

Well Workplace Award
Executive Summary

Swarovski North America Bronze Award

Information in this publication is carefully reviewed for accuracy. Questions, comments, or ideas are welcome. Please direct to Dr. David Hunnicutt, Executive Editor, at the address below.

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WELLNESS COUNCILS OF AMERICA

1 2002

General Information

WELL WORKPLACE

Bronze Application

Basic Information

Name of Organization: **Swarovski North America**

Address of Organization: **Cranston, RI**

Council Affiliation: **Wellness Council of Rhode Island**

Contact Person: **Connie Pope**

Title: **Compensation & Benefits Specialist**

Work Telephone:

Fax Number:

E-Mail:

Alternate Contact: **Lori Poccia**

Number of Sites Covered by this Application: **23 sites**

Number of Employees Covered by this Application: **996**

Nature of Business or Industry: **Retailer and Manufacture**

Name of CEO: **Daniel Cohen**

Date of Application: **April 5, 2002**

Preface: Narrative

Swarovski is a retailer and manufacture of fine crystal stones that are found in elegantly designed jewelry items, such as pins, necklaces, bracelets and earrings and precision-cut crystal preferred by leading chandelier manufacturers for their matchless quality. Swarovski crystal chandeliers are found in such places as the Metropolitan Opera House in New York City and the bedroom of Louis XIV in the Versailles in Paris, France. Swarovski is also a major manufacturer of high quality, precision optical instruments such as binoculars, telescopes and rifle scopes for recreational purposes. Swarovski Silver Crystal line is regarded as one of the most highly prestigious gift and collectible lines in the world. In North America, Swarovski has over 35 locations, including sales offices, showrooms, distribution centers, offices and Company owned retail shops. In providing these services to the public, it is also committed to the health and well-being of the employees.

The development of the health promotion program began with a partnership between Swarovski and the Good Health Benefit in October of 1997. Through the Good Health Benefit programs and health risk appraisals, they have helped Swarovski identify employee's interest and risks in the area of Wellness allowing us to customized programs for the employees.

Vision/Mission Statement of the Organization:

PURPOSE (Why does our company exist?) We exist for the purpose of building the Swarovski brands. This is best accomplished through profitably manufacturing, marketing and distributing quality products made of Swarovski crystal.

OBJECTIVE (What are we trying to do?):

Our Company's goal is to achieve leadership in markets where crystal can provide decorative or functional value, including giftware (collectibles and décor), fashion (including jewelry,

components and textiles) and other sectors. This will be accomplished by providing a broad array of high quality crystal products to target customers as consumer goods and components.

VALUES (How do we operate?):

We believe that our success will be the result of effective relationships with the people who are key to our business. These people are our partners - first and foremost are the end consumers; followed closely by our employees; then our retailers; the Swarovski Group; and our community. We will develop and maintain these relationships through important behaviors, which are the basis of success. These are:

- Acting in alignment with our mission and objectives,
- Focusing on results,
- Objectively finding problems and fixing them,
- Establishing high standards for ourselves and others,
- Making decisions focusing on our whole company and our partners,
- Being open, honest and direct in communications,
- Staying flexible and adaptable,
- Taking responsibility for one's own performance, and therefore own growth and development
- Being aware of our business environment and success factors, and
- Acting with innovation.

CULTURE (Where do we fit?)

As part of the Swarovski Group, we must embrace our unique global culture and identity. This includes a long history of technical innovation and constant evolution to better meet the needs of our customers. As a member of the Swarovski Group, we have a dual responsibility: to use the available pool of creative, marketing, technical and financial resources in a responsible manner and to contribute collectively and individually to the goals, financial security and growth of the Company. This will continue to build the business and our own success, which exists through the hard work, dedication and contributions of generations of employees and the members of the Swarovski, Weis and Frey families.

Swarovski has a top down organizational structure, where the Vice President of Human Resources reports directly to the President of the company. The health promotion program is coordinated by Connie Pope, HR who reports to the human resource analyst, who reports to the Vice President of HR. Mike Alsfeld directs the Safety & Security programs and reports directly to the Vice President of HR. (Please see the attached HR Organization chart for clarification.)

Over the next three years the wellness and safety programs will partner together to provide more information and intervention for the employees. Swarovski has just recently established a Wellness Team to provide greater input and support of all programs. The Wellness Team will begin to researching additional vendors to help compliment the programs currently being offered through the Good Health Benefit. Due to the different cultures that individuals have at Swarovski, the Wellness Team would like to offer information and programs in different languages, which will help to enhance the Wellness program.

Swarovski currently has three locations in Rhode Island and every program is offered to all 3 locations. For our Retail locations across the country, whenever possible the information is mailed to them. For example if we have a cooking light seminar, copies of any materials given out is forwarded to the stores. For remote sites, they were given the opportunity to complete the health risk appraisals when any wellness clinics are/were given. Based on the risk assessment, employees were allowed to participate in a Take Action Campaign. This was a self-help program that would help individuals reduce lifestyle risk factors through a series of installments mailed directly to the home. Topics they were able to choose from included weight management, exercise, stress, cholesterol, back care and smoking.