



TERME SELCE

MESSAGES – PORUKE

<https://www.terme-selce.hr/kongres2023>

3 MINUTE 21 DAN

4

2. MEĐUNARODNI KONGRES TERME SELCE
KORPORATIVNI WELLBEING - GODINA POSLIJE
**2nd INTERNATIONAL CONGRESS TERME SELCE
CORPORATE WELLBEING - YEAR AFTER**
12. svibnja 2023. May 12, 2023 HOTEL KATARINA SELCE
MEDUNARODNI DAN ZDRAVLJA BILJAKA INTERNATIONAL DAY OF PLANT HEALTH



TERME
SELCE

ZADOVOLJSTVO VAŠIH Klijenata ovisi o zdravlju vaših djelatnika!
SATISFACTION OF YOUR CUSTOMERS DEPENDS ON YOUR EMPLOYEES' HEALTH!



WELCOME - DOBRODOŠLI !

ORGANIZERS - ORGANIZATORI



Prim. VLASTA BROŽIČEVĆ, MD, spec. in physical medicine and rehabilitation, rheumatology
Head of Medical Department, Co-founder, Board Member
Cro Ski team doctor, Member Health Committees COC & FIS
Initiator of Terme Selce Congress
Polyclinic TERME SELCE & RIJEKA - Croatia



Dobrodošli! Pridružite nam se u stvaranju boljeg okruženja u tvrtkama za zdravlje i dobrobit zaposlenika! Brinući se o zdravlju zaposlenika, motivirajući ih da tjelesnu aktivnost započnu s najmanje 3 minute dnevno te je postupno proširuju, postaju ovisni o tjelesnoj aktivnosti i svjesni brojnih dobrobiti rekonvalescencije duha i tijela na ravnotežu poslovnog i privatnog života. Welcome! Join us in creating better environment in companies for health and wellbeing of employees! By taking care of employees' health, motivating them to start with at least 3 minutes a day practicing physical activity and gradually extending it, they become dependent on physical activity while aware of numerous benefits of mind and body reconditioning on life-work balance.



Prim. MSc. IVAN BROŽIČEVĆ, MD. spec. in internal medicine and cardiology
Director, Co-founder, President of the Board
Polyclinic TERME SELCE – Croatia



Healthy employees will create more wealth for their companies. Take care of them! Zdravi zaposlenici stvorit će više bogatstva za svoje tvrtke. Pobrinite se za njih!



MSc. IVA BROŽIČEVĆ DRAGIČEVĆ, prof. in clinical and sport psychology
Head of Special programs & Member of the Board Polyclinic TERME SELCE & CEO HEALTHY LIVING BY IBD - Croatia



People are the most valuable asset of every company. Their mental health is key to overall wellbeing. Ljudi su naj vrijednija "imovina" svake tvrtke. Njihovo mentalno zdravlje ključno je za opću dobrobit.

PATRONS – POKROVITELJI



DRAŽEN OPALIĆ
Director of the Directorate for Labour and Occupational Safety
MINISTRY OF LABOUR, PENSION SYSTEM, FAMILY AND SOCIAL POLICY
President of the National Council for Occupational Safety – Croatia

REPUBLIKA HRVATSKA • REPUBLIC OF CROATIA
Ministarstvo rada, mirovinskoga sustava, obitelji i socijalne politike
Ministry of Labour, Pension System, Family and Social Policy

Dobrobit zaposlenika novi je imperativ radnog mjeseta. Odnosi se na sve aspekte radnog života: od kvalitete i sigurnosti fizičkog okruženja, do načina na koji zaposlenici osjećaju svoj posao i radno okruženje, kao i organizaciju rada. Dobrobit na radnom mjestu postaje najvažnija jer čak 81.396 sati života većina nas provodi na poslu.

Prema Gallupovim procjenama, slab angažman na radnom mjestu stoji globalno gospodarstvo 7,8 bilijuna USD i čini 11% BDP-a na globalnoj razini. Postoji snažna veza između radnog angažmana i rezultata uspješnosti, kao što su produktivnost, sigurnost i profitabilnost. Dobrobit zaposlenika ključan je čimbenik u utvrđivanju dugoročne učinkovitosti organizacije, ona je važan pokazatelj organizacijske otpornosti i uspješnosti.

Organizacije mogu poticati dobrobit zaposlenika na poslu, bilo da je riječ o psihološkom, društvenom ili emocionalnom aspektu. Promicanje mentalnog zdravlja na poslu povećat će dobrobit zaposlenika. To su osnovni nalazi istraživanja provedenog u projektu Mental Health promotion of workers in Industry 4.0 – MindBot. Ministarstvo rada, mirovinskoga sustava, obitelji i socijalne politike Republike Hrvatske jedan je od devet partnera ovog projekta koji se provodi u sklopu EU programa za istraživanje i inovacije Obzor 2020. Partnerski konzorcij ima za cilj identificirati metode i implementirati rješenja za promicanje dobrog mentalnog zdravlja u industriji 4.0 u nastajanju.

Pokazalo se da se isplati imati uspješne zaposlenike. Zato je dobrobit na poslu danas imperativ. Preporučujemo da svojim zaposlenicima pomognemo upravljati negativnim emocijama i spriječiti izgaranje na poslu fokusirajući se na dobrobit zaposlenika. Employee wellbeing is the new workplace imperative. It relates to all aspects of working life: from the quality and safety of the physical environment, to how employees feel about their job and working environment as well as work organization. Workplace wellbeing becomes the most important because as much as 81.396 hours of life most of us spend working.

