



**Thematic Area:** Socio-economic performance.

**Priority:** How can working conditions be improved?

**Need:** How can we make our professions more attractive.

**Solution EU Number:** WC-19.

### Content of the Solution:

The aim of the Well-being at Work Label is to support equine farms in a quality approach aimed at improving the working conditions of their employees, while offering employers the opportunity to promote their good practices.

### Key Contacts:

- Equi-ressources or Normandy Horse Council.

**Case Study:** Not available.

### Reasons for Implementing this Solution

For a number of years now, the equine industry has been suffering from a lack of attractiveness and has had difficulty in training and recruiting, mainly because of the arduous nature of the work and the working conditions. By obtaining the «Well-being at Work» label, equine farms can strengthen social ties within the business and improve working conditions to ensure the long-term future of their activity.

The label's criteria are a tool enabling the operator identify concrete areas for improvement on his farm, and to ensure that his employees are working in the right conditions for their job. In the long term, the employer will have fewer recruitment problems, and employees will be more committed to the business, which can communicate on the initiatives it has put in place to improve well-being.

### Description of Solution Strategies

The assessment criteria on which the Well-being at Work label is based are divided into four themes:

- Organisation at work.
- Health at work.
- Human management and the integration process.
- The atmosphere and quality of life at work.

These themes are divided into 3 levels (commitment, excellence, progression) to enable the structure to be improved over time.

All companies in the equine sector can apply for the label by first carrying out a free self-diagnosis of their structure on the website. This will enable them to take stock of their practices and, if necessary, benefit from support.

The aim of these criteria is to raise awareness among professionals in the sector, while supporting them through training, documentation and best practice. Employers are entering into a global process of continuous improvement for the well-being of their employees, which contributes to employee loyalty, but also



# Well-Being at Work Label

to attracting new talent by differentiating themselves from the competition.

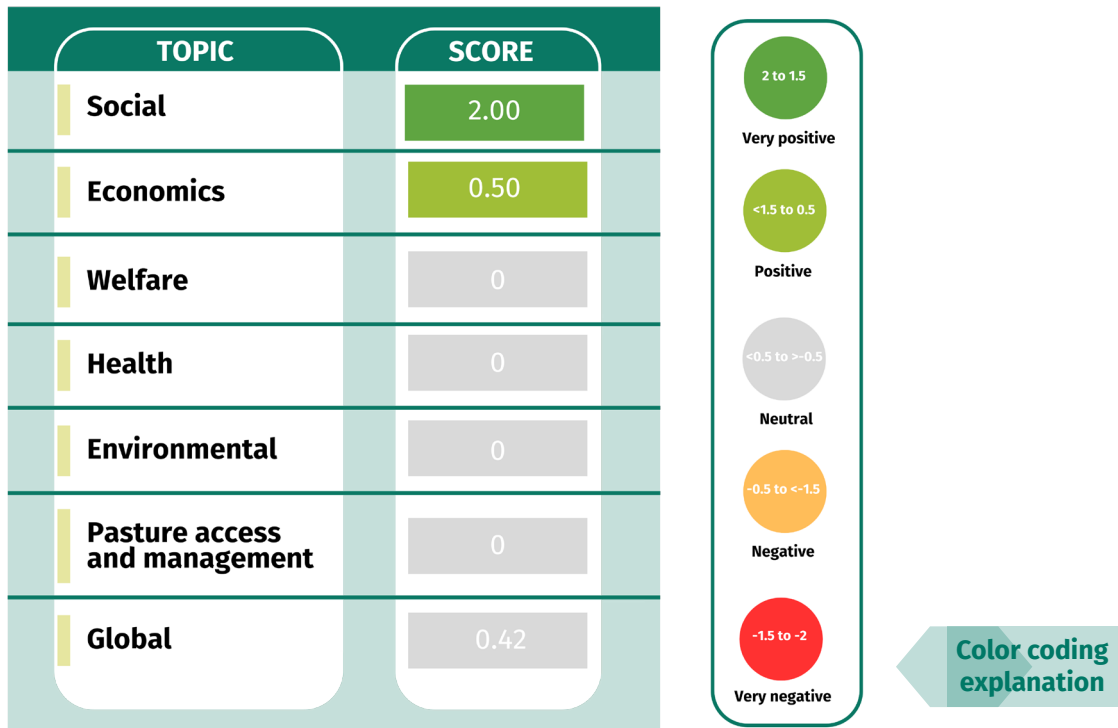
To apply for the label, the farm must adhere to the labelling process for a minimum of three years.

