



In what is a ground-breaking move for an SME in the waste sector, O'Donovan Waste Disposal have introduced and completed the implementation of an internal wellbeing strategy called the 'Dynamo Welfare Project' (Dynamo), continuing their commitment to prioritising the workplace wellness of their 165 employees alongside their physical safety. This huge investment in terms of time and money strengthens the companies unique pledge to staff development and the delivery of the highest standard to clients. The multi award-winning family-run waste management business is widely regarded as an innovator and a champion for health and safety, training and environmental excellence.

Research by the Health and Safety Executive (HSE) – Waste Statistics in the UK 2018, found that workers in the waste sector statistically suffered more from work-related ill-health than other workers across all industries. Dynamo assists staff in maintaining positive health and wellbeing by teaching self-awareness techniques and the tools to manage a range of negative emotions including anxiety. The programme includes interactive ongoing training modules for all staff which is delivered in-house. The training increases the ability of participants to maintain their composure and stabilise emotions as they face day-to-day challenges in their work and private lives.

The aim of the strategy is to take a more holistic and inclusive approach to staff health and wellbeing resulting in a safer, more efficient and engaged workforce operating at the highest standards. Staff also benefit by having better physical and mental health which allows them to deal more effectively with any work-related challenges as well as helping them to manage any struggles they may face in their personal lives. To complement this programme, trained Welfare Champions are also appointed throughout the company, equipped with the skills to support colleagues on a confidential peer-to-peer level.

MD Jacqueline O'Donovan said "Family values sit at the very heart of our business and our employees are our biggest asset. We consider safeguarding their physical and mental health a top priority. We feel that the introduction of this policy sends the strongest message to staff that their wellbeing is of paramount importance. The training we have implemented can help us all

manage day to day challenges better, not just at work but in our personal lives too, which greatly benefits everyone - staff, clients and the company”

For further information visit www.odonovan.co.uk