



International
Labour
Organization

GLOBAL BUSINESS NETWORK FOR SOCIAL PROTECTION FLOORS

Third Annual Meeting, 24 October 2017

Meeting Report



INTRODUCTION AND SETTING THE SCENE

The third meeting of the ILO's Global Business Network for Social Protection Floors (GBN) was held at the International Labour Organization (ILO) headquarters in Geneva on 24 October 2017, bringing together 22 representatives of multinational enterprises.

Ms Deborah Greenfield, ILO's Deputy Director-General for Policy, opened the meeting by stressing that while massive social protection coverage gap is unacceptable from the human rights perspective, it is also a missed opportunity for businesses. She recalled that the case is strong and straightforward: social protection is vital to foster business growth, enhance the brand and retain talents.

Ms Greenfield outlined practical ways for businesses to champion SDG Target 1.3. – social protection floors for all – by applying the ILO's standards to shape corporate social protection policies, building a stronger case for social protection, integrating social protection in the long-term business strategies and supporting the development of adequate social protection systems through national dialogue.

Ms Linda Kromjong, IOE Secretary-General, further suggested that to implement nationally appropriate social protection systems and measures for all, there is a need to keep an approach based on feasibility and affordability. Enterprises can play a critical role in ensuring that practical considerations are properly taken on board.

Finally, Ms Valerie Schmitt, Deputy Director of the ILO's Social Protection Department, highlighted the impressive progress achieved by the Global Flagship Programme on building social protection floors for all in its second year of existence. Ms Schmitt emphasized the catalyzing role of partnerships in this success, noting that while the SDG paradigm opened the doors for closer public-private cooperation, the GBN platform provided a pragmatic "win-win" solution for enterprises to engage in the global agenda.

SPEAKERS



Deborah Greenfield
Deputy Director-
General for Policy,
ILO



Linda Kromjong
Secretary-General,
International
Organization of
Employers



Valerie Schmitt
Deputy Director,
Social Protection
Department, ILO

SESSION 1

SUPPORT THE DEVELOPMENT OF CORPORATE SOCIAL PROTECTION GUARANTEES IN LINE WITH ILO STANDARDS

SPEAKERS

Mathilde Desbuissons
Human Resources
Department,
IDKids



Aurelie Stephan
Benefits and
International
Mobility Manager,
Legrand



Hugues de Beaugrenier
Social Relations
Director (France),
L'Oréal



SESSION'S MODERATOR

Adam Greene
Sr. Advisor,
Bureau of
Employers'
Activities, ILO



ACHIEVEMENTS

The first session was an opportunity for network members that have developed or extended social protection programmes for their employees in 2016-2017 to share their experiences and achievements.

Ms Mathilde Desbuissons from IDKids initiated the discussion by presenting an ambitious project to provide all IDKids employees with social protection throughout their lives (the programme would cover more than 6,000 employees in 70 countries). Ms Desbuissons highlighted that, among other goals, the initiative aims to set up an example that could be further followed by supply chain partners.

Ms Aurelie Stephan from Legrand outlined the new benefits programme for the corporate employees that focuses on three pillars: health care, disability, and maternity/paternity benefits. Ms Stephan stressed that the key to success is in building commitment of the local management who is often responsible for bearing the costs.

The discussion then focused on the good practices guide, developed by companies of the francophone network of the GBN. The guide aims to support “newcomers” in building a case with management for the development of corporate social protection programmes and also to provide guidance to launch and implement such programmes. L'Oréal's representative, Mr Hugues de Beaugrenier, stated that, along with other benefits, social protection programmes offer “a very rewarding approach and strong tools to motivate employees worldwide.”