As Gallup estimates, low engagement at work costs the global economy US\$ 7.8 trillion and accounts for 11% of GDP globally. There is a strong link between engagement and performance outcomes, such as productivity, safety and

profitability. Employee wellbeing is a key factor in determining an organisation's long-term effectiveness, it is an important predictor of organizational resilience and performance.

Organizations can foster employee wellbeing at work, whether it is a psychological, social or emotional aspect of wellbeing. Promoting mental health at work will increase employee's wellbeing. These are baseline findings of the research conducted within the project Mental Health promotion of cobot Workers in Industry 4.0 – MindBot. The Croatian Ministry of Labour, Pension System, Family and Social Policy is one of the nine partners of this project, which is implemented within the EU's Horizon 2020 Research and Innovation Programme. The partner consortium aims at identifying methods and implementing solutions for promoting good mental health in the emerging industry 4.0.

As it turns out, it pays to have thriving employees. This is why wellbeing at work is imperative today. It is highly recommended, let's help our employees manage negative emotions and prevent burnout by focusing on employee wellbeing.



ANDREA DOKO JELUŠIĆ
Executive Director
AMERICAN CHAMBER OF COMMERCE - Croatia



*Ne kaže se uzalud da je zdrav čovjek, bogat čovjek. Zbog različitih čimbenika koji nas okružuju naše zdravlje je sve krhkije i lako ga možemo izgubiti, te tek tada shvatimo koliko je ono zaista bitno. Kako bi ukazao na važnost zdravlja i brige o sebi, AmCham je i ove godine odlučio podržati međunarodni kongres Korporativni Wellbeing. Nadamo se da će svi sudionici otici inspirirani da budu promjena koju žele vidjeti u svijetu. ***It is not for nothing that it is said that a healthy man is a rich man. Due to various factors that surround us, our health is increasingly fragile and we can easily lose it, and only then do we realize how important it really is. In order to highlight the importance of health and self-care, AmCham has decided to support the Corporate Wellbeing International Congress this year as well. We hope that all participants leave inspired to be the change they want to see in the world.****



Msc. KRISTJAN STANIČIĆ
Director
CROATIAN TOURISTIC BOARD - Croatia



Video: <https://vimeo.com/807015842>



DAMIR RUKAVINA, dipl. ing.
Mayor
CITY OF CRIKVENICA - Croatia



Poštovani organizatori Terme Selce, i svi vaši partneri u organizaciji 2. Međunarodnoga kongresa o korporativnom wellbeingu, hvala vam na inicijativi i doprinosu te odabiru Selca za kongres.

Grad Crikvenica, u čijemu je sastavu i mjesto Selce, već dugi niz godina provodi projekt Zdravi grad. Na taj način kroz mnogobrojne aktivnosti partnera u projektu, među kojima su i Terme Selce, potičemo čitavu lokalnu zajednicu da vodi veću brigu o svojem mentalnome i fizičkome zdravlju te prehrani. Time ujedno motiviramo naše mlade da ostanu ovdje i doprinesu još boljemu razvoju svih oblika zdravstvenoga turizma.

Upravo pokroviteljstvom Kongresa ukazujemo na to da svaka lokalna zajednica treba isticati potrebu još veće brige i za zdravlje te dobrobit svih zaposlenih kako bi naši gradovi bili rasadnici novoga načina života i rada, a time i postali primjeri dobre prakse u europskoj zajednici. Stoga velika hvala timu Terma Selce i svim tvrtkama koje su se uključile u ovu priču.

Grad Crikvenica aktivno brine o provedbi dugogodišnje ideje o kontinuiranoj brizi o cjelovitome zdravlju, a prilika da sudjelujemo na ovom kongresu veseli nas gotovo jednako kao i činjenica da se, zahvaljujući trudu i entuzijazmu vrsnoga tima Terme Selce, Crikvenica nameće kao vodeći grad za korporativni wellbeing.

Pozivam sve druge gradove da se priključe ovoj inicijativi i dođu u Selce na kongres. Dobrodošli!

Dear organizers of Terme Selce, and all your partners in the organization of the 2nd International Congress on Corporate Wellbeing, thank you for your initiative and contribution and for choosing Selce for the congress.

The city of Crikvenica, which also includes the town of Selce, has been implementing the Healthy City project for many years. In this way, through the numerous activities of the partners in the project, including Terme Selce, we encourage the entire local community to take greater care of their mental and physical health and nutrition. At the same time, we motivate our young people to stay here and contribute to the even better development of all forms of health tourism.

By the patronage of the Congress, we point out that every local community should emphasize the need for even greater care for the health and well-being of all employees, so that our cities are nurseries of a new way of life and work, and thus become examples of good practice in the European community. Therefore, a big thank you to the Terma Selca team and all the companies that participated in this story.

The city of Crikvenica actively cares about the implementation of the long-standing idea of continuous care for holistic health, and the opportunity to participate in this congress is almost as pleasing to us as the fact that, thanks to the efforts and enthusiasm of the excellent team of Terme Selce, Crikvenica is establishing itself as a leading city for corporate well-being.

I invite all other cities to join this initiative and come to Selce for the congress. Welcome!



