



مجد الفطيم
MAJID AL FUTTAIM

Wellness Week 2021

A Majid Al Futtaim Case Study for
the Global Learning Mechanism



Healthier
Lives



About Wellness Week



Majid Al Futtaim’s annual flagship wellness offering, Wellness Week, which they have run since 2017, seeks to drive awareness on key wellness topics and engage employees to lead healthier lifestyles. The week includes workshops, sessions and classes aimed at addressing social, mental, physical and financial wellness, as well as opportunities to engage with specialists, undergo health screenings, and take part in fitness events and competitions.

Countries:

17 countries: Kazakhstan, Uzbekistan, Georgia, Armenia, Lebanon, Iraq, Jordan, Egypt, Kuwait, Pakistan, Bahrain, Qatar, United Arab Emirates, Saudi Arabia, Oman, Uganda, Kenya

Implementation Period:

20th-24th June 2021

What Majid Al Futtaim Did

(In their own words)



Unexpectedly, in June 2020, faced by lockdowns and travel restrictions, we hosted our first ever fully virtual Wellness Week. A year on, we remain impressed by the agility of our colleagues and our supporting partners, who transitioned last year’s programme to be fully online in rapid time, whilst doubling its reach. This is one of many instances where we have been proud of our MAFers for showing incredible resilience and adaptability to these unpredictable times.

This year we faced a new challenge: supporting our employees’ wellbeing by delivering a Wellness Week in a ‘hybrid’ era between office working and remaining virtual. With last year’s success demonstrating the validity of our approach, we were well placed to deliver an outstanding virtual Wellness Week, reaching MAFers who were still working from home, while also making the most of the opportunity to engage employees through in-person experiences. For example, for the first time this year, we hosted an in-person experience where employees could engage with ten of our brands such as Lululemon and THAT, who showcased their wellness strategies. MAFers were given the opportunity to experience our brands’ offerings through challenges and fun trivia and learn how wellness is reflected throughout our products and services, and across our supply chains.

Throughout the week, we supported our MAFers fitness journeys by sponsoring 50 employees to run in the Meydan Road Run Marathon, hosting a ‘Who’s the Fittest of them All?’ competition where 20 MAFers completed three days of fitness challenges, and ran our annual one million calorie burn challenge where MAFers collectively burn one million calories in one month. Virtually, we held private consultations with nutritionists, ophthalmologists, doctors and psychiatrists. We offered first-aid training, workout classes, cooking classes and food safety workshops, and mental wellness training. We also focused on other key aspects of wellbeing including financial advice through our financial wellness series with a renowned specialist and hosted a holistic ‘development’ journey workshop. Recognising that the impacts of COVID-19 have been felt across all aspects of peoples’ lives, we have taken a holistic approach to our wellness offering.

Each year we use Wellness Week and our Healthy Workplace survey to feed into our sustainability strategy and wellness offerings which help drive the implementation of our [Healthy Workplaces Policy](#) and Sustainable Business Commitment to achieve measurable improvements in employee health, wellbeing and productivity. For example, responses to this year’s survey revealed that our employees see financial wellness as being as important as physical and mental wellness which will require an equal focus in this area throughout our programme moving forward. Now that we are returning to the workplace, we are utilising these insights to ensure that our wellbeing focus supports our employees as they navigate the new normal and any challenges that remain following the COVID-19 pandemic.

To Learn More...



[Watch the Video](#)

or

Contact:

nour.attia@maf.ae or
Maissam.elkouche@maf.ae
for more information



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