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UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



# PRO HEALTH 65+ WORKSHOP

KRAKOW, MAY 8-9 2015

WP6 - COMPANIES SURVEY ON HEALTH PROMOTION  
AT WORKPLACES.

PROF. NICOLA MAGNAVITA

DR. ANDREA POSCIA

# Company survey

- One of the methods we will use to learn about the institutions that carry out promotion for older workers in Europe will be a survey of the most important companies.

# The list of companies

- ◎ The list of companies that will be interviewed has been composed merging 5 lists:
  - The top 500 worldwide companies by revenue (2014)
  - The top 500 world's most valuable brands companies (2014)
  - The top 50x2 Best Employers for Workers Over 50 Winners (2013 and 2011)
  - The 100 best companies to work for in Europe (2014)

# The top 500 worldwide companies by revenue (2014)



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## GLOBAL 500 2014

Quotes, Companies, Keywords



Global 500 2014

Filter

Wal-Mart Stores

Royal Dutch Shell

Sinopec Group

China National Petroleum

Booking.com

Cracovia - Best Western  
Krakow Old Town

Miglior Prezzo Garantito



### Global 500

Global business is back. After a crisis and economic slowdown, revenues shattered all sorts of records, racked up combined revenues that profits soared 27% to nearly \$90 billion (up from \$70 billion in 2013). Royal Dutch Shell (89 last year) posted \$5.8 trillion in revenues, the top company on the list that also led in profits. Walmart Stores—reporting \$8.6 trillion

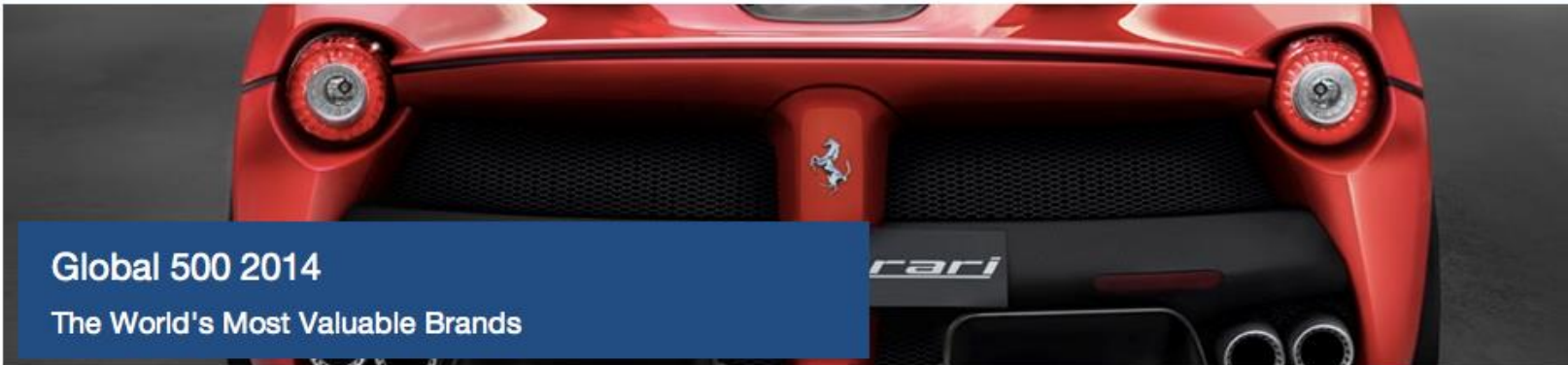
[See our Methodology](#)

# The top 500 world's most valuable brands companies (2014)

## Brand Finance<sup>®</sup>

Brandirectory

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### Global 500 2014

The World's Most Valuable Brands

**FILTER BY** Year  Sector  Country

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Rank					Brand Value <sup>(i)</sup> (USD \$ Millions)		Brand Rating		Compare Brands
2014	2013	Logo	Name	Country	2014	2013	2014	2013	Select
1	➔ 1		<a href="#">Apple</a>		104,680	87,304	AAA	AAA	<input type="checkbox"/>
2	➔ 2		<a href="#">Samsung Group</a>		78,752	58,771	AAA	AAA	<input type="checkbox"/>
3	➔ 3		<a href="#">Google</a>		68,620	52,132	AAA+	AAA+	<input type="checkbox"/>

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# The top 50x2 Best Employers for Workers Over 50 Winners (2013 and 2011)



**AARP Best  
Employers  
FOR WORKERS OVER 50<sup>®</sup>**  
CO-SPONSORED BY  **SHRM**  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

An award for companies and organizations that value an experienced workforce.