ZLATKO KOMADINA, dipl. ing.
Prefect
PRIMORJE – GORSKI KOTAR COUNTY – Croatia



Video: <https://vimeo.com/814909946>



IRENA PERŠIĆ ŽIVADINOV, PhD
Director
TOURIST BOARD KVARNER



Međunarodni kongres Terme Selce, koji u fokus stavlja zdravlje djelatnika u tvrtkama i ustanovama, zasigurno opravdava svoj naziv, budući da dolazi u pravo vrijeme i podsjeća nas da je zdravlje u današnje vrijeme važnije nego ikada. Samo ako svi zajedno ostanemo zdravi, moći ćemo pomoći drugima u svom okruženju, a time i budućim gostima pružiti osjećaj sigurnosti na Kvarneru - destinaciji u kojoj se oduvijek brinulo o zdravlju. Vjerujem da je to izvrstan doprinos dalnjem razvoju zdravstvenog turizma na Kvarneru i iskreno čestitam organizatorima, uz punu podršku Turističke zajednice Kvarnera. The International congress of Terme Selce, which focuses on the health of employees in organizations, certainly justifies its name, because it comes at the right time and reminds us that health nowadays is more important than ever. Only if we all stay healthy together, we will be able to help others in our environment, and thus provide future guests to feel safe in Kvarner Region - a destination where health has always been taken care of. I believe that this is an excellent contribution to the further development of health tourism in Kvarner Region and I sincerely congratulate the organizers, with the full support of the Kvarner Region Tourist Board.

MEDIA PATRON – MEDIJSKI POKROVITELJ



MSc. SANDRA MIHELČIĆ
CEO
BUSINESS MEDIA GROUP - Croatia



Smatram da samo osoba sa zdravim fizičkim i psihičkim navikama može dati maksimum u ostvarivanju poslovnih rezultata, profesionalnih ciljeva i brige za obitelj. Da biste to učinili, morate uložiti vrijeme i trud u svoju tjelesnu dobrobit - tjelovježbu i prehranu. S obzirom na brz tempo života, ponekad je teško odvojiti vrijeme za sebe, ali vrijeme je da na trenutak zastanemo i posvetimo se sebi i svom zdravlju. I believe that only a person with healthy physical and mental habits can give maximum in achieving business results, professional goals and caring for a family. To do this you need to invest time and effort in your physical wellbeing-exercise and nutrition. Given the fast pace of life, it is sometimes difficult to set aside time for ourselves, but it is time to pause for a moment and dedicate to ourselves and our health.

Video: <https://vimeo.com/805981149>

PARTNERS - PARTNERI



LUDOVIC PUREUR
Regional Vice President, Sales
VIRGIN PULSE - Switzerland



"Take care of your employees, they'll take care of your business!" - Sir Richard Branson, founder of Virgin Group & Virgin Pulse "Čuvajte svoje zaposlenike, oni će se pobrinuti za vaš posao!" - Sir Richard Branson, osnivač Virgin Group & Virgin Pulse



DJANA ČAJIĆ, BA
Regional sales manager
VIRGIN PULSE – Bosnia & Herzegovina



Help people and businesses change their lives for good. Pomozite djelatnicima i tvrtkama da zauvijek promijene svoje živote.



MSc. DUBRAVKO MARTINOVIC, B.B.A.
Regional sales manager
VIRGIN PULSE - Bosnia & Herzegovina



There is a scientifically proven positive correlation between employee wellbeing, productivity, and firm performance. The evidence base is steadily mounting that this correlation is in fact a causal relationship (running from wellbeing to productivity). The cost savings of providing a workplace health program can be measured against absenteeism among employees, reduced overtime to cover absent employees, and costs to train replacement employees. Postoji znanstveno dokazana pozitivna korelacija između dobrobiti zaposlenika, produktivnosti i učinka tvrtke. Baza dokaza se stalno povećava da je ova korelacija zapravo uzročna veza (od blagostanja do produktivnosti). Ušteda troškova pružanja programa zdravlja na radnom mjestu može se mjeriti u odnosu na izostanak među zaposlenicima, smanjeni prekovremeni rad za pokrivanje odsutnih zaposlenika i troškove osposobiti zamjenske zaposlenike.



Dr. Md. SABUR KHAN
Chairman BoT, DAFFODIL INTERNATIONAL UNIVERSITY
President of the Association of Universities of Asia & the Pacific
(AUAP) – Bangladesh



