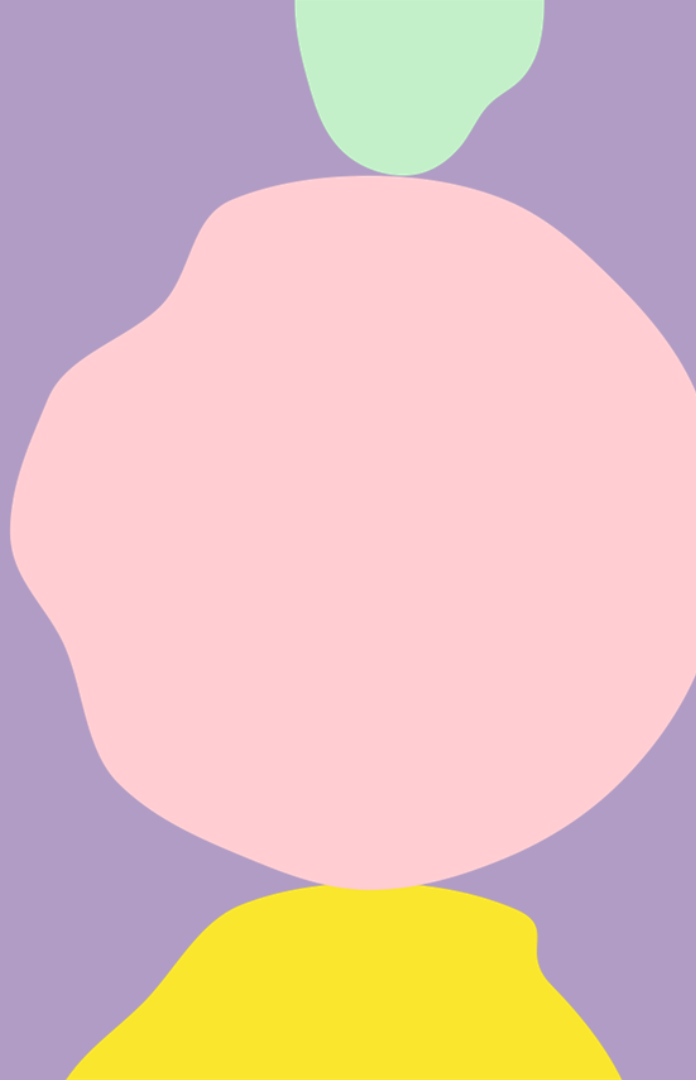


Redefining and Expanding Wellness as a Corporate Imperative

Elizabeth Nieto (she/her)
Spotify

February 2022

**Heart
& Soul**



At Spotify we believe that
**everyone's experiences
of mental health**
should be welcomed,
respected and
championed.

**Heart
& Soul**



Data and Philosophy

**Heart
& Soul**

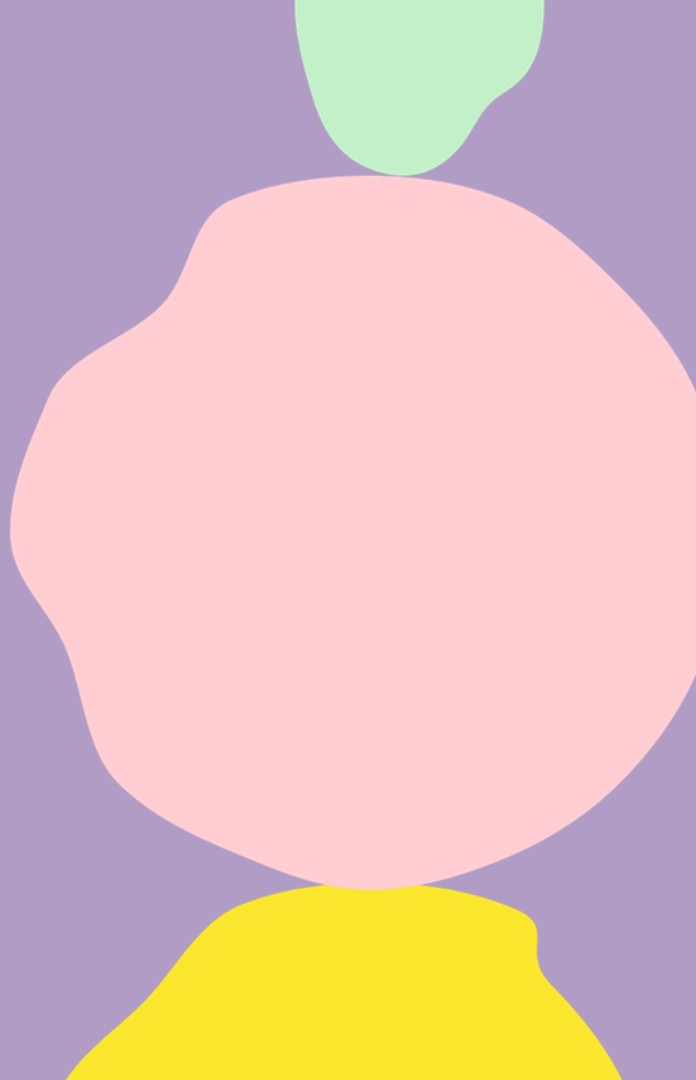


Our Role

Mental health is everyone's responsibility

Heart & Soul supports all Spotifiers to drive change in the recognition and perception of mental health at work.

