



# Geneva Social Observatory Activity Report

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**First Quarter  
April 2008**

## Mission

The Geneva Social Observatory (GSO) was established in Geneva, Switzerland in 2004 as a non-profit association. The aim of GSO is to provide a neutral setting for dialogue on pressing social issues, such as HIV/AIDS and social responsibility, diabetes and social responsibility, and corporate social responsibility and trade. In order to have substantive discussions on these issues, we believe that multiple points of view should be consulted, which is why representatives from the private sector, NGOs, trade unions, academia, governments and international intergovernmental organizations are invited to take part in GSO meetings and events.

## Activity Report

This activities report is developed on a quarterly basis and sent to Friends of the GSO, who support the Observatory through donations, sponsorship of specific projects, in-kind support, and/or participation in GSO events.

Dear Friends of GSO,

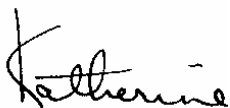
This second Quarterly Report brings you news of Phase Two of the GSO Diabetes and Social Responsibility Program. The main event during this last quarter was a multistakeholder workshop to develop a workplace strategy on diabetes and wellness in Geneva on 18 and 19 March 2008. The Program's Planning Committee has been meeting regularly to organize the workshop and to take the work achieved there forward to the next stage, which involves distributing the draft strategy for further feedback and eventually implementing it in Phase Three. More information is given in this Report and can also be found on the GSO website, [www.gsogeneva.ch](http://www.gsogeneva.ch).

Our thanks our due to Eli Lilly, Merck, Pfizer and sanofi aventis for their generous support of Phase Two of the Diabetes Program and thank Accor Services and BD as well as Merck, Eli Lilly and Pfizer for their sponsorship of Phase One. Special mention should be made of Karin Holm, consultant to the Program who was instrumental in the preparation of materials for the March workshop and the draft workplace strategy. Our thanks also go to the GSO interns Jennifer Hanley, Stephanie Wahba, and Eliana Monteforte for their excellent analysis and teamwork during this quarter.

Meanwhile we at GSO are developing new projects for the second half of 2008 and into 2009. Areas that we are looking at include work on climate change, the role of the private sector in dealing with the global food crisis, and the promotion of new approaches to labour standards and trade. We continue to have a strong interest in the area of corporate social responsibility. These ideas will be shared with Members and Friends of the GSO at the Annual General Assembly in May.

We encourage you to continue and to expand your support for GSO as we build our current projects and initiate new and more initiatives in coming years. For more information on how to contribute, please visit the "Support GSO" page on our website at [www.gsgogeneva.ch](http://www.gsgogeneva.ch) or write to me at [contact@gsogeneva.ch](mailto:contact@gsogeneva.ch).

Thank you,



Katherine Hagen  
Executive Director, Geneva Social Observatory

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## **Diabetes and Social Responsibility**

### **Program Update**

GSO has continued its dialogue in 2008 with Phase Two of the Diabetes and Social Responsibility Program with a multisectoral Workshop on 18 and 19 March 2008 to develop a Workplace Strategy on Diabetes and Wellness. The group of participants and contributors included representatives from the Mauritius Ministry of Labour, Industrial Relations and Employment, U.N. organizations such as the International Labor Organization and the World Health Organization, health-related groups such as IC-Health (New Delhi, India), the International Centre for Migration and Health, World Heart Federation, World Medical Association, and the International Council of Nurses, and private sector entities including DuPont, Eli Lilly, Johnson & Johnson, Merck, Pfizer, Procter & Gamble, and sanofi-aventis.

The purpose of the Workshop was to prepare a first draft of a working strategy document that provides a compelling rationale for concerted action to use the workplace as an outlet to educate and inform employers and workers about diabetes and thereby save lives and improve productivity. The participants divided themselves into three working groups: the first one dealt with the preamble and scope of the problem; the second working group addressed prevention and wellness in the workplace and the third group discussed the treatment, care and support of diabetes in the workplace. The groups met during three working sessions to develop their respective components of the strategy. The main product of the workshop created from the working group sessions is the Draft Workplace Strategy on Diabetes and Wellness.