If we leave the human factor out of our business calculation, we shall be wrong every time.” Because, “Happy Employee Ensures Happy Clients” and we truly believe in it. Any challenge in the business or in organization will not be a challenge if the human capital is ready to accept it. If we really want to transform our organization and ensure its growth, we need to give highest priority to our human capital, their mental and physical wellbeing and empower them. The return would be the logical sequence. During the pandemic time we have experienced that human capital is the heart of any successful enterprise, especially in tough economic times. High-performance companies clearly understand the health-and-work behavior equation. Successful organizations are developing a culture of holistic wellbeing including physical, emotional, financial, social, career, community, and purpose. They pushed the wellbeing and wellness factors at the forefront which is helping in reinventing the workplace and workstyle too. I take great pleasure in congratulating the entire team for their effort in Terme Selce Congress and their invaluable effort, particularly in the time when the entire world is witnessing a monumental shift in the workplace. In such a challenging time, Terme SELCE created this wonderful platform which will collectively help in bringing you the worldwide voice of the wellness community. I really hope that the participants would be able to engage themselves, hear something new, and be able to take away the knowledge on the best practices in nurturing the human capital from this congress. I wish all the best to this event. Health is Wealth for the Economy. Devotion in achieving dream brings the success. Ako ljudski faktor izostavimo iz naše poslovne računice, svaki put ćemo pogriješiti.” Jer, sretan zaposlenik osigurava sretne klijente i mi istinski vjerujemo u to. Svaki izazov u poslovanju ili organizaciji neće biti izazov ako ga ljudski kapital nije spremam prihvati. Ako doista želimo transformirati našu organizaciju i osigurati njezin rast, moramo to učiniti dajući najveći prioritet našem ljudskom kapitalu, njihovoj mentalnoj i fizičkoj dobrobiti i osnažiti ih. Povratak na posao nakon pandemije je logičan slijed. Tijekom pandemije iskusili smo da je ljudski kapital srce svakog uspješnog poduzeća, posebno u teškim ekonomskim vremenima. Visokoučinkovite tvrtke jasno razumiju utjecaj ponašanja u odnosu na zdravlje i rad. Uspješne organizacije razvijaju kulturu holističkog blagostanja uključujući fizičku, emocionalnu, finansijsku, društvenu dimenziju, karijeru, zajednicu i svrhu. Stavili su čimbenike dobrobiti u prvi plan, što također pomaže u ponovnom osmišljavanju radnog mjeseta i stila rada. S velikim zadovoljstvom čestitam cijelom timu na njihovom trudu u pripremi Kongresa Terme Selce i njihovom neprocjenjivom naporu posebno u vrijeme kada cijeli svijet svjedoči monumentalnoj promjeni na radnom mjestu. U tako izazovnom vremenu, TERME SELCE stvorile su ovu izvrsnu platformu koja će vam pomoći da zajednički pronsete glas wellness zajednice širom svijeta. Iskreno se nadam da će se sudionici moći angažirati, čuti nešto novo i s ovog kongresa moći ponijeti znanja o najboljim praksama u njegovanju ljudskog kapitala. Ovom kongresu želim sve najbolje. Zdravlje je bogatstvo za gospodarstvo. Predanost u ostvarenju sna donosi uspjeh.

Video: <https://vimeo.com/805978041>



KRISZTINA SZABÓ, MD
aeromedical examiner
PHARMAFLIGHT - Hungary



Learn how to manage your own health and well-being! We'll help you on the way! Naučite upravljati vlastitim zdravljem i dobrobiti! Pomoći ćemo vam na tom putu!



BOTOND SZŰCS, PhD
Exercise physiologist
PHARMAFLIGHT - Hungary



Our goal at PHARMAFLIGHT is to help you replace "more work" to "work smarter". Naš cilj u PHARMAFLIGHT-u je pomoći vam da zamjenite "više posla" s "radite pametnije".

SPONSORS - SPONZORI



MARIO ŠTULAC
Human Resources Development Assistant Manager
dm-drogerie markt d.o.o. - Croatia



Briga o tjelesnom i psihičkom zdravlju, a posebno pravilna prehrana, često nam je posljednja stvar na listi prioriteta kada smo zdravi. Naša misija je redovitom tjelovježbom, edukacijom o mentalnom zdravlju, masažama, fizikalnom terapijom i zdravom prehranom potaknuti zaposlenike i podići svijest o važnosti tjelesnog i mentalnog zdravlja. Taking care of physical and mental health, and especially proper nutrition, is often the last thing on our priority list when we are healthy. Our mission is to encourage employees and raise awareness of the importance of physical and mental health through regular exercise, mental health education, massages, physical therapy and healthy diet.



NATAŠA ODAČ
Human Resources Development Manager
dm-drogerie markt d.o.o. - Croatia



Samо kvalitetnom edukacijom i sustavnim ulaganjem u zdravlje zaposlenika možemo podići opću svijest o važnosti zdravlja kod zaposlenika. Mi u dm-u svjesni smo da brigom o zaposlenicima ulažemo i u naš najvrijedniji resurs – ljudе. Only through the high-quality education and systematic investment in employee's health, we can raise general awareness of the importance of health among employees. We at dm are aware that by taking care of our employees, we are also investing in our most valuable resource - people.



MARIJANA BIONDIĆ
Director
TOURIST BOARD CRIKVENICA



Zdravlje i wellbeing zaposlenika uvijek znače i zdravu tvrtku. Drago mi je što će se i ove godine kongres o ovako važnoj temi održati upravo na Rivijeri Crikvenica, destinaciji zdravlja i wellbeinga. Health and well-being of the employees always means a healthy company. I'm glad that this year the Congress with such an important topic will be held on Crikvenica Riviera, destination of health and well-being.



ŽARKO STILIN, PhD
Secretary
Association KVARNER WINES - CROATIA



Kongres o korporativnom wellbeingu u okviru zdravstvenog turizma, koji u Selcu organizira svjetski poznata klinika Terme Selce, izuzev razvoja i ucrtavanja Kvarnera na globalnu listu zdravstvenog i kongresnog turizma, uključujući Udrženje Kvarner Wines promovira Kvarner kao iskonsko ishodište mediteranskog načina života. Mediteranska prehrana u koju svakako spada i čaša dobrog vina zaštićena je nematerijalna baština UNESCO-a, a upravo su doktorica Brožičević i njezin tim promicatelji takvoga, zdravoga, mediteranskog načina života. The congress on corporate well-being within health tourism, which is organized in Selce by the world-famous Terme Selce clinic, apart from the development and inclusion of Kvarner on the global list of health and congress tourism, including the Kvarner Wines Association promotes Kvarner as the original origin of the Mediterranean way of life. The Mediterranean diet, which certainly includes a glass

of good wine, is a protected intangible heritage of UNESCO, and Dr. Brožićević and her team are the promoters of such a healthy, Mediterranean way of life.

