

European Wellbeing programme

An inspiring, evidence based European learning journey for C-level leaders of corporate clients and Eurapco partners in Health Insurance on improving Wellbeing, and measurable business impact.



Executive Summary

As stated by Draghi across Europe, organisations are facing a shrinking workforce resulting in increased pressure on productivity to stay competitive. Wellbeing of employees is no longer a ‘nice to have’. It is a strategic driver of productivity, retention and organisational resilience.¹⁾

The European Wellbeing Programme is developed by Eurapco with its partners and especially the expertise which is published in ‘Wellbeing in Business’ of Zilveren Kruis within Achmea. It is designed to help organisations translate wellbeing ambition into measurable business impact. The programme combines European thought leadership, data-driven wellbeing insights, and real-life experimentation in organisations.

Participating corporate clients form teams with their own Eurapco partner to discuss their own organisational case, supported by evidence-based models, wellbeing measurement tooling and peer learning across Europe. The result: leaders who have a deepened understanding how wellbeing drives performance – and who know better how to lead that transformation within their organisation.

What leaders will gain and get for their participating companies

- Develop themselves as wellbeing leaders with a strong business perspective.
- Learn how to measure what truly matters in wellbeing – and why it matters for performance.
- The opportunity to run a real wellbeing experiment within their organisation.
- Translate wellbeing insights into a compelling action and implementation plan.
- Exchange best practices with European peers and corporate clients.
- Become part of the European Wellbeing Leaders Community.

Why is this programme interesting for Corporate Clients of Eurapco partners?

Eurapco and the Eurapco partners are leading European players in health and wellbeing for employers. This program is established to deepen relationships between key corporate clients and health insurers in teams per Eurapco partner, to work jointly on the health and wellbeing of employees and build and become part of a shared community of leaders in wellbeing on a European level.

By combining local presence with European collaboration, the programme delivers high impact to the participating companies, while the costs are limited to out-of-pocket expenses. This creates a unique value proposition for companies who are confronted with workforce shortages, productivity challenges and employee wellbeing.

We are looking for a group of 25 C-level attendants in total. From the client side we welcome participants such as Managing Director and CHRO.

¹⁾ Gallup (2020). State of the Global Workplace Report. Gallup, Inc.

Programme at a glance

- 2 online sessions and a 2.5-day on-site programme in Amsterdam.
- **Start:** November 2026, onsite module taking place 24 – 26 november 2026.
- **Teams:** 2-4 participants from selected corporate clients (C-level / senior leaders) with 1-2 participants from each Eurapco partner.
- **Format:** learning-by-doing, peer exchange, company visits and case study.

A joint European ambition

Eurapco aims to build a strong European wellbeing leadership movement with the support of Eurapco member and the expertise of Zilveren Kruis within Achmea– accelerating the shift towards healthier, more human centred workplaces where people thrive and organisations perform at their best.

Out-of-pocket expenses

Fee: €1,600 per participant (total program incl wellbeing measurement and impact tooling for each individual corporate client, hotel, food & beverage, excluding flights).

The costs are kept low through use of internal speakers, locations, and shared organization. Due to compliance we need to ask for a contribution for the out-of-pocket expenses. Eurapco manages invoicing and overall program coordination is managed jointly.

This initiative is a joint effort of Eurapco with the Eurapco partners supported by Achmea.



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