# The 100 best companies to work for in Europe (2014)



[Best Multinationals Workplaces](#)

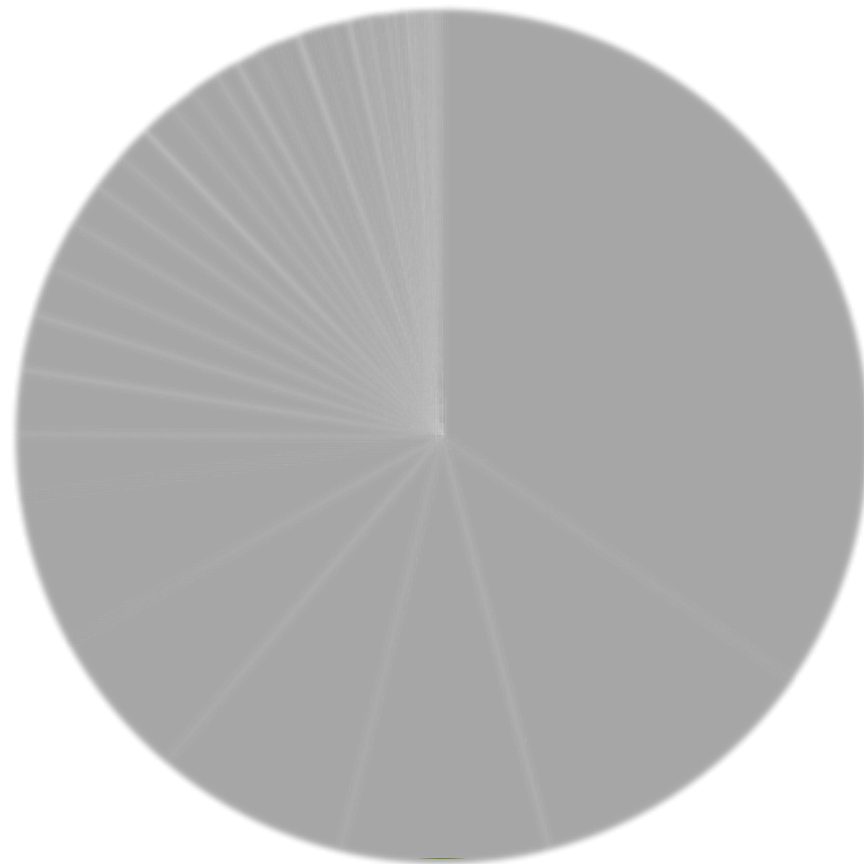
[Best Large Workplaces](#)

[Best Small & Medium Workplaces](#)

# Final list

- ① Eliminating duplication, we found 912 companies
- ① We found the email and postal address of each company
- ① Companies will be invited to respond to a short list of questions about the programs of health promotion for older workers they performed (or are performing)
- ① The answers will be collected and archived by SurveyMonkey