PROGRAM PARTNERS – PARTNERI PROGRAMA



MSc. BARBARA BEROŠ
Adviser to the Director for Human Resources Support and Social Services
EUROPEAN PARLIAMENT - Luxembourg



I can only look forward to the next edition of the Congress, and for those interested, this video https://youtu.be/9oxd_F2qTZI will give a sneak peak into what you missed this time. Hope to see you all again in May 2023! Mogu se samo veseliti sljedećem izdanju Kongresa, a za zainteresirane, ovaj video https://youtu.be/9oxd_F2qTZI dočarati će vam što ste ovaj put propustili. Nadamo se da ćemo se ponovno vidjeti u svibnju 2023.! Video: <https://vimeo.com/809276026>



TOM HEILANDT
Secretary CODEX ALIMENTARIUS COMMISSION, JOINT FAO/WHO Food Standards Programme - Italy



My conviction is that only solid nutrition education will eventually (when these new generations grow up) will get us out of the present obesity and malnutrition crisis. CODEX ALIMENTARIUS VISION: Where the world comes together to create food safety and quality standards to protect everyone everywhere. CODEX ALIMENTARIUS MISSION: Protect consumer health and promote fair practices in the food trade by setting international, science-based food safety and quality standards.
Moje je uvjerenje da će nas na kraju samo solidno obrazovanje o prehrani (kada ove nove generacije odrastu) izvući iz sadašnje krize pretilosti i pothranjenosti. CODEX ALIMENTARIUS VIZIJA: Gdje se svijet okuplja kako bi stvorio sigurnost hrane i standarde kvalitete kako bi zaštitio sve posvuda. MISIJA CODEX ALIMENTARIUS: Zaštititi zdravlje potrošača i promicati poštenu praksu u trgovini hranom postavljajući međunarodnih, znanstveno utemeljenih standarda sigurnosti i kvalitete hrane. Video: <https://vimeo.com/810439615>



MARTINA BASTAŠIĆ, Bachelor of Science in Psychology
HR Manager
UNDABOT – Croatia



U poslovanju kompanija ljudi trebaju biti na prvom mjestu i prioritet treba biti osiguravanje zadovoljstva zaposlenika - stoga treba kontinuirano raditi na unaprjeđivanju uvjeta rada i težiti izvrsnosti i kvaliteti u svemu što se radi, fokus stavljati na otvorenu komunikaciju, na mogućnosti osobnog i profesionalnog razvoja te na pošten odnos prema svakom zaposleniku. In the company's business, people should come first and the priority should be ensuring employee satisfaction - therefore, one should continuously work on improving working conditions and strive for excellence and quality in everything one does, focus on open communication, on opportunities for personal and professional development, and on fair attitude towards every employee.



ŽELJKO OREŠKI, Mag. Ing. Traff.
Human Factors Specialist
PRESIDENT, CROATIAN AIR TRAFFIC CONTROLLERS' ASSOCIATION/CROATCA - Croatia



Ljudski kapital je potencijal koji može generirati dodanu vrijednost društvu. Ljudski kapital predstavlja ukupnost znanja, praktičnih vještina, sposobnosti, ponašanja, društvenih karakteristika, psiholoških karakteristika, sposobnosti ljudi u društvu, organizaciji. Ljudski faktori ili faktori su nešto što ima značajan udio u određenom stvaranju, odnosno sinonim je za organizirano i svrhovito usmjereni znanje. Briga za dobrobit ljudi i kapitala koji oni predstavljaju, najvažnija je zadaća ljudskog faktora kao multidisciplinarnе znanosti. Human capital is a potential that can generate added value to society. Human capital represents the totality of knowledge, practical skills, abilities, behavior, social characteristics, psychological characteristics, capabilities of people in a society, organization. Human factors or factors are something that has a significant part in the definite creation, that is, it is synonymous for organized and purposeful moderate knowledge. Caring for the well-being of the people and capital they represent, is the most important task of human factors as a multidisciplinary science. Video: <https://vimeo.com/805985079>



NATAŠA JAKOVAC BOROJEVIĆ
Learning and Development Expert
ZAGREBAČKA BANKA - Croatia



Transformirati obične timove i lidera u izuzetne znači biti inspiriran prekrasnom jedinstvenošću svake osobe. Transforming ordinary teams and leaders into exceptional, means being inspired with wonderful uniqueness of every person.



IVA KÖNIG
Head of Performance, Rewards, and Organisational Excellence &
Co-initiator and promotor of the Sport association
ZAGREBAČKA BANKA – Croatia



Teme su vrlo aktualne i bitno je da podijelimo naša iskustva i dobre prakse. Zagrebačka banka jako puno ulaže u razne benefite za naše radnike. The topics are up to date and it is important to share our experiences and good practices. Zagrebačka banka invests a lot in various benefits for our employees.



KORALJKA NOVINA BRKIĆ
Regional Nutritionist
NESTLE ADRIATIC - Croatia



Good food, Good life

Zaposlenike potičemo da se aktivno uključe u očuvanje svog zdravlja, od odlaska na redovite sveobuhvatne sistematske pregledе, do dolaska tima nutricionista u naš ured ili vježbanja na radnom mjestu. Važno je kontinuirano aktivirati zaposlenike, na male korake, uz praktične savjete. Educiramo i potičemo na očuvanje Zemlje, kroz promijenjeni prehrambeni sustav od polja do stola (i dalje) jer bez zdravog okoliša, a samim time i hrane, nema zdravog pojedinca. Cilj je stvoriti pozitivno okruženje za drugačije razmišljanje, posebno o otpadu od hrane ili uvođenjem što više namirnica biljnog podrijetla u svakodnevnu prehranu, sa sigurnim dobrobitima na zdravlje. We encourage employees to be actively involved in preserving their health, from going to regular comprehensive systematic examinations, to the arrival of a team of nutritionists in our office or exercising at the workplace. It is important to continuously activate employees, in small steps, with practical advice. We educate and encourage the preservation of the Earth, through a changed food system from field to table (and beyond), because without a healthy environment, and therefore food, there is no healthy individual. The goal is to create a positive environment for different thinking, especially about food waste or by introducing as many plant-based foods as possible into the daily diet, with certain health benefits.



