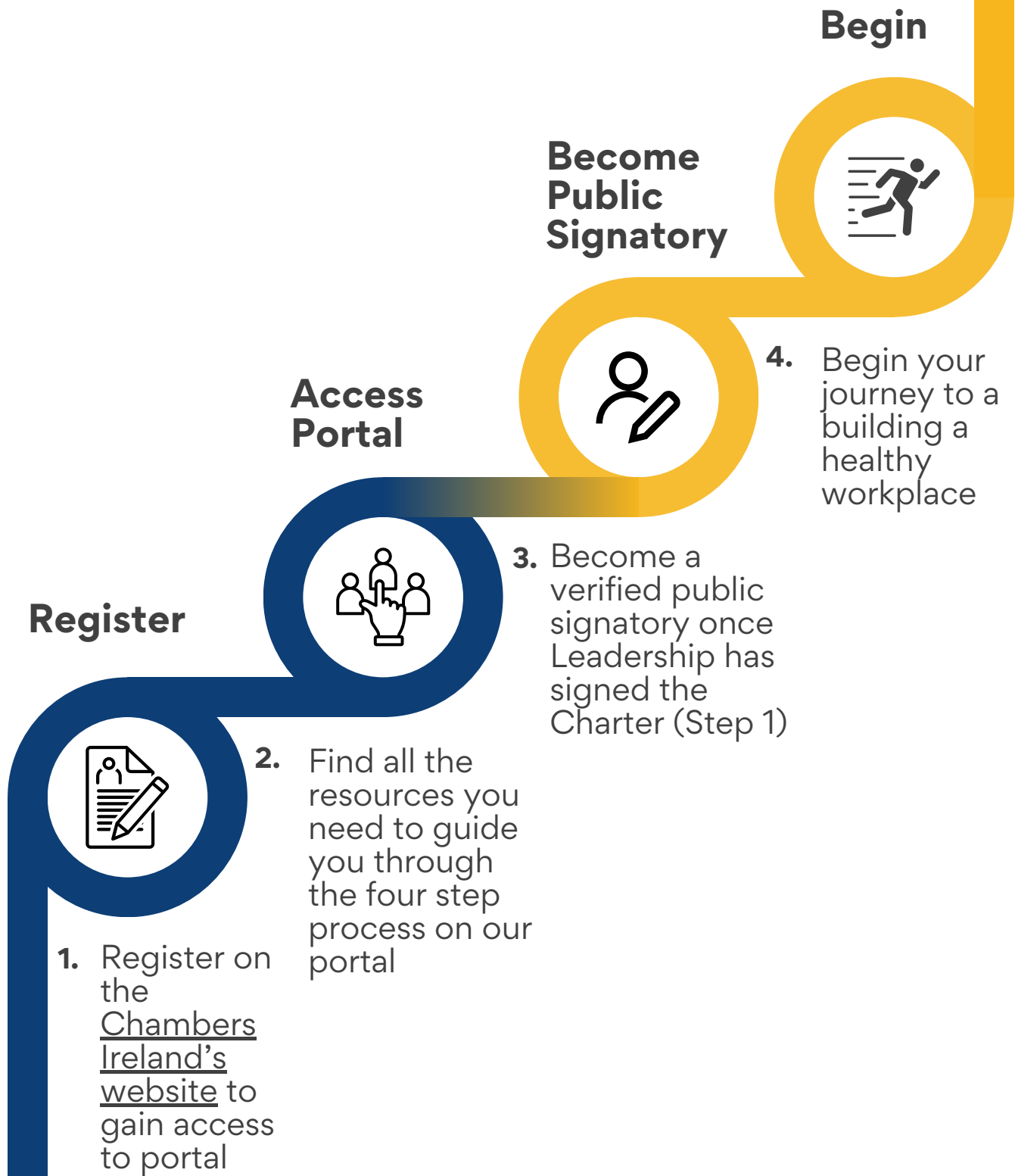
Receive newsletter and LinkedIn updates filled with the latest news, fresh ideas, and valuable insights to keep you ahead.



## Peer Support

Opportunities to connect with fellow members to share advice, experiences, and practical support.

# HOW TO GET STARTED



# SME *WELL*BUSINESS CHARTER

## COMMITMENT STATEMENT

As proud members of the Chamber Network, we commit to the principles of the Chambers Ireland SME *Well*Business Charter. We recognise that creating a healthy workplace—and supporting the health and wellbeing of our people and organisation—is fundamental to our ongoing success.

Through our commitment to this Charter, we pledge to:

- ☉ Commit to actively engaging in the four fundamentals of a healthy workplace—designing good work, supporting individual health, promoting positive team dynamics, and embedding wellbeing into business strategy.
- ☉ Appoint a Wellbeing Champion to lead and advocate for wellbeing across our organisation.
- ☉ Complete the SME *Well*Business needs assessment survey to identify our employees' specific needs.
- ☉ Develop and implement an annual wellbeing plan that reflects our workplace priorities and is inclusive of employees' needs.
- ☉ Commit to upskilling our people by completing the programme's training modules for leaders, managers, and employees.
- ☉ Reflect annually on the impact of initiatives, rerun and assess survey results, and set priorities to drive continuous improvement.
- ☉ Lead by example to ensure healthy behaviours are demonstrated and role-modelled throughout the organisation.

By signing this commitment, we affirm our dedication to creating a healthy workplace that prioritises the health and wellbeing of our people.

Business Name: \_\_\_\_\_

Leadership Name: \_\_\_\_\_

Title: \_\_\_\_\_

Chamber Affiliation: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_



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SME *Well*Business Charter

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