## **Implementation Steps**

1. **Registration:** register on the site and create your personal account.
2. **Self-assessment:** Complete the online self-assessment form and submit it.
3. **Membership contract:** complete, sign and return your membership contract.
4. **Assessment:** After studying the application, an auditor is appointed to carry out an assessment of the structure (employer and employee audit).
5. **Documents:** gather as many documents and evidence as possible to prepare for the assessment.
6. **Labelling:** receipt of the labelling certificate, plaque and communication tools if applicable. Opening of the online space dedicated to those awarded the label.

## Well-Being at Work Label

### How Will this Solution Impact the Performance of your Farm ?



**Socioeconomics:** The Wellbeing at Work Label will have a positive impact on the social performance of the farm, as it promotes both the social impact of the farm by improving its image and highlighting the farms with the label, and good working conditions through its diagnosis. Economic performance should also be positively impacted by the label, particularly through its effect on employee loyalty and improved work organisation, which should have a positive effect on farm profitability.



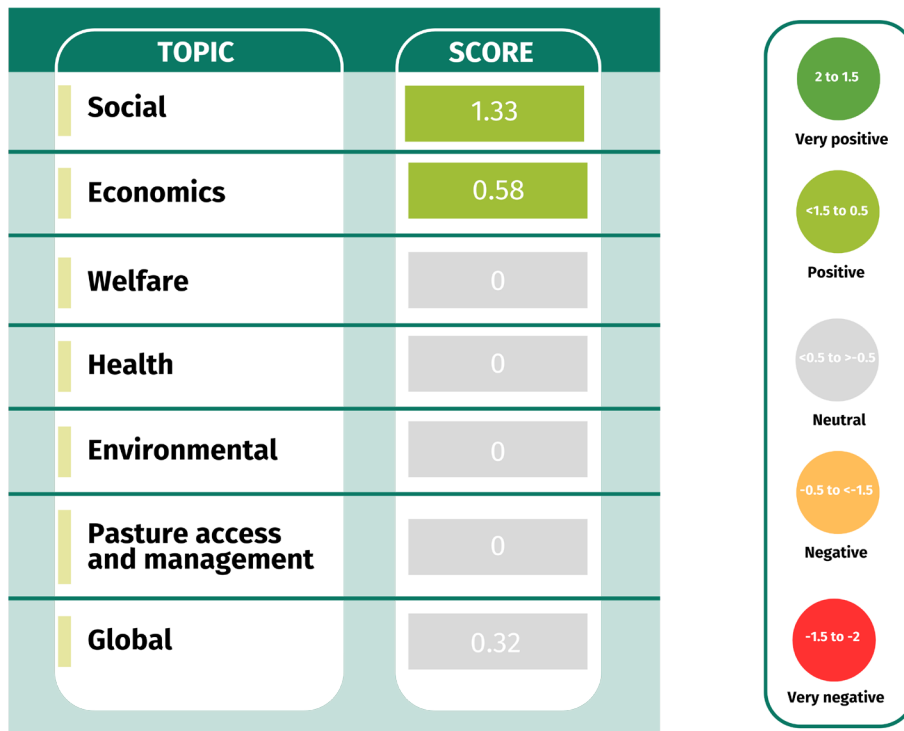
**Health & Welfare:** The label will not have a direct effect on the welfare and health of the horses as it does not include any criteria relating to these aspects. However, improving employees' working conditions may indirectly improve the welfare of the horses.



**Environmental Sustainability:** The label will not have a direct effect on environmental performance and grassland access and management. However, improved working conditions and work organisation on the farm may indirectly free up time to focus on these issues.

## Well-Being at Work Label

### How Will this Solution Impact the Resilience of your Farm?



**Socioeconomics:** The «well-being at work» label can support the farm’s socio-economic performance in the face of external challenges, because thanks to optimised work organisation and a better quality of life at work, the farm will be better able to adapt. In addition, those awarded the label can benefit from advice via solution sheets to help them adapt to certain challenges.



