

Best Mental Health in the Workplace Strategy: **SME**

Winner

Cubico Sustainable Investments

This award recognises a workplace with fewer than 750 employees that has implemented an exceptional mental health strategy, demonstrating how a small organisation can use outside resources to foster wellbeing

Cubico Sustainable Investments is a UK-based company that runs global renewable projects. It operates in 13 countries across Europe, the Americas and Oceania. The company established its wellbeing strategy three years ago, following passionate discussions between the HR Director and senior leadership team about the potential impact of stress and burnout. As a fast-growing company, Cubico recognised that investing early in mental health would mitigate future risks. It put in place a three-year programme focusing on “hearts, minds and bodies” – storytelling is used to influence the heart, education and literature targets the mind, while physical and social activity engages people’s bodies.

Cubico wanted to make mental health an everyday topic that its teams would be comfortable talking about. The company also wanted to educate colleagues to enable them to look after their wellbeing and avoid stress and burnout. While it looked to senior leaders to act as role models and initiate conversations, the company wanted colleagues at all levels to feel able to support each other. This was especially important in light of Cubico’s global structure, with some teams being quite small and featuring few senior leaders.

The company launched its wellbeing



strategy on World Mental Health Day in 2018, inviting mental health educators and activists Jonny Benjamin and Neil Laybourn to share their stories. Cubico’s global EAP provider then introduced the science behind mental health and mindfulness, which served as a foundation for ongoing bimonthly communications on a range of topics.

The second year saw Cubico use World Mental Health day once again as an opportunity to focus on the importance of wellbeing. The EAP provider gave another talk on supporting colleagues, followed by activities in Cubico’s offices around the world. Prompted by positive feedback

Physical and social activity is a key plank of Cubico’s strategy

Shortlisted

for the talk, the company offered team members in Europe the chance to learn Mental Health First Aid. Many took the two-day course, including senior leaders.

By early 2020, wellbeing tools were embedded in the company culture. Then the pandemic hit, and the team realised that they would need to amplify their efforts. A six-week resilience programme launched in April, followed by physical and social wellbeing initiatives and regular welfare checks. LinkedIn Learning was introduced to help staff continue their development remotely.

World Health Day 2020, in October, saw Cubico focus on families, with an EAP session on children and mental health. The company responded to lethargy it had noticed creeping in amongst employees with a nutrition talk, weekly meditation sessions and the Calm app, which it purchased for all employees.

Achievements

Metrics relating to the strategy are continually monitored, and indicate it is working well. The positive impact is apparent in the low levels of absence and staff turnover, high performance at all levels and sustained high engagement scores on anonymous employee surveys.

Cubico's global talks on mental health and wellbeing have consistently engaged more than half of the company's employees, with 25% of the workforce activating the free Calm app and more than 70% completing the recommended LinkedIn Learning on wellbeing. The efforts of the HR team have been recognised both by colleagues from around the world at the company's internal awards, and by the judges from the London Healthy Workplace Award and London Good Work Standard accreditation bodies. ■

Judges' comments



I very much appreciate the proactive mindset and the awareness of creating a strategy around mental wellbeing. Additionally, I really like that the initial plan was designed for three years, and having the strategy broken into three pillars. Excellent use of senior leadership to create awareness and to remove the stigma around mental health and wellbeing.



Great to have qualitative feedback to review and inform forward-looking strategic goals. Great engagement with the talks, on-demand learning and a nice gesture of the Calm app as a gift to colleagues during the holiday period.

→ Jami

→ MVF: Be Well

→ NAViGO Health and Social Care CIC