United States

China

Japan

United Kingdom

Germany

France

Canada

Republic of Korea

Switzerland

Denmark

Sweden

Spain

The Netherlands

Italy

Russian Federation

Australia

Belgium

Brazil

India

Norway

Ireland

Austria

Finland

Taiwan

Mexico

Portugal

Saudi Arabia

Singapore

United Arab Emirates

Chile

Indonesia

Luxembourg

Colombia

Greece

Liechtenstein

Malaysia

Poland

South Africa

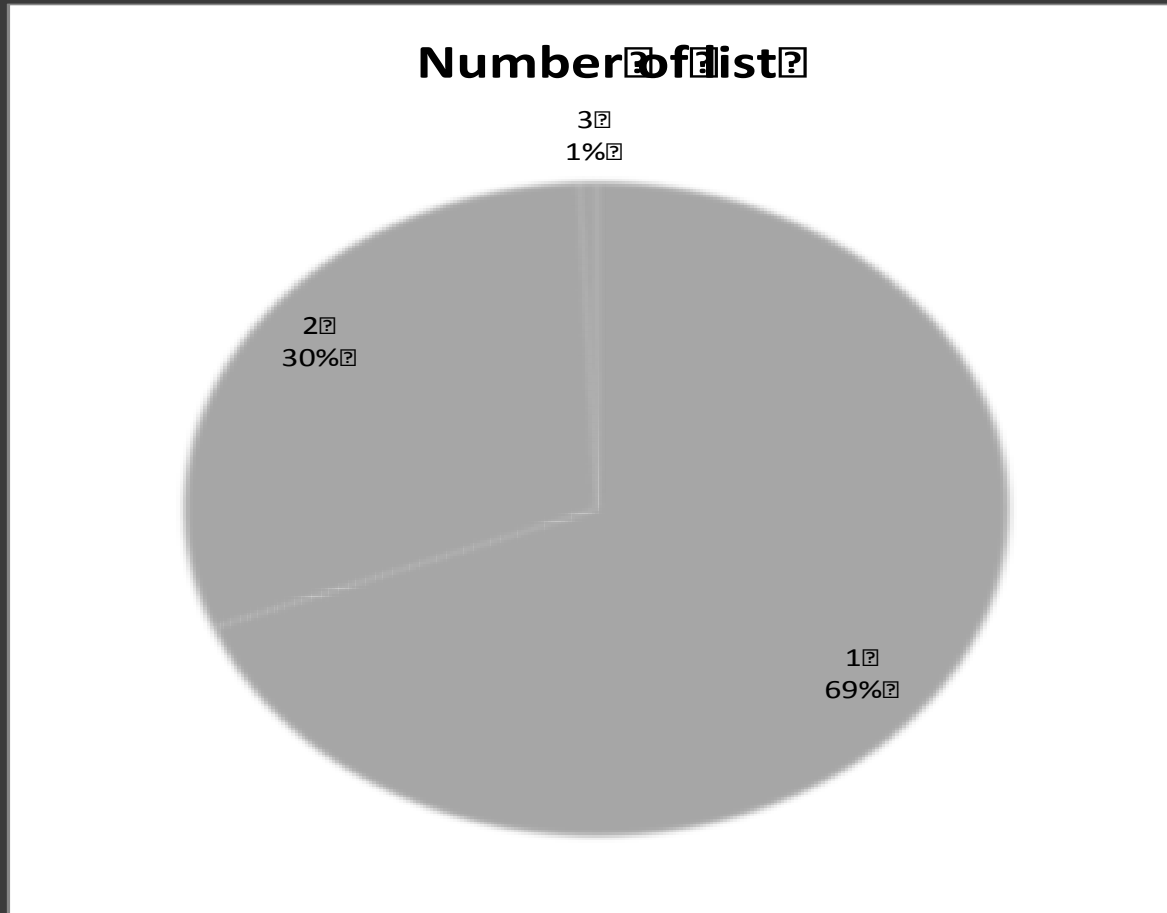
Thailand

Turkey

UK The Netherlands

Venezuela

# Number of lists in which companies are



# Expected Results

- ◎ New experiences (probably unpublished) from companies



Prohealth

**\* 1. Dear Sir, Dear Madam,**

the Institute of Public Health of the Università Cattolica del Sacro Cuore (UCSC) of Rome is conducting a survey of health promotion initiatives for older workers carried out by European companies, on behalf of the European Commission (CHAFEA). The survey is part of a greater project, PROHEALTH 65+ - "Health Promotion and prevention of risk – action for seniors" and the results will be disseminated in European countries and will be a guide to best practices for workplaces.

We would be happy to list the activities carried out by your company. The data will be treated confidentially; the person responsible of data will be prof W. Ricciardi, chair of the Department of Public Health of the UCSC. The reporting of your activities in official documents of the study group will always be accompanied by an indication of your brand.

We ask you to answer this questionnaire. It only takes a few minutes.

Company name :

**2. This company has carried out programs to promote specifically the health of older workers ( 50 or older) ?**

YES

NO

**3. If yes, are these programs related to European countries ?**

YES

NO