The Meeting Report on the GSO Workshop to Develop a Workplace Strategy on Diabetes and Wellness is available as well as the Agenda for the Workshop and Participant List.

The Workshop included several presentations:

- Workshop to Develop a Workplace Strategy on Diabetes and Wellness, by Katherine Hagen, GSO Executive Director

- Keynote Address by Dr. Vasant Kumar Bunwaree, Minister of Labour, Industrial Relations and Employment in Mauritius
- Procter & Gamble Wellbeing Initiatives, by Dr. Jean-Claude Canavese, Physician, Procter & Gamble, Geneva
- Establishment of Sentinel Surveillance System for Cardiovascular Diseases (CVD) in Indian Industrial Population, by Dr. Prabhakaran, ICHealth, India
- Healthy Pfizer: Pfizer's Internal Health Improvement Program, by Jody Amodeo, Director/Team Leader, Pfizer

The Backgrounder and Appendices on diabetes, wellness, and workplace issues had been distributed to participants in advance of the workshop to provide informational materials. Each working group was given Questions to Help Moderators. The Working Group Progress Plenary Report summarizes their discussions from the first day, which evolved into the Draft Strategy.

Subsequent to the workshop, the Planning Committee of the GSO Diabetes Project met on 10 April 2008 and again on 15 May 2008 to take forward the ideas resulting from the workshop and to provide additional input on further vetting and validation of the strategy. GSO is planning to move forward with the Draft Strategy by soliciting comments from experts in the prevention and treatment of diabetes, human resources and personnel management and occupational safety and health. A special validation forum will be convened, tentatively scheduled for early September 2008.

Documents related to the Workshop can be downloaded from the GSO website, [www.gsogeneva.ch](http://www.gsogeneva.ch), in the Diabetes section of the Projects page. Anyone interested in further information or in participating in the forum scheduled for September 2008 should send us an email at [contact@gsogeneva.ch](mailto:contact@gsogeneva.ch).

Following the validation forum, the GSO Workplace Strategy on Wellness and Diabetes will be published for distribution to interested parties. Where feasible, the GSO will promote the strategy with specific groups, including employers and their associations, trade unions, NGOs and community groups. Discussions are underway to develop proposals for pilot testing of the workplace strategy in specific settings. Prospective partners include the International Council of Nurses, the IC Health, and the International Federation of Pharmaceutical Manufacturers and Associations. Country-specific surveillance and benchmarking, as well as integration of a diabetes component in targeted wellness programmes are the areas for proposal development. Also, the GSO has gathered together a rich menu of materials on diabetes in the workplace and will seek to edit them to facilitate further publication for broader dissemination.

## New Projects

### In the Pipeline

The GSO continues to be interested in the follow-up to the exploratory dialogue that GSO organized with the Friedrich Ebert Stiftung in February 2007 on trade and labour standards in the post-MFA environment. Although we are still hoping for this to happen, we cannot move forward without additional funding for this project. We are looking at ways to redirect the project, for example with a focus on a series of case studies. A task force has been formed to look at these possibilities, and you are welcome to join the effort.

Meanwhile we at GSO are also developing new projects for the second half of 2008 and into 2009. Areas that we are looking at include work on climate change, the role of the private sector in dealing with the global food crisis, and the promotion of new approaches to labour standards and trade. We continue to have a strong interest in the area of corporate social responsibility. These ideas will be shared with Members and Friends of the GSO at the Annual General Assembly in May.

If you would like more information about GSO projects and would like to make a contribution, financial and/or in-kind, do please write to us at [contact@gsogeneva.ch](mailto:contact@gsogeneva.ch). We look forward to hearing from you.



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