CHALLENGES

Following the exchange of experiences, participants agreed that many companies faced similar challenges in developing and implementing enterprise social protection programmes:

- As per Mr Hugues de Beaugrenier, L'Oréal, “a key issue is to convince country management that corporate social protection programmes are contributing to their objectives and business goals.” Thus, it is essential to develop these programmes in a collaborative manner.
- It is crucial to speak “business” language when promoting social protection packages. As pointed out by PMI Social Sustainability Manager, Mr Victor Grencho, “enterprises should not only explore how much it costs to provide social protection, but also how much it costs not to provide social protection.”

DECISIONS

- Translate the francophone “Global Business and Social Protection: Good Practices” guide in English (and other languages). Explore possibilities to include more cases from various companies.
- In collaboration with GBN members, explore the possibilities of comparative studies of ILO's standards and existing levels of social protection in selected countries to further support the design of corporate benefit packages.

DOCUMENT THE RESULTS AND IMPACTS OF SOCIAL PROTECTION (BUSINESS CASE)

ACHIEVEMENTS

The Network aims to develop a research protocol to assess the impact of social protection programmes on business indicators and well-being of employees. In 2016, an Agreement was signed between the ILO and L’Oreal for research cooperation concerning L’Oreal’s Share and Care Programme.

Mr Hugues de Beaugrenier, representative of L’Oreal, and Ms Pelin Sekerler Richiardi, representative of the ILO, explained that the evaluation of the Share and Care Programme was launched to analyze the impact of social protection on business performance and to shed light on the regional differences the programme might yield in terms of effects. Ultimately, the assessment aims to highlight the areas for improvements for the current programmes and further contribute to the design of comprehensive, context-specific and impactful social security packages for all employees.

The conversation was extended by the presentation from Mr Daniel Samaan, ILO Research Department, on the high-level approach for the upcoming human resources (HR) Data Analytics research in partnership with Sanya University/ Geely Group. Mr Samaan stressed the necessity to establish a standard framework and an analytical model for companies to collect the HR data (hiring practices, attrition and absenteeism rates, wages, etc.) and properly assess the return rates for the corporate benefits and talent development programmes (including impact on profitability, ROI, and cash flow).

CHALLENGES

Following the presentations, participants discussed the main challenges in developing the business case for social protection.

All the GBN members strongly reiterated the need to define and shape common indicators to measure the impacts of social protection programmes on employees and the companies’ performance.

Participants highlighted the challenges of finding reliable data, specifically at the country level. The ILO Research Department flagged the gaps in the information flow that is partially attributed to the disconnect between the people focusing on business performance and people responsible for HR practices and data. Mr Samaan further pointed out that “around 70 per cent of companies do not use HR analytics models and tools to translate recruitment and workforce development practices into financial outcomes”.

DECISIONS

- Develop an evaluation protocol to address data collection issues, possibly with the support of academia.
- Share methodology and findings of the joint research conducted by Sanya University/Geely Group and the ILO for possible application in France and other countries.

SPEAKERS



Hugues de Beaugrenier
Social Relations
Director
(France), L’Oreal



Zoe Che
Vice-President,
Sanya University



Pelin Sekerler Richiardi
Research Officer,
Research
Department, ILO



Daniel Samaan
Sr. Macro-
Economist,
Research
Department, ILO

SESSION’S MODERATOR



Valerie Schmitt
Deputy Director,
Social Protection
Department, ILO

SESSION 3

INCREASE THE PRIVATE SECTOR'S INVOLVEMENT IN THE DEVELOPMENT OF NATIONAL SOCIAL PROTECTION FLOORS

SPEAKERS

Juliette Bataille
Project Manager,
Auchan - Weave
Our Future
Foundation



Adele Badaracco
Programme
Manager,
ENI Foundation



Paolo Salvai
Programme
Officer,
ITC-ILO



Ludwig Forrest
Philanthropy
Advisor,
King Baudouin
Foundation



SESSION'S MODERATOR

**Ekaterina
Demushkina**
Partnership
Officer, Social
Protection
Department, ILO



ACHIEVEMENTS

This session was an opportunity for companies that have launched programmes to support the development of national social protection floors to share their achievements.