Assist. Prof. DIJANA MAYER, MD, PhD, Epidemiologist, Research associate, Head of Department for Monitoring and Improving of School and Youth Health, Division for School Medicine, Mental Health and Addiction Prevention, CROATIAN INSTITUTE OF PUBLIC HEALTH - Croatia



Doc. dr. sc. DIJANA MAYER, prim. dr. med., specijalist epidemiolog, znanstveni suradnik, Voditeljica odjela za praćenje i unaprjeđenje zdravlja školske djece i mladih, Služba za školsku medicinu, mentalno zdravlje i prevenciju ovisnosti, HRVATSKI ZAVOD ZA JAVNO ZDRAVSTVO - Croatia



MATE KNEZOVIĆ
Chief Operating Officer
AGRIVI - Croatia



Sa AGRIVI-jem, poljoprivredni proizvođači hrane mogu krajnjim potrošačima dati detaljan uvid u način proizvodnje hrane i time im omogućiti da jedu zdravije i kvalitetnije. With AGRIVI, agricultural food producers can give end consumers a detailed insight into the process food is produced and thus enable them to eat healthier and of better quality.



SEBASTIJAN ORLIĆ, PhD
Founder
KVALITETA ŽIVOTA - Croatia



Važnost promjene načina života za povećanje kvalitete života i dugovječnosti konačno zauzima visoko mjesto na ljestvici prioriteta, kako za pojedince tako i za tvrtke. Svaki zahvat u pravom smjeru višestruko će se vratiti, posebice poslodavcima u smislu produktivnosti i izostanaka s posla njihovih zaposlenika. The importance of lifestyle changes in order to increase quality of life and longevity is finally getting a well-deserved high place on the list of priorities, both for

individuals and companies. Any intervention in the right direction will return many times over, especially to employers in terms of productivity and absenteeism of their employees. Video: <https://vimeo.com/805987097>



FREDERIC SOUDAIN, MBA
Managing Director
LOGOS – Belgium



Earn trust. Make Change is not bad 😊 But to make it a bit more creative and timely. “Earn trust. Make Change” but faster these days 😊 Zaslužite povjerenje. Napraviti promjenu nije loše 😊 ali i učiniti je malo kreativnijom i pravovremenom. Zaslužite povjerenje. Napravite promjenu, ali brže ovih dana 😊



TATJANA PUŠKARIĆ, Prof.
Head of Department for Regional Development and Strategic Planning, PUBLIC INSTITUTION REGIONAL COORDINATOR OF SISAK-MOSLAVINA COUNTY – Croatia



Regionalni i lokalni održivi razvoj nije moguć bez zdravih, motiviranih i sretnih stanovnika. Ljudi se mijenjaju pa moraju promijeniti svoje društveno i ekonomsko okruženje. Regional and local sustainable development is not possible without healthy, motivated and happy residents. People are changing so has to change their social and economic environment. Video: <https://vimeo.com/805978041>

INTERNATIONAL SUPPORTERS – MEĐUNARODNI PODUPIRATELJI



ANITA JURIĆ, PhD, Docent
Author of the book „Beer as food product“
FACULTY OF AGRICULTURE AND FOOD TECHNOLOGY - MOSTAR
Bosnia and Herzegovina

Nikada se više pažnje nije pridavalo utjecaju prehrane na čovjekovo zdravlje i na kvalitetu života. Upravo zbog toga zadnje poglavlje knjige Pivo kao prehrambeni proizvod naziva Prehrambena vrijednost piva i njegov utjecaj na zdravlje je posvećeno utjecaju piva na čovjekovo zdravlje. S obzirom na to da ne postoji slično djelo koje bi se moglo koristiti u visokoškolskoj nastavi i kao popularno-znanstveno djelo, ova tema je relevantna i polučit će poseban interes znanstvene zajednice, ali i šire javnosti. Prikladno je za prehrambene tehnologe, ali i medicinske stručnjake s obzirom na to da se dio odnosi i na utjecaj piva na zdravlje. Never has been paid more attention to the impact of nutrition on human health and quality of life. It is for this reason that the last chapter of the book Beer as a food product, entitled The nutritional value of beer and its impact on health, is dedicated to the impact of beer on human health. Given that there is no similar work that could be used in higher education and as a popular scientific work, this topic is relevant and will be of special interest to the scientific community, as well as the wider public. It is suitable for food technologists, but also medical experts, considering that part of it also refers to the influence of beer on health.



CHARLES WHITE
Formerly a senior administrator at the European Commission
Brussels, Judge for various categories of the Stevie Awards for Sales and Customer Service - Belgium

Congratulations for this great initiative! I support Terme Selce Team from 1999 their 1st Europartenariat in Potsdam & International Round table on entrepreneurship in 2011 in Selce when CERTEH project initiative was presented.

Čestitam na ovoj sjajnoj inicijativi! Podržavam tim Terme Selce od 1999., od njihovog 1. Europartenarijata u Potsdamu i Međunarodnog okruglog stola o poduzetništvu 2011. u Selcu kada je predstavljena projektna inicijativa CERTEH.