**Heart
& Soul**



Our Strategy

**Raise awareness
& build knowledge**
around mental health
& mental health issues

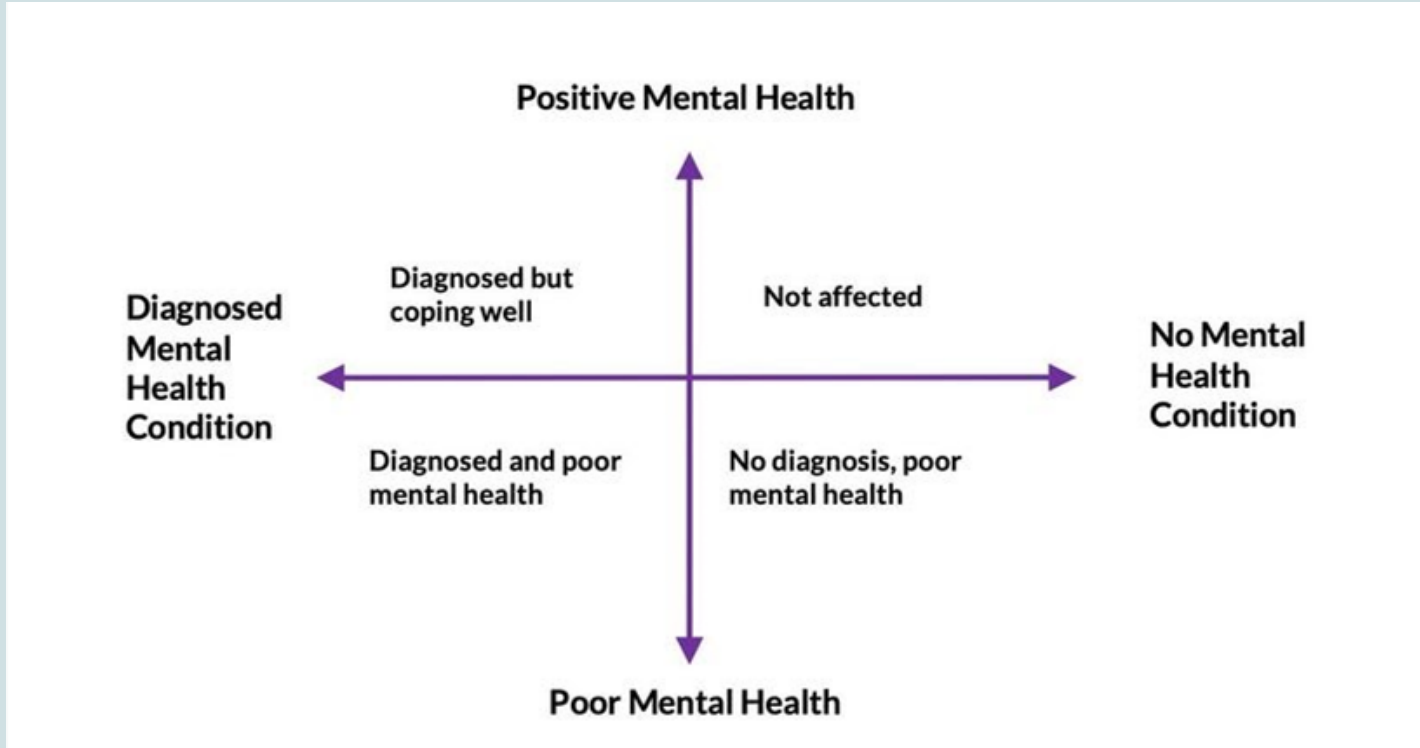
**Enable self-care &
professional support**
so everyone can find
their way to take care
of themselves

**Normalise the
conversation**
about mental
health at work to
reduce stigma

**Heart
& Soul**



We support every expression of mental health from positive to poor



Evolution 2018 to now

**Heart
& Soul**



Since launch, we've expanded our team and expertise across the world

Aug 2018
Global launch
15 Ambassadors

Aug 2020
50 Ambassadors
20 locations

January 2022
62 Ambassadors
23 markets

Oct 2019
World Mental Health Day
First time of full-day programming in 17 offices

March 2021
Mental Health First Aid
Ambassadors trained

We've broadened and deepened how we speak about mental health

Resources self-care hub, difficult conversation, manager guide, boundary toolkit, videos, guide to support mental health crisis

Mental health awareness & education anxiety, depression, suicide prevention, eating disorders compassion, sleep, resilience, boundary setting

Conversation H&S *podcast*, panels, tools for managers

Equitable mental health support
BLK, Spectrum, Shalom, Trust & Safety

Domestic abuse

Substance misuse

2018

2019

2020

2021

2022

“For me, it’s about how I bring **heart & soul** into everything I do, every day.”

Heart & Soul Ambassador,
Amsterdam