Ms Juliette Bataille, Auchan Weave Our Future Foundation, presented its initiative to support the development of a communication campaign and raise awareness of social security benefits for workers in Cambodia. This programme illustrates the necessary cooperation between public and private sectors to strengthen government delivery mechanisms and multiply the impact of social protection programmes.

Ms Adele Badaracco, representative of the ENI Foundation, gave an overview of the foundation's goals and activities, highlighting the importance for the private sector to engage in programmes beyond business interests.

The discussion then focused on the capacity building initiatives with the ILO's Training Center's Programme Manager, Mr Paolo Salvai, outlining the purpose and structure of the course to "Enhance employers involvement in social protection debates." While the primary objective of the training is to help employers' better understand international social protection standards, it also aims to explain why employers organizations and their members should engage in building national social protection schemes.

Furthermore, Mr Ludwig Forest of the King Baudouin Foundation explained the innovative mechanisms for companies, foundations, and the general public to contribute to the global development agenda through direct cause campaigns. "Cross-border giving is no longer an issue. UN and ILO must show flexibility and consider partners' preferred methods of investments."

CHALLENGES

The GBN members highlighted the necessity for the ILO to facilitate discussion between the private and public sectors to develop social protection strategies.

Ms Bataille also pointed the difficulties in "convincing the employers in targeted countries to embark on social protection programmes as many of them focus mainly on productivity."

DECISIONS

- Together with GBN members select a number of countries that could be further considered for concrete programmes and multi-stakeholder engagement



STRENGTHEN THE GLOBAL BUSINESS NETWORK FOR SOCIAL PROTECTION FLOORS

During this session, participants discussed the ambitions of the companies in the area of social protection in 2018.

- Several companies (Societe Generale, PMI) have shared their plans to explore the responsibilities of employers in the area of pensions. ENI highlighted the importance of promoting the ILO standards and use them to set “baselines” for corporate social protection programmes in the countries of operation.
- GBN members (L’Oreal, Swiss Life, Geely Group) further agreed to expand the cooperation in the area of research with the aim to define common indicators and develop guidelines for data collection.
- A number of multinational enterprises (El Corte Ingles, Nestle, Auchan, Carrefour) expressed their interest to cooperate with ILO and other partners to promote national social protection programmes in specific countries.

CONCLUDING REMARKS

All participants recognized the critical role of the Global Business Network in sharing the leading practices in corporate social protection programmes and supporting through employers organizations initiatives on promoting SPFs in countries. The ILO highlighted that enterprises bring to the table a pragmatic, action-oriented and bottom-up approach, which is the “must-have” to address global challenges.

Global Business Network is a win-win solution and a solid basis for collaborative work to bring new players in the field of social protection, create new PPPs and contribute to the SDGs.

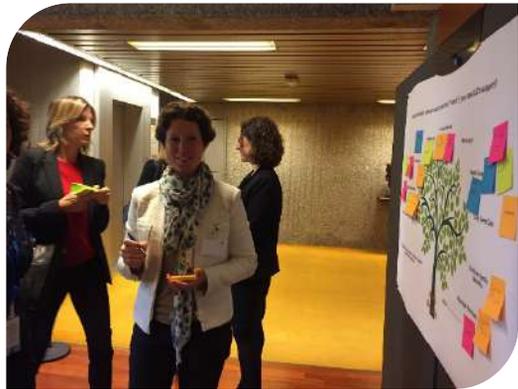
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<http://iloglobalprogramme.social-protection.org>

**BY CHAMPIONING SDG TARGET 1.3
AND SUPPORTING THE ILO'S GLOBAL PROGRAMME ON
SOCIAL PROTECTION FLOORS FOR ALL,
YOU WILL CHANGE LIVES OF MILLIONS OF PEOPLE,
ALLOWING THEM TO LIVE IN DIGNITY.**