MSc.IRENA REZEC, MBA
Director
WOTRA, Strategic Intelligence - Slovenia



Individuals or talents (both internal and external) are becoming a core competitive factor for any organization. Organizations must find an appropriate way to offer support to these individuals, because the best talents choose their environment also based on how they feel in their work environment and how much their work environment supports them in their personal and professional development. With its events, Terme Selce significantly contributes to the awareness of the wider community about the importance of personnel development and their well-being at the workplace. Pojedinci ili talenti (interni i eksterni) postaju ključni konkurenčni čimbenik svake organizacije. Organizacije moraju pronaći

odgovarajući način da pruže podršku tim pojedincima, jer najbolji talenti biraju svoje okruženje i na temelju toga kako se osjećaju u svom radnom okruženju i koliko ih radno okruženje podržava u osobnom i profesionalnom razvoju. Svojim događanjima Terme Selce značajno pridonose svijesti šire društvene zajednice o važnosti razvoja kadrova i njihove dobrobiti na radnom mjestu.



INES HORVAT
Head of Human Resources
ERNST & YOUNG - Croatia



Kada su vam zaposlenici na prvom mjestu, tada vam je i briga za njihovo zdravljie i well-being prioritet. Mi u EYu ulažemo jako puno truda u osvještavanje važnosti zdravog načina života svojih zaposlenika. Ove godine smo organizirali desetke radionica na temu zdravlja. Naglasak smo stavili na zdravlje kralježnice, zdravu prehranu i tjelevoježbu, omogućili uredske masaže i pomogli u stvaranju zdravih navika. Smatram kako je upravo konferencija u Selcu ono što je potrebno da se osvještavanje podigne na višu razinu te potakne veća učinkovitost na nacionalnoj razini. When your employees are your first priority, then you care about their health and well-being as a priority. At EY, we put a lot of effort into making our employees aware of the importance of a healthy lifestyle. This year, we organized dozens of workshops on the topic of health. We emphasized spine health, healthy eating and exercise, provided office massages and helped create healthy habits. I believe that the congress in Selce is exactly what is needed to raise awareness to a higher level and encourage greater efficiency at the national level.



MD KAFIUL BIN ISLAM
Project Associate
DAFFODIL MULTIDISCIPLINARY HOSPITAL – Bangladesh



In these challenging times, the importance of prioritizing the wellbeing of our human capital cannot be overstated, and I commend Terme Selce for taking the initiative to bring together experts from around the world to discuss best practices in nurturing employee health and wellness. I strongly believe that happy employees are the key to the success of any organization, and events like Terme Selce Congress play a crucial role in creating awareness and promoting the importance of employee wellbeing. By sharing knowledge and experiences, we can collectively work towards creating a workplace culture that prioritizes the physical, mental, and emotional health of employees. I am confident that the participants of this congress will benefit greatly from the discussions and presentations and be able to take away valuable insights and strategies to implement in their respective organizations. I look forward to hearing about the positive impact that this congress has had on the participants and the wider business community. U ovim izazovnim vremenima, važnost davanja prioriteta dobrobiti našeg ljudskog kapitala ne može se precijeniti i pohvaljujem Terme Selce što su poduzele inicijativu okupljanja stručnjaka iz cijelog svijeta kako bi raspravljali o najboljim praksama u njegovanju zdravlja i dobrobiti zaposlenika. Čvrsto vjerujem da su sretni zaposlenici ključ uspjeha svake organizacije, a događanja poput kongresa Terme Selce igraju ključnu ulogu u stvaranju svijesti i promicanju važnosti dobrobiti zaposlenika. Dijeleći znanja i iskustva, možemo zajednički raditi na stvaranju kulture radnog mesta kojoj je prioritet fizičko, mentalno i emocionalno zdravlje zaposlenika. Uvjeren sam da će sudionici ovog kongresa imati velike koristi od rasprava i prezentacija, dobiti vrijedne informacije i uvid u strategije koje će moći implementirati u svojim organizacijama. Radujem se čuti o pozitivnom utjecaju koji je ovaj kongres imao na sudionike i širu poslovnu zajednicu.



ILAN GEVA
President
ILAN GEVA & FRIENDS – USA



As the honorary ambassador of the Kvarner Cluster, I'm happy and proud to see the positive action taken by Terme Selce. Promoting wellness and wellbeing in the workplace today is of utmost importance and urgency. I applaud the Brozicevic family for initiating this conference at such crucial crossroad in our lives, and wish all of the participants a rewarding experience. Kao počasni ambasador Klastera Kvarner sretan sam i ponosan na pozitivne poteze Terme Selce. Promicanje zdravlja i blagostanja na radnom mjestu danas je od iznimne važnosti i hitnosti. Pozdravljam obitelj Brozičević što je pokrenula ovaj kongres na tako ključnom raskrižju naših života i želim svim sudionicima korisno iskustvo.