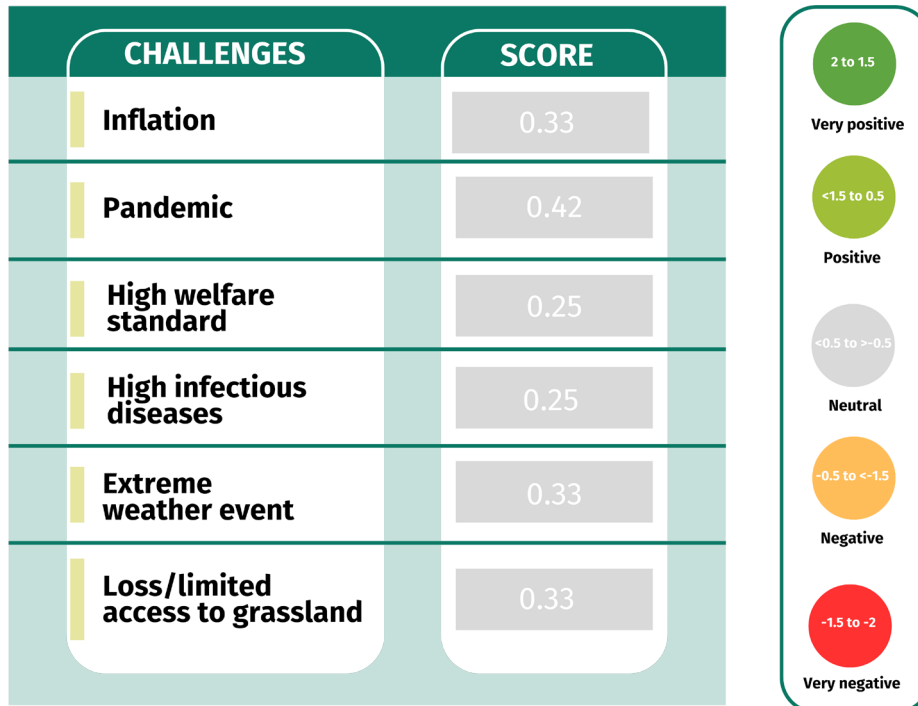
**Health & Welfare:** The label will not have a direct effect on the well-being and health of horses in the face of external challenges, as it does not include any criteria relating to these aspects. However, as with the effect on performance, improving the working conditions of employees can indirectly improve the well-being and health of horses in the face of external challenges.



**Environmental Sustainability:** The label will not have a direct effect on environmental performance or access to and management of grassland in the face of external challenges. However, improving working conditions and the organisation of work on the farm may indirectly free up time to focus on the challenges.

## Well-Being at Work Label

**How Can this Solution Help your Farm Cope with Specific External Challenges to Become More Resilient?**



Regardless of which of the six challenges studied is encountered, this solution will not have a significant impact on the overall performance of the farm. Nevertheless, a better organisation of work and a more motivated team may enable the farm to cope better with future challenges.

## Well-Being at Work Label

### Cost-Benefit Analysis

#### Costs

##### Socioeconomics:

- Take the time to follow the entire process (online self-diagnosis followed by a half-day audit and transmission of documents).
- Employees answer questions about their working hours.
- Minimum three years membership
- Investment needed to achieve the objectives of the label.
- Confidence in employees' responses during the audit may cause tension within the team.

##### Health & Welfare:

- No effect.

##### Environmental Sustainability:

- Travel by the assessor, but limited as it is regionalised.

##### Cooperation between farms:

- Risk of snitching between neighbours or employees.



#### Benefits

- Free, quick online self-diagnosis (20min).
- Frees up discussion within the business.
- Compliance with employment law.
- Opportunity for the farm to publicise its membership of the label.
- Increased employee performance.
- Employee loyalty, reduced staff turnover.
- Access to the label's practical information sheets.
- Better working conditions and quality of life at work.
- Allows the business to stand out from the crowd, good for the employer brand.
- Increasing employee skills.
- More cohesion, more absences.
- Promotion of the farm by partners (IFCE and CCN) in terms of communication.
- Employees' pride in belonging.



- One health: The health and well-being of equidae increases if working conditions are good and the well-being and health of workers is improved.



- No effect.



- Sharing best practice between label holders and networking (dedicated days).



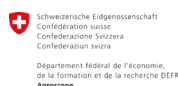
# Technical Sheet for Solution Implementation

## Well-Being at Work Label

### Additional Resources

#### Websites

- <https://travail.label-equures.com/le-label-equures-travail>



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