DAVOR BRUKETA
CEO & Co-Chairman
BRUKETA&ŽINIĆ&GREY - CROATIA

BRUKETA&ŽINIĆ&GREY

Employee health and wellbeing have a considerable impact on the success of any business. When employees feel supported and valued, they are more likely to be engaged, productive, and, most importantly, creative. Creativity demands a super healthy environment. If employee's health and wellbeing are not supported, it tends to have a chilling effect on their ability to offer fresh solutions to problems, prevents them from exploring new ideas and expressing themselves in creative ways. In my business this is crucial. It is very important to help businesses learn to create healthier and more supportive work environments. This not only benefits employees but also the bottom line of companies and the entire economy. Zdravlje i dobrobit zaposlenika imaju značajan utjecaj na uspjeh svakog poslovanja. Kada zaposlenici osjećaju podršku i vrijednost, veća je vjerojatnost da će biti angažirani, produktivni i, što je najvažnije, kreativni. Kreativnost zahtijeva super zdravo okruženje. Ako zdravlje i dobrobit zaposlenika nisu podržani, to ima negativan učinak na njihovu sposobnost da ponude svježa rješenja za probleme, sprječava ih u istraživanju novih ideja i izražavanju na kreativan način. U mom poslu to je ključno. Vrlo je važno pomoći tvrtkama da nauče stvarati zdravije i poticajnije radno okruženje. To ne samo da koristi zaposlenicima, već u konačnici tvrtki i cijelokupnom gospodarstvu.



GABRIELLE BURGESS
Certified Personal Trainer & Sports Nutritionist
CEO
SUGA LIFESTYLE - JAMAICA



Engaging in good eating habits and physical activity to maintain or achieve the ideal level of health and fitness should be high priority. Exercise and healthy eating habits go hand in hand and will give you the fuel you need to thrive in the workplace, improving your corporate wellbeing. Despite our busy schedules with late work days, the traffic, drop offs and any other obstacle that may try to postpone or cancel our exercise routines, we should find our way around it. Try Exercising first thing in the morning, get it out of the way and have a great start and energy for your day. If you have not yet acquired the lifestyle of healthy eating and a good workout regime to improve your corporate wellbeing, the Terme SELCE Congress will be a great start! Uključivanje u dobre prehrambene navike i tjelesnu aktivnost za održavanje ili postizanje idealne razine zdravlja i kondicije trebao bi biti visoki prioritet. Tjelovježba i zdrave prehrambene navike idu ruku pod ruku i dat će vam gorivo koje vam je potrebno da napredujete na radnom mjestu, poboljšavajući dobrobit vaše tvrtke. Unatoč našem pretrpanom rasporedu s radom do kasnih sati, prometu, izostancima s posla i svim drugim preprekama koje bi moglo pokušati odgoditi ili otkazati naše rutine vježbanja, trebali bismo ih zaobići. Prvo ujutro pokušajte vježbat i imat ćete sjajan početak i energiju za dan. Ako još niste usvojili životni stil zdrave prehrane i dobar režim vježbanja za poboljšanje korporativnog blagostanja, Kongres Terma SELCE bit će izvrstan početak!



Prof. JAY MITRA
UNIVERSITY OF ESSEX, INTERNATIONAL ENTREPRENEURSHIP
FORUM - UK



You hear a lot about 'asset classes' in financial and management circles. But those fancy words ignore what is at the heart of good management - 'human capital'. Ever since Gary Becker's celebrated use of the term, 'human capital' has been associated with both formal and informal knowledge and skills. Companies have sought to be attentive to acquire the right kind of 'human capital' and mix it with financial and other forms of capital to create a portfolio of resources for themselves. But in doing so they have made the mistake of looking at 'human capital' as a commodity to buy and sell in the market according to the demand of the times. In doing so they have forgotten about the people factor in organizations - the diverse pool of talent who need nurturing and support for their different creative, organizational, analytical and entrepreneurial skills in today's organizations. It is time to see people as more than an asset or a commodity, and to build capabilities in organizations to harness a diverse set of skills and generate thought and wisdom in our data-driven world.

Često čujete o 'vrstama imovine' u financijskim i menadžerskim krugovima. Ali te otmjene riječi zanemaruju ono što je u srcu dobrog upravljanja - 'ljudski kapital'. Sve od kada je upotreba slavnog izraza Gary Beckera, 'ljudski kapital', bila povezivana s formalnim i neformalnim znanjem i vještinama. Kompanije su nastojale biti pažljive kako bi stekle pravu vrstu 'ljudskog kapitala' i pomiješale ga s financijskim i drugim oblicima kapitala kako bi stvorile portfelj resursa za sebe. Ali čineći to, pogriješili su gledajući na 'ljudski kapital' kao na robu za kupnju i prodaju na tržištu u skladu s potražnjom vremena. Pritom su zaboravili na ljudski faktor u organizacijama - raznoliku skupinu talenata koji trebaju njegovanje i podršku za svoje različite kreativne, organizacijske, analitičke i poduzetničke vještine u današnjim organizacijama. Vrijeme je da na ljudi gledamo više od imovine ili robe i da u organizacijama izgradimo sposobnosti za korištenje raznolikog skupa vještina, generiranje mišljenja i mudrosti u našem svijetu vođenom podacima.



Assist. Prof. VLADIMIR MOZETIĆ, MD, PhD, MHA
Cluster President
KVARNER HEALTH CLUSTER - Croatia



By systematically creating a culture of quality of life and health in the work environment, we think not only about better efficiency of work processes, but about a much more significant context of well-being and employee satisfaction. Such an ecosystem is further transferred to the private sphere of life and creates a higher quality, healthier and more satisfied society.

The team of the Polyclinic Terme Selce, based on its own experiences and innovations, and using numerous national and international contacts, through the organization of the Congress launched a platform that is an example of mutual connection and cooperation, and will have the continuous support of the Kvarner Health Tourism Cluster, of which it is one of the founders.



BARBARA TERENZI
President
WUSME – World Union of Small and Medium Enterprises



Video: <https://vimeo.com/819494814>